

1957



IMPERIAL

Accessories

FOR BETTER DRIVING

POCKET DIRECTORY

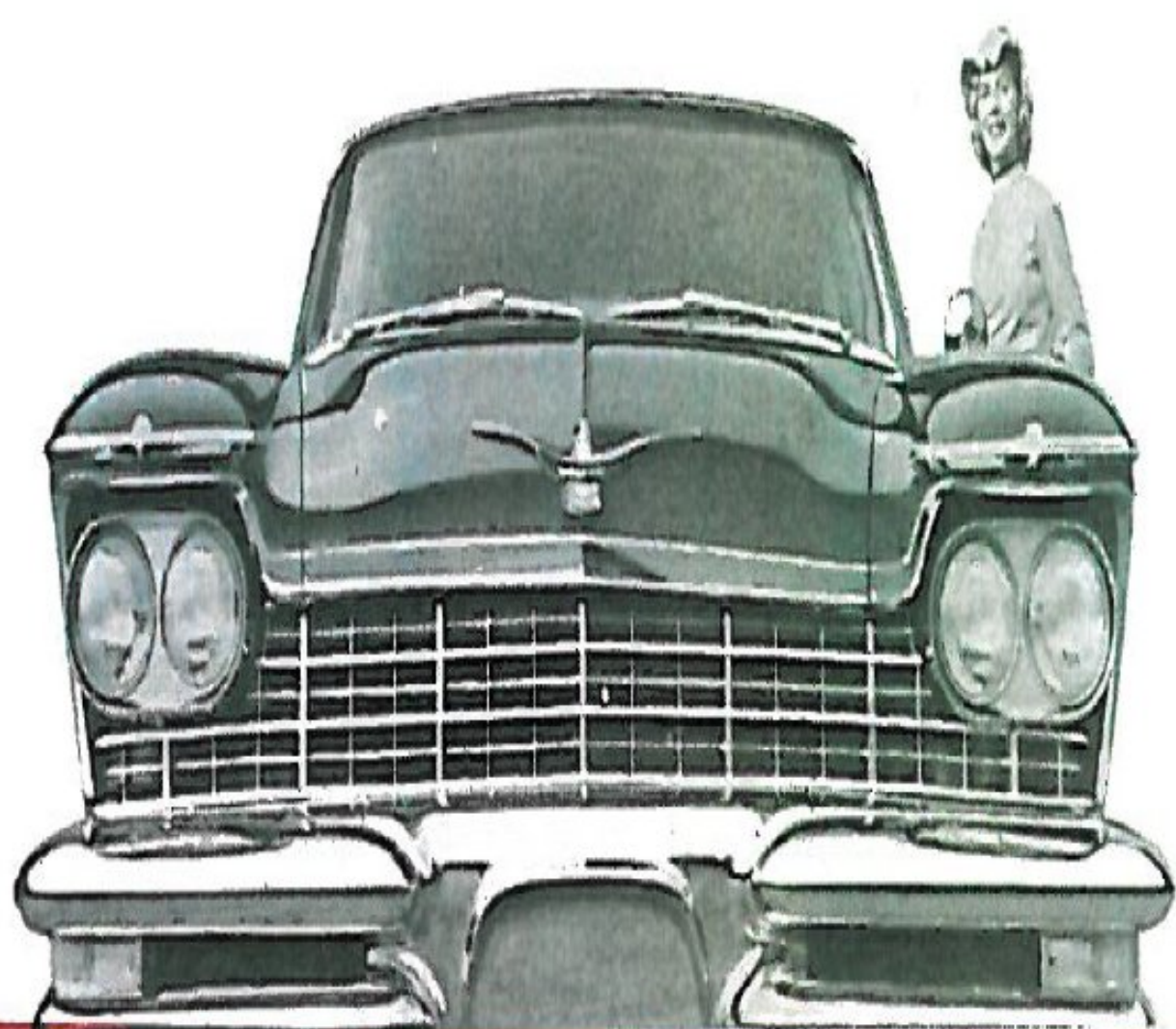
Incomparably yours...

SUPERBLY CRAFTED ACCESSORY EQUIPMENT

**FOR YOUR
TRIUMPHANT
NEW IMPERIAL**

Finest expression of The Forward Look





To take the wheel of these finest products of Chrysler Corporation is to experience 1957's high point of automotive achievement. Here are cars of great good taste, cars of striking styling leadership, cars of truly magnificent engineering.

On the pages that follow you'll find safety, comfort and appearance accessories of exceptional worth to make your Imperial motoring pleasure even richer. With them 1957 Imperial driving becomes still more enjoyable and effortless. Windows, seat adjustment, radio antenna—even temperatures inside the car—automatically obey your finger tip command.

For your buying convenience, 1957 Imperial accessories are available in carefully selected groups. You'll find them listed on the following pages as they apply to the three brilliant new Imperial lines for 1957 . . . Imperial, Imperial Crown and LeBaron.



