



CHRYSLER AND IMPERIAL



1960 Facts

CONFIDENTIAL

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New Exterior Styling

The 1960 Chrysler is the only car in its field with all-new styling. It has a new sculptured look and distinctive, new, sports-car-type grilles.

The 1960 Imperial has a new look that maintains the popular Imperial identity and reflects that "customized" look of America's most carefully built car. New in the Imperial tradition are such luxury styling features as new Landau Roof, new LeBaron Limousine Window.

New Interior Styling

1960 Chrysler interior styling is driver-centered. A new instrument panel with Panelescent lighting and Astra-Dome instrument cluster bring important instruments closer to the driver — make them easier to read.

There is greater comfort with Chrysler's higher, thicker seats with more natural seating position, better back and thigh support, and softer seat springs.

Imperial has new driver-centered instrument panel with Panelescent lighting, more room for greater comfort: more front legroom and front seat height, greater clearance between steering wheel and seat cushion and seat-back.

New Chrysler Unibody

All body and frame parts are welded into a single, rigid unit twice as strong as ordinary body-on-frame units. New, revolutionary seven-dip-and-spray process provides lifetime protection against rust. Water and dust are sealed out with improved sealing methods, expanding sealers, overlapping welds and elimination of unnecessary holes. Sound-deadening, vibration-damping techniques are best ever used.

New body design makes possible more stretch-out room, more entry and exit room.

New Imperial Body

Imperial's customized body — with '60 improvements — is bolted solidly to the frame at twenty-two points, achieves rigidity and unity of unitized construction. There's more structural support through use of thicker metal, extra reinforcing metal, strengthened floor pan, roof and roof rails.

Series
and
Model
Line-Up

CHRYSLER

Windsor

Four-door Sedan
Two- and four-door Hardtop
Convertible Coupe
Town and Country 2- and 3-
seat Wagon

Saratoga

Four-door Sedan
Two- and four-door Hardtop

New Yorker

Four-door Sedan
Two- and four-door Hardtop
Convertible Coupe
Town and Country 2- and 3-
seat Wagon

IMPERIAL

Imperial Custom

Four-door Sedan
Two- and four-door South-
ampton

Imperial Crown

Four-door Sedan
Two- and four-door South-
ampton
Convertible Coupe

Imperial LeBaron

Four-door Sedan
Four-door Southampton

1960 Chrysler and Imperial Engines

BASIC ENGINE SPECIFICATIONS

	Windsor	Saratoga	New Yorker and Imperial
Piston displacement.....	383 cu. in.	383 cu. in.	413 cu. in.
Bore and stroke.....	4.03" x 3.75"	4.03 x 3.75"	4.18" x 3.75"
Compression ratio.....	10.1 to 1	10.1 to 1	10.1 to 1
Carburetor.....	2-barrel	4-barrel	4-barrel
Horsepower.....	305 @ 4600 r.p.m.	325 @ 4600 r.p.m.	350 @ 4600 r.p.m.
Torque, lb.-ft.....	410 @ 2400 r.p.m.	425 @ 2800 r.p.m.	470 @ 2800 r.p.m.

FUEL SYSTEM

Carburetors, 2- or 4-barrel, downdraft. Automatic Fuel-Saver choke gives up to 40% better gas economy. Plastic filter in fuel tank, Super-Micronic fuel filter at carburetors. Fuel tank capacity, 23 gallons (Town and Country Wagons, 22 gallons).

LUBRICATION SYSTEM

Rotary-type oil pump provides high pressure for lubrication of all engine parts.
FULL FLOW REPLACEABLE OIL FILTER.

COOLING SYSTEM

Thermostatic bypass control. Four-bladed fan. Pressure-Vent radiator cap. High-capacity ball-bearing water pump. Radiator capacity, 16 quarts (17 quarts with heater).

