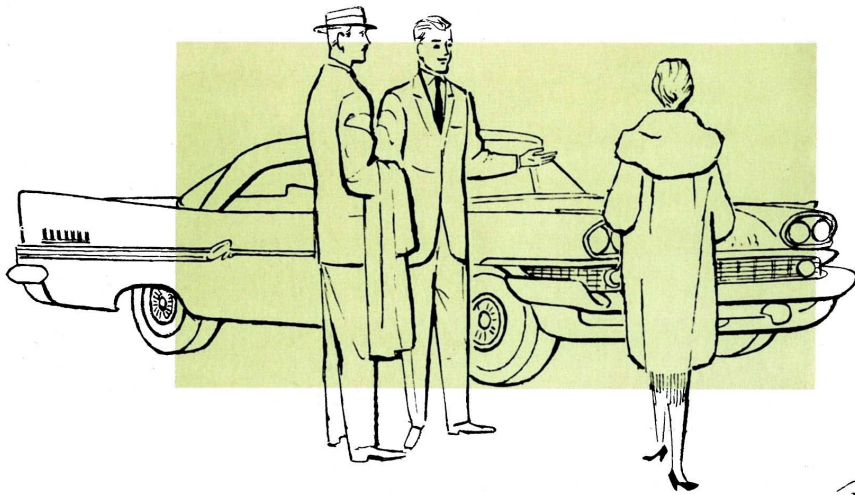


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for the NEW 1958 CHRYSLER and IMPERIAL