1957 IMPERIAL

IMPERIAL

ACCESSORY GROUP II

- Vanity Mirror
- Inside Tilt-Type Rear View Mirror
- Outside Rear View Mirror
- License Plate Frame (Rear)
- White Sidewall Tires (Rayon)
- Rear Window Defogger
- Conditionaire Heater & Defroster
- Touch Tuner Radio

IMPERIAL
CROWN

ACCESSORY GROUP II

- White Sidewall Tires (Rayon)
- Rear Window Defogger
- Conditionaire Heater & Defroster
- Touch Tuner Radio

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LEBARON

ACCESSORY GROUP II

- Rear Window Defogger
- Conditionaire Heater & Defroster
- Touch Tuner Radio

INDIVIDUAL ACCESSORIES



ACCESSORY GROUPINGS

ACCESSORY GROUP III

- 6-Way Power Seat
 - Electric Window Lifts
 - Flite-Sweep Deck Lid
 - Solex Glass
- (Group III also includes all items listed under Group II)

STANDARD EQUIPMENT:

- TorqueFlite Transmission
- Power Steering & Brakes
- Safety Cushion Dash
- Back-up Lights
- Directional Signals
- Windshield Washer
- Electric Clock
- Factory Undercoating

ACCESSORY GROUP III

- Solex Glass
 - Flite-Sweep Deck Lid
- (Group III also includes all items listed under Group II)

STANDARD EQUIPMENT:

- (All Imperial Equipment plus . . .)
- Power Windows
 - Power Front Seat
 - Vanity Mirror
 - Inside Tilt-Type R/View Mirror
 - Outside R/View Mirror
 - License Plate Frame (Rear)

ACCESSORY GROUP III

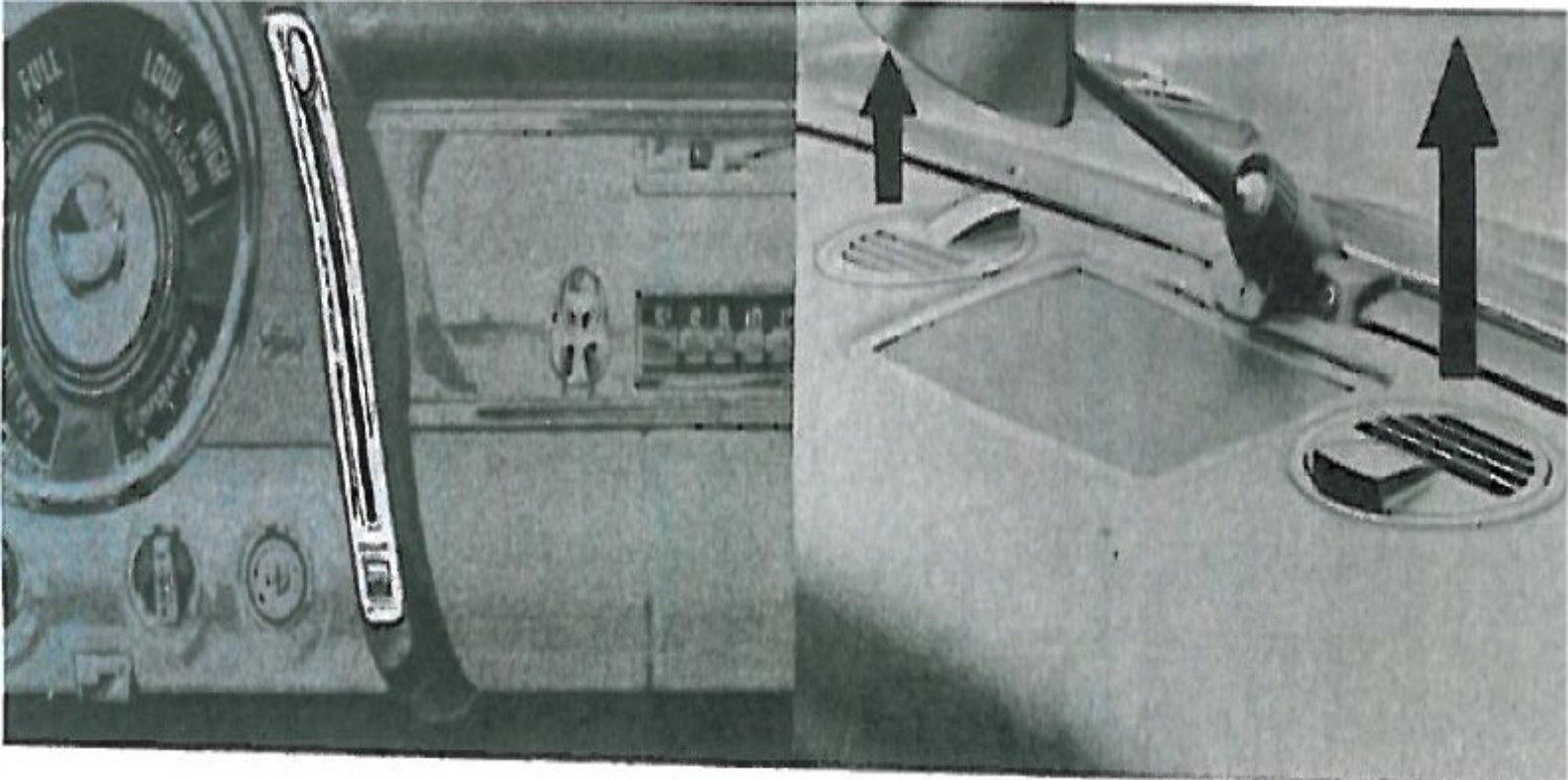
- Solex Glass
 - Flite-Sweep Deck Lid
- (Group III also includes all items listed under Group II)

