



# the Imperial by Chrysler



The greatest tribute that could be paid the *Imperial, by Chrysler*, is the unqualified endorsement given the car by the many thousands of persons who have purchased Imperials during the past two years—persons to whom price is a matter of little or no consequence—persons, long accustomed to the finest of everything, who chose the Imperial in preference to all others because of the *notable excellence* of its *performance*, and the *prestige* of its highly respected name. ■ The Imperial for 1954 is a finer car, in every respect, than any of its illustrious predecessors. It is a more beautiful, more luxurious car. With the new FirePower V-8 Engine—the most advanced engine design in the world today—there is 235 *horsepower*, which assures the Imperial owner *finer performance* throughout the entire power range—and the *power of leadership* on the road, if the owner so desires. ■ It has the new Chrysler PowerFlite Transmission, which is the smoothest, quietest, simplest in design, and the finest performing fully-automatic transmission that has been developed. ■ The Imperial has *so many* good, sound reasons to justify its claim to being *the finest car America has yet produced*. And it is fortunate that every one of these reasons can be *substantiated* by a comparison of *any American* or foreign-built fine car with the Imperial, by Chrysler.

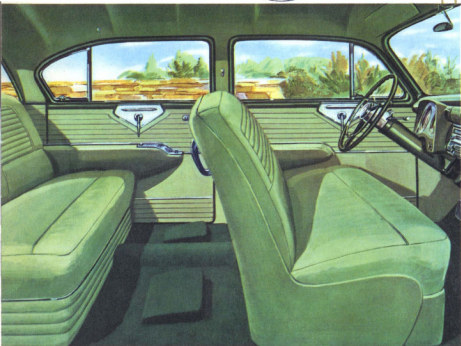
# *the Custom Imperial Sedan*




In the Imperial for 1954, Chrysler stylists and designers have combined smart styling and conservative beauty to create a car that has a distinguished appearance, quite in keeping with the distinguished performance for which the Imperial is already so well and so widely known and respected. ■ With the distinctive new grille and bumper design; the long, graceful, perfectly blended lines, from front to rear; the wide, one-piece curved windshield; the Clearbac wrap-around rear window; and the exclusive Diving Eagle and the Chrysler winged-V on the hood, there is little likelihood anyone would mistake the Imperial, by Chrysler, for any other car.



## *The Custom Imperial Sedan*



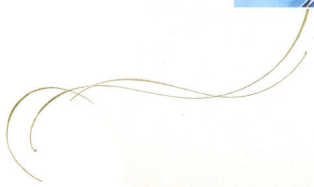
**T**he interiors of the New Imperial have breath-taking elegance, living-room comfort and spaciousness, and every conceivable feature for the comfort, convenience, and safety of the driver and passengers. The finest materials are hand-tailored by expert craftsmen, and everything is in impeccable good taste. The seats are chair-height for your comfort. Center arm-rests in both front and rear compartments make the long trips comfortable, pleasurable. And the doors, in both front and rear, are exceptionally wide, and they open fully, so that you can get in and out of the car easily, gracefully.



