



IMPERIAL



331 NATION'S CAPITAL D.C.  
DD-886  
DISTRICT OF COLUMBIA

Imperial for 1960 gives its driver the most leg room of any car, most shoulder room, generous head room.

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Imperial sedan doors are the tallest, widest openings in any car. You enter and leave more easily.

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There are inches more space between Imperial's steering wheel and the seat back . . . and even with the comfortably high front seat, there's much more room for you beneath the wheel.

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In Imperial's back rests, air foam padding has replaced the usual stiff steel springs. It is tapered to a comfortable six-inch thickness where you need the most support. Arm rests are all foam rubber, too.

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Imperial gives you the largest, most usable, most practical luggage space in the luxury class . . . without stealing a fraction of an inch from passenger seating space. And it's richly carpeted, to protect your luggage.



Imperial is the only fine car that rides on torsion bars. There is no other suspension system on any car of any price that gives you as smooth a ride.

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Imperial has the widest tread of any fine car, is more stable, more comfortable, steadier. Its rear springs are mounted farther apart so uneven road surfaces don't sway the passenger compartment.

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Imperial's engine develops more wheel turning force than any other engine in its class . . . yet, Imperial has won its class in five of the six most recent economy runs.

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Only Imperial among the luxury cars gives you *bonded* brake linings. And Imperial has a more favorable ratio of brake lining *area* to car weight than its rivals.

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Imperial was the first car anywhere to offer you foot-free cruising. Auto-Pilot not only reminds you of the speed limit, but automatically *holds* any speed you select. You could travel hundreds of toll-road miles and use the accelerator only after stopping at toll gates!

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No car in its class has the clean, crisp drivability of the 1960 Imperial. Its efficient engine, its torque converter transmission and balanced axle ratio make it a spectacular performer . . . alert and controlled in traffic . . . lively and satisfying on the road. Imperial drivers tell us that other cars feel heavy by comparison.

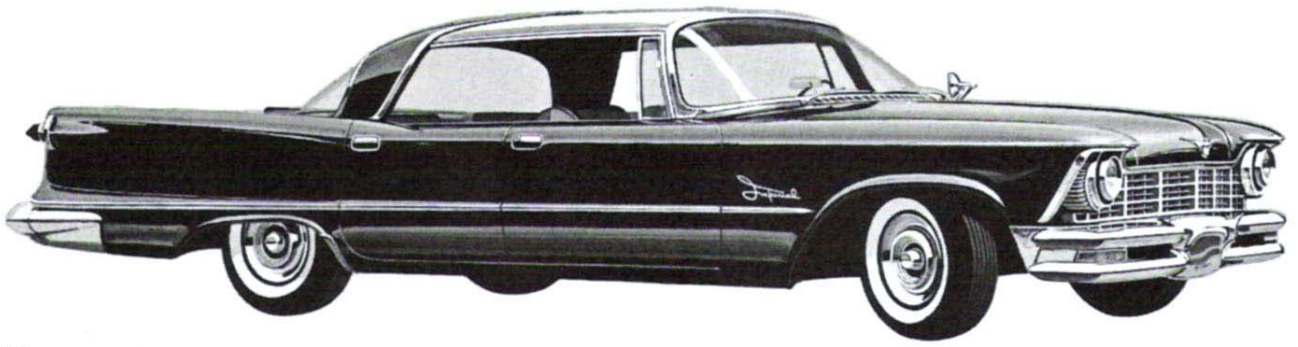


Sometimes  
we change  
the look  
of Imperial . . .  
not often . . .  
never radically

Here are some of the few reasons we accept as valid for changing the styling of an Imperial: (a) to increase passenger space; (b) to add to driver comfort and efficiency; (c) to increase safety; (d) to make it easier to handle; (e) to make it appreciably more acceptable to people of taste.

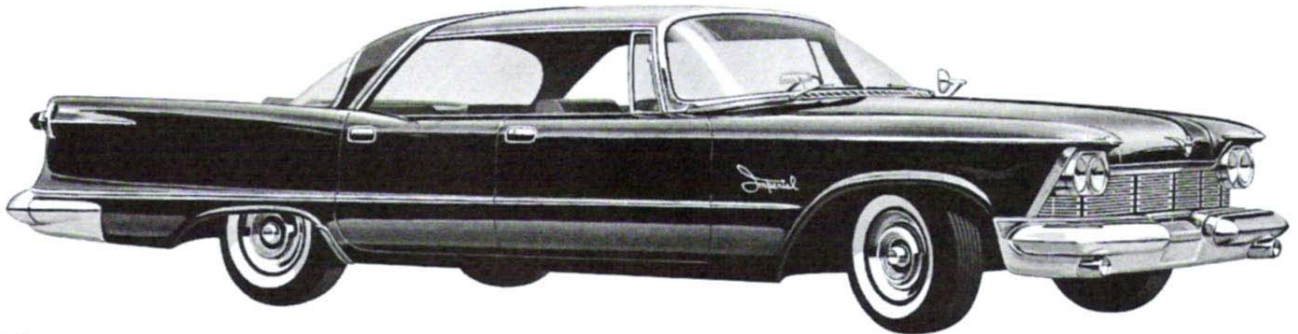
In short, Imperial styling does not, and will not, change for the sake of change. Any new model of this great and good car will bear familiar marks of its lineage. You will never mistake an Imperial for any other car.