STANDARD EQUIPMENT:

- (All Imperial and Imperial Crown equipment plus . . .)
- White Sidewall Tires (Rayon)
- (Note: Dual headlights optional at no extra cost on Imperial Crown and LeBaron)

- Combined Heating & Air Conditioning
 - Imperial Hood Ornament
 - Dual Headlights
- (No extra cost on Imperial Crown and LeBaron)

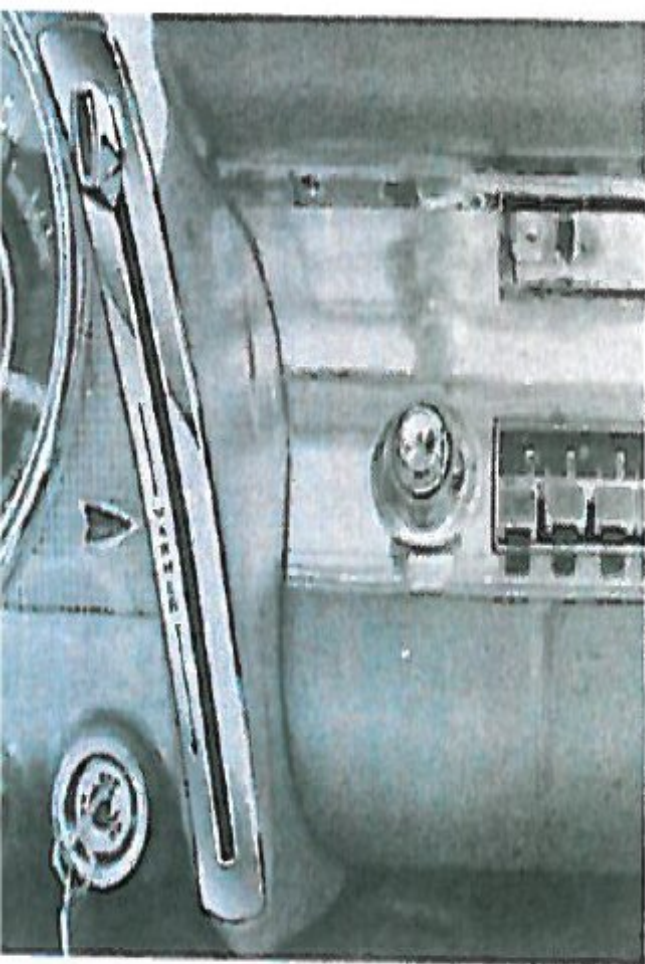
- Instant Conditionaire Heater
- Sun Shaded Rear Window
- Highway Hi-Fi
- License Plate Frame (Front)
- Nylon Cord White Sidewall Tires



Combined Heating & Air Conditioning System

—Now—all-weather, *conditioned* comfort wherever your Imperial takes you. *One* compact, *combined* system cools, heats, defrosts, dehumidifies and filters out pollen—quickly, automatically. Your precise desired car temperature is always at your finger tips—welcome warmth in winter, or refreshing, dehumidified coolness all summer long. And it's all yours with *no* unsightly ducts or loss of luggage space.

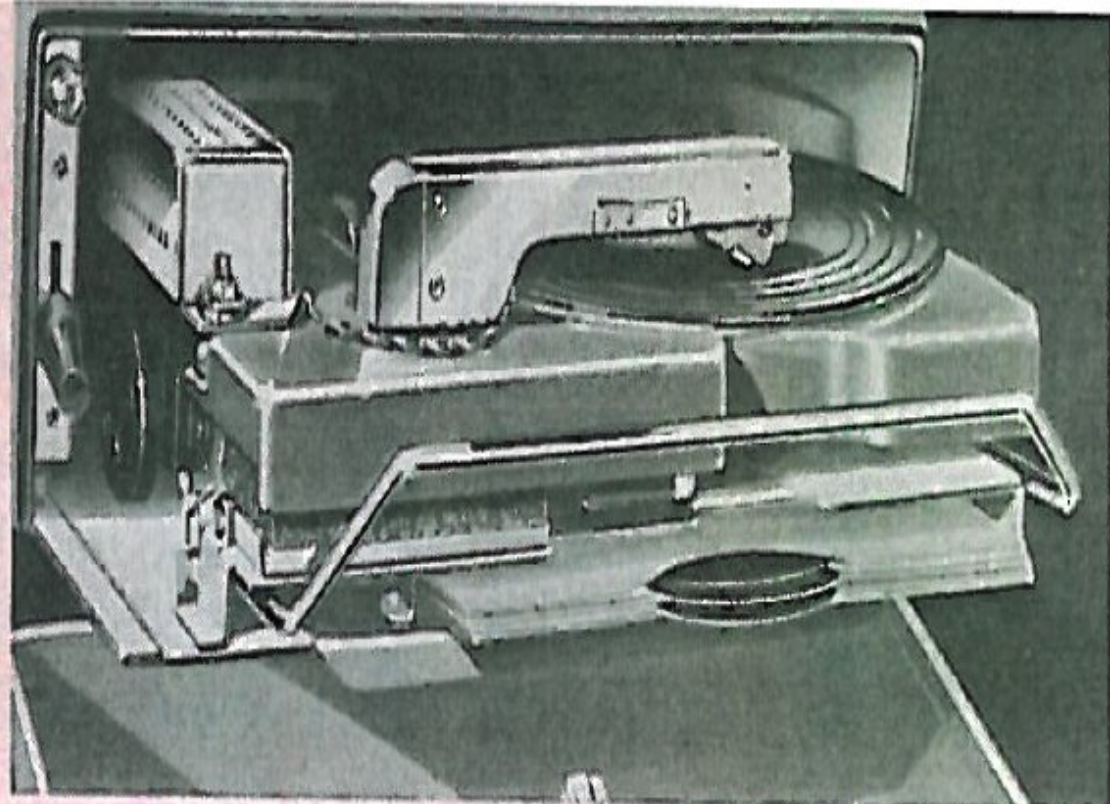
Instant Conditionaire Heater & Defroster—No more waiting for warmth—even on the coldest day! In 15 seconds the system starts pouring air heated to 100 degrees into your Imperial. Here's literally instant heat with *no* wait for engine warm up. You'll find it especially enjoyable for short errands during winter cold snaps.



