



Imperial

AMERICA'S FINEST MOTOR CAR



FINEST EXPRESSION OF THE FORWARD LOOK

IMPERIAL

In the fine car field, both of foreign and American make, there is a *new* Look of Motion—a new motif of motor car styling of *brilliant originality*, distinctive design, and charming appearance.

It is the new luxurious, *exclusive* Imperial for 1957—the finest expression of the Forward Look—a car of such distinction, such obvious individuality of design, that it, with full justification, *actually merits* the use of the much *over-used* superlative “incomparable.”

It is another forward step in the evolution of Flight-Swept styling that has set the new trend of motor car design, which is being followed, reluctantly, surely, in varying degrees, by so many of our contemporaries, not only in the fine car field, but also, in all price classes.

Your agreement with our assertion of its superb styling will most likely come after you have looked at, and studied the design of the Imperial, as shown in the beautiful illustrations in this brochure. And, we believe, your agreement will be even more enthusiastic, after you have had the opportunity to compare *all* of the other fine cars *with the new Imperial*.



The Imperial is not only *different in design* from all of the other *beautiful* Chrysler Corporation cars, but also, and even more so, it is different from all of the other cars made either here or abroad.

From front to rear, and from roof to road, every line is in perfect harmony with every other line—a thing of *beautiful designing*, with gracefully flowing curves and contours blending in balanced symmetry and perfect proportion.

In the beautiful illustrations of the three different body types shown, in all their splendor, on the adjoining pages, you will find exactly what we mean about the superb styling of this charming, new, *fresh note* in motor car design.



- The FirePower airplane-type V-8 engine
- The sensational Torsion-Aire Ride
- Full-Time Power Steering
- Power Brakes and the Total-Contact Braking System
- Power Window Lifts
- 6-Way Power Seat
- Combined Air Conditioning and Heating System
- Torque-Flite Transmission with Push-Button Control

On the right, note particularly the wide, slightly sloping hood and the broad, arched fenders that overhang and frame the massive headlights. The beautiful, new grille and integrally-designed bumper with the recessed parking lights. The long front fender line that flows into the gracefully upsweeping rear fender.

Note also, the broad expanse of the new windshield design; the beauty of the roof line; and the sculptured lower body line that is accentuated by the chrome moulding, which extends from the front wheel opening completely around the car.

From the rear, the car is equally as impressive, and possibly, even more distinctive, with the large rear window and the long, sloping deck nestled between the tall, outward-canted, upswept fenders with the built-in gun-sight tail lights.



