

THE
IMPERIAL
OF
1960

America's most carefully built car



W D E R V A

We present, with what we hope is allowable pride, the best automobile built in America in the last three decades.

The Imperial of 1960.

It is best in a number of ways. It has undeniable style. Impressive size and passenger space without mass or bulk. It looks fleet, alive, competent . . . for we have designed it to be so.

It is built more carefully than any other car which has been, or will be, introduced this year. It requires and gets more individual handcrafting than its rival makes. It takes longer to build . . . because the skills which build it are the kind which can't be hurried, regardless of production schedules.

It drives more easily. Its power steering and power brakes are unique in the motor world . . . acknowledged by unbiased experts as the best that motoring has yet offered.

It rides more comfortably. No other fine car maker has been able to match the poised, level comfort of Imperial's Torsion-Aire ride.

Its engine has greater effective torque—more wheel-turning power—than any other passenger car engine in the world.

As you leaf through the following pages, you'll find that Imperial has ushered in the 60's with a remarkable number of exclusive new features.

We hope, of course, that you will drive our new Imperial. Compare it critically, point for point, with the two rivals in its class. For Imperial's total excellence is more than you will see in its flawless finish, or in the precise fitting of its coachwork. It is an inner excellence—fully as exciting as the ones you see—but reserved only for those who drive this immensely satisfying car.

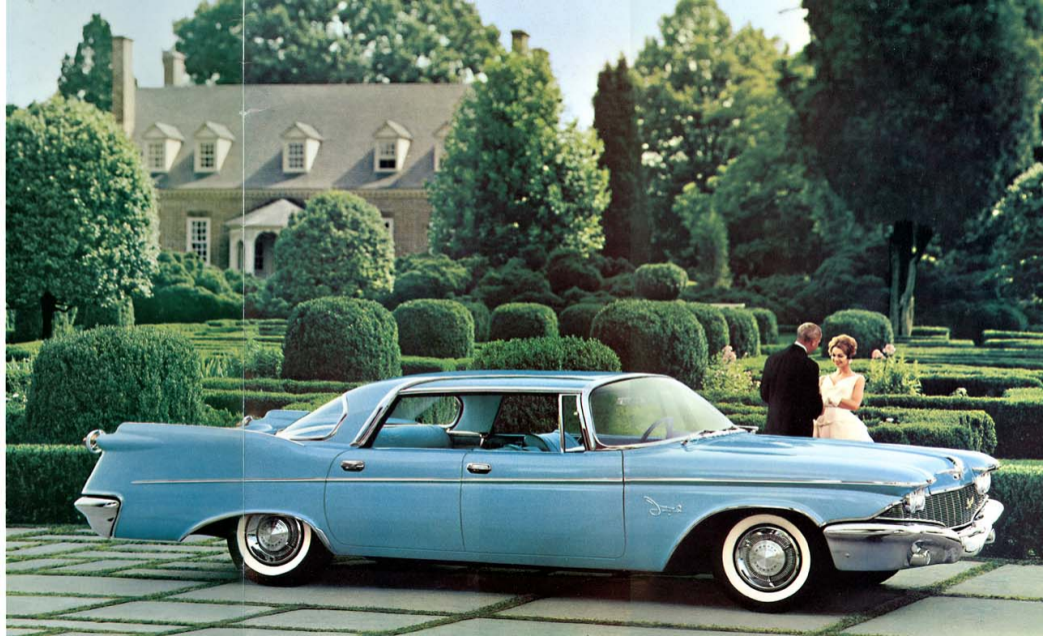


the Imperial Custom four-door Southampton in moonstone blue

THE IMPERIAL CUSTOM

So smoothly, so carefully assembled that it looks as if it were fashioned from a single sheet of steel . . . the new Imperial of 1960. Imperial doors are hand-fitted, and the rubber welts that seal them are applied by hand. Body seams are permanently soldered and buffed to invisibility. Its finish is without flaw. And in every other detail, it looks precise and thoroughly right. Because Imperial craftsmen have given it more individual care in the building . . . more rigorous inspection . . . more patience. Not a line of Imperial's classic shape is borrowed from any other car. It has a quiet dignity warmed by a certain youthfulness of spirit. Refinement without ostentation. Length and spaciousness without bulk. Exciting and lovely to look at . . . *your kind of motorcar.*