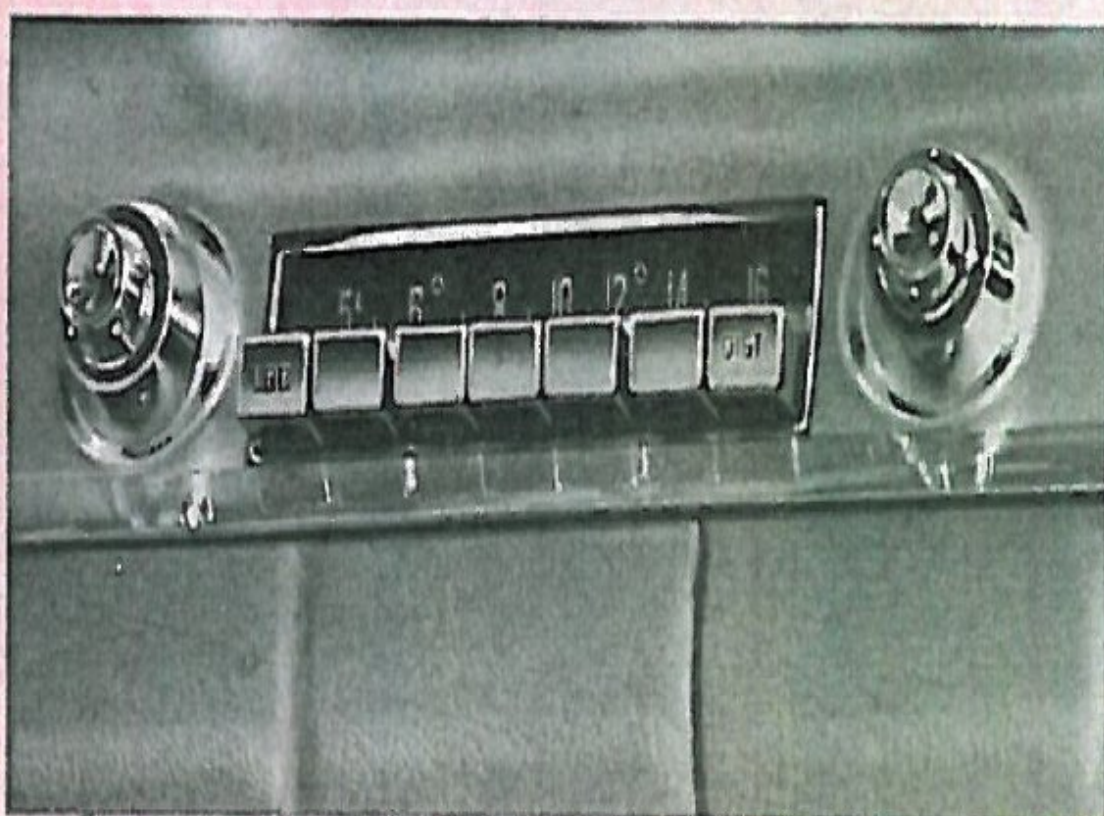
Both the Instant and Custom Conditionaire heater and defroster units are activated by the convenient control illustrated above.

Custom Conditionaire Heater & Defroster

One of the finest, most efficient heating, defrosting and ventilating systems you can buy! All air enters the car through a permanently open cowl vent *above* the fumes and dirt of the road. A new, more powerful blower for heating and defrosting lets you drive with clear visibility *and* comfort in the bitterest cold. Accurate temperature control.



Highway Hi-Fi—It's another great Imperial first! . . . Hear your favorite records on wheels! Provides 45 minutes to one full hour of hi-fidelity listening pleasure. Plays through standard radio speaker. Complete with six free recordings and catalogue of classic and popular selections available.



