



IMPERIAL

FOR NINETEEN FIFTY-NINE

# IMPERIAL FOR 1959

EXCELLENCE WITHOUT EQUAL . . . BY IMPERIAL DECREE

This is Imperial for 1959, a motorcar that comes close to perfection. It is carefully and painstakingly built in America's newest, most modern automotive plant. It is even lovelier to look at than its predecessors. You may choose an impressively crafted interior from many combinations of rare fabrics and leathers—including a new Pearlescent Leather that has no equal for suppleness or richness of color.

Enjoy the luxury of added spaciousness. Imperial engineers have thoughtfully rescaled the interior to give you more head room, shoulder room and leg room than in previous models. You sit *naturally* in Imperial.

Imperial's completely redesigned engine is noticeably quieter and

smoother while running. It is a more efficient engine, and it develops greater torque at lower engine speeds.

You may elect to have a new air-assisted torsion bar suspension which adds to driving ease and helps level your Imperial under varying load conditions. You may have a gracious new front seat which swivels gently toward the door for graceful entrances and exits.

Take particular note, too, of Imperial models which carry the new Silvercrest roof treatment . . . a significant departure in exterior styling.

A more satisfactory automobile has yet to be built in America. In a very real sense, here is excellence without equal.





# THE IMPERIAL CUSTOM

A NEW TRADITION BEGINS . . . BY IMPERIAL DECREE

Be prepared for a clean break with the past when you inspect Imperial for 1959. For in all of this fine car's fresh loveliness, there isn't a trace of ponderous bulk or excessive chrome contortion that weighs so heavily on tradition-bound cars. You are taken at once by crispness and cleanliness.

Imperial craftsmen have achieved a new massive look in grille-work and bumper design without losing the feel of simple elegance. Notice the graceful new sweep molding . . . the regal canopy effect of new Silvercrest roof . . . the new medallion that unmistakably identifies Imperial's famed Flight Sweep deck lid.

Inside this motorcar, you marvel at the precise fit of coachwork and the jeweled finish of every appointment. And leathers and fabrics offer a striking, yet tasteful departure from the commonplace. (We're especially proud of a rich Jacquard weave which we call "Diamond Glow"—just one of the fabrics you may select from a wide variety of interior combinations in our Imperial Custom series.)

Here, significantly, a new tradition begins . . . by Imperial decree.

THE IMPERIAL CUSTOM FOUR-DOOR SOUTHAMPTON IN IVORY WHITE  
WITH NEW SILVERCREST LANDAU ROOF



The new Imperial roof treatment is a refreshing change from traditional hardtop styling. You may have your choice of three completely new optional hardtop roof styles . . .

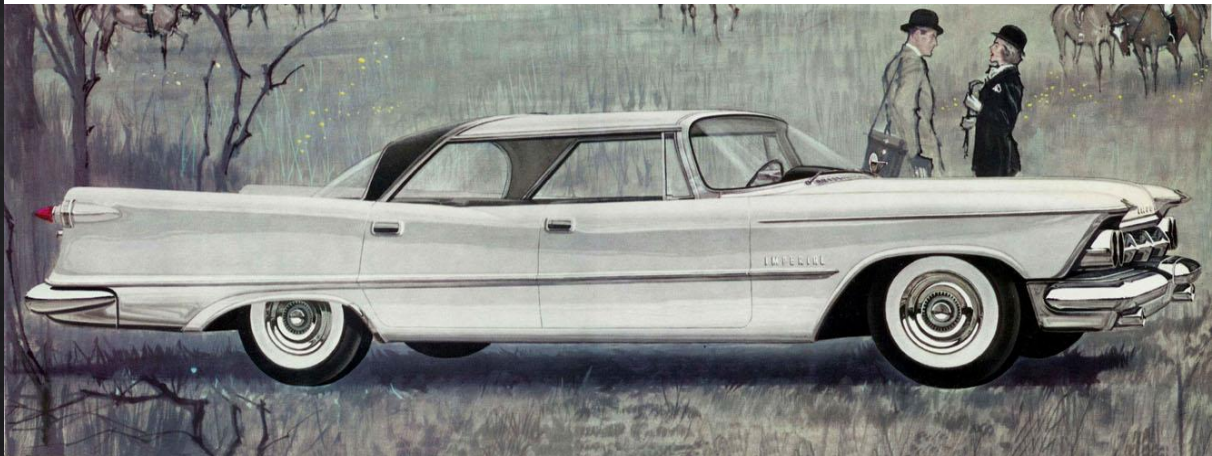
The Silvercrest Landau Roof (pictured here) gives you a clean sweep of stainless steel in the forward roof area, crowned at the rear by a graceful black canopy. The canopy has a textured Scotch grain finish that has the look of leather and the durability of flint-hard baked enamel.

The Silvercrest Roof consists of a stainless steel front roof with canopy in the basic car color you select. And there are 21 exterior body colors to choose from.