ELECTRICAL SYSTEM

Battery — 12-volt, 70 amp.-hr. Generator — 35-amp. Power-Tip spark plugs. Resistance-type ignition cables. Waterproof ignition. Ignition-key starter switch. Mechanical and vacuum spark-advance distributor. Oil-filled ignition coil. High-torque starting motor. Heavy-gauge wiring. Circuit breakers. Electric variable-speed windshield wipers.

TRANSMISSION

Fully automatic, triple-range push-button TorqueFlite — torque converter with 3-speed planetary gearset.

DRIVE

Hotchkiss Drive through rear springs. Hypoid rear axle. Rear axle ratio, 2.93 to 1.

STEERING

Symmetrical idler-arm steering linkage. Full-Time Constant Control power steering standard, except on Windsor.

SUSPENSION

Front: Smoother-than-ever ride because Torsion-Aire is now combined with the new Chrysler Unibody and the new, more solid Imperial body. Easier front height adjustment with new torsion-bar anchors.

Rear: Better handling with 100% larger rubber front spring eye bushing, new stronger main leaf in rear spring. Wide spring base. Low-velocity Oriflow shock absorbers "sea-leg"-mounted. Outboard mounted semi-elliptic, steel leaf springs.

BRAKES

New step-on parking brake. New brake shoes and redesigned support plate assembly. 25% greater load capacity return springs. Air-cooled Imperial Brakes.

WHEELS AND TIRES

Chrysler Safety-Rim wheels. Super Cushion tubeless tires (8.50 x 14" on Windsor T & C and all Saratoga models; 8.00 x 14" on other Windsors; 9.00 x 14" on New Yorkers).

1960 Chrysler and Imperial

BASIC SPECIFICATIONS

	Windsor	CHRYSLER		IMPERIAL
		Saratoga	New Yorker	All Models
Wheelbase.....	122"	126"	126"	129"
Over-all length.....	215.4"	219.4"	219.6"	226.3"
Over-all width.....	79.4"	79.4"	79.4"	80.1"
Over-all height (loaded)				
4-door Sedan.....	54.9"	55.2"	55.6"	56.7"
4-door Hardtop.....	54.9"	55.2"	55.6"	56.7"
2-door Hardtop.....	54.8"	55.1"	55.5"	56.7"
Convertible.....	55.2"	—	55.9"	57.9"
Overhang—front.....	34.7"	34.7"	34.7"	39.7"
—rear.....	58.7"	58.7"	58.9"	57.6"
Tread—front.....	61.0"	61.0"	61.2"	61.8"
—rear.....	59.7"	59.7"	60.0"	62.2"
Total Glass Area, sq. in.				
4-door Sedan.....	4044	4044	4044	N.A.
4-door Hardtop.....	4088	4088	4785	4533*
2-door Hardtop.....	4607	4607	4607	N.A.
Convertible.....	3949	—	3949	N.A.
Town & Country Wagon.....	4942.5	—	4942.5	—

*Imperial Le Baron 4-Door Southampton 3856.

NEW LUSTRE-BOND ENAMEL

1960 Chrysler and Imperial Lustre-Bond Enamel has up to 20% higher gloss than last year. Requires no polishing for up to three years. Finish is glass-hard, resists scratching, chipping. New epoxy primer permanently bonds paint to metal.

1960 Chrysler Paint Colors

SOLID COLORS

Lustre-Bond	Color Code	Lustre-Bond Super Metallic	Color Code
Sunburst.....	AA-1	Polar Blue.....	DD-1
Formal Black.....	BB-1	Ivy Green.....	GG-1
Starlight Blue.....	CC-1	Silverpine.....	HH-1
Surf Green.....	FF-1	Bluegrass.....	KK-1
Seaspray.....	JJ-1	Sheffield Silver.....	LL-1
Lilac.....	RR-1	Executive Gray.....	NN-1
Daytona Sand.....	TT-1	Toreador Red.....	PP-1
Alaskan White.....	WW-1	Iris.....	SS-1
Petal Pink.....	YY-1	Autumn Haze.....	UU-1
		Terra Cotta.....	ZZ-1

