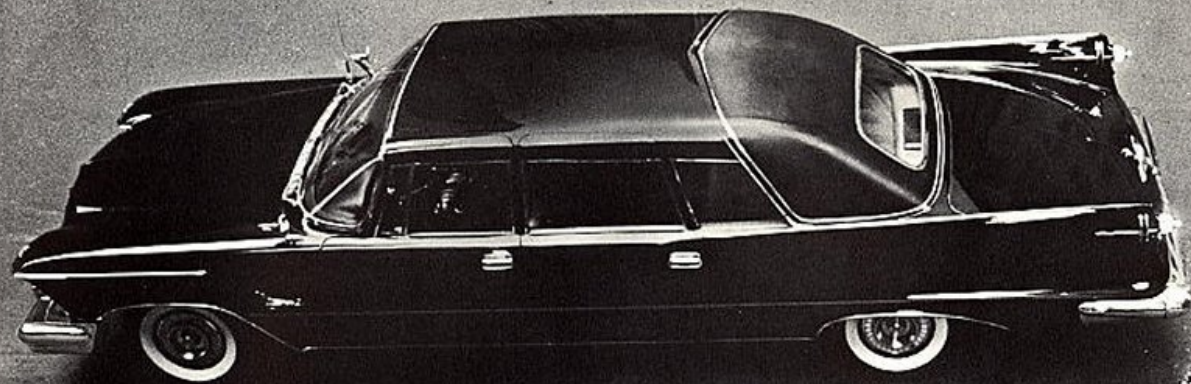






Presenting the world's most magnificent limousine

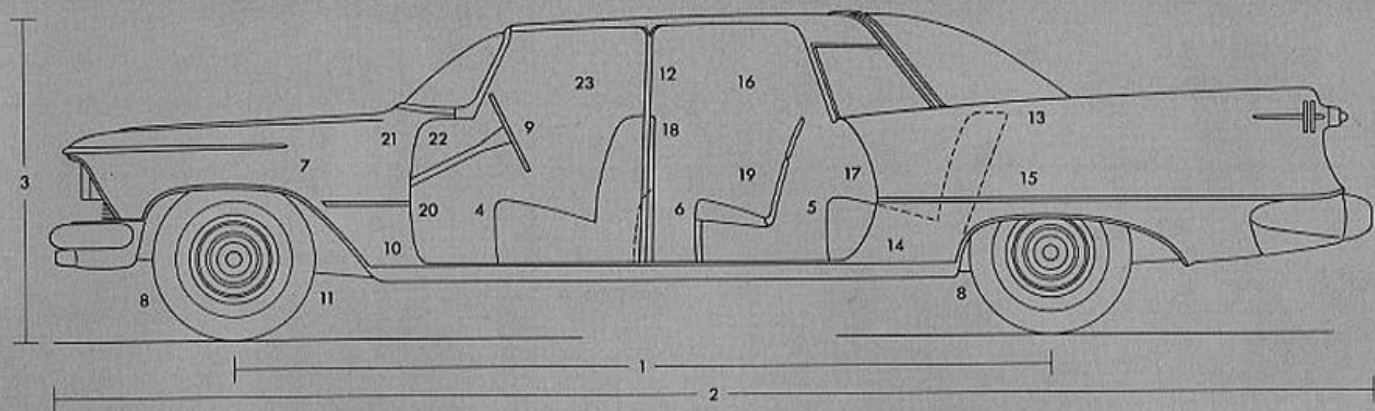


CROWN IMPERIAL LIMOUSINE

*Hand-built in Italy by Ghia
for Chrysler Corporation*

No car, throughout the world, can be found to match the sumptuous beauty of the Crown Imperial limousine. It is styled and engineered by Chrysler Corporation; chassis and all mechanical parts are shipped to Italy. There, the greatest custom builder of the age hand-builds the car to the most exacting standards of luxury and perfection. This largest and finest limousine ever produced provides immense roominess, seating eight passengers. Its sweeping and impressive length carries to the ultimate the triumphant Imperial styling. The Crown Imperial is available in limited numbers by custom order only.





SPECIFICATIONS: 1. Wheelbase, 149.5"; 2. Over-all Length, 246.4"; 3. Over-all Height, 58.5"; 4. Front Seat Width, 58.2"; 5. Back Seat Width, 53.5"; 6. Center Seat Width (each), 24"; 7. 392 Cu.in. Imperial V-8 Engine; 8. Total-Contact Power Brakes; 9. Full-Time Coaxial Power Steering; 10. Pushbutton-operated TorqueFlite Transmission; 11. Tires—nylon, white sidewalls; 9.50 x 14. **EQUIPMENT—Passenger Compartment:** 12. Electrically operated partition window; 13. Separate rear radio with speaker in rear shelf panel; controls in right armrest; 14. Dual under-seat heaters; controls in left armrest; 15. Car cooling unit mounted behind rear seat. Cool air discharge through four adjustable outlets in roof; controls in left armrest; 16. Electric window lifts; 17. Remote dome and reading light controls; 18. Electric clock in partition bolster; 19. Ash tray with cigar lighter in each door armrest. **EQUIPMENT—Chauffeur Compartment:** 20. Heater with defroster; 21. Car cooling unit—dash-mounted; 22. Sweep tuner radio with power antenna; 23. Electric window lifts.



In one car: the matchless perfection of Chrysler Corporation engineering and the glories of Italian coach and body work.



Incomparable luxury, quiet and pleasure await you in the interior of the Crown Imperial. Materials used are the finest obtainable—such as silken wool broadcloth, glove grade, milled leathers, and exquisite rare woods. The limousine's carpet is of sheared mouton lamb. The chauffeur's compartment is entirely upholstered in black glove grade leather and carpeted in black nylon. The luggage compartment is fully upholstered and carpeted.

Each limousine will have twin radios and air-conditioning units (one front, one rear) and three heaters. Exterior colors are black, deep blue, deep green, or maroon, with black leather canopy. You may order your car in any one of 32 different possible color and interior style combinations, based upon five distinct interior designs and two colors.

Hi-Bridge doors, which extend into the roof, are one of the outstanding features of the Crown Imperial limousine—allowing maximum ease of entry and introducing a graceful new styling note.

Rear compartment stationary folding foot rests or a set of loose, carpet-covered foot rests are available as optional equipment at no extra charge.





For additional information, write to Mr. E. C. Quinn, President, Chrysler
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