

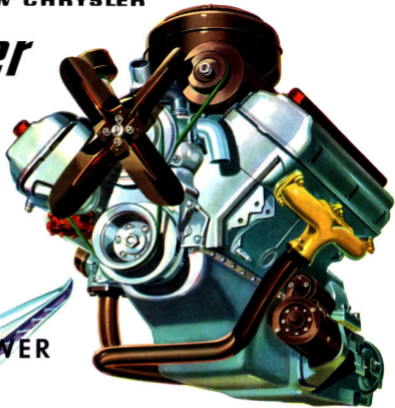
The Beautiful

CHRYSLER

THE GREAT NEW CHRYSLER

FirePower Engine

*The Sensation of
the Century*



*the most Powerful, the most
Efficient Engine ever developed*

Two Marvelous Engines

with Engineering Features not to be
found in any other engine

In the New Chryslers, you have your choice of two marvelous engines . . . the famous Spitfire 6-cylinder in the Windsor and Windsor DeLuxe Model or the sensational new FirePower V-8 Engine in the New Yorker and Imperial Models.

The Spitfire is, we believe, as do hundreds of thousands of Chrysler Owners, the finest six-cylinder engine ever developed. It has smoothness, power, all-around performance, and economy that has never been equalled.

The New Chrysler FirePower V-8 Engine is the most sensational engine to be introduced since the first Chrysler High Compression engine twenty-six years ago.

With 180 horsepower, it is the most powerful engine developed in this country

for a motor car. Furthermore, it is the most efficient and also the most economical.

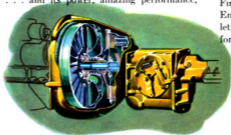
The two foregoing statements are, we realize, *strong* statements, but they are absolutely true, and can be proved, we know, to your complete satisfaction and delight.

For more than five years, Chrysler engineers have worked on developing and perfecting the FirePower V Engine. On the road, and on the dynamometer, this engine has been tested for more than a million miles . . . and its power, amazing performance,

and *economy*, as proved by these years-on-end tests, are unbelievable.

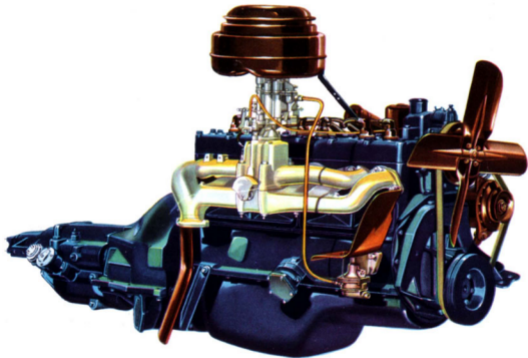
The heart . . . and secret of this great engine is the Hemispherical Combustion Chamber . . . a design that has been used successfully in some aircraft engines and in very expensive sport cars of foreign design. Chrysler engineers have perfected the design by developing the ideal valve arrangement and intake and exhaust flow.

Complete details and illustrations of the FirePower Engine are included in a special Engine booklet. Ask for a copy of the booklet, but, better still, ask your Chrysler Dealer for a demonstration of this great Chrysler FirePower engine. Drive it yourself . . . for the thrill of a lifetime!



Both Equipped with Chrysler FLUID-MATIC DRIVE,
the smoothest, safest, simplest drive of all

The Famous Chrysler
SPITFIRE ENGINE



*Chrysler built the first High-Compression Engine
and Chrysler is still first in All-Around Performance*

The Beautiful Chrysler

Windsor



There are four body types in the Beautiful Windsor Line . . . the 6-Passenger Sedan; the 8-Passenger Sedan; the Club Coupe; and the Town & Country Wagon. The Windsor DeLuxe Line has the following . . . 6-Passenger Sedan; 8-Passenger Sedan and Limousine; Club and Convertible Coupe; the Newport; and the Traveler, all illustrated inside this folder.