Standard Equipment: Constant-Control Power Steering. Total-Contact Power Brakes. TorqueFlite Automatic Transmission. Dual Headlamps. Panelescent Instrument Lighting. High-Tower Seat. Air-Foam Padded Seat Cushions, front and rear. Full-Volume Air-Foam Seat Backs, front and rear. Arm Rest, rear center. Padded Safety Steering Wheel. Safety Cushion Instrument Panel. Carpet Floor Covering. Pushbutton Drive Selector. Vanity Mirror. Outside Left Rearview Mirror. Interior Lights, front and rear door. Back-up Lights. Map Light. Luggage Compartment Light. Hand Brake Warning Signal. Step-on Parking Brake. Variable-Speed Electric Windshield Wipers. Electric Clock. Windshield Washer. Tilt-type Mirror. Cowl Fresh-Air Intake. Four-Barrel Carburetor. Full-Flow Oil Filter. Ultra-Fine Fuel Filters. Aluminized Dual Exhaust. Landau Roof. Stone Shields—rear quarter panels. Undercoating and Hood Insulation Pad. Tubeless Tires. Spare Tire Cover (install). Safety-Rim Wheels.



Car interiors, of course, are a matter of individual taste. Which is why the Imperial stylists have created this lovely decorative scheme for the uncommonly roomy Imperial Custom . . . in a choice of *five* colors carefully keyed to exterior shades.

We have selected for our illustration . . . seat bolsters in saddle grained vinyl . . . cushions in a muted blue nylon crown patterned fabric. It would do very nicely in a Custom Imperial of Alaskan White, Glacier Blue, Moonstone Blue, Midnight Blue, Sheffield Silver or Executive Gray.

Beneath the rich fabric and the fine needlework, however, is the true luxury: *Six deep, thick inches of foam rubber on seat backs.* No old-fashioned stiff coils and unbending jute. This is a completely new kind of auto seat—designed to support you at the small of the back and to hold you easily in a proper driving position. It's a wonderful luxury to stay fresh and relaxed even on long trips.



THE IMPERIAL CUSTOM FOUR-DOOR SEDAN *in moonstone blue over midnight blue*

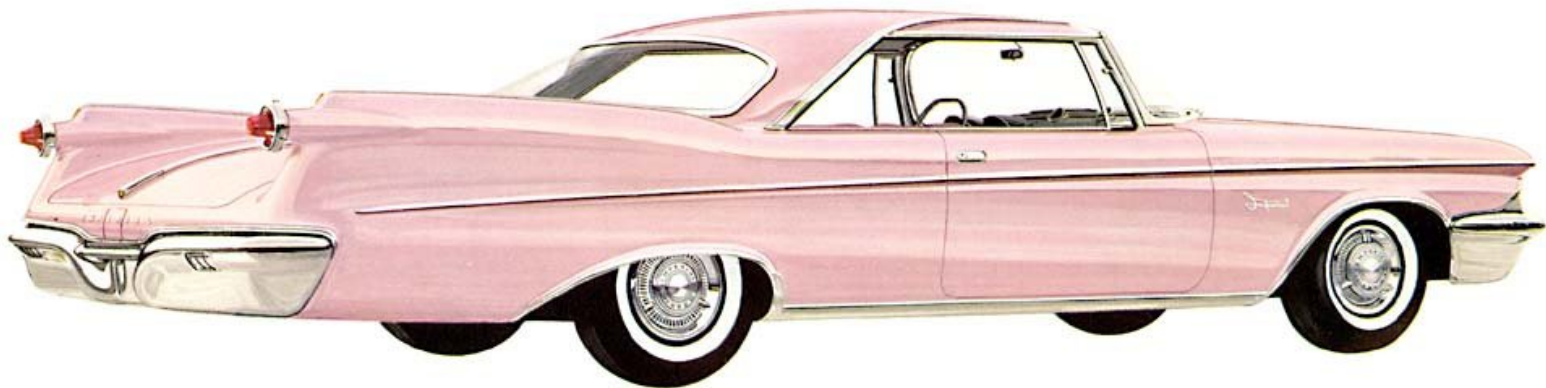


Imperial swivel seats are now *completely* automatic. They swing gently out to meet you as you open the door. Swing you easily inside and lock securely into place.