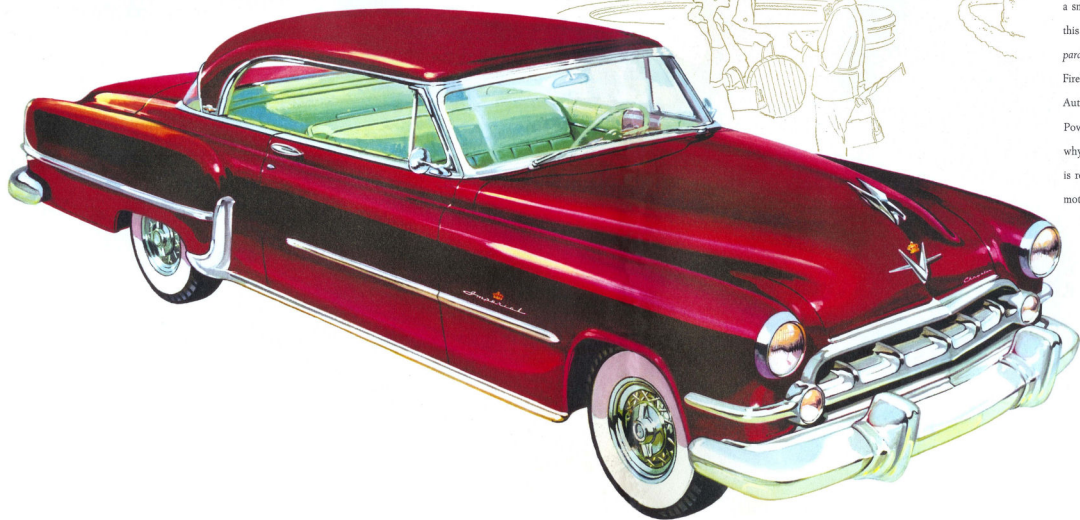


## *the Custom Imperial Newport*

**I**llustrated on the right is one of many beautiful combinations available on the Custom Imperial Newport, which permit you to tailor the interior to your taste, to harmonize with the many exterior colors from which you can make your selection. This combination is genuine Leather and Nylon fabric, in rich Two-Tone Blues. The large windows, in both the doors and the rear quarter panels, are electrically operated. The front seat, also, can be adjusted electrically, forward and backward, to the best position for any driver. As the seat moves forward, it raises so as to give you greater visibility and driving comfort.

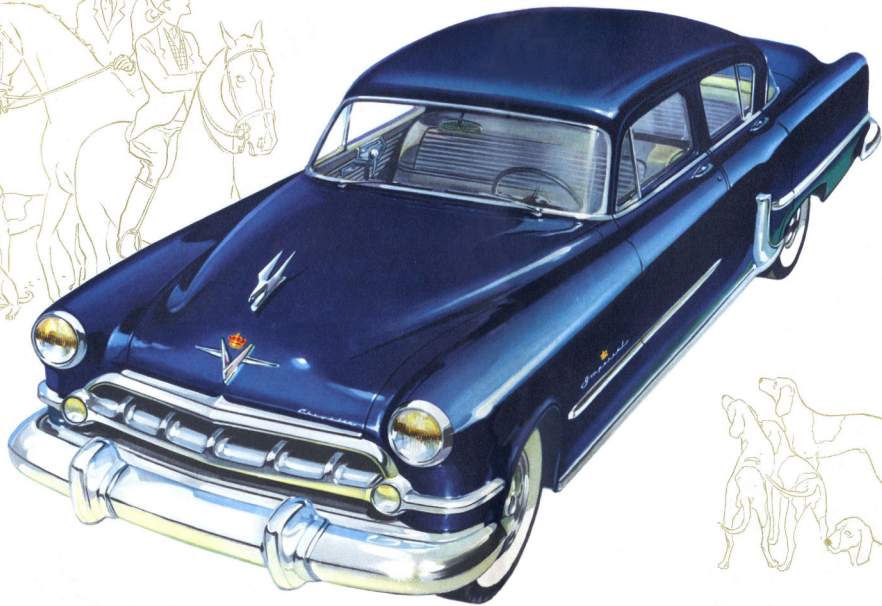


# *the Imperial Newport*

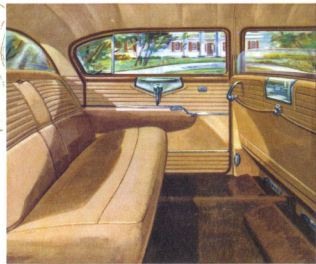


The Imperial Newport, an original body style created by Chrysler Engineers especially for those who wanted the open-car freedom of the Convertible Coupe, with the safety of the steel top and protection from the sun and wind. It is a beautiful car—a smart looking car—and, when you combine this style and individuality with the incomparable performance of the 235-horsepower FirePower Engine, the PowerFlite Fully-Automatic Transmission, Power Brakes, and Power Steering, it is easy to understand why the Imperial Newport, by Chrysler, is regarded as the most desirable motor car produced in America today.