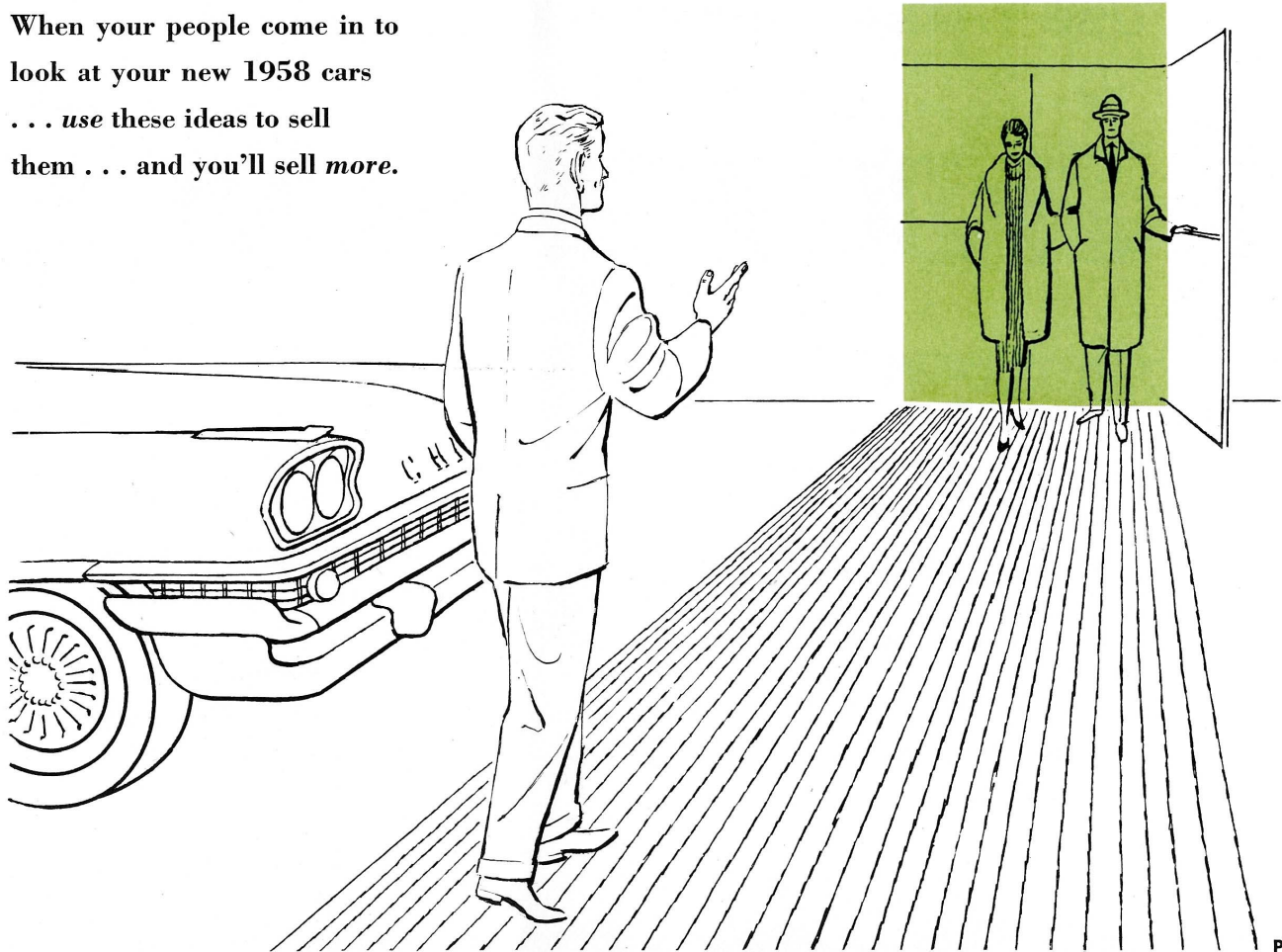


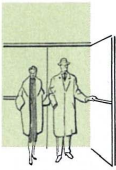


**This book is furnished to  
Chrysler and Imperial  
salesmen as a selling  
guide for 1958.**



When your people come in to  
look at your new 1958 cars  
. . . use these ideas to sell  
them . . . and you'll sell *more*.





When they come in to look at your new 1958 cars . . .

USE THESE FACTS TO SELL OUR

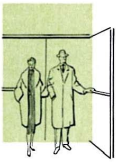
# 1 ACCEPTANCE

Chrysler and Imperial acceptance is at an all time high because . . .

- People like their *Looks*
- People like their *Performance*
- People like their *Convenience*
- People like the features that make them *Safe!*

The result . . . is that more and more people are stepping up to purchase more and more Chryslers and Imperials.

And . . . the wonderful acceptance that these cars are enjoying assures even *higher* trade-in values in the future.



When they come in to look at your new 1958 cars . . .

**USE THESE FACTS TO SELL**

# 2

# THE LOOK

Chrysler and Imperial styling is the most advanced design of our time! It is fresh, modern and functional . . .

- Fresh . . . because it is crisp, clean and uncluttered.
- Modern . . . because it has the look of motion.
- Functional . . . because it's comfortable, roomy and a pleasure to drive.

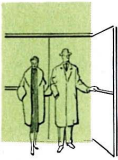
We have a whole new front-end with a brand new look . . . and dual headlights are now standard equipment.

We have the largest glass area in the industry . . . in front . . . at the side . . . and to the rear . . . *and* Twin-Wrap windshields are now standard on *all* hardtops.

We have rich, all-new interiors with a wide variety of nylon, vinyl or leather available.

We have 18 new warm colors to choose from for Chrysler, 20 for Imperial.

All of this means that Chrysler and Imperial styling is *further ahead for '58*.



When they come in to look at your new 1958 cars . . .

**USE THESE FACTS TO SELL**

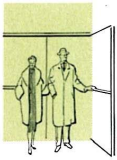
# 3 PERFORMANCE

Chrysler and Imperial performance is outstanding because these cars are engineered for any road condition or driver's requirement.

- Spitfire, FirePower and Imperial engines are modern, efficient and economical to operate. We have 10 to 1 compression ratios, new carburetors and a new all-weather automatic choke for '58.
- TorqueFlite transmission provides a smooth, efficient power flow with maximum flexibility . . . controlled by fool-proof Push-Buttons located in a safe, convenient place.

- Torsion-Aire ride is a completely modern, fully developed suspension system . . . designed *into* the basic automobile and providing the safest, most stable, best-controlled ride of any car. It is furnished as standard equipment.