48 TWO-TONE COLOR COMBINATIONS

Code	Roof & Insert	Basic Car Color	Reverse Code
WA-2	Alaskan White	Sunburst	AW-2
LB-2	Sheffield Silver	Formal Black	BL-2
PB-2	Toreador Red	Formal Black	BP-2
WB-2	Alaskan White	Formal Black	BW-2
DC-2	Polar Blue	Starlight Blue	CD-2
WC-2	Alaskan White	Starlight Blue	None
WD-2	Alaskan White	Polar Blue	DW-2
GF-2	Ivy Green	Surf Green	FG-2
WF-2	Alaskan White	Surf Green	None
WG-2	Alaskan White	Ivy Green	None
BH-2	Formal Black	Silverpine	None
WH-2	Alaskan White	Silverpine	HW-2
KJ-2	Bluegrass	Seaspray	JK-2
WJ-2	Alaskan White	Seaspray	None
BK-2	Formal Black	Bluegrass	None
WK-2	Alaskan White	Bluegrass	KW-2

Code	Roof & Insert	Basic Car Color	Reverse Code
WL-2	Alaskan White	Sheffield Silver	None
BN-2	Formal Black	Executive Gray	None
LN-2	Sheffield Silver	Executive Gray	None
WN-2	Alaskan White	Executive Gray	None
WP-2	Alaskan White	Toreador Red	PW-2
SR-2	Iris	Lilac	RS-2
WR-2	Alaskan White	Lilac	None
BS-2	Formal Black	Iris	None
WS-2	Alaskan White	Iris	SW-2
UT-2	Autumn Haze	Daytona Sand	TU-2
BU-2	Formal Black	Autumn Haze	None
WU-2	Alaskan White	Autumn Haze	UW-2
ZW-2	Terra Cotta	Alaskan White	WZ-2
WY-2	Alaskan White	Petal Pink	None
ZY-2	Terra Cotta	Petal Pink	YZ-2

1960 Imperial Paint Colors

SOLID COLORS

Lustre-Bond	Color Code	Lustre-Bond Super Metallic	Color Code
Sunburst*	AA-1	Sheffield Silver	LL-1
Formal Black	BB-1	Moonstone Blue	DD-1
Glacier Blue	CC-1	Cedar Green	GG-1
Light Mint	FF-1	Powdered Bronze	UU-1
Beach Beige	TT-1	Dusk Mauve*	SS-1
Dawn Mauve*	RR-1	Executive Gray	NN-1
Regal Red*	PP-1	Midnight Blue	EE-1
Regent Ruby	OO-1	Silverpine*	HH-1
Alaskan White	WW-1		

*Not available on LeBaron models.

TWO-TONE COMBINATIONS

Code	Roof Inserts	Basic Car Color	Reverse Code
WA-2	Alaskan White	Sunburst	None
LB-2	Sheffield Silver	Formal Black	None
WB-2	Alaskan White	Formal Black	BW-2
DC-2	Moonstone Blue	Glacier Blue	CD-2
ED-2	Midnight Blue	Moonstone Blue	DE-2
LE-2	Sheffield Silver	Midnight Blue	None
GF-2	Cedar Green	Light Mint	FC-2
BG-2	Formal Black	Cedar Green	None
BH-2	Formal Black	Silverpine	None

Code	Roof Inserts	Basic Car Color	Reverse Code
NL-2	Executive Gray	Sheffield Silver	LN-2
BO-2	Formal Black	Regent Ruby	None
LO-2	Sheffield Silver	Regent Ruby	None
BP-2	Formal Black	Regal Red	None
SR-2	Dusk Mauve	Dawn Mauve	RS-2
BS-2	Formal Black	Dusk Mauve	None
UT-2	Powdered Bronze	Beach Beige	TU-2
BU-2	Formal Black	Powdered Bronze	None

