

CHRYSLER



NEW POWER STYLE FEATURES FOR 1956

THE FORWARD LOOK IN MOTOR CAR STYLING AND DESIGN



THE *Chrysler* WINDSOR V8



THE *Chrysler* NEW YORKER V8

THE *Chrysler*
WINDSOR

POWER



STYLE

QUALITY



The interiors of the New Yorker are color-keyed with a wide selection of colors and fabrics so you can have an interior Tailored-To-Your-Taste.



On the right is one of the beautiful color-keyed interiors of the Windsor that harmonizes perfectly with the color scheme on the exterior of the car.



THE *Chrysler*
WINDSOR

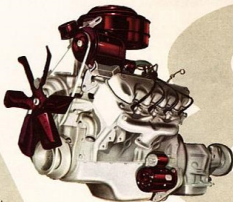
Here is the Forward Look—the new look of style and distinction in the medium-priced field—the Chrysler Windsor V8 for 1956!—unquestionably the most beautiful and distinctive car ever to bear the famous Windsor name.

Look at the silhouette of this magnificent car shown above. Note the complete symmetry of line from front to rear—the gracefully sloping hood and front fender; the long, sweeping rear fender; the Super-Scenic wrap-around windshield and the Clearbac rear window, which complements the low, long, graceful lines of the top.

Here is style—smart designing that is new and different from other cars. Here is individuality, distinction, prestige that make the Windsor the most desirable car in the medium priced field.

It's the PowerStyle Chrysler—with power and motion in every line—and with the greatest array of power engineering features ever offered. The new Spitfire V8 Engine has 225 horsepower. The PowerFlite Transmission is operated by merely pushing a button. The new PowerSmooth Brakes are the finest ever designed. The new PowerPilot Steering operates Full-Time with incomparable ease and control. And, combined with these great Chrysler engineering features are many others which make the Chrysler Windsor the car of the year!

225 h.p. SPITFIRE V8



280 h.p. FIREPOWER V8



THE *Chrysler*
NEW YORKER



THE *Chrysler*
NEW YORKER

In the PowerStyle Chryslers for 1956, Chrysler stylists and designers have created a new concept in motor car design—a fresh, new note of dynamic symmetry that has motion, fleetness, and power. This new concept of power styling gives the Chrysler a character, an individuality, a style that is distinctively its own—quite unlike any other car offered today.

The New Yorker St. Regis Two Door Hardtop shown above is a perfect example of the new style-trend that will be the fashion in future motor car design.

A comparison of the long, low, sweeping lines; the graceful contours; and the feel and sense of motion and power, compared with the short, stubby, boxy lines of some cars today, emphasizes the beauty, the smartness, the very desirable individuality of the Chrysler PowerStyle design for 1956.

On the back page, you will find listed many of the engineering and design features which combine with the new, exclusive PowerStyle design to make the Chrysler New Yorker a car of incomparable distinction and worth.

Before you buy any car—see and drive the 1956 Chrysler New Yorker because it is the perfect combination of style and beauty, and a performance that is as exclusively Chrysler as is the new PowerStyle design.

Major Specifications

BODY STYLES: Windsor—Sedan, Nassau, Two Door Newport, Four Door Newport Hardtop, Convertible Coupe, and Town & Country Wagon. New Yorker—Sedan, St. Regis, Two Door Newport Hardtop, Four Door Newport Hardtop, Convertible and Town & Country Wagon.

ENGINES: Windsor—Spitfire 90° V-8; Bore and Stroke 3.81 in. x 3.63 in.; Compression Ratio 8.5 to 1; Displacement 331 cu. in.; Brake Horsepower 225 hp. New Yorker—FirePower 90° V-8; Bore and Stroke 3.94 in. x 3.63 in.; Compression Ratio 9.0 to 1; Displacement 354 cu. in.; Brake Horsepower 280 hp. Features—Shear type Engine Mountings; Full pressure lubrication; Full Length Water Jackets; Oil Bath Air Cleaner and Silencer; Full Flow Oil Filter; Floating Oil Intake; Integral Automatic Choke; Waterproof Ignition; Crankcase Ventilation; 5 qt. crankcase capacity.

FUEL SYSTEM: Windsor—Dual Down-Draft Carburetor. New Yorker—Four-barrel Down-Draft Carburetor with Water-jacketed throttle body. Both models have Oilite Fuel Filter in gas tank; Mechanical Fuel Pump; and Automatic Intake Manual Heat Control and Integral Automatic Choke. Tank capacity 21 gallons (Town & Country 18.5 gal.).

COOLING SYSTEM: Thermostatic By-Pass temp. control; 6 bladed Fan (New Yorker 4 bladed), Full-Length Water Jackets around cylinders; Cellular Radiator Core; Radiator capacity—Windsor, 24 qts.; New Yorker, 25 qts.