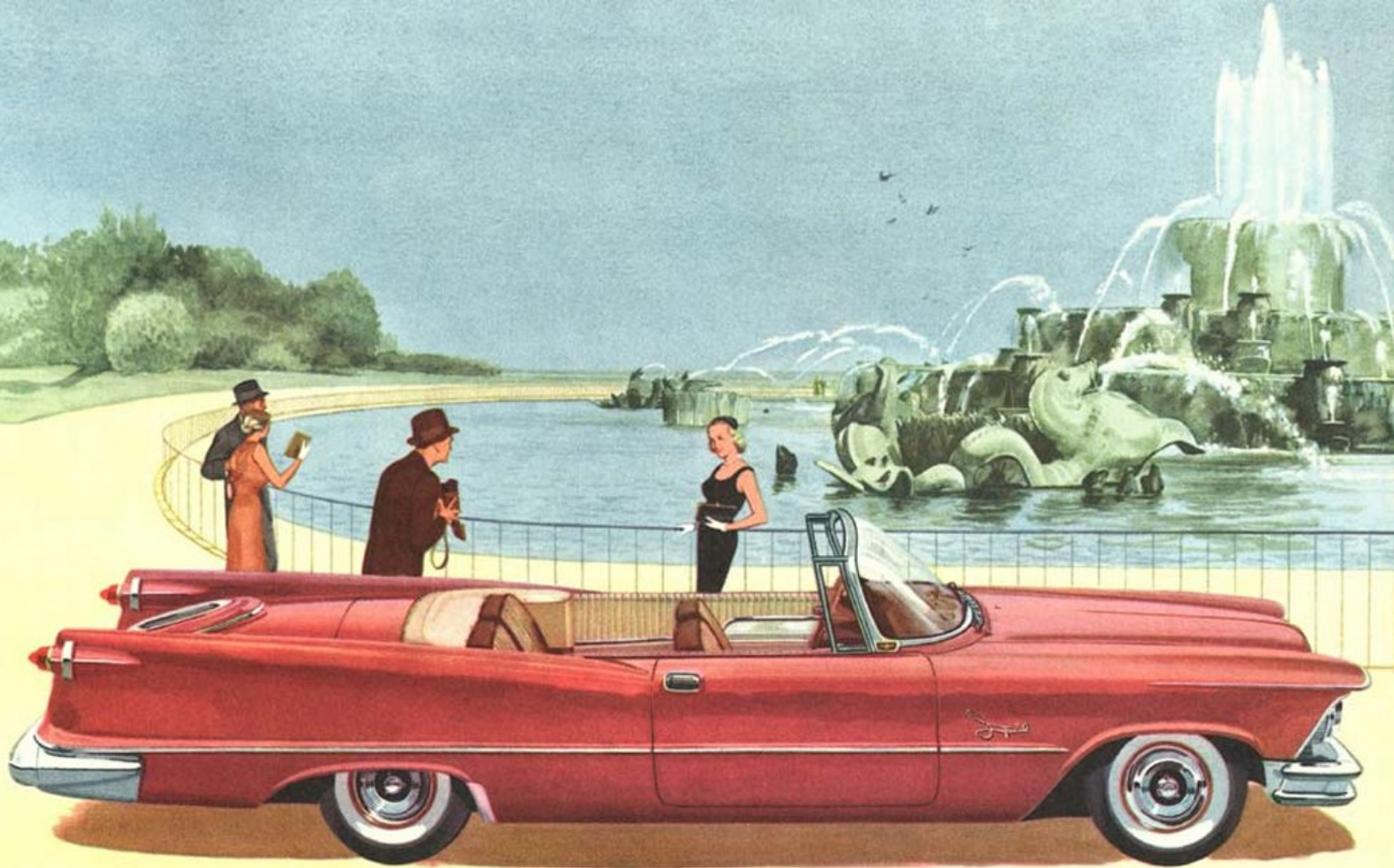


THE IMPERIAL FOUR-DOOR SOUTHAMPTON

Both the Four-Door Southampton, above, and the Two-Door Southampton, shown below on the opposite page, have the landau-type roof design, which adds a smart note of distinction and individuality. The landau section, defined by the gracefully curved chrome molding, has the same color as the body, with the forward section of the roof finished in a different color.

Dual headlights permit easier control of light patterns—one set for city and both sets for country driving. Optional on Crown and LeBaron, extra on Imperial.





THE IMPERIAL CROWN CONVERTIBLE COUPE

The comparatively fortunate few who are proud possessors of the Imperial Crown Convertible cannot help but derive a deep satisfaction and a warm glow of pride out of the *exclusiveness* of the most stunning car America has seen in many years.

Wherever it goes, it will be the center of attraction, viewed and admired, not only for the smart beauty of the car itself, but also for the discriminating taste of the owner in its selection.

The assimilated rear deck tire mount adds just another note of distinction and exclusiveness to the car.



Below is illustrated the Imperial Crown Four-Door Southampton—a car of exquisite beauty and charm, both inside and out. But, of equal importance is the spaciousness of the interior, both in the front and rear compartments; and the wide-opening doors that permit easy getting in and out of the car. There is legroom, and headroom, and visibility through the wide front, side, and rear windows that give you the freedom of the convertible body type. Note also, the beautiful lines of the windshield, roof, and rear window and the low, long graceful silhouette of the car. Windows operate electrically.



THE IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON





EVERYTHING ANYONE COULD WANT IN A FINE MOTOR CAR

Superb styling is but one of the characteristics that make the Imperial such a pleasure to own and drive. The fine engineering and the custom-built *quality of manufacturing* will likewise be a source of great satisfaction and pride of ownership to you.

In the exclusive FirePower engine, with hemispherical combustion chambers, the sensational, new fully automatic Torque-Flite transmission with Push-Button Control and the *Full-Time* Power Steering, you will find a *range* and a *type of performance* that is unbelievably different from any other fine car built today.

We know that in this assertion, we are laying ourselves wide open to the possible charges of "gross exaggeration." However, we assure you it is not "exaggeration," and we will be delighted to have you prove to *yourself, with you behind the wheel of an Imperial*, that we have actually been "conservative" in our praise of, and enthusiasm for, the remarkable performance of this unusual car.

If you are an Imperial owner, you will still find a marked advancement in performance. And if you have never driven the Imperial, we know you will get the *surprise of your life*, because it is hard to believe there could possibly be such a noticeable difference between the performance of fine cars.

Another amazing engineering advancement of the 1957 Imperial is the Torsion-Aire Ride—an entirely new concept in car suspension that includes ten engineering improvements in suspension design.