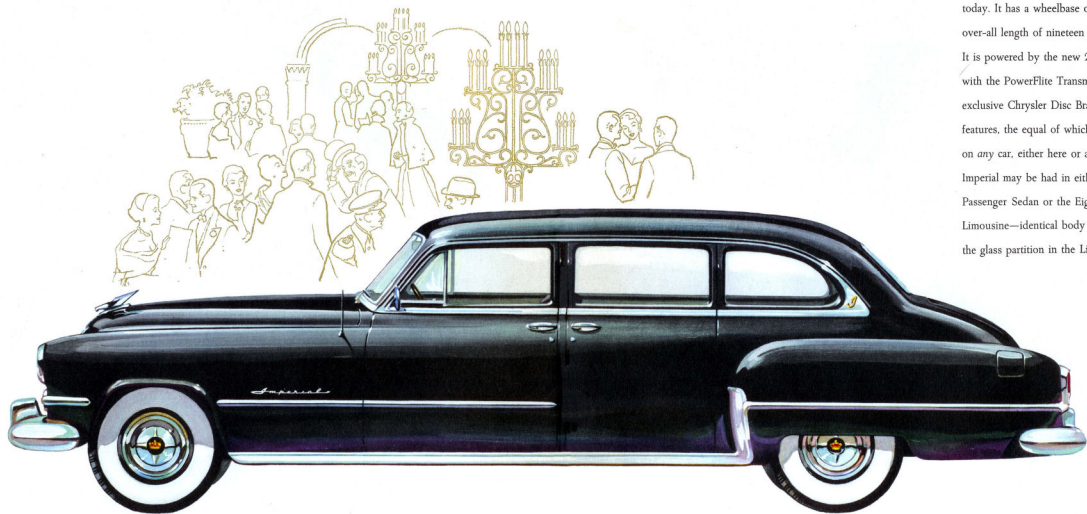


The Imperial Town Limousine, outwardly, has the same beauty of line, the same aura of refinement and good taste that make the Imperial Sedan such a wholly desirable possession. The difference between the two body styles lies in the interior design. In the Town Limousine there is a glass partition which can be raised to insure privacy in the rear compartment when the car is chauffeur-driven. The partition is electrically operated by merely pushing the button conveniently located on each rear door panel. There is an electric clock in both front and rear, and an 8-tube radio with loud speaker in the rear compartment.



*the Custom Imperial six Passenger Town Limousine*

*the Crown Imperial eight passenger limousine*



**T**he Chrysler Crown Imperial—the luxury car of America—literally, a custom-built creation that has no counterpart anywhere in the world today. It has a wheelbase of 145½ inches, and an over-all length of nineteen feet and eight inches. It is powered by the new 235-horsepower engine, with the PowerFlite Transmission, and the exclusive Chrysler Disc Brakes—three great features, the equal of which you will not find on any car, either here or abroad. The Crown Imperial may be had in either the Eight Passenger Sedan or the Eight Passenger Limousine—identical body styles except for the glass partition in the Limousine.






*the Crown Imperial sedan*



**L**ike a well appointed home, Crown Imperial interiors furnish every convenience — and with the same admirable good taste. Ash receivers and lighters are handy to everyone. Broad center armrests provide restful comfort on the long trips. The big, soft auxiliary seats stow snugly away forward when not in use. And with the Chrysler Oriflow double-strength shock absorbers, all passengers ride as though every road they travel were newly paved. Electric clocks, front and rear, window lifts . . . white sidewall tires are standard.





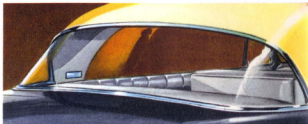
## *The Crown Imperial Limousine*

**I**t cannot be denied that Imperial by Chrysler is conceived, styled and priced for those of affluence and influence; you have but to read a roster of today's Imperial owners to see numbered there many of the most prominent men and women of our time. Similar in styling to the Crown Imperial Sedan, the stunning Limousine differs principally by virtue of the electrically-operated glass partition that divides the chauffeur's compartment, which is beautifully upholstered in fine grain leather, from the rear seat passengers.



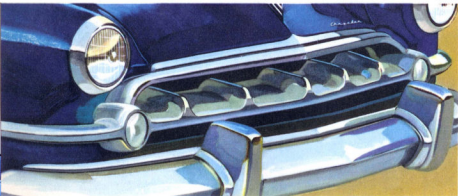


*SMART* new stone shields on rear fenders typify the restrained and tasteful use of exterior chrome trim on the new Imperial.



