



add to your pride
choose an

IMPERIAL

Finest expression
of the Forward Look

upholstered in
genuine leather

why choose genuine leather?

Because it's so fashionable

First choice of the top designers, genuine leather adds the look of style leadership. Its beautiful texture and exciting colors make your car look better—handsomer—smarter.

Because it's so serviceable

Unlike other upholstery materials, genuine leather needs no protection, no special treatment. Hard use just polishes it to a richer patina—foods and oil can't stain it—sunlight won't fade it—water won't hurt it.

Because it's so comfortable

Genuine leather gives you just the right amount of support. Short hauls or long rides—they are pleasanter with genuine leather upholstery. Its sleek surface makes it easier to get in and out of your car, too.

Because it's so easy to care for

Practically any stain you're likely to pick up comes right off genuine leather, with a little mild soap on a damp cloth.

Because it lasts so well

Genuine leather upholstery holds its shape, without stretching or sagging. Its strong surface won't rip or fray, and resists scuffing and hard knocks beautifully.

Because it adds to trade-in value

All these reasons add up to a better trade-in price for a car upholstered in genuine leather. That means choosing a leather-upholstered model is not only stylish and practical, but a sound investment, as well.

Only genuine leather wears as well as it looks

genuine
Leather

*upholstery
is available
on these models*

IMPERIAL:

SEDAN

IMPERIAL CROWN:

SEDAN

2 DOOR SOUTHAMPTON

4 DOOR SOUTHAMPTON

CONVERTIBLE