These are the features that combine to make Chrysler and Imperial the best performing cars in America today.



**When they come in to look at your new 1958 cars . . .**

**USE THESE FACTS TO SELL**

# 4 CONVENIENCE

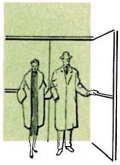
Chryslers and Imperials offer greater driving convenience than ever before.

- New Constant Control Power Steering operates full time and provides a new sense of control plus easier parking.
- Push Button control means a minimum of driving effort.
- Greater visibility minimizes blind spots . . . assures easier parking.
- Deluxe Dual Air Conditioning offers greatly

increased flow of the cooled air, better distribution of the cooled air and greater comfort in extremely hot areas.

- Auto-Pilot provides a silent speed reminder when a pre-set speed is reached . . . and fully automatic cruising control on the highway.

These features make Chrysler and Imperial *the most convenient '58 cars to drive.*



When they come in to look at your new 1958 cars . . .

USE THESE FACTS TO SELL

# 5

# SAFETY

Chryslers and Imperials are the safest cars in America today because . . .

- Total-Contact Brakes provide the largest lining area . . . the longest brake life . . . the best stopping power.
- Torsion-Aire gives the driver constant, stable control . . . even on dangerous curves or in times of emergency.
- Sure-Grip Differential directs the power to the wheel with the most traction . . . provides for added safety on ice and snow, in sand or mud.
- New location of Rear-View Mirror provides up to 38% more visibility.
- Dual Headlights (now *standard equipment*) give more light . . . distributed over a wider area. "Vistorama" visibility lets the driver and passengers see where they're going, eliminates blind spots.
- Captive-Air tires let you drive safely on a flat tire for miles and miles.

Chrysler and Imperial engineering is *your best investment* in motoring safety.





When they come in to look at your new 1958 cars . . .

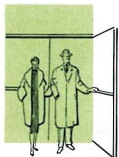
USE THESE FACTS TO SELL THE NEW 1958

# 6

# WINDSOR

- *Windsor Value:* This car has all of Chrysler's prestige, luxury and reputation for quality . . . built by the same skilled craftsmen who make Saratogas and New Yorkers. This car is new and distinctive. It has its own grille and front fender treatment. This is a big, comfortable car and has a "luxury look" inside and out.
- *Windsor Interiors:* They are brilliant, rich and new . . . with hard-top styling in sedans. There is a wealth of fabrics or vinyl trims to choose from.
- *Windsor Performance:* Improved Spitfire engine with 10 to 1 compression provides for greater efficiency and performance. Extra smoothness and ease of control is available with the optional Push-Button TorqueFlite transmission.
- *Windsor Glass Area:* Bigger and safer than ever with Twin-Wrap windshields standard on hardtops — and the extra-large "Vistorama" rear window optional on 2-door hardtops.

The Chrysler Windsor for '58 opens new markets for you . . . is your "New Luxury Car in a Lower Priced Field".



**When they come in to look at your new 1958 cars . . .**

**USE THESE FACTS TO SELL THE NEW 1958**

# 7 SARATOGA

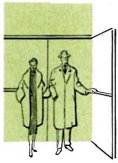
- *Saratoga Value:* For the next move up, Saratoga provides a bigger, heavier car for just a little more . . . and many important extras\* are standard equipment.
- *Saratoga Appearance:* This car has a new front end look . . . clean and massive. Distinctive new ornamentation, side mouldings and two-tone color treatment give the Saratoga a modern, distinctive look.
- *Saratoga Interiors:* The fine car look is provided with rich, exclusive, metallic-highlighted nylon fabrics . . . four smart looking all-vinyl combinations are also available.
- *Saratoga Performance:* The Spitfire engine now

offers 10 to 1 compression ratio, four-barrel carburetor and dual exhaust as standard equipment. Provides outstanding performance.