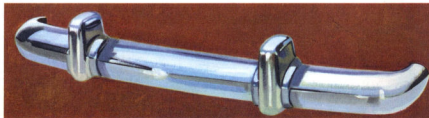
*SWEEPING*, one-piece Clearbac rear window provides still wider visibility than ever before. Eliminates blind spots . . . enhances rear-end beauty.

## *Custom Design inside and Out*



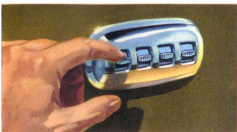
*BRILLIANT* new grille and headlamp design characterizes Imperial's broad, massive front-end beauty. New convex-type bumpers, front and rear, with sturdier, wide-spaced guards.

The brilliant Look of Leadership, so clearly evidenced by these great new Imperials, is far more than a matter of beauty for beauty's sake. As you look around these stately motorcars you will see that every handsome detail is strictly functional as well. Even the striking Imperial insignia and chrome script serves to add to your pride of ownership in this superior car . . . even as its matchless performance tells you, wherever you drive, that here as never before in your experience is the unquestioned Power of Leadership.

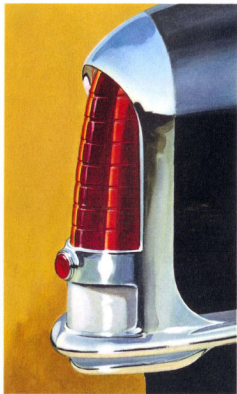


*"PUSH BUTTON"* electric control, within easy reach, moves front seat forward or back at your desire . . . at the same time lets you control height of seat for most efficient road visibility.



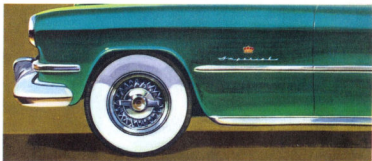


*"PUSH BUTTON" electric controls raise and lower the windows at your merest touch. Each door window has its own separate control and motor . . . with a master control for all windows located in door panel beside the driver.*



*NEW-DESIGNED Imperial tail-light assembly combines parking and stop-light, together with directional turn signal, in red segment. Brilliant white back-up light is positioned below.*

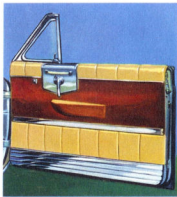
*WRAP-AROUND bumpers . . . new chrome side and sill mouldings . . . white sidewall tires . . . lend gracious distinction to Imperial's beautiful new "profile." Front fender displays brilliant chrome name script and insignia.*



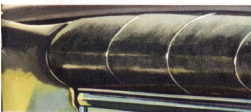
*BEAUTIFUL stainless steel wheel covers display famous Chrysler Imperial crown. Wire wheels are available as an extra cost item. As in all Chrysler-built cars, Safety-Rim wheels have a special flange to keep punctured tires from coming off the rim.*



*NEW quarter panel light in rear compartment is but one of countless conveniences enjoyed by Imperial passengers.*



*SUMPTUOUS STYLING extends even to the Imperial's wide-opening doors. Rich leather-and-fabric decor is smartly set off by pleasing chrome treatment. New, knurled-metal door handle saddles. Large comfort-level armrests.*

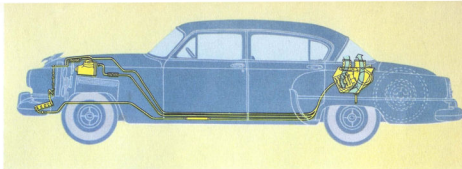
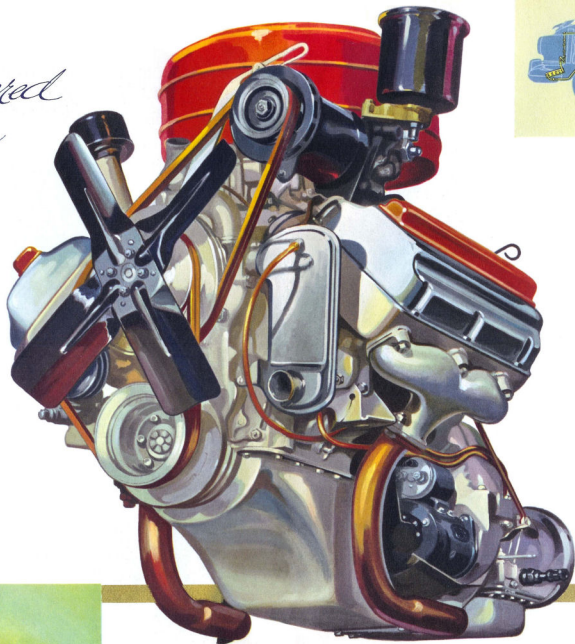