They're a special courtesy for today's fashionable women. No bowing or stooping for hat clearance. No awkward gathering of coat and billowing skirt around the knees. No strain on narrow skirts. You seat yourself with the same easy grace as you do in a chair at home. And alighting is every bit as graceful.

Notice our new Imperial *High-Tower seat*. You drive with back and shoulders cushioned in a restful driving posture that the usual driving seats can't achieve for you.

Our color scheme for this Imperial Custom interior is in a rich shade of mauve to harmonize with the color of the Southampton below. Seat cushions and backs are upholstered in a unique crown patterned fabric. Bolsters are in a saddle grained vinyl. Notice the V-shaped back rest on the High-Tower seat.



THE IMPERIAL CUSTOM TWO-DOOR SOUTHAMPTON *in dawn mauve*

the Imperial Crown two-door Southampton in dusk mauve

THE IMPERIAL CROWN

A liveliness you'd never expect of a car this size.

You can't fully imagine the agility of this Imperial until you've driven it. Take its new steering ellipse firmly in your two hands and try its crisp, communicative steering system. Effortless *full-time power steering*. Test the responsiveness of a new *350 horsepower engine* which delivers greater effective torque—more wheel-turning power—than any other passenger car engine in the world. Feel the buoyancy of Imperial's level ride. Only Imperial in its class rides on *Torsion-Aire*—the finest suspension system on any American car. It soaks up jolts before you become aware of them. Holds you on an even keel. Damps out sway and pitch and keeps wheels from wandering on fast turns. Imperial never loses its proud poise. Here is eagerness with elegance. Competent. Obedient. Maneuverable. *Unlike any car you've ever driven.*

Standard Equipment: Constant-Control Power Steering. Total-Contact Power Brakes. 6-Way Power Seat. Power Windows. TorqueFlite Automatic Transmission. Dual Headlamps. Panelescent Instrument Lighting. High-Tower Seat. Air-Foam Padded Seat Cushions, front and rear. Full-Volume Air-Foam Seat Backs, front and rear. Arm Rest, rear center. Padded Safety Steering Wheel. Safety Cushion Instrument Panel. Carpet Floor Covering. Pushbutton Drive Selector. Vanity Mirror. Outside Left Rearview Mirror. Interior Lights, front and rear door. Back-up Lights. Map Light. Luggage Compartment Light. Hand Brake Warning Signal. Step-on Parking Brake. Variable-Speed Electric Windshield Wipers. Electric Clock. Windshield Washer. Tilt-type Mirror. Cowl Fresh-Air Intake. Four-Barrel Carburetor. Full-Flow Oil Filter. Ultra-Fine Fuel Filters. Aluminized Dual Exhaust. Landau Roof. Stone Shields—rear quarter panels. Undercoating and Hood Insulation Pad. Tubeless Tires. Spare Tire Cover (install). Safety-Rim Wheels. Rear License Plate Frame.



You can decorate your Imperial Crown Southampton as tastefully and as personally as you do your own home. Seat cushions and backs shown here are upholstered in a rich nylon fabric. Inspired by an original Paris creation, it is in a lovely shade of gray with raised vertical black threads that have a careful, hand-stitched look. Bolsters are in matching gray metallic leather. Door-to-door deep-pile carpeting is in black.

Our Imperial coach craftsmen have created a wide sofa-like effect on seat cushions—with back bolsters notched as individual seats. You may choose your Imperial Crown interior from *fifteen* combinations of fine wool broadcloths, cotton-nylons, and pearlescent leathers.