Touch-Tuner Radio—The finest car radio available today! Touch-Tuner control automatically selects the strongest cross-country station signals nearby. Permanent pushbutton settings for local stations also provided. Operated by either hand or foot controls. Current-saving transistors increase car battery life. Rear shelf speaker and power antenna included.

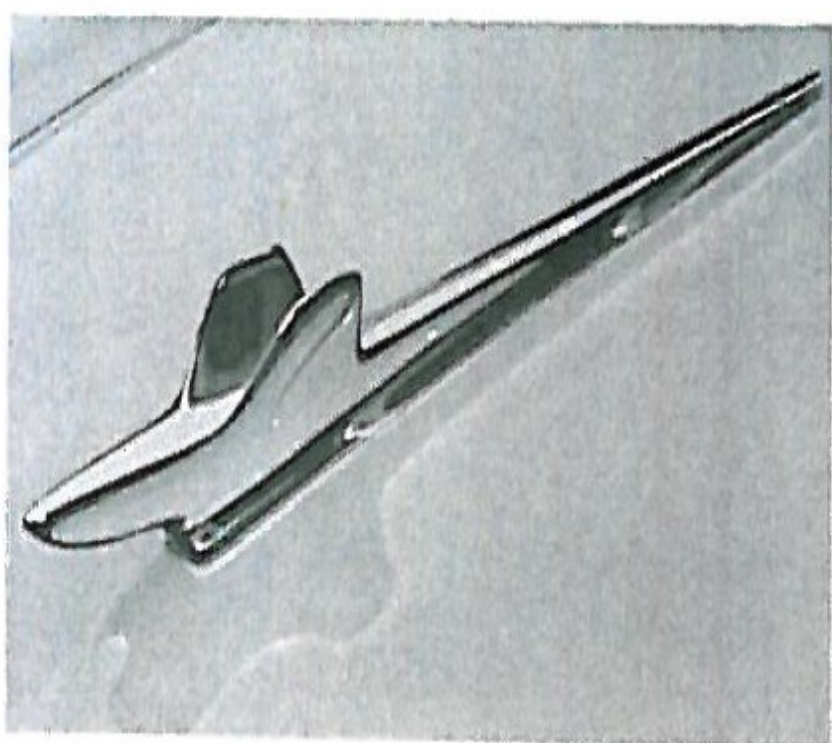
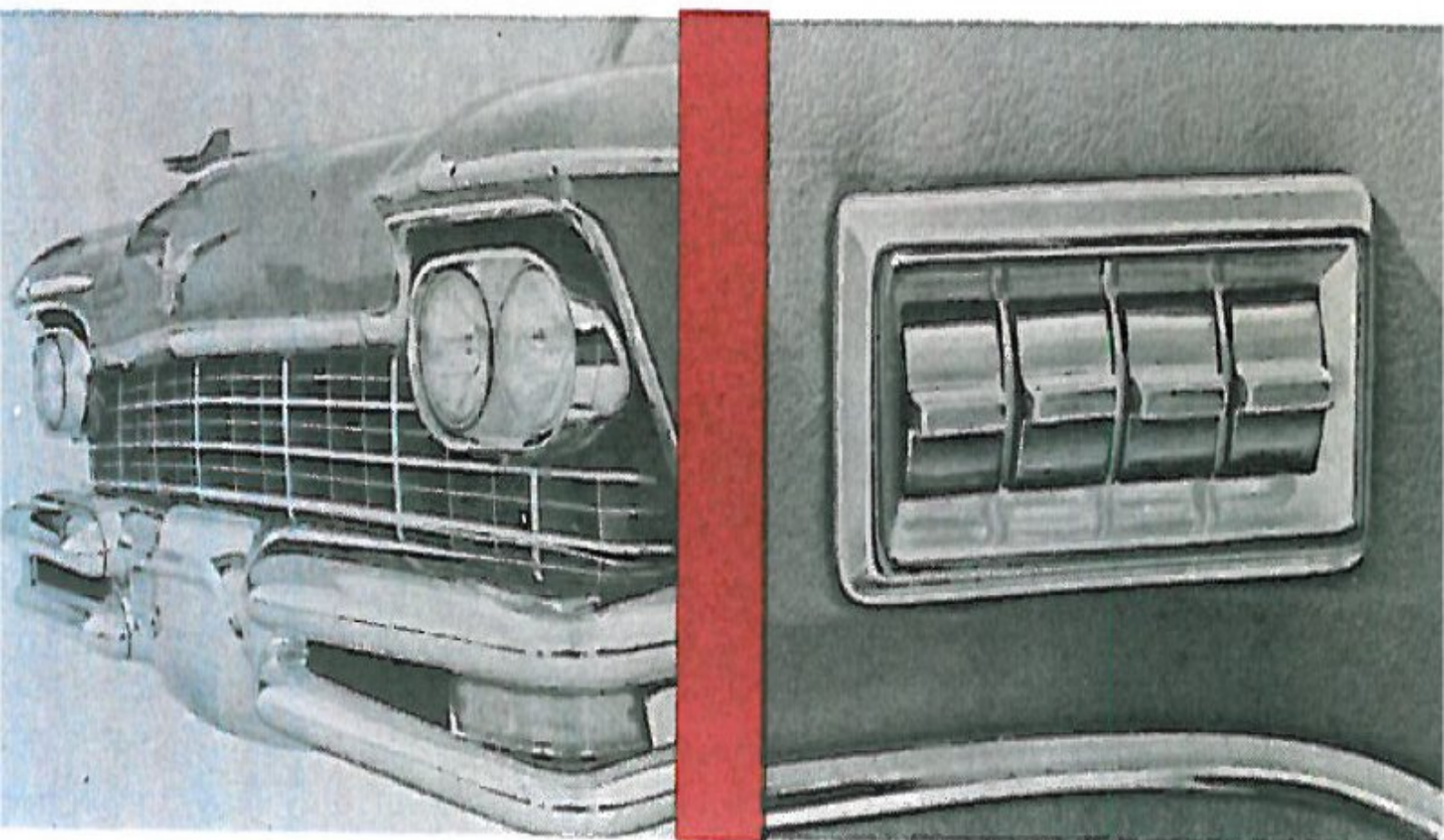
Rear Window Defogger (not shown)—Here's an important safety feature for cold or damp weather driving. Defogger helps *maintain* clear, unobstructed visibility—rearward as well as up front. An efficient, individual blower located under the rear window circulates inside air against the pane . . . helps prevent "fogging."