The Landau Roof offers you the black textured canopy with front roof area in the basic car color you select.



New Swivel Seats—the kind of advanced feature you expect from Imperial. Open either front door, press a convenient lever on the seat frame, and your seat swings out to meet you. Slip into the seat, swivel into driving or riding position and the seat automatically locks in place. You seat yourself as easily as you would in your favorite easy chair. And alighting is every bit as graceful. No other motorcar in Imperial's class offers this gracious new optional feature.



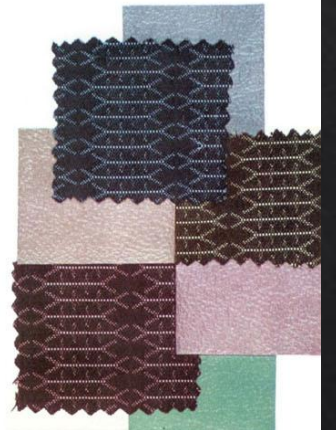
THE IMPERIAL CUSTOM FOUR-DOOR SOUTHAMPTON IN IVORY WHITE WITH NEW SILVERCREST LANDAU ROOF

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THE IMPERIAL CUSTOM TWO-DOOR SOUTHAMPTON  
IN IVORY WHITE OVER YELLOW MIST

Each custom-crafted appointment in your Imperial combines luxury and practicality to make driving completely restful and relaxing. You face an instrument panel that places every gauge within easy reading . . . every control within easy reach. Notice the new, slender horizontal speed indicator that replaces the conventional speedometer and the new aluminum instrument cluster face that's specially textured to eliminate glare. And for safety, we've increased the amount of protective padding beneath the light-absorbing vinyl dash covering.



THE IMPERIAL CUSTOM FOUR-DOOR SEDAN IN NOCTURNE BLUE



## THE IMPERIAL CROWN

ELEGANCE WEDS EAGERNESS . . . BY IMPERIAL DECREE

If you can get your fill of just *looking* at this Imperial Crown Southampton, may we invite you to ease behind the wheel for a rewarding mile or two?

That poised, in-flight look . . . that elegance with just a hint of the rakish about it makes you a promise. And fulfills it in *action*.

Imperial's new engine — a more compact power plant than its predecessors but with greater performance at ordinary driving speeds — responds to your toe-touch with incredible smoothness and silence.

And each time you tick off another restful mile, you'll discover some fresh new meaning of functional beauty. This Imperial holds the road with such track-like sureness and firmness that no curve is tight enough to sway it. Rutted roads? They seem to give themselves beneath you. And you ride proudly poised and *perfectly level* on boulevard or back-country trail — thanks to a new air-assisted torsion-bar suspension. This optional Imperial innovation unites the positive control of torsion bars and the infinite softness of air suspension into a single new system.

And when you ease through traffic with no more than a touch of the wheel . . . when you discover that this heroically proportioned Imperial is obedient and gentle even to the gentlest of women . . . you'll know why we say elegance weds eagerness by Imperial decree.

THE IMPERIAL CROWN TWO-DOOR SOUTHAMPTON IN PERSIAN PINK





THE IMPERIAL CROWN FOUR-DOOR SEDAN IN EMPRESS BLUE



THE IMPERIAL CROWN FOUR-DOOR SEDAN IN IVORY WHITE OVER OXFORD GREY METALLIC



THE IMPERIAL CROWN TWO-DOOR SOUTHAMPTON IN PERSIAN PINK

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# THE IMPERIAL CROWN CONVERTIBLE

## YOUTH IS YOURS AGAIN . . . BY IMPERIAL DECREE

If you're looking for a fine car that makes you feel as young as you'd like to be, study this spirited Imperial Crown Convertible for a long moment. Top up or top down, there's youth and spirit in every line.

And when you take it out on the road and give that buoyant eagerness its head, you'll begin to feel some of that youth and spirit building up in you. But you'll also appreciate the fact that its agility is tempered by a nice maturity of judgment and a reassuring obedience.

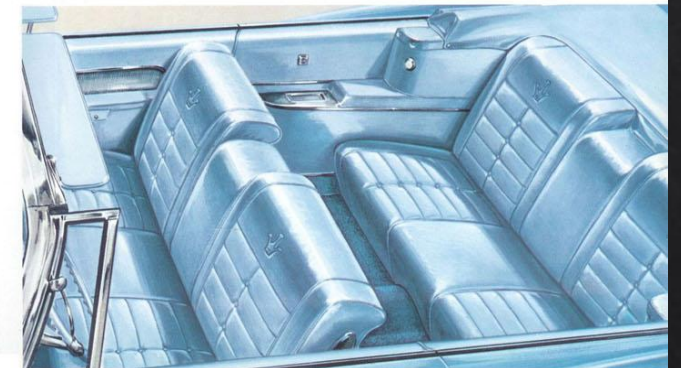
The top comes in four colors — each as handsome as the other: black, white, blue and ruby. And you can lock or unlock the top simply by turning a single handle that's centrally located right within reach. No reaching or groping for side turn-screws.