And, of course, Imperial's vinyl padded instrument panel and deeply padded steering wheel are beautifully color-keyed to blend with interior shades. You won't find a single color-clash in any of Imperial's appointments.



THE IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON *in executive gray*



Only Imperial gives you the limousine crispness of a canopied *Landau* roof—now standard on all Imperial Sedan and Southampton models. New for 1960—the canopy sweeps all the way forward to the crown of Imperial's compound windshield.

When you specify a two-tone roof treatment for your Imperial Custom or Crown, the canopy is in the body color you select—with side roof areas in a contrasting shade. (Cedar Green with Mint Green insert in our picture.)

A wide array of colors to choose from, too. Imperial Crown Sedan and Southampton models come in *seventeen* lovely color shades. All are durable Lustre-Bond enamels that need only a flick of the cloth to make the finish as sparkling as the day you selected it.

You may also have as *optional equipment* on both Crown and Custom models a handsome *Silvercrest Landau* roof. The canopy is in the Imperial body color you select—with side roof areas in gleaming stainless steel that has the look of silver.



THE IMPERIAL CROWN FOUR-DOOR SEDAN *in mint green over cedar green*



THE IMPERIAL CROWN CONVERTIBLE

in regal red

Are you too conservative for this? Of course, you're not. Even though it's young and possibly a little rakish, you've noticed how beautifully the Crown Convertible seasons its dash with dignity.

And it's America's most carefully built convertible. Aside from the stitching which holds the finish-edging firm, there isn't a single needle hole in an Imperial convertible top. The pre-cut panels needed to form each top are welded by a special process into a single, unpierced weatherproof shield. And the top is not put together on an assembly line . . . it's hand-fitted by a two-man team. This unhurried personal crafting makes Imperial tops fit perfectly, fold neatly, stretch taut and firm . . . and stay weatherproof for a long, long time.

The top is easy to operate, too. You can lock or unlock it simply by releasing a single handle above the center of the windshield, right within reach. No stretching for side turn-screws.

Drive it, and discover that a fine car can have the almost athletic nimbleness you've hoped for in your convertible. If you feel the red in our picture is a bit too gay, there are sixteen other lovely hues . . . and the top comes in three colors—black, white and blue.



We're especially proud of our Imperial leathers. They're glove-soft and supple to your touch, with a subtle pearl-escant grain that has no equal in richness and depth. This same leather is so pliable, it has been fashioned into stylish sports coats and skirts. It's durable, too, and retains its softness and luster without fading. Even the lovely white leather in our picture is easy to keep clean with mild soap and water. You may choose your Convertible Crown interior from six all-leather combinations. Each as handsome as this.

