

Presenting the completely new

1960 CHRYSLER

The car of your life
for the time of your life!

There have never been so many new advances in Chrysler, for any single year, as you'll see in the new Chrysler for 1960. Bold strides in styling . . . in ride and room . . . in reliability and convenience.

New ideas in styling. Shaped for the *spirited sixties*, that new and adventurous and eager decade ahead. Bold, strong grille. Graceful rear deck. Flying wedge taillight design. Clean lines sheathed in color-bright Lustre-Bond, the hardest automotive finish known.

New ideas in convenience. Every Chrysler offers automatic Swivel Seats. Open the door . . . they turn out. Leave the car . . . they turn in. Automatically! Inside, your fingertips span a nest of pushbutton controls. Instruments are housed in a new three-dimensional AstraDome control center. And at night, new Panclescent lighting bathes them in a soft, glare-free glow.

New ideas in comfort. With all that's new, there's a return to comfort, too. Seats have been raised . . . padded with extra foam rubber . . . reinforced with a new spring design. There's

more leg, knee, hip and head room front and back! Door openings are wider . . . with no knee-knocking projections. New interiors are clothed in sturdy, color-bright designer fabrics.

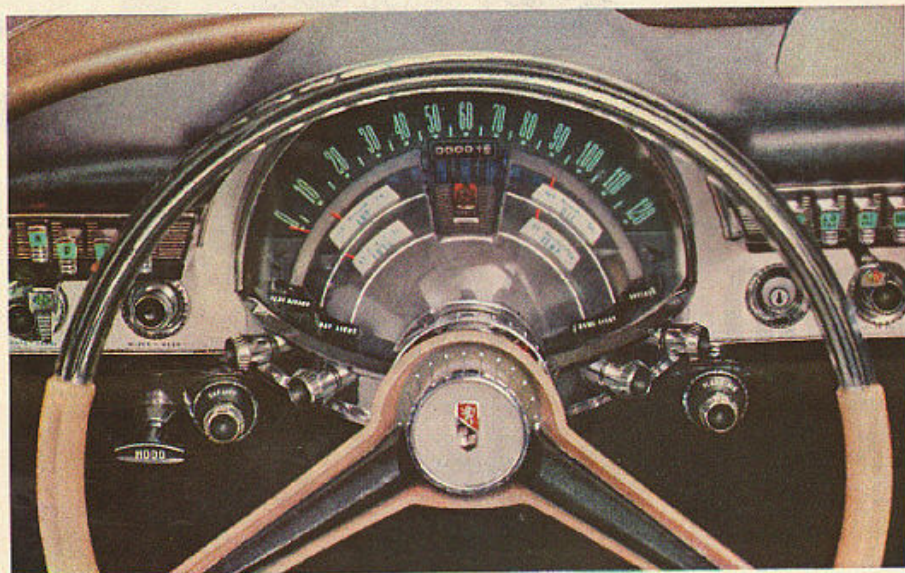
New ideas in reliability. For 1960, Chrysler features a new body and frame built in a single, rattle-free unit. Stronger. Quieter. Yields more room inside. Chrysler calls it *Unitbody*. It's rugged . . . with a velvet road touch. A new protective dipping process locks rust out of vital areas.

Get touching close to this new Chrysler soon. Compare its fresh, clean beauty with the look of any other car. Swing inside and see how Chrysler has actually built in *more* room while other cars continue to be cramped. Then take it out on the road and have the time of your life!

This is Chrysler's greatest . . .



the lion-hearted 1960 CHRYSLER



LIFT
FLAP
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1960. OLYMPIAN.