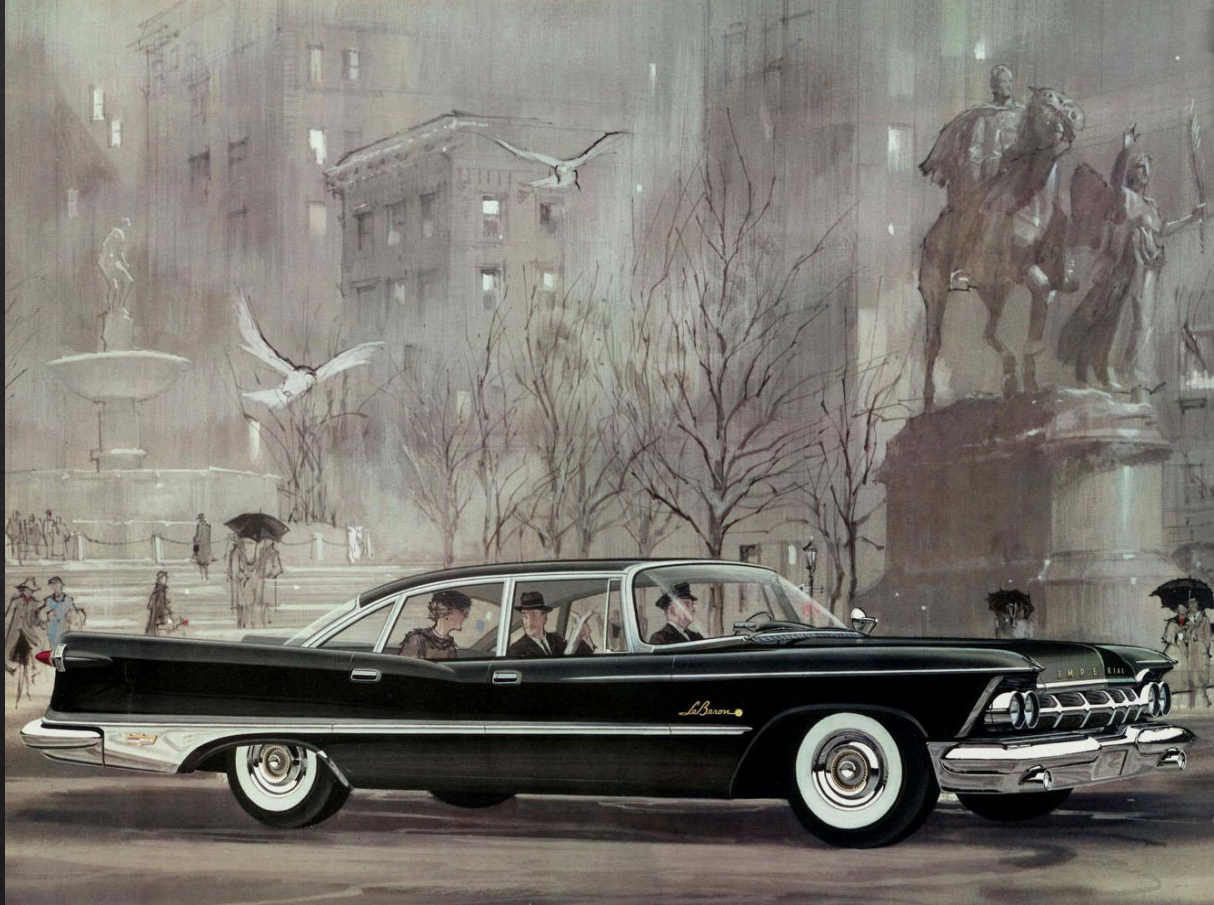
Which of the Imperial Crown Convertible's twenty-one irresistible colors would you like best?

Let's suppose you decide on a light blue color scheme for your Imperial Crown Convertible . . . here is the loveliest shade of soft blue leather ever to grace a convertible. Note how it captures the youthful "top-down" mood. This is only one of four all leather Imperial Crown interiors. You'll find that Imperial's marvelously supple leathers retain their deep true colors for years — age simply enhances their burnished beauty. And these leathers are so scuff-resistant . . . so durable . . . so easy to keep bright and clean with mild soap and water.



THE IMPERIAL CROWN CONVERTIBLE (TOP DOWN) IN SHERWOOD GREEN  
THE IMPERIAL CROWN CONVERTIBLE (TOP UP) IN NORMANDY BLUE





## THE IMPERIAL LE BARON

EXCELLENCE WITHOUT EQUAL . . . BY IMPERIAL DECREE

Here you see the nation's new measurement for excellence in motoring . . . the Imperial Le Baron.

No luxury is unimportant for this magnificent motorcar.