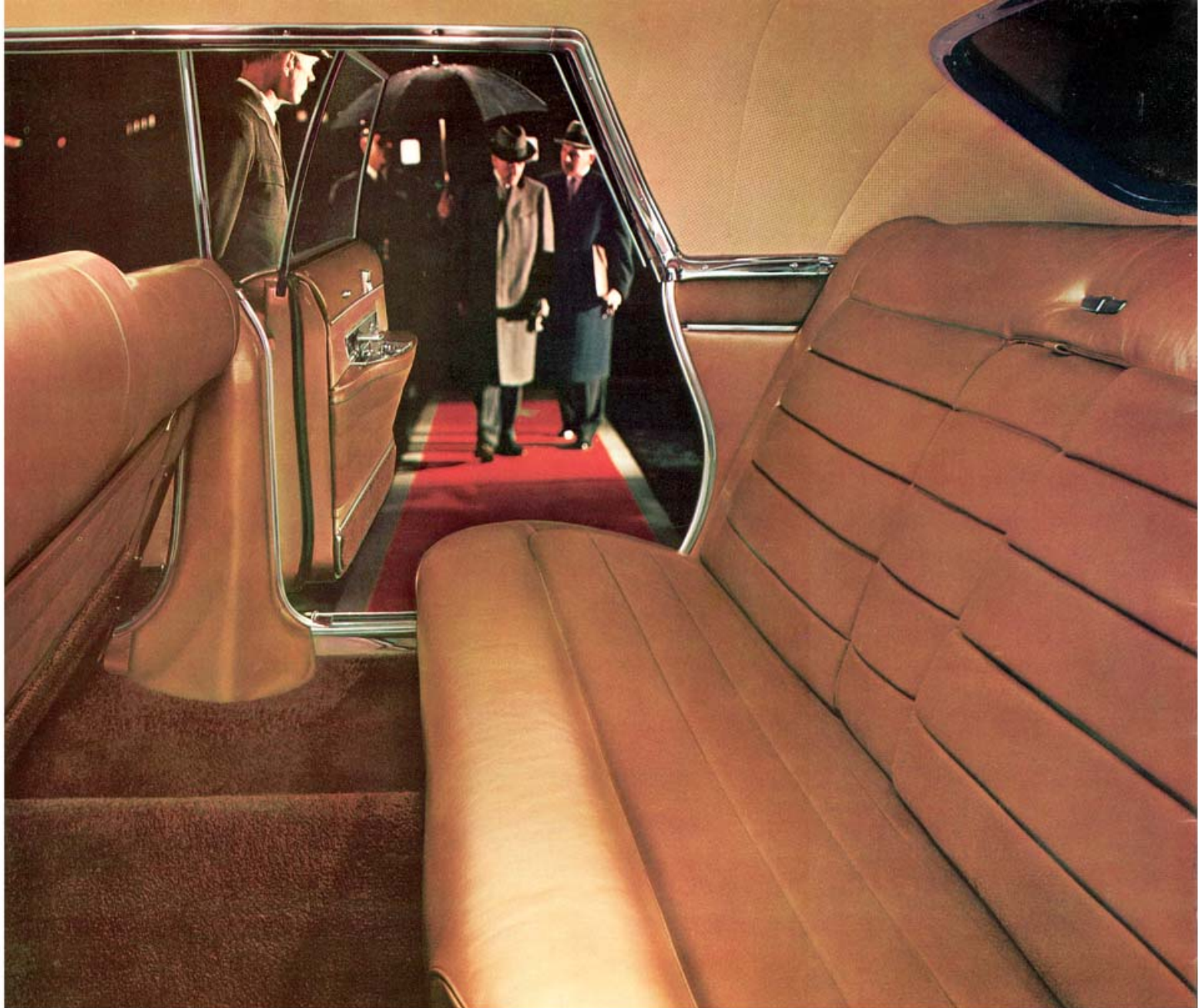
the Imperial LeBaron four-door Southampton in powdered bronze

THE IMPERIAL LE BARON

Meet excellence face to face. A car that gives automotive craftsmanship an entirely new direction for the 1960's. You see its remarkable innovations in the Silvercrest Landau roof that you may have as standard equipment on any LeBaron model you choose. You see its careful crafting in the faultless finish that will keep its luster for as long as you own your LeBaron. You notice styling inspiration in the slender rear window that protects the privacy of its spacious tonneau and creates a distinctive town-car look . . . in the graceful gull-wing flair of bumpers. Unified. Not a misplaced line to mar its classic beauty. Aristocratic in every appointment. Impressive, totally assured. *A fresh new kind of limousine loveliness you won't find in any other car.*

Standard Equipment: Constant-Control Power Steering. Total-Contact Power Brakes. 6-Way Power Seat. Power Windows. Power Window Verts. Torqueflite Automatic Transmission. Dual Headlamps. Panel-Excent Instrument Lighting. High-Tower Seat. Air-Foam Padded Seat Cushions, front and rear. Full-Volume Air-Foam Seat Backs, front and rear. Center Arm Rest, front and rear. Padded Safety Steering Wheel. Safety Cushion Instrument Panel. Carpet Floor Covering. Pushbutton Drive Selector. Vanity Mirror. Outside Left Rearview Mirror. Interior Lights, front and rear door. Back-up Lights. Map Light. Luggage Compartment Light. Hand Brake Warning Signal. Step-on Parking Brake. Variable-Speed Electric Windshield Wipers. Electric Clock. Windshield Washer. Tilt-type Mirror. Cowl Fresh-Air Intake. Four-Barrel Carburetor. Full-Flow Oil Filter. Ultra-Fine Fuel Filters. Aluminized Dual Exhaust. Silvercrest Landau Roof. Stone Shields—rear quarter panels. Undercoating and Hood Insulation Pad. Rayon White Sidewall Tubeless Tires. Carpeted Spare Tire Cover. Safety-Rim Wheels. Chrome Rocker Panel Mouldings. Rear License Plate Frame.





