

IMPERIAL FOR NINETEEN FIFTY-NINE





IMPERIAL FOR 1959

Be prepared for a clean break with the past when you inspect Imperial for 1959. For in all of this fine car's fresh loveliness, there isn't a trace of ponderous bulk or excessive chrome contortion that weighs so heavily on tradition-bound cars.

Imperial craftsmen have achieved a new massive look in grille-work and bumper design without losing the feel of simple elegance. Notice the graceful new sweep molding . . . the regal canopy effect of new Silvercrest roof . . . the new medallion that unmistakably identifies Imperial's famed Flight-Sweep deck lid.

Inside this motorcar, you marvel at the precise fit of coachwork and the jeweled finish of every appointment. And leathers and fabrics offer a striking, yet tasteful departure from the commonplace.

Here, significantly, a new tradition begins . . . by Imperial decree.

A NEW TRADITION BEGINS . . . BY IMPERIAL DECREE



IMPERIAL CUSTOM 4-DOOR SEDAN IN NOCTURNE BLUE



IMPERIAL CUSTOM 2-DOOR SOUTHAMPTON
IN IVORY WHITE OVER YELLOW MIST



The Silvercrest Landau Roof – one of three new Imperial hardtop roof styles – gives you a clean sweep of stainless steel in the forward roof area, crowned at the rear by a graceful black canopy. The canopy has a textured Scotch grain finish with the look of leather and the durability of flint-hard baked enamel.



THE IMPERIAL CROWN

ELEGANCE WEDS EAGERNESS . . . BY IMPERIAL DECREE

If you can get your fill of just *looking* at this Imperial Crown Southampton, ease behind the wheel for a rewarding mile or two.

Imperial's new engine – a more compact power plant than its predecessors but with greater performance at ordinary driving speeds – responds to your toe-touch with incredible smoothness and silence. Rutted roads? They seem to pave themselves beneath you. And you ride proudly poised and *perfectly level* on boulevard or back-country

trail – thanks to a new air-assisted torsion bar suspension. This optional Imperial innovation unites the positive control of torsion bars and the infinite softness of air suspension into a single new system.

And when you ease through traffic with no more than a touch of the wheel . . . when you discover that this heroically proportioned Imperial is obedient even to the gentlest of women . . . you'll know why we say elegance weds eagerness by Imperial decree.



IMPERIAL CROWN 2-DOOR SOUTHAMPTON IN PERSIAN PINK

THE IMPERIAL CROWN 4-DOOR SEDAN IN EMPRESS BLUE



THE IMPERIAL CROWN CONVERTIBLE

If you're looking for a fine car that makes you feel as young as you'd like to be, study this spirited Imperial Crown Convertible for a long moment.

Top up or down, there's youth and spirit in every line.

And when you take it out on the road and give that buoyant eagerness its head, you'll begin to feel some of that youth and spirit building up in *you*. But you'll also appreciate the fact that its agility is tempered by a nice maturity of judgment and a reassuring obedience.

The top comes in *four* colors – each as handsome as the other: black, white, blue, and ruby. And you can lock or unlock the top simply by turning a single handle that's centrally located right within reach. No reaching or groping for side turn-screws.

Which of the Imperial Crown Convertible's *twenty-one* irresistible colors would you like best?



Let's suppose you decide on a light blue color scheme for your Imperial Crown Convertible . . . here is the loveliest shade of soft blue leather ever to grace a convertible. Note how it captures the youthful "top-down" mood. This is only one of *four* all-leather Imperial Crown interiors. You'll find that Imperial's marvelously supple leathers retain their deep true colors for years – age simply enhances their burnished beauty.

THE IMPERIAL CROWN CONVERTIBLE (TOP DOWN) IN SHERWOOD GREEN

THE IMPERIAL CROWN CONVERTIBLE (TOP UP) IN NORMANDY BLUE



IMPERIAL CROWN 4-DOOR SOUTHAMPTON IN IVORY WHITE OVER OXFORD GREY METALLIC



This Le Baron interior invites you to express one of today's most elegant fashions. Seat cushions and bolsters are in a rich blue wool broadcloth in a regal crown-motif pattern. You may choose your Le Baron interior from 23 combinations in supple metallic leathers, heavy silks and fine wools. All are designed by Imperial and executed by America's finest fabric houses.



THE IMPERIAL LE BARON

EXCELLENCE WITHOUT EQUAL . . . BY IMPERIAL DECREE

Here you see the nation's new measurement for excellence in motoring . . . the Imperial Le Baron.

No luxury is unimportant for this magnificent motorcar.

