

IMPERIAL FOR 1959



AUTO SHOW KIT

Excellence without equal



CHRYSLER AND IMPERIAL DIVISION
NEWS BUREAU
1600 Penshurst Building
Detroit 26, Michigan
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FROM: CHRYSLER AND IMPERIAL DIVISION NEWS BUREAU
1600 Penobscot Building
Detroit 26, Michigan
WOodward 1-7050

SPECIAL FOR AUTO SHOW EDITIONS

ROOMIER 1959 IMPERIAL FEATURES STAINLESS

STEEL ROOF AND NEW PUSHBUTTON CONTROLS

The glistening stainless steel roof of the 1959 Imperial Southampton hardtop will be a feature attraction at the Auto Show. In addition, the Imperial offers more room for passengers, a new Imperial V-8, 350 horsepower engine, and other optional features including front swivel seats, and a new pushbutton combination heater-air conditioner.

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1959 IMPERIAL LEBARON FEATURES NEW

ENGINE AND MORE PASSENGER ROOM

The Imperial LeBaron 4-door Sedan pictured above offers more passenger room than ever before through advanced chassis redesign. Powered by a new Imperial V-8, 350 horsepower engine, the car features many standard equipment items including, power steering, power brakes, power windows, and six-way power seat. It offers 23 interior combinations in metallic leathers, heavy silks and fine wool broadcloths, which will be seen by Auto Show visitors.

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NEW MASSIVE GRILLE FOR 1959 IMPERIAL

Hallmark of the 1959 Imperial is a new massive chrome and extruded aluminum grille. New grille look is achieved through use of five vertical, dart-shaped, chrome-covered blades in central grille area. Twin dual headlights featuring controlled illumination flank the grille extremities. Chrome fender molding is adorned with an Imperial eagle in miniature. Parking lights are recessed in lower right and left bumper.

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FINGERTIP MOTORING FOR '59'

Trend toward pushbutton controlled motoring is illustrated in this dramatic photograph created by famous Detroit automotive illustrator, Ralph Royle, who positioned eight white gloved "hands" to show location of pushbutton-fingertip controls in 1959 Imperial.

Imperial now features a total of eight pushbutton-fingertip control devices, including two new pushbutton-fingertip devices for 1959: fingertip controlled dual front swivel seats, and a pushbutton actuated heater-air conditioner unit.

"Hands" at top in photograph, from left to right, indicate electric door lock and power windows. From left to right on instrument panel; pushbutton TorqueFlite transmission, Auto-Pilot, combination heater-air conditioner, and radio. At bottom, from left to right, swivel seat and six-way power seat fingertip controls.

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90 100 110 120

GASOLINE

OIL PRESSURE

OFF

MAX
COOL

FRESH
COOL

DEF

HEAT

WIPER

INTEN

IGNITION

LOG

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1959 IMPERIAL PUSHBUTTON CONTROLS FEATURED AT AUTO SHOW

Imperial, the acknowledged leader in pushbutton and fingertip automobile control devices, offers a new pushbutton operated heater-air conditioning unit for 1959, which will be displayed at the Auto Show. Five pushbuttons and temperature control levers are shown above. The MAX COOL button is used when maximum cooling is desired to cool down the car rapidly after it has been standing in the sun. The FRESH COOL button provides both cooling and ventilation so that the air in the car does not become stale.

On cool, damp days when car might tend to "steam up" inside, incoming air can be warmed and dehumidified by pushing FRESH COOL button and depressing temperature control lever.

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1959 IMPERIAL FEATURES ELECTRIC DOOR LOCKS

A welcome safety feature again offered in 1959 Imperials is the electric door lock. A flick of the finger locks all four doors simultaneously. It's a welcome safety feature when children are in the car, or for women driving alone at night. Power window controls are located conveniently to the right of electric door lock control.

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1959 IMPERIAL OFFERS SIX-WAY POWER FRONT SEAT

Auto Show visitors will be able to try out Imperial's six-way power front seats, which allow passengers to change seating position six different ways. Seat adjusts up-down, forward-back, and tilts back for relaxation on long turnpike trips.