Swing wide the door of this LeBaron Southampton, and you instinctively answer its warm invitation to step inside. Cushions in a soft shade of Powdered Bronze—upholstered in the world's finest pure-wool broadcloth. Bolsters are in matching pearlescent leather. Notice the hand-needed look of individually contoured seats. Refined, elegant, simple. Select your LeBaron interior from *four* broadcloth combinations.

Savor the quiet richness of this spacious LeBaron interior. Our decorator motif features a series of deeply quilted rectangles in a lovely shade of gray broadcloth, contrasting with smooth pearlescent leather bolsters. Folding center arm rests—both front and rear—and wide built-in foot rests.

Notice the wide stainless steel moulding fitted to the sides of front seats—and the richly contrasting insert door panels.

Living in your Imperial is luxurious, relaxing. And you will love its roominess. Six of the broadest-shouldered, huskiest men you know (wearing hats) can easily slip inside and stretch out with head room, shoulder room and leg room aplenty.

Our open, airy Imperial interiors are installed by a group of the most skilled coach workers in the motor world. They work on the slowest moving production line in the industry. They have *time* for patience . . . and they use it well.



THE IMPERIAL LE BARON SEDAN *in formal black with Silvercrest Landau roof*

AT YOUR FINGERTIPS...

Imperial power luxuries to take the effort out of all your driving

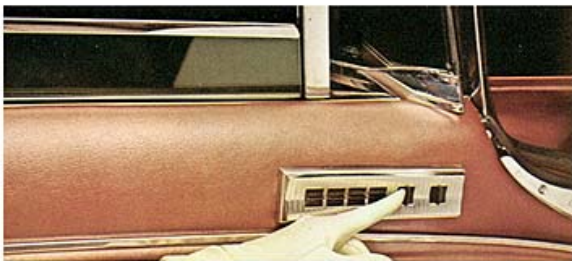
Two large, easy-to-read *circular gauge clusters*, handsomely hooded by the panel . . . By night, instruments bathed in a soft, panel-
escent light that glows but never glares (a new concept of instrument panel lighting that's restful to your eyes) . . . A *deeply
padded steering wheel, elliptical in shape* for unobstructed driving vision. Shaped to fit your hands naturally and comfortably
. . . A clean, vertical line-up of *pushbuttons* for setting your car in motion, and for heating and cooling it.



Remote Control Mirror operates from inside your car. It rotates to any position you want when you touch the lever on your instrument panel. Has an infinite number of angle adjustments—for the safest, widest rear view possible.



Power Window Lifts let you and your passengers raise and lower windows at the touch of a switch. And for 1960—even *window vents* are power operated in the LeBaron. There's a master control panel on the driver's door for operating *all* windows and window vents—and individual controls for each passenger.



Automatic Swivel Seats turn to ease you in and out when you open the door. Lock in place when you're in driving or riding position. No levers or buttons to push—*now* they're entirely *automatic*.



Pushbutton Air Conditioning and Heating—as sensible and simple as Imperial pushbutton driving. A line-up of *five* pushbuttons give you quick and easy fingertip control of the weather. And a touch of the button gives you constant temperature throughout your Imperial—just like your thermostat at home. You never have to fumble with levers to keep the exact heating or cooling you want.



Rear Window Defogger quickly clears your rear window of ice, snow and fog—at a touch of a button on your instrument panel. An important safety accessory for year 'round driving visibility.



Auto-Pilot—an Imperial first—lets you pre-set your driving speed and ride relaxed in leg-stretching comfort with foot off the accelerator. A touch of the brake releases Auto-Pilot instantly. And a *new lock-in switch* lets you accelerate to driving speed *automatically*, without resetting.