1960 CHRYSLER INTERIOR TRIM CHART

	Cloth and Vinyl Bolster	Cloth and Cloth Bolster	All-Wool Broad-cloth	All Vinyl	All Leather	Floor Covering	Headlining
Windsor							
4-Door Sedan.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Cloth
4-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
2-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
Convertible.....	N.A.	N.A.	N.A.	Std.	N.A.	Carpet	—
Station Wagon.....	N.A.	N.A.	N.A.	Std.	N.A.	Rubber	Perforated Hardboard
Saratoga							
4-Door Sedan.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Cloth
4-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
2-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
New Yorker							
4-Door Sedan.....	N.A.	Std.	Std.	N.A.	Extra	Carpet	Cloth
4-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
2-Door Hardtop.....	Std.	N.A.	N.A.	Extra	N.A.	Carpet	Perforated Vinyl
Convertible.....	Std.	N.A.	N.A.	Std.	N.A.	Carpet	—
Station Wagon.....	Std.	N.A.	N.A.	Std.	N.A.	Carpet	Perforated Hardboard

1960 IMPERIAL INTERIOR TRIM

	Cloth and Vinyl Bolster	Cloth and Cloth Bolster	Cloth and Leather Bolster	All-Wool Broad- cloth	All Leather	Floor Covering	Headlining
Imperial Custom							
4-Door Sedan.....	Std.	N.A.	N.A.	N.A.	N.A.	Carpet	Cloth
4-Door Hardtop.....	Std.	N.A.	N.A.	N.A.	N.A.	Carpet	Perforated Vinyl
2-Door Hardtop.....	Std.	N.A.	N.A.	N.A.	N.A.	Carpet	Perforated Vinyl
Imperial Crown							
4-Door Sedan.....	N.A.	Std.	Extra	N.A.	Extra	Carpet	Cloth
4-Door Hardtop.....	N.A.	N.A.	Std.	N.A.	Extra	Carpet	Perforated Vinyl
2-Door Hardtop.....	N.A.	N.A.	Std.	N.A.	Extra	Carpet	Perforated Vinyl
Convertible.....	N.A.	N.A.	N.A.	N.A.	Std.	Carpet	—
Imperial Le Baron							
4-Door Sedan.....	N.A.	N.A.	N.A.	Std.	N.A.	Carpet	Suede
4-Door Hardtop.....	N.A.	N.A.	Extra*	Std.	N.A.	Carpet	Perforated Vinyl

*Broadcloth and leather on this model only.

1960 CHRYSLER ACCESSORY GROUPS

Windsor Only

Basic Group

Heater — Custom Conditionaire
Windshield Washer
Light Package
Mirror — Tilt-Type
Safety-Cushion Dash Panel

Deluxe Group

Electric Clock
Mirror — Left Outside Remote-Control
Radio — Golden Tone

Custom Group

(N.A. Dual Air-Conditioned Cars,
Wagons and Convertibles)
Electric Clock
Mirror — Left Outside Remote-Control

Radio — Golden Touch Tuner
Rear Seat Speaker
Power Antenna
Rear Window Defogger

Decor Group

Stone Shields
Sill Moldings
Wheel Covers

Light Package

Backup Lights
Hand-Brake Warning Light
Glove Box Light
Luggage Compartment Light
Automatic Rear Door Light Switch
Available in Packages only

Saratoga Only

Deluxe Group

Heater — Custom Conditionaire
Mirror — Tilt-Type
Mirror — Left Outside Remote-Control
Radio — Golden Tone

Custom Group

(N.A. Dual Air-Conditioned Cars,
Wagons and Convertibles)

Heater — Custom Conditionaire
Mirror — Tilt-Type
Mirror — Left Outside Remote-Control
Radio — Golden Touch Tuner
Rear Seat Speaker
Power Antenna
Rear Window Defogger