For example, the flawless finish of this Imperial is impervious to weather, road film and time. Even the pastels are super-enamels and will not fade. The restrained chrome accents are especially plated to stay bright and new far longer than the bright work on other cars.

Inside, door levers are cushioned in heavy velour so they can never rattle. Luxurious, deep-pile carpeting comes in rich color shades that harmonize with interior furnishings. Front and rear seat center arm rests fold down and back up again to blend with seat decor. Convenient storage pockets are cleverly concealed below front door arm rests. The instrument panel is specially textured to eliminate glare at night.

We mention these refinements (and they are only a few examples of Imperial's careful attention to detail), because we believe that satisfaction and pride of owning the Imperial Le Baron is truly found in the perfection of many small things.

Here, unquestionably, is excellence without equal.



Imperial owners keep telling us how much they admire the curved side windows in their car. That's understandable because curved side windows just go naturally with curved body contours. And they create a feeling of airiness and spaciousness that you won't find in any other motorcar.

THE IMPERIAL LE BARON FOUR-DOOR SEDAN IN FORMAL BLACK



THE IMPERIAL LE BARON FOUR-DOOR SOUTHAMPTON IN DEEP RUBY METALLIC WITH SILVERCREST ROOF



THE IMPERIAL LE BARON FOUR-DOOR SEDAN IN FORMAL BLACK



The delights of Imperial interiors begin the moment you (or a friend of yours) open the door. This Imperial Le Baron 4-Door Southampton is carefully fitted out in a rich shade of dark ruby broadcloth that blends so beautifully with the Ruby Metallic exterior color shown on the opposite page. Bolsters are in matching leather. Note how Imperial cushions are handsomely stitched to create the impression of individual seats . . . a lounge-chair luxury that results from anatomically correct design. Deep-pile carpeting is in a harmonizing shade. You may choose your Imperial Le Baron 4-Door Southampton interior from combinations in a wide selection of fine broadcloth fabrics and metallic leathers.

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Everyone who knows fine cars recognizes this distinctive symbol. It's Imperial's Flight-Sweep tire mount, and it's even handsomer this year with its new sculptured golden-eagle emblem.



Imperial's compound windshield sweeps high up into the roof of the car as well as around the sides. You can sight those overhead traffic lights without bowing or craning your neck.



No doubt you've noticed how eyes follow this famous gunsight tallight as Imperial sweeps down the highway. It's just another mark of the jewel-like craftsmanship you find in every Imperial feature.

There's a very practical reason behind the dramatic design of this steering wheel. It's safety. You'll notice the deeply recessed center is heavily padded with sponge rubber. Convenient hand grips and thumb rests seem molded to your grip. Even long hours at the wheel don't tire your hands.



This Le Baron interior invites you to express one of today's most elegant fashions. Seat cushions and bolsters are in rich blue wool broadcloth in a regal crown-motif pattern. Since we know you're going to spend a great deal of time living in your Imperial, nothing has been spared to give you the kind of luxurious comfort you enjoy at home. Some of the furnishings in your Imperial Le Baron home: notch-back seat styling, wide sofa-like center arm rests in both front and rear seats, spacious storage pockets underneath outside front arm rests. You may choose your Imperial Le Baron interior from 23 combinations in supple metallic leathers, heavy silks and fine wools. All are designed by Imperial and executed by America's finest fabric houses. Each combination expresses a daring but tasteful departure from the conservative.

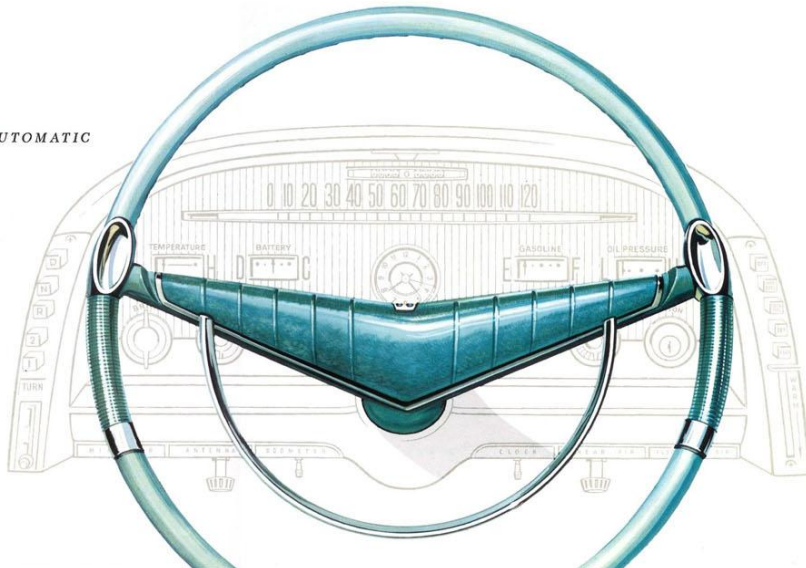
**BEHIND THIS WHEEL . . . EVERY AUTOMATIC  
SERVANT IS YOURS TO COMMAND**

Our constant aim is to make each mile you drive in your Imperial a completely relaxing experience. With this in mind, we've placed every known power assist at your finger tips.