New 6-Way Power Seat has a new rotary single-control knob. Just move the knob the way you want your seat to go—up, down, forward, back. Or tilt the seat forward or backward into your favorite driving position.

Electric Door Lock lets you lock all the doors in your Imperial safely and securely just by touching a single switch on your door panel. A needed safety feature that prevents your little ones from opening car doors, and lets women drive alone at night without worry.



Automatic Beam Changer politely lowers your lights when another car approaches—raises them when the car is past. Has *variable power switch* that lets you adjust beam sensitivity for city or country driving.



Electric Power Antenna lets you raise or lower your antenna from inside your car by remote control—at a flick of a switch on your instrument panel.



Mirrormatic Mirror—the perfect complement to your beam changer—automatically adjusts rearview mirror to cut headlamp glare.



INSIDE . . . THE LUXURY OF SPACE

A RESPONSIVENESS WHICH MAKES IT
SEEM A THOUSAND POUNDS LIGHTER
THAN IT IS



A CRISP, EFFORTLESS HANDLING

THE GREATEST WONDER OF IMPERIAL IS IN THE DRIVING

Drive this new Imperial of 1960 and discover how exactly its performance matches its great good looks. Imperial's new 350 horsepower engine gives you *more wheel-turning power* than any passenger car engine in the world. And it proves that a fine car engine needn't be heavy or hungry to be alert and responsive.

Imperial is the one fine car that gives you full-time power steering. It doesn't come on *after* you turn the wheel. It is on *all* the time. It never jars or throws you when you hit chuck-holes. And our Imperial engineers this year have even more perfectly balanced

"feel-of-the-road" with steering ease. Parking is easier. Steering more precise and effortless than ever.

Imperial has a riding quality no other car can match. Body and chassis are suspended on torsion bars which completely control lateral sway and pitch—for a level, tremor-free ride. No rear-end dip when you accelerate. No nose-dipping when you stop.

Imperial's doors are higher and open wider than those of its two rivals. Seats are high off the floor, yet there's ample space above your head. And rear seats are farther back so legs aren't crowded.

AMERICA'S MOST CAREFULLY BUILT, MOST THOROUGHLY TESTED CAR



These pictures—taken in our new Imperial plant—show you how carefully and painstakingly quality is built into every Imperial. No car is more thoroughly tested and inspected.

Here are only three of nearly 600 tests and inspections that make this Imperial America's most carefully built car . . .

An intense "on line" hurricane hurls tons of water on each Imperial. A battery of high-pressure nozzles, aimed from every angle, test weather-tightness of windows, doors, trunk and hood. Only a cloudburst of 250 inches of rain per hour could equal the punishment of this test.

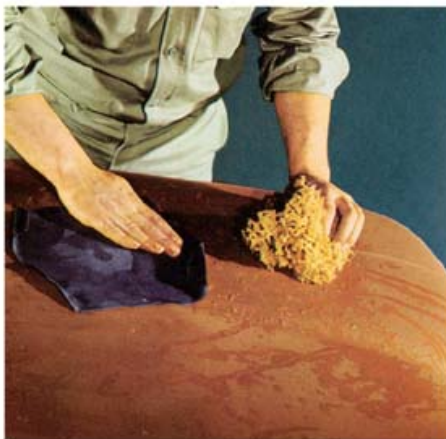
Imperial primer coats are wet-sanded by hand so that the finished coats of enamel become almost part of the metal itself . . . and take a deep luminous gloss that needs no polishing for up to three years.

And as a final test of quality in action—no Imperial is "OK to ship" until it has undergone—and passed—an exacting road test supervised by an expert team of test pilots. We want to be absolutely sure that when your Imperial is delivered to you—you will be taking the keys of America's most carefully built car.

EACH IMPERIAL WEATHERS A VIOLENT STORM



EVERY IMPERIAL IS ROAD-TESTED



ENTIRE SURFACE OF EVERY IMPERIAL IS WET-SANDED BY HAND



Automatic Swivel Seats
turn at 40° angle, automatically, when door is open. Ease you in and out of car.