The Torsion-Aire Ride is one of unbelievable smoothness. The road shocks, bumps, and vibrations are absorbed or minimized so that the body of the car rides at an even keel over the bumpy, washboard roads and the imperfections of our streets and highways.

The car hugs the road, with the secure feeling of stability. It maneuvers like a sports car on the sharp corners and curves, with no tendency to roll or pitch. When the brakes are applied quickly, the body does not "nose dive," and throughout the entire speed range, it rides in *level flight*, giving the driver the feeling of complete control of the car at all times.

It is the *greatest advance* in riding comfort, safety, ease of handling, and the thrill of driving that has been made in motor car design *in many years*. And, it is another *Imperial characteristic* you will realize and appreciate *only* after you have driven the car.

At your convenience, we will be delighted to place an Imperial at your disposal for as long as you want, if you will kindly call us for an appointment.

DISTINGUISHED, DISTINCTIVE AND DEFINITELY DIFFERENT FROM ALL THE OTHERS



THE IMPERIAL CROWN SEDAN

You will not find a car, anywhere in the world, that looks like the Imperial Crown Sedan, illustrated above. Whether or not *you* think it is the *most beautiful* car in the world is entirely a matter of your own decision. However, if you are tired of the similarity of all other cars, and want *something different*, something with *smart individuality* we suggest that you see, carefully inspect, and *drive* the Imperial.

On the right is shown a new design feature—the *curved* window frame of extruded aluminum and the *curved* window glass, which maintain the smooth flow of the body line from the roof to the bottom of the side sill, giving the car a low, sculptured look.