Constant-Control Power Steering is a perfect example. You never need call for power assistance. It's always there, working, helping, protecting. It doesn't come on after you turn the wheel. It is on . . . constantly. And this year we've perfected a new, even more precise steering control. You steer with "pin-point" accuracy and you experience a new confident feel of the road.

And, of course, Power Steering and Power Brakes are standard on all Imperials.

Below you'll find just a few of Imperial's many other automatic conveniences.



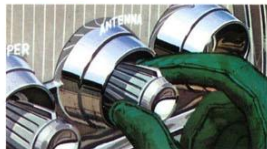
**Electric Door Locks** automatically and positively secure all doors in your car. You simply flick the controls located on both front door panels. A welcome safety feature when children are in the car—or for women driving alone at night.



**Electric Window Lifts** let you raise or lower all vertical moving windows by the touch of a switch. There's a master control panel conveniently located on the driver's door, and individual automatic window controls for each passenger.



**6-Way Electric Power Front Seat** lets you choose your favorite position quick-as-a-wink and change it as often as you like. Just touch this control and your seat tilts for relaxing comfort—as well as adjusting up-down, forward-back.



**Electric Power Antenna** lets you raise or lower your antenna by remote control from inside your car at just a flick of a switch. We install this convenient electrically-operated antenna on each Imperial model ordered with a radio.



**New Pushbutton Air Conditioner and Heater Control** . . . the perfect companion for Pushbutton Driving . . . gives you fingertip control of the weather—with 5 push buttons. (See above for complete details.)



You pre-set your driving speed. Just set this convenient dial for the speed you want to travel. When you've reached the speed you've set, Auto-Pilot nudges the gas pedal back. And a touch of the brake releases Auto-Pilot instantly.

This remarkable new Auto-Pilot—another Imperial first—brings you the most important advance in highway driving since the turnpike.

Imperial's amazing new Auto-Pilot lets you pre-set your driving speed, saves gasoline, and leaves your accelerator foot free, and rested.

Since we introduced Auto-Pilot last year, it's made such a great hit with our Imperial owners that most of them consider it *essential* rather than *optional* equipment. They like the way Auto-Pilot makes driving so much safer and easier—especially on turnpikes.

If you haven't yet enjoyed the relaxing experience of commanding an Imperial equipped with Auto-Pilot, we suggest you do so soon.



Lets you ride relaxed in leg-stretching comfort. Press the Auto-Pilot button when you reach the cruising speed you want. Take your foot off the gas and relax. Auto-Pilot holds the speed you've set even up and down hills.



Saves gasoline too. Actual test runs prove Auto-Pilot can save up to 15% on fuel—as much as three gallons on every tankful. So this remarkable Auto-Pilot can more than pay for itself in gasoline savings alone.

strongest nearby station by the mere touch of your hand or foot. Rear shelf speaker and power antenna included.

**Imperial Flight-Sweep Rear Deck Lid** handsomely sets your Imperial off from other cars.

**Sure-Grip Differential** helps getting out of mud, sand, ice or snow—directs greatest share of driving force to rear wheel with best grip on the road.

**New Swivel Seats** swing out at the touch of a lever. Your entrance and exit is so easy and graceful. Available for both front seats.

**Instant Conditionable Heater and Defroster** gives you warm 100° air just 15 seconds after you slide the control to "warm" position . . . no more waiting for engine warmup.

**Deluxe Dual Combined Heater and Air Conditioner**—all the advantages of the regular Imperial combined unit plus extra large cooling capacity.

**Rear Window Defogger**—an important safety accessory. Quickly removes fog and frost deposits—leaves rear window clear for better visibility. Also helps remove ice and snow from outside of rear window.

**Shaded Rear Window** (Two and Four Door Hardtops only) screens out strong sunlight and cuts glare through Imperial's large rear window. Gives your rear passengers extra

sun's heat rays—relaxes driving tension caused by brightness. You can drive for a longer period of time without fatigue.

**License Plate Frames, front or rear\***, protect your license from scratches and nicks.

**Visor Vanity Mirror\*** fits trimly onto the visor. An ideal accessory for your wife.

**Hood ornament**—modern version of the Imperial eagle fashioned in gleaming chrome.

**White Sidewall Tires\*\*** both rayon and nylon cord available, add clean beauty to your Imperial.

**Mirrormatic Rear View Mirror**—the perfect complement to Automatic Beam Changer. Has sensing element that automatically cuts rear headlamp glare.

**Captive Air Tires** allow you to ride safely on—on air—for a 100 miles or more after a puncture or a blowout.

**Custom Super-Soft Tires**—largest production passenger car tires ever built (11 x 14")—give you superior traction, increased braking power, more protection against blowouts and exceptionally smooth ride. Approximately 30% less air needed than in conventional 9.50 x 14" size.

