

IMPERIAL

America's new fine car leader ...

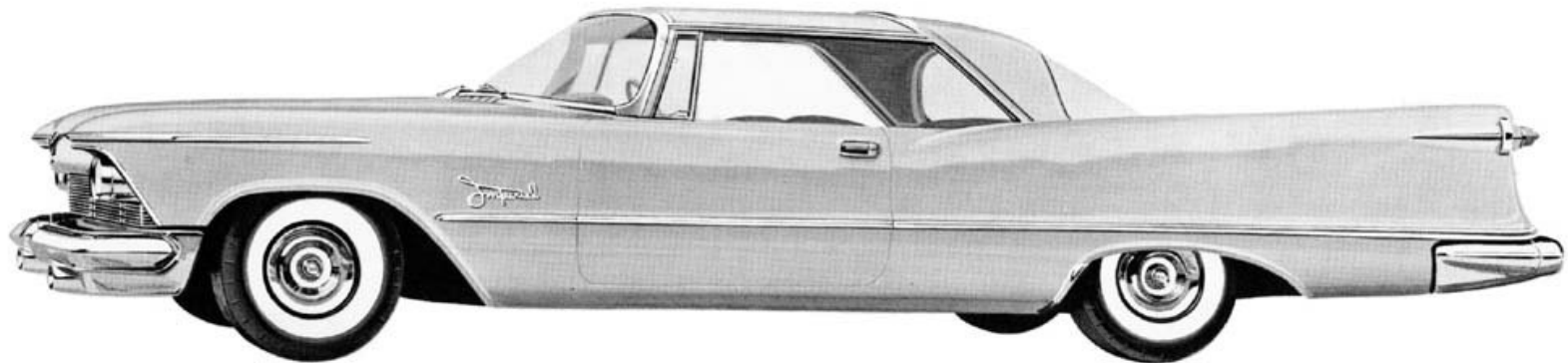
Introducing . . . Imperial for 1958. Sleek, low, glittering. A car of matchless good looks, good taste and fine quality. Of silent, surging, magnificent power. Of silken handling. Of velvet torsion-bar ride.

Here it is in all its splendor. Here is the fine car that has emerged as the foremost preference of knowing people among all fine cars. The beautiful, dramatic new leader, the finest product of Chrysler Corporation. The Triumphant 1958 Imperial.

Illustrated at the right . . .
the magnificent Imperial
Crown Four-Door Southampton.







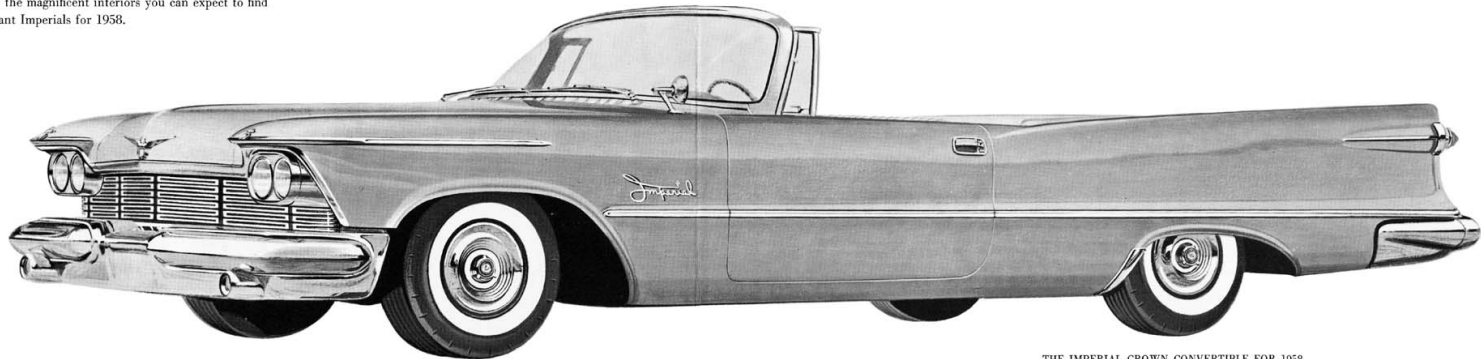
THE IMPERIAL TWO-DOOR SOUTHAMPTON FOR 1958



THE IMPERIAL LEBARON FOUR-DOOR SOUTHAMPTON FOR 1958

The instant you step into the 1958 Imperial, you are softly lapped in luxury. You sink into buoyant foam rubber cushions. Underfoot, there is heavy, magnificent carpeting. And all around you are elegant, beautiful colors . . . misty, pale blues, smoky beiges, soft, restful grays or gentle yet vibrant greens . . . in superb broadcloths, supple metallic leathers, marvelous silks or rich wools.

The exquisite Crown Four-Door Southampton you see here is but one example of the magnificent interiors you can expect to find in the triumphant Imperials for 1958.



THE IMPERIAL CROWN CONVERTIBLE FOR 1958

1958 IMPERIAL SPECIFICATIONS

Body Styles: Imperial—Sedan; 2-Door Southampton; 4-Door Southampton. Imperial Crown—Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe. LeBaron—Sedan; 4-Door Southampton.

Engine—High compression 90° Imperial 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 10 to 1. Brake horsepower, 345 at 4600 r.p.m. 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. Replaceable element air cleaner. New spool-type engine mountings. Full-Flow oil filter. Twin exhaust system with two mufflers and two resonators.

Fuel System—Four-barrel carburetor with mechanically controlled secondary draft system. Integral automatic choke. Plastic fuel filter in gas tank, ceramic fuel filter at engine. 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).

IMPERIAL . . . FINEST PRODUCT OF CHRYSLER CORPORATION