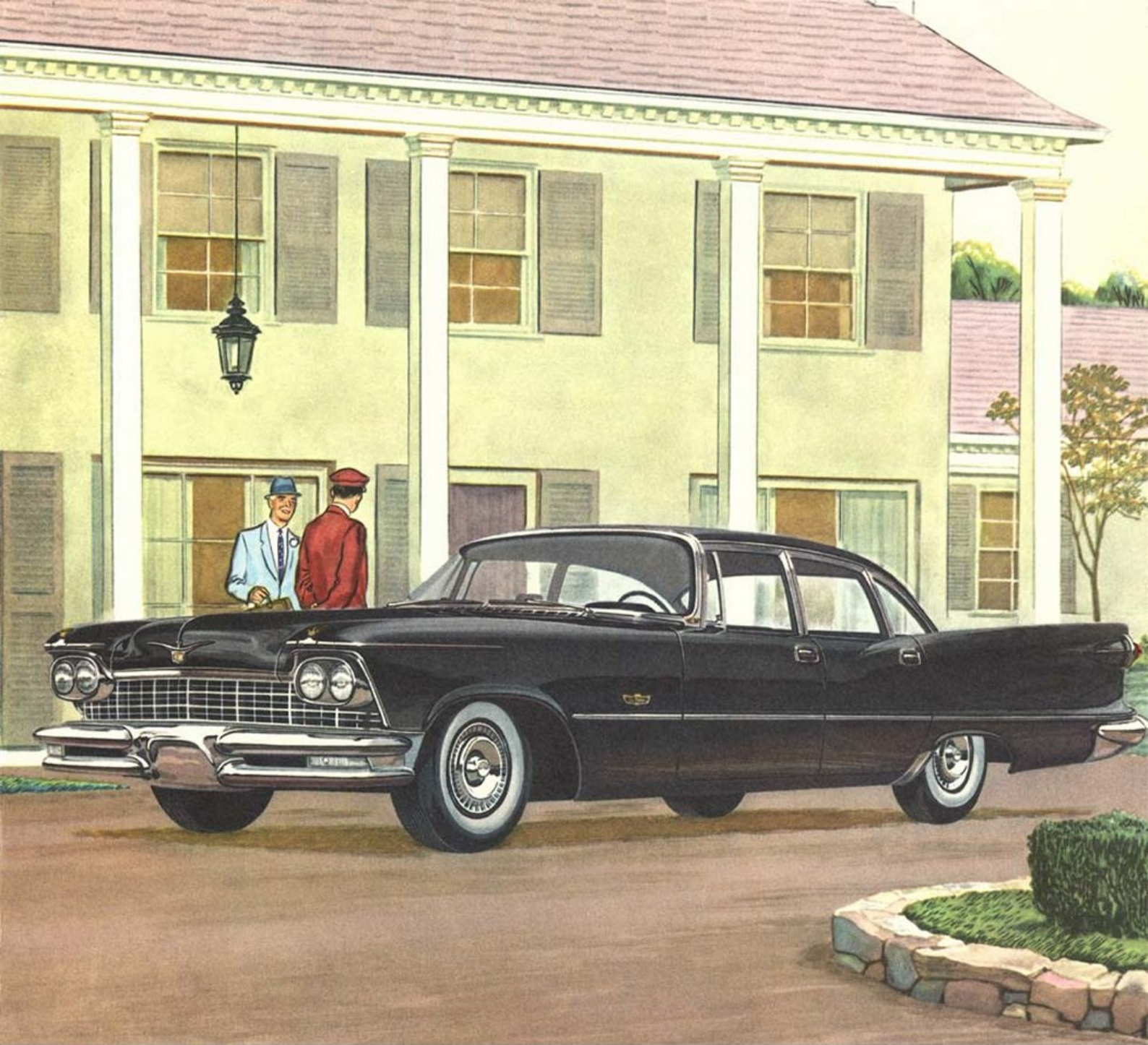


THE IMPERIAL CROWN TWO-DOOR SOUTHAMPTON



The illustration of the Imperial Crown Two-Door Southampton, shown below, gives a perfect picture of some of the many design characteristics of this beautiful car. The broad front fenders; the expansive windshield; the massive grille and bumper; the upsweeping rear fenders; and the spaciousness of the luxurious interior, all combine to make the Imperial a car of unique distinction, and a possession of unlimited pleasure and pride of ownership. Incidentally, the rear deck has plenty of storage space for a lot of luggage for the long trips. The floor and the spare tire cover have a rich gray carpeting and the torsion bar hinges make opening and closing the deck lid an easy matter.





THE IMPERIAL

LE BARON

*America's Most
Distinguished Car*

The LeBaron, a four-door body type, retains, of course, all of the superb, exclusive styling and the engineering excellence of the new Imperials. Its distinction and charm lie in the ultra-conservative design and decor of the interior; in the long list of standard equipment; and in several distinguishing marks of identification on the exterior of the car. It is available only in solid colors for the exterior and luxurious, conservative monotone interiors of the finest broadcloth. The LeBaron was created especially for a very distinct clientele, and will be available only in limited numbers.

S P E C I F I C A T I O N S

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

ENGINE—FirePower high compression 90° V-8, airplane-type, with Hemispherical Combustion Chambers and overhead, laterally inclined valve arrangement. Bore 4.0 in., Stroke 3.9 in. Piston displacement 392 cu. in. Compression Ratio 9.25 to 1. Brake horsepower 325. 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. Paper element air cleaner. Shear-type engine mountings. Full Flow oil filter. Twin exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with vacuum-controlled secondary draft system. Integral automatic choke. Oilite fuel filter in gas tank. Tank capacity 23 gallons.

COOLING SYSTEM—Thermostatic by-pass control. Six-bladed fan. Fin and tube radiator core. Full-length water jackets around cylinders. Capacity 25 quarts (with heater).

ELECTRICAL SYSTEM—12-volt battery, 78-plate, 70 amp. hr. 30 amp. capacity generator. 14 mm "Long Reach" Resistor-type, Power-Tip spark plugs. Sealed Beam Headlights; Back-up Lights; Directional Signals; Map Light; Neutral Push-Button Starter; 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, one in front and two in rear compartment; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

TRANSMISSION—Torque-Flite—automatic torque converter, with 3-speed planetary gear set. Ratio 2.3 to 1.

Torque converter gear ratios—1st gear 2.45 to 1; 2nd gear 1.45 to 1; 3rd gear 1 to 1. Push-button Control located on dash panel to left of steering wheel. Neutral Button used to start engine, after turning on ignition key.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio 3.18 to 1 (2.92 to 1 in some flat areas).

SUSPENSION—Torsion-Aire—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.

STEERING—Full-time Coaxial Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.3 turns of steering wheel.

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

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

DIMENSIONS—Wheelbase 129 inches. Front tread 61.9 inches, rear 62.4. Over-all length 224 inches. Width 81.2 inches. Height (loaded) 57.5 inches.

OPTIONAL EQUIPMENT (at extra cost)—Airtemp Air Conditioning; Solex Glass; Custom Condition-Air Heater; Instant-Heat Airplane-type Heater; Transistorized Electro Touch-Tuner Radio (with rear seat speaker, power antenna and foot control); Highway Hi Fi Record Player. Rear Window Defroster. Safety Seat Belts. Two-Tone Paint. Dual Headlights available on Imperial, optional (no extra cost) on Crown Imperial and LeBaron. Assimilated rear deck tire mount.

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

CHRYSLER DIVISION • DETROIT