ELECTRICAL SYSTEM: Windsor—Battery 66 Plate, 60 amp. hr., 12 volt; Generator 30 amp.; Resistor type Spark Plugs; Ignition Key Starter. New Yorker—Battery 78 Plate, 70 amp. hr., 12 volt; Generator 30 amp.

STEERING: Manual symmetrical idler arm steering linkage with three tooth roller gear. PowerPilot full-time power steering optional at extra cost.

BRAKES: New Chrysler PowerSmooth Braking System—hydraulic, internal expanding with Cycle-bond linings. Easi-lock independent Parking Brake with handle on instrument panel. Chrysler Power Brakes standard on New Yorker, optional on Windsor.

TRANSMISSION: Windsor—Manual Shift, 3 Forward and 1 Reverse Speed; Helical Gears, Synchronous meshing in 2nd and 3rd gears. New Yorker—PowerFlite, fully automatic torque converter with planetary gearset. Push Button Drive Selector on Dash Panel. PowerFlite optional on Windsor at extra cost.

WHEELS AND TIRES: Safety Rim Wheels. Stainless Steel Wheel Covers. Tubeless Tires. Size—Windsor 7.60 x 15, 4-ply; New Yorker 8.00 x 15, 4-ply.

DIMENSIONS: Windsor—Wheelbase 126 in.; Tread front 60.4 in., rear 59.6 in.; Over-all length 220.4 in.; width 78.8 in.; height (loaded) 60.6 in. New Yorker—Wheelbase 126 in.; Tread front 60.4 in., rear 59.6 in.; Over-all length 221.2 in.; width 81.0 in.; height (loaded) 60.9 in.

OPTIONAL EQUIPMENT: Available on both Windsor and New Yorker—Air Conditioning; Electro Touch Tuner Radio with foot control standard (with or without rear speaker); Music Master Radio (with or without rear speaker); Steering Wheel Self-winding clock; Custom Wheel Covers; Highway Hi Fi Phonograph; Solex Glass; White Side Wall Tires; Electric Window Lifts; 4-Way electric Power Front Seat; Custom Steering Wheel; Chrysler Instant-Heat Heater; Chrysler Custom Conditioner Air Heater; Removable Kiddie Seat for Town & Country Wagon; Wire Wheels.

Optional Equipment—Windsor: **SAFETY GROUP**—Prismatic Mirror; Safety Cushion Dash Panel; Back-up Lights; Luggage Compartment Light, except Town & Country; Glove Box Light; Windshield Washer; Automatic Rear Door Dome Light (Sedan, 4 Door Hardtop, T & C Wagon). **CUSTOM GROUP**—Electric Clock; Custom Steering Wheel; Front Bumper Guards; White Sidewall Tires; Rear License Plate Frame; Exhaust Pipe Extension. **CONVENIENCE GROUP**—Vanity Mirror; SunCap Visor, including Chrome Roof Rail Drip Moulding and Roof Plate; Solex Glass; Outside Rear View Mirror (left). **POWER GROUP**—Power Steering; 4-Way Power Seat; Power Brakes. Also available on Windsor—Carpets for Sedan and Nassau; Rear Seat Center Arm Rest for Sedan and Four Door Hardtop; Undercoating.

Optional Equipment—New Yorker: **CUSTOM GROUP**—Prismatic Mirror; Custom Steering Wheel; White Sidewall Tires; Rear License Plate Frame. **CONVENIENCE GROUP**—Vanity Mirror; Solex Glass; One Outside Rear View Mirror (left). **POWER GROUP**—Power Steering; 4-Way Power Seat; Electric Window Lifts (Front & Rear Doors on Sedans, 4 Door Hardtop and Town & Country Wagons—Front Doors and Rear Quarter Windows on Convertible, Newport and St. Regis).

SPECIAL TWO-TONE PAINT—with Contour Moulding, available at slight extra cost on all Sedans, 4 Door Hardtops, Newport, and Convertibles.

ALL SPECIFICATIONS AND PRICES SUBJECT TO CHANGE WITHOUT NOTICE

CHRYSLER DIVISION, DETROIT

Now... more than ever
 AMERICA'S MOST SMARTLY DIFFERENT CAR?



The Two Door Nassau Hardtop



The Four Door Newport Hardtop

THE *Chrysler*
 WINDSOR



The Town & Country Wagon



The Six Passenger Sedan

The Convertible Coupe



The Two Door Newport Hardtop



The Four Door Newport Hardtop



The Two Door Newport Hardtop

THE *Chrysler*
 NEW YORKER



The Six Passenger Sedan

The Town & Country Wagon



The Convertible Coupe



The Two Door St. Regis Hardtop