*FAMOUS Chrysler Safety Crash Pad is thicker, more luxurious than ever. Covers full width of instrument panel, top and bottom . . . extending clear to windshield to absorb distracting light reflections.*

*the finest engineered  
cars in America*

Introduced in 1951, the Chrysler FirePower engine, with the Hemispherical Combustion Chamber and Lateral Valve arrangement, has won world-wide renown for its efficiency, its durability, its economy, and its incomparable performance. It is, justly so, regarded as the most advanced engine design in any automobile today. ■ With no increase in the compression ratio, Chrysler engineers have increased the horsepower from the original 180 to 235 horsepower. And, even with the higher horsepower, you do not have to use premium grade fuel as you do in other competitive engines. ■ May we suggest that you drive the 235 horsepower Imperial? We assure you, it will be a thrilling experience.

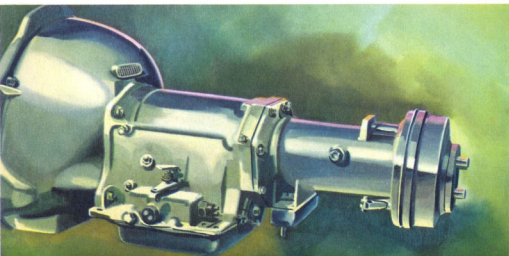
Like the FirePower Engine, the new PowerFlite fully-automatic transmission is an outstanding engineering achievement. ■ There is no clutch pedal—no gear shifting—no roar of a racing engine, because the gears shift automatically, smoothly, and so quietly you can hardly tell when the shift has been made. You merely place the Safety Selector Lever in the Drive position, and from then on, you can drive all day without raising your foot from the accelerator, except to apply the brakes. It is a great feature that contributes so much to the safety and performance of the new Imperial.



Beautifully and compactly designed, especially for Chrysler cars, the new Chrysler Airtemp Air Conditioning unit is available as optional equipment on all body styles of the Custom and Crown Imperial Models.

■ Giving you a continual supply of cool, fresh, filtered, and dehumidified air faster than any other system, Chrysler Air Conditioning brings cooling relief, without drafts, in a matter of a few minutes. A single dashboard switch sets the automatic controls which maintain a comfortable temperature of your choosing and guard against chilliness and drafts.

With Chrysler's full-time Power Steering, you have perfect road-feel and greater safety, because it does 80% of the work of turning the wheels for you all the time. It eliminates wheel fight on rough roads and helps hold the car steady in case of a blowout. It makes parking and driving easy and effortless. Try it and learn the difference.



Another great safety feature is Chrysler Power Brakes, which were first introduced many years ago. They insure safe, easy stops, with only a light pedal pressure. Combined with Chrysler Safe-Guard Hydraulic Brakes, you have the finest braking system, we believe, you will find on any car today.





**BODY STYLES**—*Custom Imperial*: 6 Passenger Sedan, Newport and 6 Passenger Town Limousine. *Crown Imperial*: 8 Passenger Sedan and 8 Passenger Limousine.

**ENGINE**—FirePower High Compression 90° V8. Bore: 3-13/16 inches. Stroke: 5½ inches. Piston Displacement: 331.1 cu. in. Brake Horsepower: 235 at 4400 rpm. Torque: 330 ft. lbs. at 2600 rpm. Compression ratio: 7.5 to 1. Hemispherical Combustion Chamber, with overhead, lateral valve arrangement. Three rings per piston. Slipper-design, steel strut piston. Full Pressure Lubrication. Exhaust valve seat inserts. Waterproof ignition. Polynomial-design camshaft. Full-Flow oil filter. Oil-bath air cleaner.