- *Saratoga Glass Area:* A new Twin-Wrap windshield is standard on hardtops and the extra-large "Vistorama" rear window is optional on 2-door hardtops

The Chrysler Saratoga offers fine car luxury and many "extras" as standard equipment . . . making it an outstanding value.

- \* Air Foam Cushions, Front and Rear; Four-Barrel Carburetor; Dual Exhaust; Electric Clock; Instrument Panel Pad; Convenience Lights; Power Steering; Push-Button TorqueFlite Transmission; Wheel Covers and Windshield Washers.

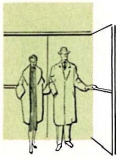


**When they come in to look at your new 1958 cars . . .**

**USE THESE FACTS TO SELL THE NEW 1958**

# 8 NEW YORKER

- *New Yorker Value:* Leading the parade of Chryslers, this car offers the best of everything in looks, in elegance, in ride . . . better than any car in its class. This is the prestige car people want more and more . . . the New Yorker . . . top of the Chrysler line.
  - *New Yorker Appearance:* Its longer, lower lines, its fins, its flight-sweep styling . . . give New Yorker a look of motion. The slanting hood . . . the fins . . . they do it. And, its new bumper and grille assembly gives the New Yorker a whole new front-end look. Its special new side mouldings and new fender ornamentation quickly identify the New Yorker as the glamour car of the Forward Look.
  - *New Yorker Interiors:* Rich, colorful interiors trimmed in new, exclusive New Yorker fabrics of embossed-textured nylon, all-vinyl or metallic leathers give this car the extra quality that discerning owners want.
  - *New Yorker Performance:* Equipped with the great FIREPOWER engine (now at 10 to 1), with hemispherical combustion chamber and TorqueFlite transmission as standard equipment, New Yorker's performance is unsurpassed by any car.
- The Mighty Chrysler New Yorker is designed for the buyer who wants the finest of the Chrysler line, the best performing family car in America.



**When they come in to look at your new 1958 cars . . .**

**USE THESE FACTS TO SELL THE NEW 1958**

**9**

# IMPERIAL

Imperial has achieved unsurpassed acceptance in the luxury car field because . . .

- *Imperial's Styling* is the most beautiful expression of the Forward Look . . . the ultimate in motor car luxury. Its classic beauty and strength of character have won the hearts of the motor-ing public . . . and its phenomenal success is the outstanding sales story of our time.
- *Imperial's Interiors* offer buyers the widest latitude in choosing elegant fabrics, leathers and colors to express their personal taste.
- *Imperial's Exteriors* are graced by 20 of the newest, most beautiful automotive finishes. Among these are three brilliant, new metallic paints, available exclusively to Imperial. And up front there is a whole new look of luxury. A new grille and bumper assembly, dual head-lights (now standard equipment) and new parking lights combine to give Imperial special refinement and elegance. All this, plus new fender mouldings and rear deck treatment spell quality and prestige at a glance.



Imperial has achieved unsurpassed acceptance in the luxury car field because . . .

- *Imperial's Performance* is even more outstanding for 1958. The great Imperial engine, designed and built to the highest of standards, now has a 10 to 1 compression ratio, an all-new carburetor and a new all-weather automatic choke for smoother power and increased efficiency.
- *Imperial's Convenience* and comfort options now include:
  - New Deluxe Dual Air Conditioning
  - New Electric Door Locks
  - New Remote Control Side Mirror
  - New Auto-Pilot



The Triumphant Imperial is America's new symbol of success. For 1958, it will continue as the finest expression of the Forward Look.

**When they come in to look at your new 1958 cars ...**

**USE THESE FACTS TO SELL OUR**

- 1 ACCEPTANCE**
- 2 THE LOOK**
- 3 PERFORMANCE**
- 4 CONVENIENCE**
- 5 SAFETY**

# PROSPECTS TO INVITE

to our dealership showing of the 1958 Chrysler and Imperial

NAME	ADDRESS	TELEPHONE NUMBER	CAR OWNED

CHRYSLER DIVISION



**THE FORWARD LOOK**

CHRYSLER CORPORATION DETROIT 31, MICH.