\* Standard on Crown and LeBaron Models, optional on Custom Imperials

\*\* Standard on LeBaron Models

## 1959 IMPERIAL STANDARD EQUIPMENT

### STANDARD ON IMPERIAL CUSTOM

Air Cleaner	Total-Contact Power Brakes	Drip Rail Cover Molding
Air Foam Seat Cushions front and rear	Constant-Control Power Steering	Stone Shield — rear quarter panel
Air Foam Seat Back — (front)	Torque-Flite Automatic Transmission	Wheel Covers
Dual Headlights	Interior Lights — front and rear door	Windshield Washer
Arm Rest — rear center	remote control	Electric Windshield Wipers
Four-Barrel Carburetor	Back-Up Lights	Step-on Parking Brake
Electric Clock	Map Light	Undercoating and Hood Insulation Pad
Safety Cushion Instrument Panel	Luggage Compartment Light	Extruded Aluminum Upper Door
Padded Safety Steering Wheel	Hand Brake Warning Signal	Panels (sedan)
Cowl Fresh Air Intake	Full-Flow Oil Filter	Tubeless Tires
Carpet Floor Covering	Fuel Filters — paper element	Spare Tire Cover Plate (metal)
Directional Signals	(5 micron) and plastic	Safety Rim Wheels
Push-Button Drive Selector	Dual Exhaust	

### STANDARD ON IMPERIAL CROWNS

All items listed for Custom Imperial, plus the following:

Tilt-type Mirror	Vanity Mirror	6-Way Power Seat
	Rear License Plate Frame	Power Windows
	Left Outside Rear View Mirror	Airfoam Seat Back (rear)
	(manual)	

### STANDARD ON IMPERIAL LE BARONS

All items listed for Imperial Custom and Imperial Crown, plus the following:

Tires — Rayon White Sidewall — Tubeless
Carpeted Spare Tire Cover and Plate



Electric Door Locks automatically and positively secure all doors in your car. You simply flick the controls located on both front door panels. A welcome safety feature when children are in the car — or for women driving alone at night.



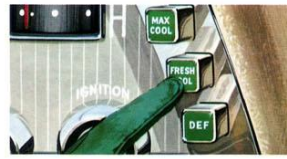
Electric Window Lifts let you raise or lower all vertical moving windows by the touch of a switch. There's a master control panel conveniently located on the driver's door, and individual automatic window controls for each passenger.



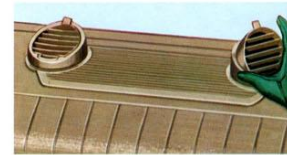
6-Way Electric Power Front Seat lets you choose your favorite position quick-as-a-wink and change it as often as you like. Just touch this control and your seat tilts for relaxing comfort — as well as adjusting up-down, forward-back.



Electric Power Antenna lets you raise or lower your antenna by remote control from inside your car at just a flick of a switch. We install this convenient electrically-operated antenna on each Imperial model ordered with a radio.



New Pushbutton Air Conditioner and Heater Control . . . the perfect companion for Pushbutton Driving . . . gives you fingertip control of the weather — with 5 push buttons. (See above for complete details.)



**Revolutionary New Pushbutton Air Conditioner Heater System.** This exclusive new Imperial heating and cooling system is as simple and sensible as Pushbutton Driving. Five push buttons let you select the exact temperature you'll need. No confusing levers to push in or pull out when you're changing from summer heating to winter cooling (or vice versa). Two free-swiveling telescoping outlets are located on the instrument panel — to give you and your passengers accurate directional control of cool or warm air circulation. And air is also distributed from ducts under the instrument panel.

**Deluxe Dual Combined Heater and Air Conditioner** — all the advantages of the regular combined unit — plus extra large cooling capacity.



**New Automatic Beam Changer** lowers your headlight beams when other cars are approaching you at night. As soon as traffic is past, beam rises automatically back to bright. To operate you simply press a floor button with your foot. Press the switch again and it de-activates. You'll like the torpedo-shape styling. And it's so small (only a little over an inch in height) that it never obstructs your forward driving vision.



**Remote Control Outside Rear View Mirror** lets you adjust mirror position quickly and accurately from inside the car . . . just by operating a single control knob on the instrument panel. The mirror rotates on a spherical seat with an almost infinite number of angle adjustments . . . giving you an exceptionally wide and safe rear view. Handsomely mounted on the left front fender, the mirror is a complement to Imperial styling.

## IMPERIAL ACCESSORIES

For your comfort . . . safety . . . and convenience

**Imperial Touch-Tuner Radio** with current-saving transistors automatically tunes in the strongest nearby station by the mere touch of your hand or foot. Rear shelf speaker and power antenna included.