Dual Headlights

It's the biggest automobile lighting safety advance in years! Four lamps, instead of the conventional two, light your way on *high beam* . . . giving you far more down-the-road visibility. On *low*, two lamps focus more light exactly where you need it—along the right hand side of the road. Special lamp design greatly reduces glare.

Electric Window Lifts

Still *more* pushbutton luxury to make 1957 Imperial motor-ing effortless! From a conveniently located master control panel, the driver can raise or lower any window in the car. Individual window control buttons are provided for passengers. Extra-sturdy electric motors and special lubricants assure fool-proof operation.



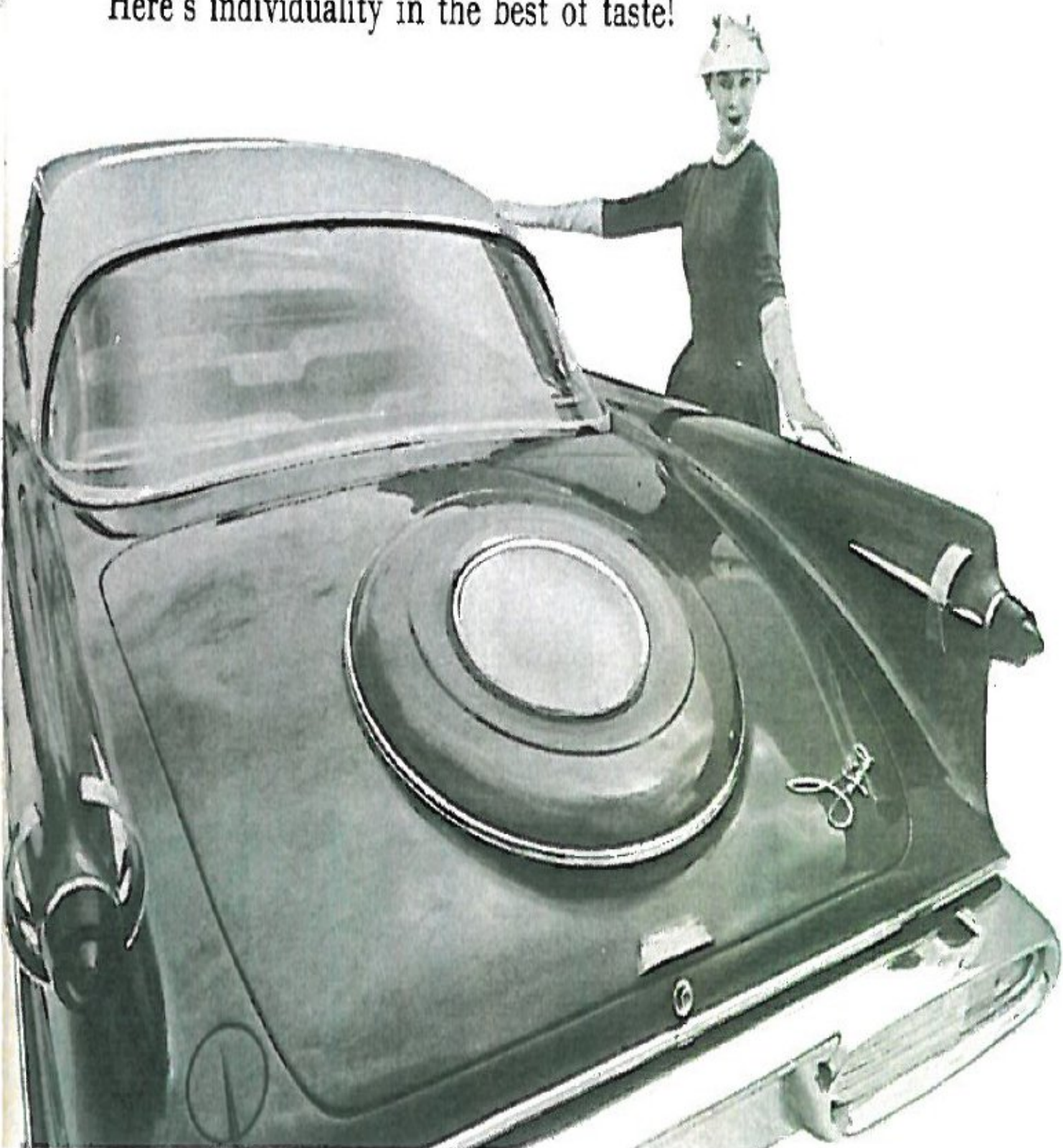
Imperial Hood Ornament—For the finest expression of The Forward Look—this added touch of distinction! A high-flying modernistic version of The Imperial Eagle, handsomely fashioned in shining chrome.