The reasons are as much economic as esthetic. The Imperial you buy this year will not be outmoded by the next refinement in Imperial's evolutionary spiral. Your investment suffers no loss through needless, artificial obsolescence.



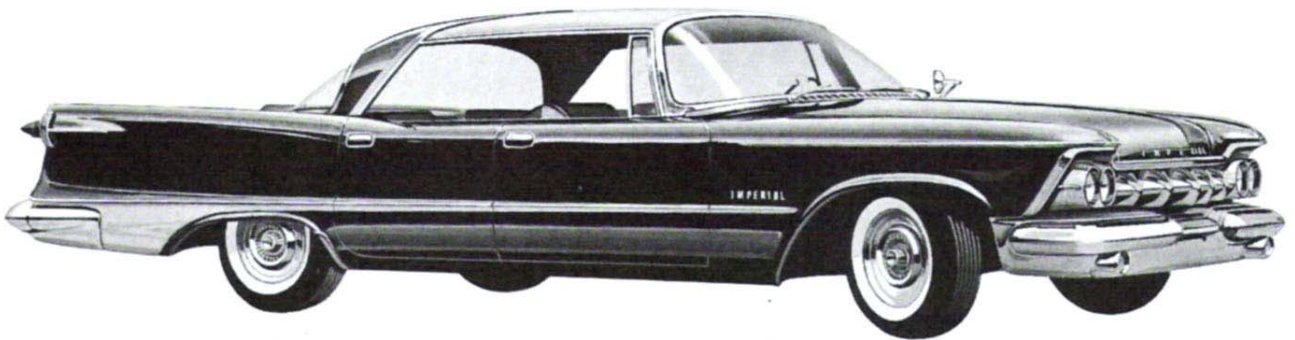
1957 . . . *This is the car that restyled the whole fine car field*

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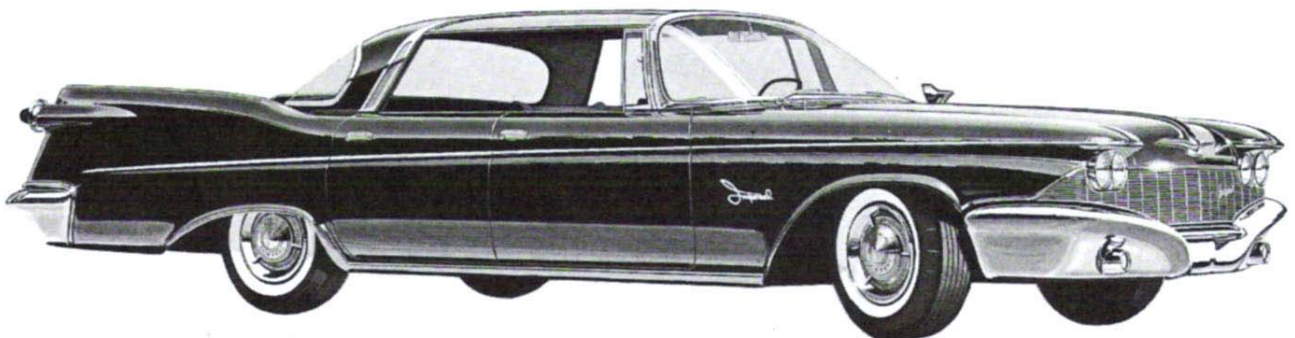
1958 . . . *then confined the following year's major improvements to engineering*