**Imperial Flight-Sweep Rear Deck Lid** handsomely sets your Imperial off from other cars.

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**Shaded Rear Window (Two and Four Door Hardtops only)** screens out strong sunlight and cuts glare through Imperial's large rear window. Gives your rear passengers extra

comfort. (Standard with Solex Glass only.)

**Solex Tinted Glass** cuts glare and filters out sun's heat rays — relaxes driving tension caused by brightness. You can drive for a longer period of time without fatigue.

**License Plate Frames, front or rear\*** protect your license from scratches and nicks.

**Visor Vanity Mirror\*** fits trimly onto the visor. An ideal accessory for your wife.

**Hood ornament** — modern version of the Imperial eagle fashioned in gleaming chrome.

**White Sidewall Tires\*\*** both rayon and nylon cord available, add clean beauty to your Imperial.

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\* Standard on Crown and LeBaron Models, optional on Custom Imperials

\*\* Standard on LeBaron Models

IMPERIAL'S NEW ENGINE IS SMOOTHER, MORE EFFICIENT  
AND SILENCE REIGNS SUPREME . . . BY IMPERIAL DECREE

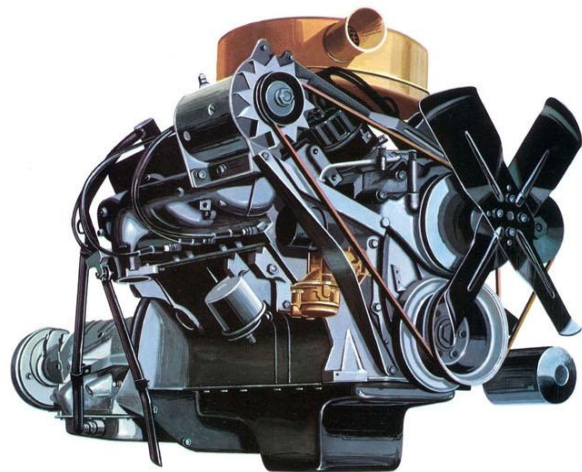
Even if you're not mechanically minded, take a moment to look under the hood of a 1959 Imperial. You'll be impressed with the remarkable compactness of our brand new 350 horsepower engine.

Imperial engineers have reduced engine weight, and at the same time have increased power. Imperial's new 413 cubic inch power plant is actually 101 pounds lighter than its predecessor and 65 pounds lighter than some engines in other fine cars. But light as it is, the new engine actually delivers *more torque per pound* than any engine in the industry—475 foot pounds at 2800 rpm.

What that means is this: you get more torque, more pulling power with fewer engine revolutions.

Your engine is smoother, quieter, because it never need race or strain for power. And you get better engine performance at ordinary driving speeds—the speeds you use most of the time. When this engine teams with Imperial's famous TorqueFlite transmission, you're never conscious of changing gears . . . just one unbroken sweep of motion.

There are a great many other Imperial engine refinements . . . refinements like a more rugged crankshaft, improved bearing durability and advances that make this engine so much easier to service. But get to know it yourself—just touch the accelerator. You'll discover a silent, alert responsiveness you would never suspect in a car this size.



Imperial is built carefully, luxuriously . . . by skilled craftsmen working unhurriedly in America's newest, most functional and effective automobile plant. Shown above is the water spray booth where Imperials are subjected to a more severe water test than you would ever encounter in the most violent cloudburst. 36 nozzles—each exerting 30 pounds of water pressure per square inch—direct an intense spray of water at windows, doors, trunk lid and underbody—every point where water could seep in. An inspector inside the body checks for any possible leaks and they are corrected immediately.

This water spray testing is typical of the kind of quality control and careful craftsmanship that goes into the making of every Imperial.

Here are just a few more "fine points" that will interest a person like yourself who knows and appreciates fine cars . . .

Unlike the inspection systems in most manufacturing plants which require only periodic spot checking of cars, every Imperial receives 100% inspection at each stage of assembly.

Each Imperial (not just a few) receives a rugged road test that subjects the car to every kind of performance punishment.

Imperial's super-enamel paints are the finest in the industry. They are impervious to weather, road film and time. They are baked on to retain their high-gloss luster for the lifetime of your Imperial.

Imperial's new body has been strengthened by more rugged body-bracing throughout. And sound-deadening insulation has been increased.

All windows in Imperial are a special kind of *tempered safety glass*. Extensive collision tests prove that this type of glass offers *far* greater resistance to impact, and will not shatter or "splinter" into small, sharp particles as will other types of safety glass.

When you take the keys of your Imperial, you know that you are now the owner of an automobile that has been *individually crafted* (rather than mass assembled) to America's highest standards of quality.