6-Way Electric Power Seat

Here at last is your exact driving "size" — instantly, automatically! *This* front seat adjustment can be *infinitely* varied at the touch of a single control bar. Not only up-and-down and fore-and-aft—but tilted movement through an angle of 18 degrees. On extended trips, you can change your seating position automatically without taking eyes off the road.



Flite Sweep Deck Lid —It's 1957's most distinctive new styling note! In bold, dramatic relief—a molded spare tire impression tops off the 1957 Imperial's sweeping rearward lines and famous gunsight taillights. And the spare tire impression itself is topped off by the 1957 Imperial medallion—a gold crown on a black field. Here's individuality in the best of taste!





White Sidewall Tires

A motor car of the 1957 Imperial's distinguished bearing practically demands this added touch of gleaming beauty. Here is the perfect complement to the exciting new color choice that awaits you this year.

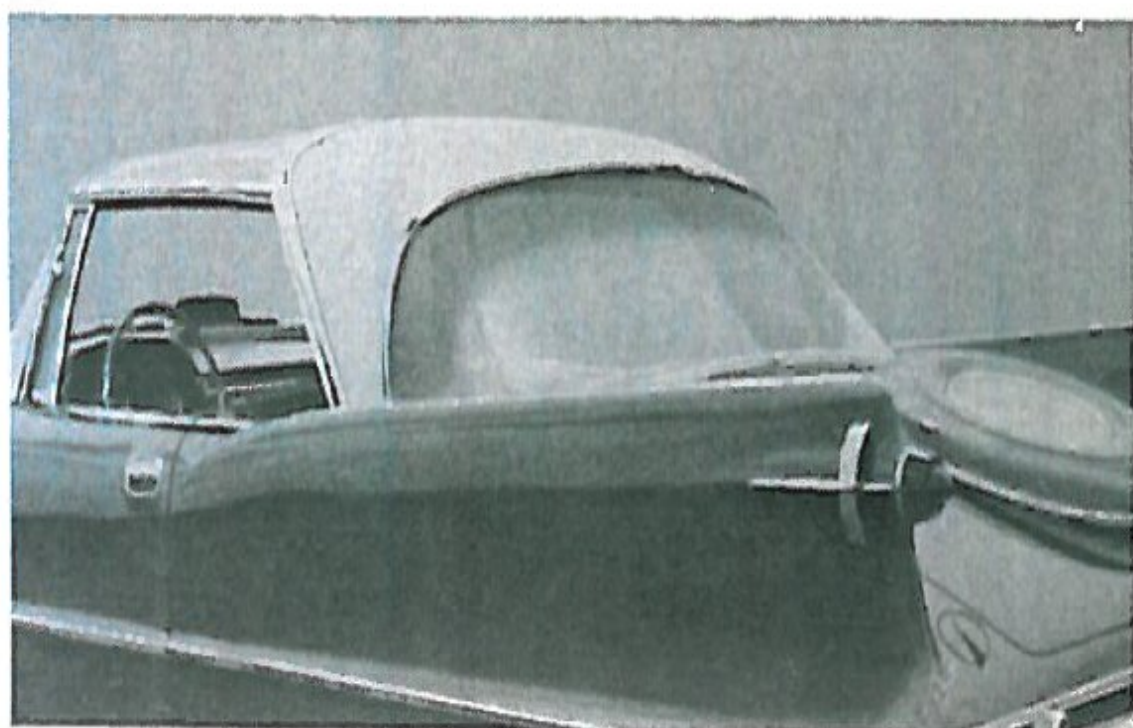
NYLON CORD WHITE SIDEWALL TIRES... recognized as the finest premium-grade tires available; virtually blow-out proof.