**FUEL SYSTEM**—Four barrel carburetor with mechanically operated secondary draft system. Integral automatic choke. Oilite fuel filter in gas tank. Capacity 20 gallons.

**COOLING SYSTEM**—Thermostatic by-pass control. Four bladed fan (six blade with Air Conditioning). Fin and Tube radiator core. Full-length water jackets around cylinders. Capacity 25 qts.

**ELECTRICAL SYSTEM**—*Custom Imperial* . . . 50 amp. capacity generator. 19 Plate 135 amp. hr. 6 volt battery. 14 mm. *Long-Reach Resistor* spark plugs. *Crown Imperial* . . . 25 amp. capacity generator. 13 Plate 65 amp. hr. battery 12 volt system. 14 mm. *Long-Reach Resistor* spark plugs. Both models feature Bull's-Eye Sealed Beam headlights, Back-up lights, Directional signals, Map light, Solenoid engaged ignition key starter switch, Electric window lifts, Electric seat adjustment (except Limousines), Electric two-speed windshield wipers, 8-tube Radio in *Crown Imperial* and Town Limousine, with rear seat speaker.

**POWERFLITE TRANSMISSION**—Fully-automatic, torque converter with automatic planetary gear set. Ratio: 2.6 to 1, combines with planetary ratio to give 4.47 to 1 gear ratio at breakaway. Forward shift from 15 to 65 mph. Downshift at 11 mph.

**DRIVE**—Hotchkiss type through rear springs. Hypoid rear axle. Rear axle ratio: 3.54 to 1.

**FRONT SUSPENSION**—Independent front wheel suspension with Amola steel helical coil springs. Two Oriflow Shock Absorbers with four Rubber limit bumpers.

**REAR SUSPENSION**—Semi-elliptic, non-parallel springs (parallel on *Crown*), with grooved and tapered leaves. Wax-impregnated, permanently lubricated liners. Oriflow Shock Absorbers.

**STEERING**—Center arm with equal length tie rods. Power Steering standard on *Crown Imperial*, available on *Custom Imperial*. Over-all steering ratio: 25.8 to 1 (16.2 to 1 with Power Steering).

**BRAKES**—Chrysler Safe-Guard Hydraulic, with Power Brakes standard on *Custom Imperial*. Brake diameter: 12 inches. Two cylinders on each front wheel brake. Cycleboded brake linings. Chrysler Disc Brakes standard on *Crown Imperial* with self-adjusting, fade-free molded asbestos linings. Both models feature Chrysler's East-Lock Independent Parking Brake.

**BODY FINISH**—Synthetic Baked Enamel—most durable and lustrous protection available.

**WHEELS and TIRES**—Safety-Rim Wheels with 4-ply White sidewall 8.20 x 15 tires on the *Custom Imperial*, 6-ply White sidewall 8.90 x 15 tires on the *Crown Imperial*. Chrome Wheel Covers standard equipment. Chrome Wire Wheels available at extra cost.

**WHEELBASE**—*Custom Imperial*: 133½ inches (131½" Newport.) *Crown Imperial* 145½ inches.

**TREAD**—*Custom Imperial*: front 57-13/16 inches, rear 60¾ inches. *Crown Imperial*: front 57½ inches, rear 66 inches.

**OVER-ALL LENGTH**—*Custom Imperial*: 223¾ inches (221¾ inches Newport). *Crown Imperial*: 236¾ inches.

**OVER-ALL WIDTH**—*Custom Imperial*: 77¼ inches. *Crown Imperial*: 82¾ inches.

**OVER-ALL HEIGHT (loaded)**—*Custom Imperial*: 63 inches. *Crown Imperial*: 68¾ inches.

**SOLEX GLASS**—Heat-resisting and glare-reducing. Available at extra cost.

**AIR CONDITIONING**—Available on all Body Styles at extra cost.

*All specifications and prices subject to change without notice.*

CHRYSLER DIVISION • DETROIT