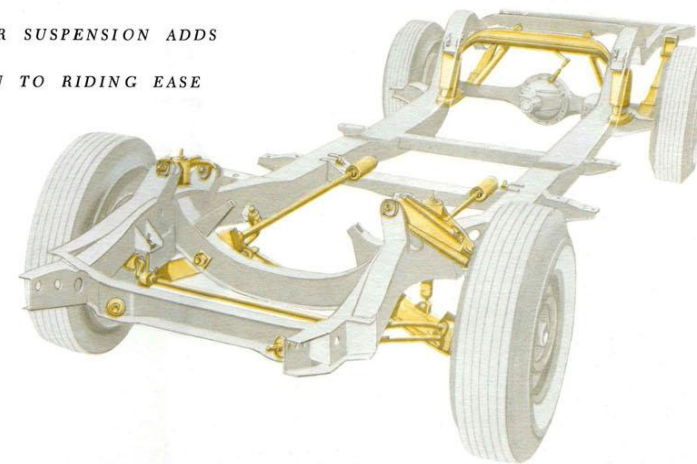
NEW AIR-ASSISTED TORSION BAR SUSPENSION ADDS

A REMARKABLE NEW DIMENSION TO RIDING EASE

It's difficult to believe that there could be any improvement in Imperial's famous torsion bar suspension. But our engineers *have* improved it . . . dramatically. They've perfected a new optional *air suspension* which adds a remarkable new dimension to your riding ease.

Besides all the comfort features of torsion bar suspension . . . no sway or swerve on turns, no rear-end dip when you accelerate, no dive on stops . . . you enjoy a level "platform" ride in every driving situation. On sharpest curves, on roughest roads, you ride perfectly level. You get a buoyant feeling of riding above the road without "wheel-to-pavement" contact. And even when you're carrying a capacity crew of passengers, or a heavy load of luggage and equipment in your trunk, your car never has a "squatting" appearance. Ground clearance for frame and rear bumper remains constant. And your headlight aiming is always dead center. The reason? Compressed air at the rear axle acts as a spring—automatically keeping your car level regardless of load.

Try this newest Imperial ride. And compare it to the rides you get in any other car. We'll wager you'll be back in our showroom for your own Imperial keys.





## SPECIFICATIONS

**BODY STYLES**—Imperial—Sedan; 2-Door Southampton; 4-Door Southampton. Imperial Crown—Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe. LeBaron—Sedan; 4-Door Southampton.

**ENGINE**—High compression 90° Imperial V-8 with wedge-type combustion chambers and overhead in-line valve arrangement. Bore 4.18 in., Stroke 3.75 in. Piston displacement 413 cu. in. Compression Ratio 10.1 to 1. Brake horsepower, 350 at 4600 r.p.m. Slipper-type cam ground, steel band aluminum alloy pistons. Three rings per piston. Full pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Replaceable element air cleaner. Spool-type engine mountings. Full-Flow oil filter. Dual exhaust system with two mufflers and two resonators.

**FUEL SYSTEM**—Four-barrel carburetor with mechanically controlled secondary draft system. New, quick response, well-type automatic choke. Plastic fuel filter in gas tank. Supermicronic, replaceable element filter at engine. Tank capacity 23 gallons.

**COOLING SYSTEM**—New, series-flow type with thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-  
CS-423—LITHO IN U.S.A.

length water jackets around cylinders. Capacity 17 quarts (with heater).

**ELECTRICAL SYSTEM**—12 volt battery, 78-plate, 70 amp. hr.; 30 amp. generator. 14mm Power-Tip spark plugs. Sealed Beam Dual Headlights; Back-up Lights; Directional Signals; Map Light; Electric Window Lifts and 6-Way Power Seat, Imperial Crown and LeBaron (available on Imperial), Electric, Variable-speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, two lighters in rear compartment, Crown and LeBaron; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

**TRANSMISSION**—TorqueFlite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio 2.2 to 1. Transmission gear ratios—First gear 2.45 to 1; Second gear 1.45 to 1; Third gear 1 to 1. Pushbutton Control located on dash panel to left of steering wheel. For safety, engine can not be started unless transmission is in neutral.

**DRIVE**—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio 2.93 to 1.

**SUSPENSION**—Independent front wheel suspension with torsion bar springs. Oriflow Shock Absorbers in both front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut. New rear air-suspension available.

**STEERING**—Full-Time Constant-Control Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.5 turns of steering wheel.

**BRAKES**—“Total-Contact” hydraulic braking system, with Power Brakes and independent Parking Brake. Brake diameter 12 in. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Parking Brake actuated by foot pedal—released by control on dash panel. Red warning signal on panel.

**WHEELS AND TIRES**—14 inch, low pressure, Rayon Custom Super-Cushion Tubeless Tires, 9.50 x 14. Safety Rim Wheels. Stainless Steel Wheel Covers. Rayon White Sidewall (standard on LeBaron), Nylon White Sidewall, or Custom Super-Soft-Cushion Tires available.

**DIMENSIONS**—Wheelbase 129 inches. Front tread 61.8 inches, rear 62.4 inches. Over-all length 226.3 inches. Width 81.0 inches. Height (loaded) 56.9 inches.

All Colors, Specifications, Equipment and Prices subject to change without notice and without any obligation on cars already built.