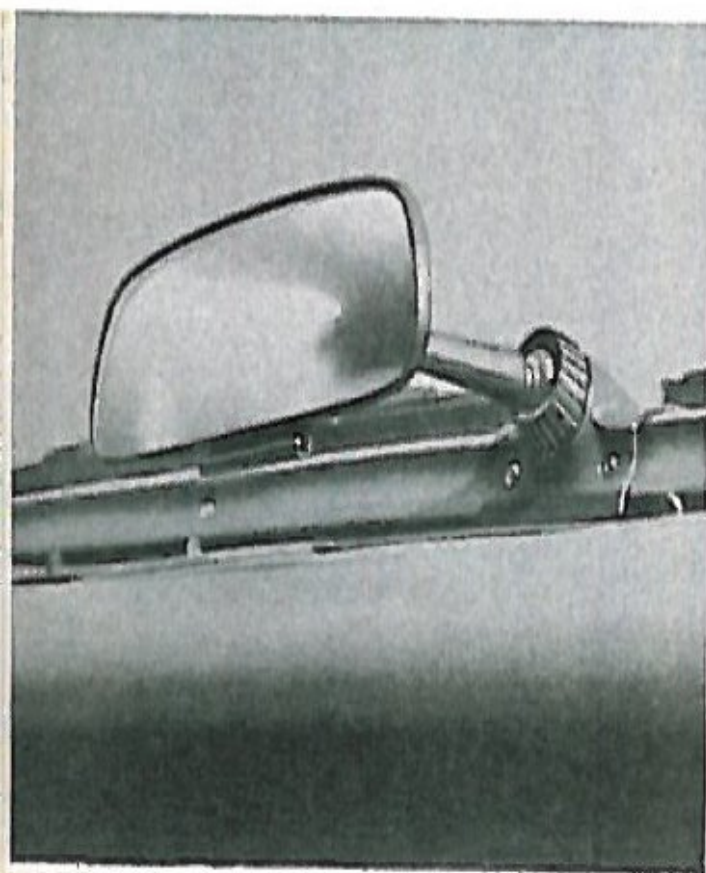


Solex Glass

Softer, more relaxing driving for you and your passengers! Lightly tinted glass throughout car admits only soothing, restful light even on the brightest days, effectively filters out glare, heat and distracting reflections.

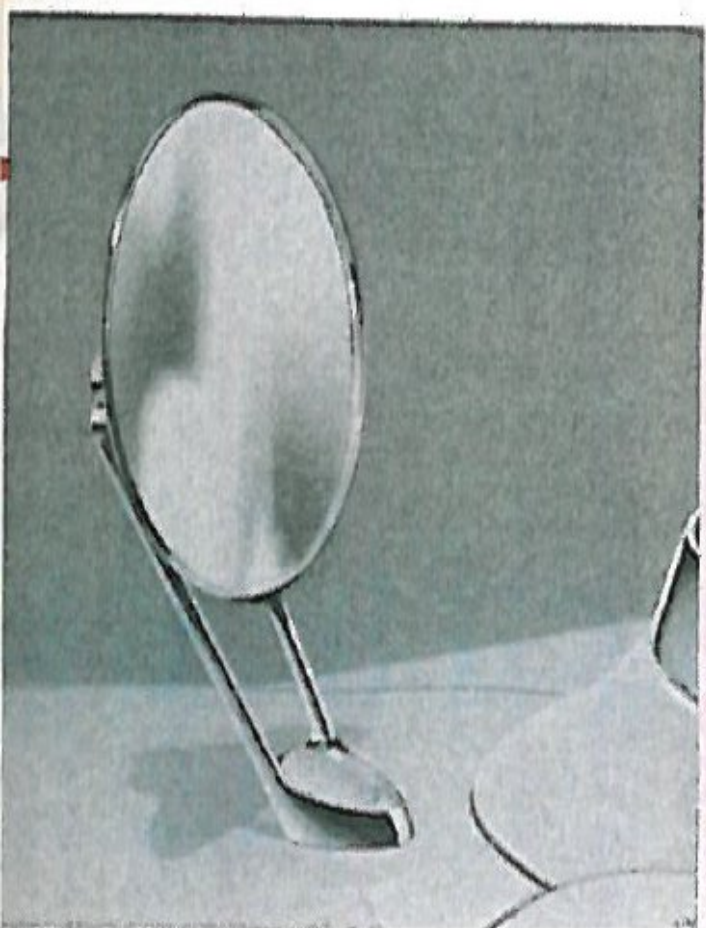
Sun-Shaded Rear Window—Here's welcome shading for passengers riding in the rear seat of four-door and two-door hardtop Imperials. Extra-heavy tinting along the top of the rear "picture" window effectively screens out strong sunlight, even on the brightest day!





Inside Rear View Mirror Tilt-Type

Eliminate blinding glare from following traffic, once and for all! At the flip of your finger, distracting headlight glare is sharply reduced. Touch the control bar again, and you go back to daytime rearward driving visibility.



Outside Rear View Mirror

With today's congested traffic, this safety feature quickly makes itself indispensable. Made of optically perfect glass, the mirror is scientifically positioned on one or both fenders for maximum rear vision.



Vanity Mirror

Here's an attractively styled Imperial accessory for women. Generously large, convenient to use. Clips securely to the sun visor, swings discreetly out of the way when not in use.



License Plate Frame

Gleaming stainless steel completely frames the license plate in a compact trim design. Protects license plate edges against bending and rust which can so detract from the appearance of even the most luxurious automobile.



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*Finest Expression
of The Forward Look*

Form No. CS-391 February 1957 Litho in U.S.A.