For example, the flawless finish of this Imperial is impervious to weather, road film and time. Even the pastels are super-enamels and will not fade. The restrained chrome accents are especially plated to stay bright and new far longer than the bright work on other cars.

Inside, door levers are cushioned in heavy velour so they can never rattle. Front and rear seat center arm rests fold down and back up again to blend with seat decor. The instrument panel is specially textured to eliminate glare at night.

We mention these refinements because we believe that satisfaction and pride of owning the Le Baron is found in the perfection of many small things. Here, unquestionably, is excellence without equal.



THE IMPERIAL LE BARON 4-DOOR SEDAN IN FORMAL BLACK

THE IMPERIAL LE BARON 4-DOOR SOUTHAMPTON IN DEEP RUBY METALLIC

EVERY AUTOMATIC SERVANT IS YOURS TO COMMAND



Electric Door Locks automatically and positively secure all doors in your car. You simply flick the controls located on both front door panels. A welcome safety feature when children are in the car, or for women driving alone at night.



Electric Window Lifts let you raise or lower all vertical moving windows in your car at the touch of a switch. There's a master control panel conveniently located on the driver's door, and individual automatic window controls for each passenger.



6-Way Electric Power Front Seat lets you choose your favorite position and change it as often as you like — just by touching this control. Seat tilts for relaxing comfort — as well as adjusting up-down, forward-back. Greatly reduces fatigue on trips.



New Pushbutton Air Conditioner and Heater Controls are right at your finger tips. Five pushbuttons give you accurate selection of all the heating and cooling conditions you'll ever need. No confusing levers to push in or pull out.

THIS REMARKABLE NEW AUTO-PILOT—ANOTHER IMPERIAL FIRST—GIVES YOU THE MOST IMPORTANT ADVANCE IN HIGHWAY DRIVING SINCE THE TURNPIKE



You pre-set your driving speed with this convenient dial. When you reach that speed, Auto-Pilot nudges the gas pedal back against your foot as a gentle warning. And a touch of the brake releases Auto-Pilot instantly.



Lets you ride relaxed in leg-stretching comfort. Press the button when you reach the speed you want. Take your foot off the accelerator and relax. Auto-Pilot makes turnpike driving a joy — holds the speed you've set even up and down hills.



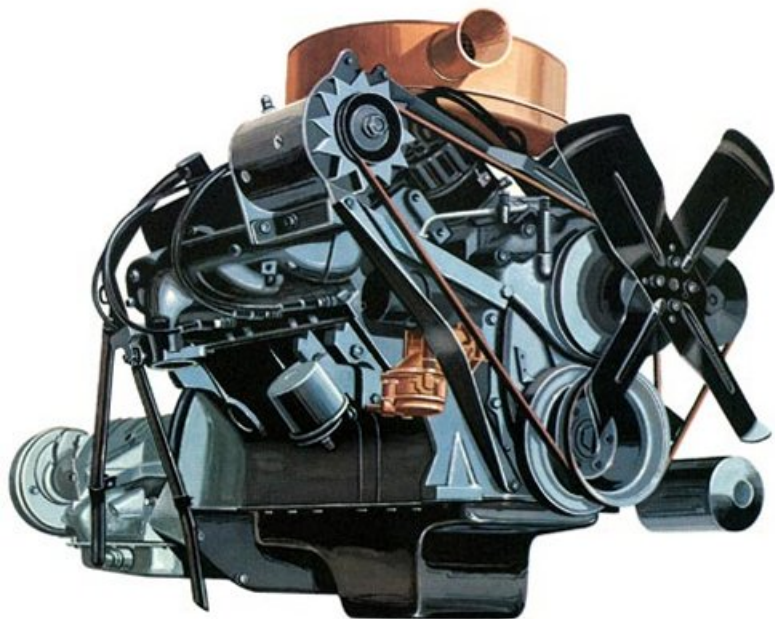
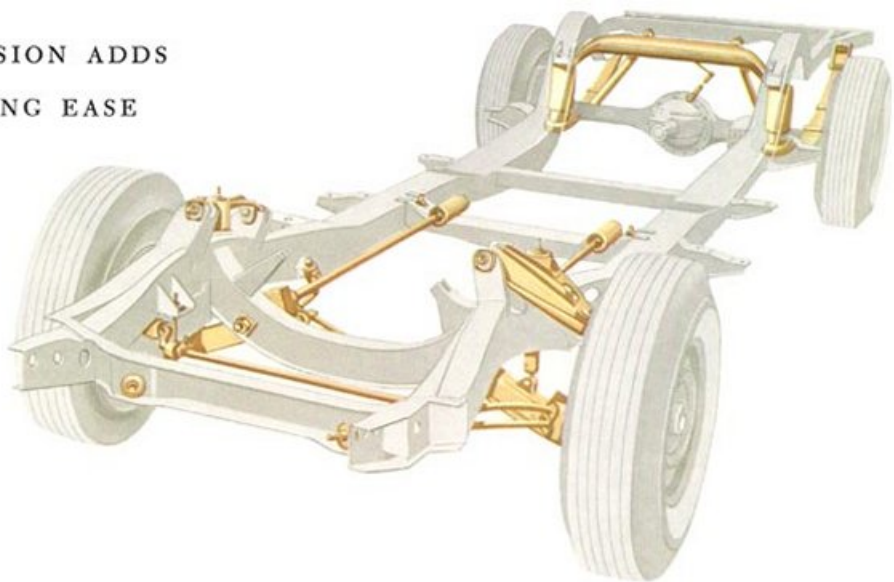
Saves gasoline, too. Actual test runs prove Auto-Pilot can save you up to 15% on fuel — as much as three gallons on every tankful. So this remarkable new invention can more than pay for itself in gasoline savings alone.