The Beautiful Chrysler

New Yorker



The Beautiful Chrysler New Yorker Line, powered by the sensational, new Chrysler FirePower V-8 180 horsepower engine, is a fine car of matchless appeal, from every standpoint. There are four body types . . . the 6-Passenger Sedan; the Club Coupe; the Convertible Coupe; and the Newport, a two door, hard top body type of incomparable smartness.



The Beautiful Chrysler

Imperial



The Beautiful Chrysler Imperial, America's Smartest Car, is also *America's Finest Car!* Exquisite interiors of good taste, superb appointments, the most powerful engine in any American motor car, and the finest performance. Body styles are, the 6-Passenger Sedan; the luxurious 8-Passenger Sedan and Limousine; the Club and Convertible Coupes; and the Newport.



The Beautiful Chrysler

Windsor

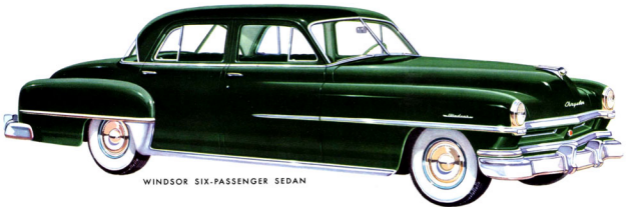
The big car . . . the BIG VALUE in the medium priced field is the Chrysler Windsor or the Windsor DeLuxe, with its rich interiors and appointments. The wheelbase is 125½ inches. And no other car gives you such features as Fluid-Matic Drive; the revolutionary, new Oriflow Shock Absorbers; Safety Rim Wheels; Waterproof Ignition; Full Flow Oil Filter; Easi-Lock Parking Brake; Safety Dash Panel; and many others. Before you buy . . . drive a Chrysler and learn the difference.



The Windsor DeLuxe Traveler
. . . a double duty vehicle that can be used as a 6-passenger sedan or as a utility or business car with large carrying capacity.



The Town & Country Wagon...
a deluxe station wagon with large luggage compartment. Accommodates six passengers, plus a special removable seat in rear compartment for the kiddies.



WINDSOR SIX-PASSENGER SEDAN



The Six-Passenger Club Coupe
is available on both the Windsor
and Windsor DeLuxe.



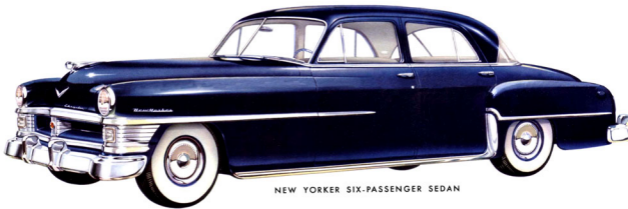
The Windsor DeLuxe Newport
. . . an original Chrysler body
style that combines the safety of
the sedan with the smartness and
freedom of the Convertible.



The Windsor DeLuxe Convertible Coupe . . . style, prestige,
and performance . . . pacemaker
of the open car field.



The Windsor Eight-Passenger Sedan. This body type and the
8-Passenger Limousine also avail-
able in Windsor DeLuxe Line.



NEW YORKER SIX-PASSENGER SEDAN

The Beautiful Chrysler

New Yorker

A comparison of the New Yorker with the other cars in the fine car field will disclose many things in favor of the New Yorker. For instance, no other car has so powerful an engine . . . 180 horsepower. The ease of getting in and out of the car; the roominess inside the car; the full vision to the front and to the rear, are noticeably superior and vitally important. There is an unbelievably long list of superiorities in the New Yorker which the Chrysler Dealer will gladly show and demonstrate to you. Why not find out . . . and get *the finest*.

King of the highway... the New Yorker Convertible Coupe . . . a luxurious car that will outperform anything on the road! Drive it and learn the difference!



The New Yorker Newport above illustrates the full-vision CLEARBAC window which is one of the features of all 1931 Chryslers.



The New Yorker Club Coupe... six-passenger capacity . . . 131½-inch wheelbase . . . luxurious, comfortable interiors . . . a favorite of families with children.