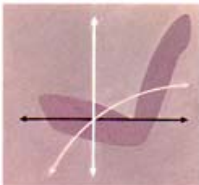


Power Antenna lets you raise or lower antenna from inside of car —by flicking a switch. (Standard with radio.)



Pushbutton Air Conditioning and Heater System with newly designed distribution ducts gives you and your passengers accurate directional control of cool and warm air . . . improves air circulation throughout your car. New spot cooler has been added to lower left side of instrument panel.

6-Way Power Seats move you up, down, forward, back—tilt you into relaxing position, at a touch of a single knob.



Auto-Pilot lets you pre-set your speed and ride accelerator-free. New lock-in switch automatically reactivates unit after braking—eliminates resetting after each stop.

Remote Control Mirror operates by remote control from inside your car. Just turn to any position you want. Infinite number of angle adjustments.

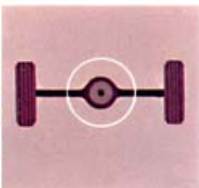


Windshield Washer now operated by pushbutton in center of windshield wiper switch. (Standard on every Imperial.)



New Air Conditioning Swivel Ducts—located on instrument panel—give you directional air control—at any angle you wish.

Electric Window Lifts raise, lower all windows at the touch of a switch.
Electric Window Vents let you open and close both front window vents by touching a switch.



Sure-Grip Differential prevents getting stuck in mud, sand or snow—by directing power automatically to the rear wheel with most traction.

Rear Window Defogger quickly clears your rear window of ice, snow and fog—at a touch of a button on your instrument panel.



Mirrormatic Mirror has sensing element that cuts rear headlamp glare automatically.



Automatic Beam Changer lowers headlamp beam when car approaches—raises it again when car is past. Variable power switch lets you adjust sensitivity for city or country driving.



Vanity Mirror—a courteous appointment for your lady —mounted on right windshield visor. (Standard on every Imperial.)



Electric Windshield Wipers clear windshield with a steady beat. Wipe cycles may be varied to suit weather conditions. (Standard on every Imperial.)

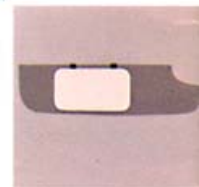
Solex Tinted Glass cuts glare and heat—filters out blinding sun rays.

Shaded Rear Window (included with Solex option) screens out strong sunlight and cuts rear glare.

Imperial Flight-Sweep Rear Deck Lid—the famous Imperial hallmark.

Gleaming Chrome Rocker Panel Moulding—accentuates length and lowness of your Imperial—protects panel from flying gravel and corrosion.

Electric Door Lock safely locks all doors—at touch of a switch.



IMPERIAL ACCESSORIES

for your comfort and convenience

SPECIFICATIONS

Body Styles—Imperial Custom: Sedan; 2-Door Southampton; 4-Door Southampton. Imperial Crown: Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe. Imperial 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. Shear-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. Quick response, well-type automatic choke. Plastic fuel filter in gas tank. Supermicronic, replaceable filter at engine. Tank capacity, 23 gallons.

Cooling System—Series-flow-type with thermostatic by-pass

control. Four-bladed fan. Fin and tube radiator core. Full-length water jacket around cylinders. Capacity, 17 quarts (with heater).

Electrical System—12-volt battery, 78-plate, 70-amp.-hr.; 35-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 (optional on Imperial Custom); 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 cannot 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.

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—15 inch. Rayon Custom Super-Cushion Tubeless Tires, 8:20 x 15 Safety-Rim Wheels. Stainless Steel Wheel Covers. Rayon White Sidewall (Standard on LeBaron), Nylon White Sidewall Tires available.

Dimensions—Wheelbase, 129 inches. Front tread, 61.8 inches; rear, 62.2 inches. Over-all length, 226.3 inches. Width, 80.1 inches. Height (loaded), 56.7 inches.

All prices, specifications, equipment and colors subject to change without notice and without any obligation on cars already produced.