Windsor-Saratoga

Fashion Group

Padded Steering Wheel
Undercoating
Fender Ornament
Accessory Package "A"

Convenience Group

Power Windows

Power Seats
Vacuum Door Locks

Accessory Package "A"

Door Edge Protectors
Vanity Mirror
License Plate Frame

New Yorker

Custom Group

(N.A. Dual Air-Conditioned Cars,
Wagons and Convertibles)
Heater — Custom Conditionaire

Radio — Golden Touch Tuner
Rear Seat Speaker
Power Antenna
Rear Window Defogger

1960 IMPERIAL ACCESSORY GROUPS

For Imperial Custom, Imperial Crown and LeBaron Models:

● Basic Group

(For all Imperials except Convertible or when
Dual Air Conditioning is installed)

Custom Conditionaire Heater
Golden Touch Tuner Radio with Power
Antenna and Rear Seat Speaker
Door Edge Protectors
Left Outside Remote-Control Mirror
Solex Glass
Rear Window Defogger

Convenience Group

(For Imperial Custom Only)
Power Seats
Power Windows
Power Vent Windows
License Plate Frame

● Road Command Group

(For all Imperials except Convertible)

Sure-Grip Differential
Automatic Beam Changer
Auto-Pilot
Mirror-Matic

Executive Special Group

(For all Imperials — Note: This group available on the Imperial Custom only when Power Seats and Power Windows are ordered)

Automatic Swivel Seats
Flight-Sweep Deck Lid
Power Door Locks

**1960 CHRYSLER
AND IMPERIAL**

Standard and Optional Equipment

	Windsor	Saratoga	New Yorker	Imperial Custom	Imperial Crown	Imperial Le Baron
Air Cleaner, Replaceable-element.....	Std.	Std.	Std.	Std.	Std.	Std.
Air Conditioner W/Custom Cond. Heater (N.A. Wagons or Manual Steering).....	Extra	Extra	Extra	Extra	Extra	Extra
Air Conditioner, Deluxe-Dual Unit W/Custom Cond. Heater (N.A. Convertibles or Manual Steering).....	Extra	Extra	Extra	Extra	Extra	Extra
Antenna, Power.....	Extra(2)	Extra	Extra(2)	Extra(1)	Extra(1)	Extra(1)
Armrest, Folding Center, Front.....	N.A.	N.A.	N.A.	N.A.	Std.(3)	Std.
Armrest, Folding Center, Rear.....	N.A.	N.A.	Std.(3)	Std.	Std.(4)	Std.
Armrest, Front and Rear Side.....	Std.	Std.	Std.	Std.	Std.	Std.
Ash Receiver(s), Front and Rear.....	Std.	Std.	Std.	Std.	Std.	Std.
Assist Handles, Outside, Rear (T & C Wagons only).....	Std.	—	Std.	—	—	—
Automatic Beam Changer.....	Extra	Extra	Extra	Extra	Extra	Extra
Auto-Pilot.....	Extra	Extra	Extra	Extra	Extra	Extra
Bumper Guards, Rear.....	Extra(2)	Extra	Std.(2)	N.A.	N.A.	N.A.
Carpet, Front and Rear Compartments.....	Std.(2)	Std.	Std.	Std.	Std.	Std.
Carpet, Luggage Compartment Floor.....	N.A.	N.A.	Std.	Std.	Std.	Std.
Cigar Lighter, Front.....	Std.	Std.	Std.	Std.	Std.	Std.
Cigar Lighter(s), Rear Compartment.....	N.A.	N.A.	Std.(5)	Std.	Std.	Std.