IMPERIAL CLUB COUPE

The Beautiful Chrysler

Imperial

America's smartest car . . . the new Imperial, is the finest car we have ever produced. It is the most powerful car in America . . . with performance that must be experienced to be believed. With the new FirePower V Engine, Fluid-Matic Drive, and the amazing, new Chrysler Oriflow Shock Absorbers, you can count on a thrilling ride far and beyond anything you have ever experienced. And you will get a thrill, too, out of the luxurious interiors. Ask your Chrysler Dealer for a demonstration.

The Imperial 6-Passenger Sedan . . . available in a wide variety of beautiful paint and rich upholstery combinations.



The smartest, most beautiful, and greatest performing Convertible ever designed . . . the new Imperial with FirePower V Engine.



Above is illustrated the stylish Imperial Newport . . . the last word in smart exterior lines and beautifully appointed interiors.



America's Finest . . . the luxurious Imperial 8-Passenger Sedan. Also available, the chauffeur-driven Limousine. 145½" wheelbase.



The Beautiful Chrysler

Chrysler Owners, and those who are looking forward to the thrill of owning a new car, are going to have a great time when they see . . . and *drive* the Beautiful New Chryslers for 1951!

In twenty-six years, we have never built anything to equal these magnificent cars for beauty, for smart, distinctive styling, and for that exciting, dependable performance for which Chrysler cars are so well known and universally respected.

Most people who have seen them say they are beautiful. The expert stylists say they are very smart, and distinctive from other cars. However, beauty and style are so much a matter of personal opinion, we will gladly leave this to your good judgment and good taste . . . with the sincere hope, of course, you will think them as beautiful and smart as we do.

On the subjects, however, of performance, comfort, safety and economy, we can be more matter-of-fact because we know they are the *finest engineered* cars we have ever built. Furthermore, they are the *finest*

performing Chrysler cars ever built. And you, behind the wheel of a 1951 Chrysler can easily prove this. And we can safely promise you the thrill of a lifetime!

The Beautiful Chrysler Line for 1951 includes the Windsor and Windsor DeLuxe, the New Yorker, and the Imperial Models. There are twenty-one different Body Styles in these three Models.

The Windsor cars are powered by the famous Chrysler Spitfire High Compression 6-cylinder engine. And both the New Yorker and Imperial Models have the sensational, new Chrysler FirePower V Engine of 180 horsepower.

In order to give you, in this folder, the most information about the new cars, let us see what is new—starting with exterior and interior design features.

There is a completely new front end design, with a distinctive, different grille and embellishments on each of the three Models as illustrated elsewhere in this folder.

There is a new instrument panel, with many new features; a new horn ring; a new

and larger windshield; new front fenders; new rear fender stone shields, different on each Model; and a new belt molding completely encircling the car.

There is a new finger-operated Parking Brake Handle; new glove box; new fresh air distributing system for summer cooling; new flush type ash receiver in rear compartment; and new, heavier bumpers, both front and rear.

All Models have the wide Chrysler CLEARBAC window; a new hood panel; new, heavier hood hinges; new radiator ornament; new wheel covers; new gearshift indicator and lever; and new trim and upholstery materials and combinations of breath-taking beauty and smartness.

Space prevents the listing of other design and engineering features that make Chrysler such a safe, comfortable, convenient car to own . . . such a satisfactory, thrilling car to drive, but the Chrysler Dealer will gladly show and demonstrate them to you. And really, to drive the car yourself is the only way you can ever know Chrysler performance, comfort and *value!*

America's Finest!

Chryslers

WINDSOR AND WINDSOR DELUXE

BODY STYLES . . . Windsor 6-Pass. Sedan; 8-Pass. Club Coupe; Town & Country Wagon, Windsor Deluxe . . . 6-Pass. Sedan; 8-Pass. Sedan; Limousine; Club Coupe; Convertible Coupe; Newport; Traveler.