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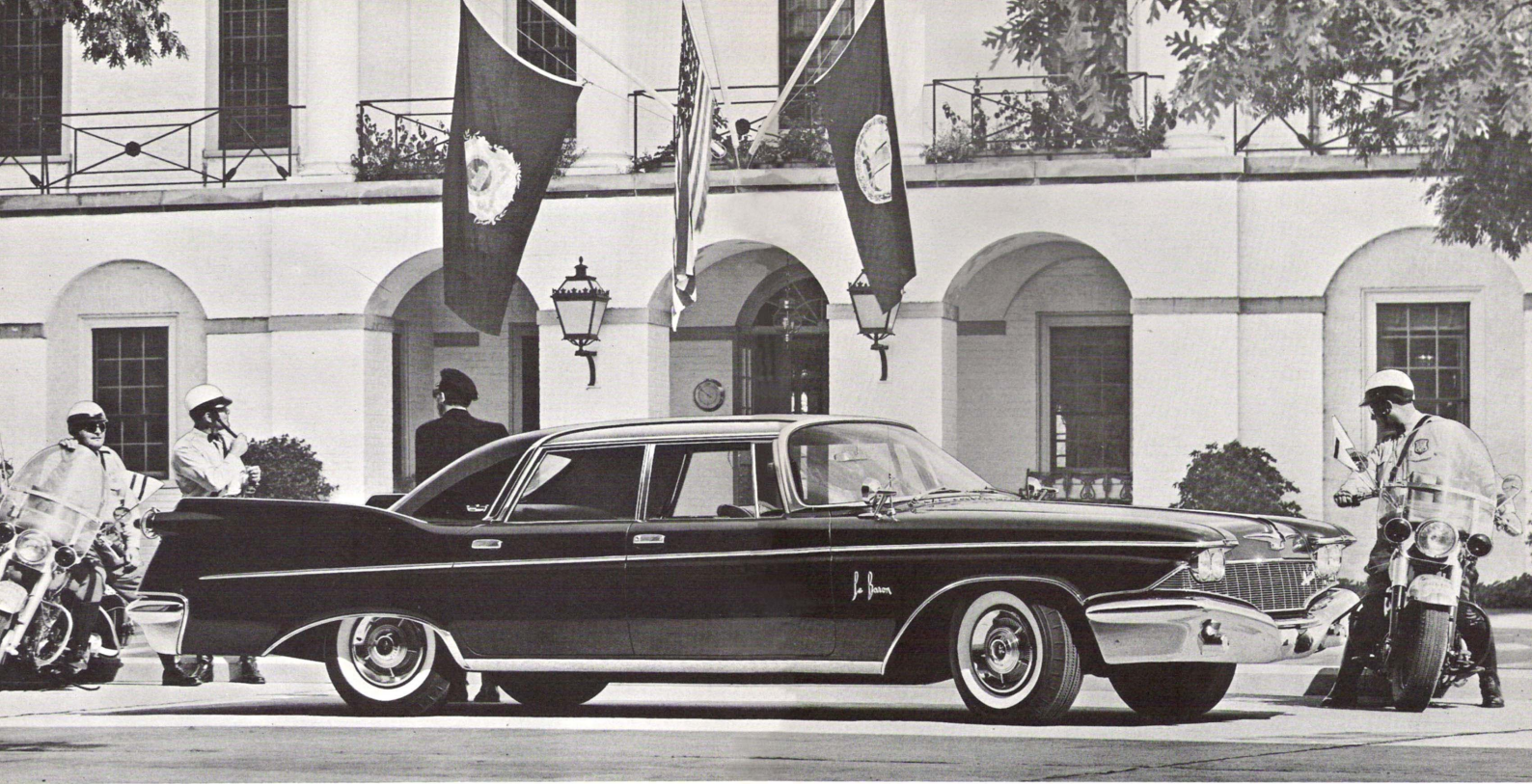
1959 . . . *increased its sales 35% by increasing passenger space and comfort*

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1960 . . . *added another 32% to its sales in four months*

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Probably no *single* fact about Imperial here will send you straightaway to a dealer . . . but the *sum total* of them puts Imperial well ahead of its rivals by any measurement of fine car value. And added to them is the deepest value of all . . . the manner of Imperial's building and assembly. Imperial's assembly lines are the slowest, most painstaking in the industry. No other car now available in America is more patiently hand-crafted. None is more thoroughly and critically inspected.

If ever there was a year to break a buying habit . . . this is it. If ever there was a valid, red-blooded challenger in the fine car area . . . Imperial is it. Investigate this remarkable car. If you're going to have a fine car buying habit . . . it may just as well be a good one.



*the exclusive*

# IMPERIAL

PROUDEST ACHIEVEMENT OF CHRYSLER CORPORATION • AMERICA'S MOST CAREFULLY BUILT CAR



CHRYSLER AND IMPERIAL DIVISION

CHRYSLER CORPORATION

C. E. BRIGGS

VICE PRESIDENT CHRYSLER CORPORATION  
GENERAL MANAGER CHRYSLER AND IMPERIAL DIVISION

DETROIT 31, MICHIGAN

Dear Sir:

Buying habits are peculiar things. They're formed almost unconsciously...and certainly with the best intentions... but they can also deny the buyer a great deal of satisfaction. This is particularly true of automobiles.

If you've been in the habit of going back, year after year, to the same make of car...it may well be time to challenge yourself with some thoroughgoing comparisons.

In the attached booklet you'll find some facts about the 1960 Imperial that may be startling to you. But I hasten to assure you that they are true...and I'm sure you'll agree they are significant.

Please read the booklet at your leisure. Although the actual reading time is a very few minutes, its impressions are apt to linger a good deal longer.

Your Imperial dealer will be glad to answer any further questions that you may have about Imperial...and he'll be glad to put a car at your disposal for as long as you wish.

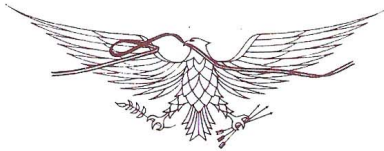
I sincerely hope you will accept our invitation to drive an Imperial soon. I promise you a pleasant experience and an opportunity to confirm your own judgment about fine automobiles.

Cordially,

C. E. Briggs



ROBT C NORRIS  
314 S MONROE ST  
STREATOR ILL



IMPERIAL DIVISION • CHRYSLER CORPORATION  
BOX 1658 • DETROIT 31, MICHIGAN