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1959 IMPERIAL HAS NEWLY STYLED TAIL AREA

1959 Imperial rear-area styling features an ovular textured aluminum insert with contoured back-up lamps. A new sculptured Imperial eagle emblem highlights the massive deck-lid. Chrome "signature" lettering designates the vehicle in the photograph to be an Imperial LeBaron.

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FROM: Chrysler and Imperial Division News Bureau
1600 Penobscot Building
Detroit 26, Michigan
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SPECIAL FOR AUTO SHOW EDITIONS

NEW IMPERIAL PLANT FEATURES 100 PER CENT
WATER TEST ON FINAL ASSEMBLY LINE

An automobile industry first is the new water testing booth located on the final assembly line at the new Imperial plant in Dearborn, Michigan. Each vehicle passes through the booth for a two minute period, and is deluged with a volume of water equal in intensity to a rainstorm of 252 inches per hour. The specially constructed booth is 25 feet in length and is equipped with some 118 jet-spray nozzles. The new Imperial plant, which was dedicated August 7, 1958, is one of the most advanced automotive installations in the world, and also features an integrated conveyor system nearly four miles in length, more than 11 miles of paint pressure lines, and 100 per cent individual road testing of vehicles.

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1959 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 with wedge-type combustion chambers and overhead in-line valve arrangement. Bore 4.18 in., Stroke 3.75 in. Piston displacement 413 cu. in. Compression Ratio 10.1 to 1. Brake horsepower, 350 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. Spool-type engine mountings. Full-Flow oil filter. Dual exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with mechanically controlled secondary draft system. New, quick response, well-type automatic choke. Plastic fuel filter in gas tank. Supermicronic, replaceable element filter at engine. Tank capacity 23 gallons.

COOLING SYSTEM—New, series-flow type with thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jackets around cylinders. Capacity 17 quarts (with heater).

ELECTRICAL SYSTEM—12 volt battery, 78-plate, 70 amp. hr.; 30 amp. generator. 14mm Power-Tip spark plugs. Sealed Beam

Dual Headlights; Back-up Lights; Directional Signals; Map Light; 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, two lighters in rear compartment, Crown and LeBaron; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

TRANSMISSION—TorqueFlite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio 2.2 to 1. Transmission gear ratios—First gear 2.45 to 1; Second gear 1.45 to 1; Third gear 1 to 1. Pushbutton Control located on dash panel to left of steering wheel. For safety, engine can not be started unless transmission is in neutral.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio 2.93 to 1.

SUSPENSION—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. New rear air-suspension available.

STEERING—Full-Time Constant-Control Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.5 turns of steering wheel.

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

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

DIMENSIONS—Wheelbase 129 inches. Front tread 61.8 inches, rear 62.4 inches. Over-all length 226.3 inches. Width 81.0 inches. Height (loaded) 56.9 inches.

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1959 IMPERIAL FEATURES NEW PUSHBUTTON AND FINGERTIP
CONTROLS IN TREND TOWARD AUTOMATIC MOTORING

Fingertip controlled dual front swivel seats and a pushbutton-actuated heater-air conditioner unit are two new pushbutton-fingertip control devices to be seen in the 1959 Imperial, at the Auto Show.

The acknowledged pioneer in the field of pushbutton-fingertip automobile control, Imperial now offers a total of eight fingertip control devices including: pushbutton TorqueFlite transmission, which was introduced in 1956 models, Auto-Pilot (1958), pushbutton radio (1938), and fingertip controlled 6-way power seats (1957), power windows (1950), and electric door locks (1958).

C. E. Briggs, Chrysler Corporation vice president and general manager of the Chrysler and Imperial Division points out that the trend to pushbutton and fingertip automobile control is unmistakable.

"Pushbutton actuated Auto-Pilot, for example, has won outstanding public support," Briggs said. "We expect to install Auto-Pilot on at least 35 per cent of all 1959 Imperials. This is an increase of 250 per cent over 1958 Auto-Pilot installations."

Auto-Pilot, which is engaged by simply pushing a button, is the turnpike cruise-control system which Imperial introduced in 1958. It maintains a constant speed over all roads, level or hilly, and allows a driver to remove his foot from the accelerator for long periods of time. In an actual turnpike run between Detroit

and New York, by identical 1958 production cars, the Auto-Pilot equipped car enjoyed a 15 per cent gas saving over the car without Auto-Pilot.