ENGINE . . . Splitfire High Compression 6 cylinder, Bore 3-7/16 in., Stroke 4 1/2 in., Displacement 281 cu. in., Compression Ratio 7.0 to 1, Brake Horsepower, 116 at 3000 rpm, Torque 208 ft.-lbs. at 1600 rpm. Engine Features . . . Exhaust Valve Seat Inserts; Filtered Crankcase Ventilation; Full Pressure Lubrication; Floating Power Engine Mountings; Counterbalanced crankshaft with rubber cushioned vibration damper. Four replaceable, precision-type, micro-ballballt, steel backed main bearings; Full Flow Oil Filter, Chemically treated cylinder walls; Silent, chain-driven camshaft; Floating Screen oil intake; Superfinished Parts; Automatic Manifold Heat Control, Water-proof Ignition, Oil capacity, 5 qts.

FUEL SYSTEM . . . Down-draft Carburetor with automatic choke and fast idle control. Heavy duty oil-bath air cleaner and silencer. Oilite Fuel Filter in gas tank. Tank capacity 17 gal.

COOLING SYSTEM . . . Thermostatic by-pass temperature control. Four blade fan. Full length water-jacketed cooling. Cellular-type radiator core. Capacity 17 qts.

CLUTCH . . . Single Plate, dry, ventilated, with two molded woven asbestos facings. Plate dia. 16 in. on Windsor with standard transmission; 9 1/2 in. on Deluxe with Fluid-Matic transmission.

ELECTRICAL SYSTEM . . . High-capacity generator. Charging rate 45 amps. Automatic voltage and current control, 17 plate battery, 135 amp. capacity. Resistor-type spark plugs. Automatic-advance spark.

TRANSMISSION . . . Windsor—Manual. Helical Cut gears. Lubricant capacity, 2 1/2 pints. Windsor Deluxe . . . Fluid-Matic Transmission . . . hydraulically operated with glycol Fluid Drive. Four forward

speeds and reverse, with automatic driver controlled up-shift from first to second, and third to fourth gear. All forward gears are synchronized. Lubricant capacity, three pints. Available on Windsor at extra cost.

DRIVE . . . Hotchkiss type through rear springs. Hypoid rear axle. Ratio Windsor, 3.9 to 1, Deluxe, with Fluid-Matic, 2.12 to 1, 8-Pass. Sedan and Limousine have 4.1 to 1 manual and 4.1 to 1 Fluid-Matic.

FRONT SUSPENSION . . . Independent Coil Springs of Amola Steel, New Orloff Shock Absorbers. Torsion-rod sway eliminator.

REAR SUSPENSION . . . Semi-elliptic springs, grooved and tapered leaves. Metal spring covers. Straddle mounted Orloff Shock Absorbers.

FRAME . . . Double channel, welded box type, four cross members. Newport and Convertible have X-type cross members.

STEERING . . . Center-arm steering. Ratio, 18.2 to 1. Steering wheel diameter, 18 in.

BRAKES . . . Chrysler Safe-Guard Hydraulic, 12 in. dia. internal expanding, Cyclobonded brake lining, East-Loek Parking Brake, internal expanding on propeller shaft. Vacu-Ease power unit standard on 8-Pass. body types and Town & Country Wagon.

WHEELS AND TIRES . . . Chrysler Safety Rim Wheel, 4-ply Super-Cushion Tires, 7.60 x 15, Town & Country Wagon and 8-Pass. Sedan and Limousine, 8.50 x 15, Stainless Steel Wheel Covers, White Sidewall Tires extra cost.

WHEELBASE . . . 125 1/2 in. 8-Pass. Sedan and Limousine 139 1/2 in.

OVER-ALL LENGTH . . . 207 1/2 in. all body types except 8-Pass. Sedan and Limousine, 223 1/2 in., and Town & Country Wagon, 209 1/2 in.

NEW YORKER AND IMPERIAL

BODY STYLES . . . New Yorker: 6-Pass. Sedan, Club Coupe, Convertible Coupe, Newport, Imperial; 8 and 8-Pass. Sedans, 8-Pass. Limousine, Newport, Club and Convertible Coupes.