(continued)

	Windsor	Saratoga	New Yorker	Imperial Custom	Imperial Crown	Imperial Le Baron
Clock, Electric	Extra	Std.	Std.	Std.	Std.	Std.
Deck Lid, Flight-Sweep	Extra(2)	Extra	Extra(2)	Extra	Extra	Extra
Defogger, Rear Window (N.A. Conv., T & C Wagons or Deluxe-Dual A.C.)	Extra	Extra	Extra	Extra	Extra	Extra
Differential, Sure-Grip	Extra	Extra	Extra	Extra	Extra	Extra
Directional Signals	Std.	Std.	Std.	Std.	Std.	Std.
Door Edge Protectors	Extra(6)	Extra(6)	Std.	Extra	Extra	Extra
Dual Exhausts	N.A.	Extra	Std.	Std.	Std.	Std.
Fender Ornaments	Extra	Extra	Std.	N.A.	N.A.	N.A.
Foam Rubber Seat-back, Front	N.A.	N.A.	Std.	Std.	Std.	Std.
Foam Rubber Seat-back, Rear	N.A.	N.A.	N.A.	Std.	Std.	Std.
Foam Rubber Seat Cushion, Front	Std.	Std.	Std.	Std.	Std.	Std.
Foam Rubber Seat Cushion, Rear	Extra(10)	Std.	Std.	Std.	Std.	Std.
Generator, 40-amp.	N.A.	N.A.	N.A.	Extra	Extra	Extra
Hand-brake Flasher	Extra(7)	Std.	Std.	Std.	Std.	Std.
Headlights, Dual	Std.	Std.	Std.	Std.	Std.	Std.
Heater, Push-button Custom Conditionaire	Extra	Extra	Extra	Extra	Extra	Extra
License Plate Frame, Rear	Extra(6)	Extra(6)	Extra	Extra	Std.	Std.
Light, Ash Tray	Std.	Std.	Std.	Std.	Std.	Std.

	Windsor	Saratoga	New Yorker	Imperial Custom	Imperial Crown	Imperial Le Baron
Lights, Backup.....	Extra(7)	Std.	Std.	Std.	Std.	Std.
Light, Glove Compartment.....	Extra(7)	Std.	Std.	Std.	Std.	Std.
Light, Map.....	Std.	Std.	Std.	Std.	Std.	Std.
Light, Luggage Compartment (N.A. T & C Wagon).....	Extra(7)	Std.	Std.	Std.	Std.	Std.
Locks, Door—Electric (W/Power Windows Only).....	N.A.	N.A.	N.A.	Extra	Extra	Extra
Locks, Door—Vacuum.....	Extra	Extra	Extra	N.A.	N.A.	N.A.
Locked Luggage Compartment (2-seat T & C Wagons)....	Std.	N.A.	Std.	N.A.	N.A.	N.A.
Mirror, Manual Tilt-type, Inside, Rear View.....	Extra	Extra	Std.	Std.	Std.	Std.
Mirror-Matic (Auto. Tilt-type Mirror).....	Extra	Extra	Extra	Extra	Extra(4)	Extra
Mirror, Outside—Left.....	Extra	Extra	N.A.	Std.	Std.	Std.
Mirror, Outside—Right.....	N.A.	N.A.	N.A.	Extra	Extra	Extra
Mirror, Outside—Remote-Control.....	Extra	Extra	Std.	Extra	Extra	Extra
Mirror, Vanity.....	Extra(6)	Extra(6)	Std.	Std.	Std.	Std.
Molding, Sill.....	Extra	Std.	Std.	Extra	Extra	Std.
Molding, Wheel Opening, Front and Rear.....	N.A.	N.A.	Std.	Std.	Std.	Std.
Oil Filter.....	Std.	Std.	Std.	Std.	Std.	Std.
Power Brakes.....	Extra	Std.	Std.	Std.	Std.	Std.
Power Observation Window (T & C Wagons).....	Std.	N.A.	Std.	N.A.	N.A.	N.A.
Power Seat, 6-Way (with standard seat).....	Extra	Extra	Extra	Extra	Std.	Std.