Other new 1959 Imperial optional features besides swivel seats and heater-air conditioner units include: A stainless steel roof creation for hardtop models, rear air suspension for maintaining level chassis under all load conditions, rear view mirror that electronically adjusts itself to avoid headlight glare, and an electronically controlled headlight beam changer.

New Imperial standard features include new super enamel paint finishes which require no polishing up to three years, 18 new exterior paint color creations, new interior fabric and upholstery designs in leather, wool broadcloth, nylon and nylon metallic fabric and vinyl, newly designed instrument panel, and new stronger body frame using heavier gauge steel.

In addition, the new Imperial offers more room for passengers, and a new more powerful engine with outstanding fuel economy.

GREATER INTERIOR ROOM

More room and greater riding comfort for 1959 Imperial passengers has been provided by a new frame, a lower floor and greater seat height in both front and rear. This improvement is especially appealing to rear seat passengers, giving them considerably greater leg room, Mr. Briggs said.

The new frame besides permitting greater leg room is much stronger. Steel gauge has been nearly doubled in certain areas of the frame while other areas have been structurally thickened.

The interior has a new look as a result of styling changes in the instrument panel, upholstery fabric patterns, arm rest designs and other appointments.

NEW V-EIGHT ENGINE

Imperial has a new more powerful engine for 1959. Weighing approximately 100 pounds less than the famous Imperial version of the Firepower engine it replaces, it delivers more push where the driver can best use it---at low and medium engine speeds, according to Imperial engineers.

The new 350 horsepower Imperial V-Eight coupled with a standard axle ratio of 2.93 to 1, displacement of 413 cubic inches, and a 4.18 x 3.75 bore and stroke, is just as economical as its predecessor, which won the Mobilgas Economy Run sweepstakes for the last three years.

NEW STAINLESS STEEL ROOF

Two new stainless steel roof treatments are offered for the first time in two and four-door Southampton hardtops.

The Silvercrest-Landau roof design is a combination brushed, stainless steel metal applique which fits snugly over the entire roof area forward of the Landau roof step. It's coupled with a Landau rear roof design finished in a contrasting textured vinyl paint finish in a remarkable simulation of black, grained leather.

Individual Silvercrest stainless steel overlays or Landau treatments are also available in hardtop lines for those wishing to enhance the roofline of their Imperial sport models.

NEW EXTERIOR DESIGN

A new frame for the 1959 Imperial and lower floor has enabled Imperial stylists to design a lower, more massive appearing car as seen from front and rear, while accentuating the effect of fleetness as seen from the side. A bold new

front-end appearance is dominated by a massive horizontal chrome bar with five dart-shaped vertical cross pieces. Twin dual headlamps are placed lower in the front-end, while the low-styled front bumper gives a feeling of forward thrust.

From the rear the new Imperial has an uncluttered oval appearance which blends in effectively with dramatic twin fin lines.

VARIETY OF NEW INTERIOR FABRICS

Imperial "living room" interiors feature advanced design upholstery and door-to-door deep pile carpeting in all models.

A striking white pearlescent, all-leather interior is offered in the Imperial Crown for the first time. Blue, beige and red all-leather interiors are also available. Paris inspired "LeHavre" Jacquard cloth materials in a choice of many colors are offered in the Crown sedan. Crown hardtops and convertibles feature, in combination with genuine leather, textured "Balmoral" upholstery---the cloth with the hand-loomed look.

Custom Imperial sedans employ "Crusader" fabric in blue, green, brown and gray, while hardtops offer in addition to these colors, turquoise and ruby.

The aristocrat of Imperial automobiles, the LeBaron, features the "tailored" look. Fine, smooth, soft-to-the-touch wool broadcloths in rich subtle tones create a feeling of warmth and tranquillity.

ELECTRONIC MIRRORS

An electronic self-dimming rear-view mirror is optional. Called Mirro-Matic, the device automatically deflects from drivers eyes, beams of glaring light thrown by cars approaching from the rear. A switch on the mirror permits sensitivity adjustment of the electric cell so that both "city" and "country" driving

situations are automatically handled by the device.

Another electronic feature available this year is a headlight-dimming device which adjusts high and low beam to oncoming headlights. The mechanism is so light-sensitive it also reacts to red taillights of a car being followed by adjusting high-low headlight beam accordingly.