ENGINE . . . FirePower High Compression V-8 Bore, 3-11/16 in., Stroke, 2 3/4 in., Piston displacement, 301.1 Compression Ratio, 7.3 to 1, Brake horsepower, 180 at 4000 rpm, Torque, 312 ft.-lbs. at 2000 rpm. Hemispherical Combustion Chamber, 3 rings per piston, Full Pressure Lubrication, Exhaust Valve Seat Inserts, Waterproof Ignition, Full-Flow Oil Filter, Full Length Water Jacket Cooling, Twin Valve Springs, Resistor type Spark Plugs, Crankcase Ventilation, Superfinished Parts, Double Breaker Distributor, Dual throated carburetor, Pressure Vent radiator cap.

FUEL SYSTEM . . . Dual throated Down-draft, Carburetor with integral automatic choke. Oilite fuel filtering element in fuel tank. Gas tank capacity 25 gal.

COOLING SYSTEM . . . Thermostatic by-pass control, Four-bladed fan. Full length water jacket. Fin and tube type radiator core. Pressure vent radiator cap. Cooling capacity, 25 quarts.

CLUTCH . . . Single plate, dry, ventilated with two molded, woven asbestos facings. 9 1/2 in. diameter, 13 1/2 in. diameter on Imperial and 8-Pass. Sedan and Limousine.

ELECTRICAL SYSTEM . . . High capacity generator, 50 amps. Imperial 8-Pass. Sedan and Limousine 35 amps. 19 plate, 6 volt battery, 135 amp. capacity. Waterproof Ignition, 14 mm. resistor-type spark plugs, Back-up lights, Twin signals, Ignition key starter switch.

FLUID-MATIC TRANSMISSION . . . Hydraulically operated automatic transmission with glycol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratio: 3.27 to 1, 2.04 to 1, 1.70 to 1, 1.50 to 1, with 3.99 to 1 for reverse. Capacity, 2 pints. Fluid Drive unit permanently sealed at factory.

Imperial 8-Pass. Sedan and Limousine have Torque Converter and hydraulically operated transmission.

DRIVE . . . Hotchkiss type, through rear springs. Hypoid rear axle, semi-floating, with tapered roller bearings. Rear axle ratio, 3.75 to 1. Imperial 8-Pass. Sedan and Limousine, 3.54 to 1.

FRONT SUSPENSION . . . Independent front suspension with Amola steel helical coil springs, Orloff Shock Absorbers, Four rubber limit bumpers, Rubber-bushed torsion rod stabilizer.

REAR SUSPENSION . . . Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated permanently lubricated liners. Straddle-mounted Orloff Shock Absorbers.

STEERING . . . Center-arm steering system with equal length tie rods. Steering ratio, 20.4 to 1. Imperial 8-Pass. Sedan & Limousine have HYDRAGUIDE power steering unit standard equipment. Available other Models extra cost.

BRAKES . . . Chrysler Safe-Guard hydraulic, 12 in. diameter, internal expanding, with Cyclobonded brake linings. Vacu-Ease power braking unit, vacuum operated, Parking Brake—Chrysler East-Loek, internal expanding on propeller shaft at rear transmission, Imperial 8-Pass. Sedan and Limousine have Chrysler hydraulic, self-energizing, self-adjusting Disc Brakes.

WHEELS AND TIRES . . . Safety Rim Wheels, 15 x 6.00, with 4-Ply Super-cushion Tires, size 8.50 x 15, Imperial 8-Pass. Sedan and Limousine tire size 8.90 x 15. White sidewall tires extra cost. Wheel covers standard all Models.

WHEELBASE . . . 131 1/2 in. Imperial 8-Pass. Sedan and Limousine 145 1/2 in.

TREAD . . . front 5 1/2", rear 5 8-5/16". Imperial 8-Pass. Sedan and Limousine, front 5 1/2", rear 6".

OVER-ALL LENGTH . . . New Yorker 213 1/2 in. Imperial 212 1/2 in. Imperial 8-Pass. Sedan and Limousine 229 1/2 in.

OVER-ALL WIDTH . . . New Yorker 75 1/2 in. Imperial 75 1/2 in. Imperial 8-Pass. Sedan and Limousine 60 1/2 in.

All prices and specifications are subject to change without notice.

CHRYSLER SALES DIVISION • DETROIT