NEW AIR-ASSISTED TORSION BAR SUSPENSION ADDS

A REMARKABLE NEW DIMENSION TO RIDING EASE

It's difficult to believe that there could be any improvement in Imperial's famous torsion bar suspension. But our engineers *have* improved it . . . dramatically. They've perfected a new optional *air suspension* which adds a remarkable new dimension to your riding ease.

Aside from all the comfort features of torsion bar suspension . . . no sway or swerve on turns, no rear-end dip when you accelerate, no dive on stops . . . you enjoy a level "platform" ride in every driving situation. On sharpest curves, on roughest roads, you ride perfectly level. And even when you're carrying a capacity crew of passengers, or a heavy load of luggage and equipment in your trunk, your car never has a "squatting" appearance. Ground clearance for frame and rear bumper remains constant. The reason? Compressed air at the rear axle acts as a spring — automatically keeping your car level regardless of load.



IMPERIAL'S NEW ENGINE IS SMOOTHER . . . MORE EFFICIENT . . . QUIETER

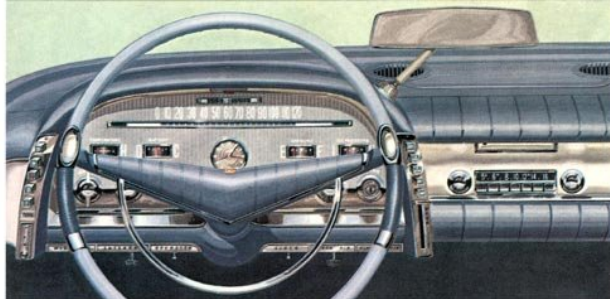
Take a moment to look under the hood of a 1959 Imperial. You'll be impressed with the remarkable compactness of our brand-new 350 horsepower engine.

Imperial engineers have reduced engine weight, and at the same time have increased power. Imperial's new 413 cubic inch power plant is actually 101 pounds lighter than its predecessor and 65 pounds lighter than some engines in other fine cars. But light as it is, the new engine actually delivers *more torque per pound* than any engine in the industry.

You get more torque, more pulling power with fewer engine revolutions. Your engine is smoother, quieter, because it never need race or strain for power. And you get better engine performance at ordinary driving speeds. When this engine teams with Imperial's famous TorqueFlite transmission, you're never conscious of changing gears . . . just one unbroken sweep of motion.



New Swivel Seats — Open either front door, press a lever on the seat frame, and the seat swings out to meet you. Slip into the seat, swivel into riding position and the seat automatically locks in place. You seat yourself as easily as you would in your favorite easy chair. And alighting is every bit as graceful. Imperial alone in its class offers this new optional feature.



The Imperial Instrument Panel places every gauge within easy reading . . . every control within easy reach. Notice the new, slender horizontal speed indicator that replaces the conventional speedometer and the new aluminum instrument cluster face that's specially textured to eliminate glare.



Imperial's curved side windows just go naturally with curved body contours. And they create a feeling of airiness and spaciousness that you won't find in any other car . . . because no other car is built under Imperial's concept of total design.

SPECIFICATIONS

BODY STYLES — Imperial — Sedan; 2-Door Southampton; 4-Door Southampton. Imperial Crown — Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe. Le Baron — 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. Super-micronic, 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. CS-424 — LITHO IN U.S.A.

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 Le Baron (available on Imperial), Electric, Variable-speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, two lighters in rear compartment, Crown and Le Baron; 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 Le Baron). Nylon White Sidewall 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.