TEN MODELS OFFERED

In 1959 the Custom Imperial series is offered in a four-door sedan, two-door and four-door hardtop.

The Imperial-Crown series is available in a four-door sedan, two-door and four-door hardtop, and convertible coupe.

The Imperial LeBaron series offers a four-door sedan and a four-door hardtop.

NEW SAFETY PADDED INSTRUMENT PANEL

A newly designed safety padded instrument panel features a projecting hood over the instrument cluster. The hood eliminates possibility of windshield glare during nighttime driving.

Etched letters and numerals on transparent material raised above the instrument cluster pick up indirect light directed from beneath panel shroud, and make for greater readability.

Complementing the safety padded panel is a new two-tone, deep-dish steering wheel. Its safety padded spokes are standard equipment on all Imperials.

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1959 IMPERIAL IS FIRST TO BE BUILT

IN NEW QUALITY CONTROL PLANT

The 1959 Imperial, which will be displayed at the Auto Show here, is the first to be built in Chrysler Corporation's new Imperial assembly installation.

Mr. C. E. Briggs, vice president of Chrysler Corporation and general manager of the Chrysler and Imperial Division said the new plant, which was dedicated on August 7, 1958, marks a further step in setting the Imperial apart from other cars.

"The Imperial has been completely different in sculpture and engineering since 1957," he said. "Now it has a home of its own where men with specialized skills are giving their attention to it exclusively."

The new plant features many new manufacturing innovations including a 32-zone quality control inspection system. The primary goal of this new quality control system is 100 per cent detection and immediate correction of quality defects as they occur on the assembly line.

To round out the program, quality "fact-gatherers" in each of the zones continually gather information pertaining to quality of product and feed the facts to a control group of quality analytical engineers. The engineers in turn interpret all quality data sent to them and "feed back" corrective recommendations to pinpointed production areas.

ADVANCED EQUIPMENT AIDS QUALITY PROGRAM

The quality control task-team has a variety of advance-design equipment to help them complete their important work including:

An "R-1" master body checking fixture---this huge device which cradles a complete body shell in its center, has several precision gauges which check nearly 150 linear body dimensions.

Plastic "plug" or template---different sized templates made to exact dimensions of windshield, back window, and door openings check on linear dimensional accuracy.

Static water-test area---a specially constructed water test booth in the area will check on efficiency of final assembly-line water test booth.

"Hot-room"---temperature and humidity are accurately controlled in this specially insulated room to check on efficiency of operation of air conditioning units under varying temperatures.

Automatic leak detector of "sniffer"---the "sniffer" is an electronic device used to detect refrigerant leakage in air conditioning unit lines. If leakage is detected proper line adjustments can easily be made to correct situation.

18 NEW COLOR STYLES CREATED FOR IMPERIALS

Spanish Silver, Silverpine, Copper Space and Empress Blue are some of the 18 new exterior color creations on 1959 Imperials.

Imperial offers a total of 21 paint finishes. All of them are in a new super-enamel paint which needs no polishing for up to three years.

The new Imperial super-enamel has one of the "hardest" surfaces of any known enamel paint. Its finish is highly scratch and fade resistant.

In an extensive series of "sun" tests under hot and merciless Florida tropical sunlight, ordinary automotive paint panels and new super-enamel panels were "gloss" checked with a light-reflectance measuring device. The new super-enamel reflected more than seven times the amount of light as did the panel covered with ordinary automotive paint.

EIGHT-HOUR FINISHING OPERATION

To further insure the finest, highest quality paint finishes in the industry Imperial craftsmen spend an average of eight hours in preparing and painting each Imperial automobile. The major operations in the paint process include:

Complete water and chromic acid rinse to thoroughly clean metal body.

All body metal given two coats of epoxy primer.
(Primer prevents rusting, chipping and blistering)

Primer coats are oven baked.

Body is completely water-sanded. (Water acts as lubricant and prevents scratching)

Inside and outside application of body undercoating.

Sealer coat applied to body. (Sealer helps create greater lustre and durability in finish coat.)

Sealer coat is oven baked.

Body wet sanded again.

Two complete coats of new super-enamel applied wet on wet.