



Imperial for 1973

On the following pages you're going to be introduced to a most elegant experience. The 1973 Imperial. It's Chrysler's entry in the luxury car field. There's a 4-door hardtop. And a 2-door hardtop. Period.

These are Chrysler Corporation's top-of-the-line models. Both give you a full measure of luxury . . . automotive design . . . engineering excellence . . . quality workmanship . . . and attention to detail. And it's tested. You can't get a Chrysler Imperial that hasn't been given a road test through city streets and freeways in much the same kind of traffic you face. Every Imperial we build has 12 to 15 miles put on it before it ever gets delivered. The test drivers listen for things like wind noise and rattles. They even inspect under the car—checking out the fuel line and brake lines. Our inspection includes over 200 items. If it's not right, we want to find out before you do.

One of the things you can test for yourself is Imperial styling. By taking a look through this brochure you'll see a luxury car that looks, feels, and rides like a luxury car. Tasteful, understated body styling guarded by an extra-protection bumper system, front and rear. A beautiful precision-cast grille conceals the headlights. Its silhouette is distinctive to discriminating motorists. The formal rear window is highlighted by color-keyed metal moldings. You also have

a standard vinyl roof in your choice of six colors.

Of course, the Imperial is a complete automobile. The biggest engine we make, a 440 cubic inch 4-barrel V-8, is standard. So are luxury features like TorqueFlite automatic transmission with part-throttle kickdown. Power brakes with front discs and self-adjusting rear drums.

Power steering and power windows.

Air conditioning with automatic temperature control. Tinted glass. A "Rim-Blow" steering wheel. Interiors that are upholstered in luxurious cloth and fine grain leather. Storage compartments in all doors. Cornering lights. The Electronic Ignition System to give you quick, reliable ignition even in cold, damp weather—and with less maintenance as there are no points or condenser to replace. There's also a new way to tell time. A new chronometer. You read numbers rather than a dial; and the accuracy of this electronic digital clock is within a minute a month.

Ride, handling and comfort are controlled through Torsion-Quiet Ride. A unique blending of unibody construction, torsion-bar suspension and the Sound Isolation System. Together, they give you a quiet car that's a pleasure to drive . . . a comfort to sit in.

It truly is the Imperial of luxury cars.

Check out all the Imperial features for yourself by asking your dealer for a demonstration drive.







Imperial LeBaron 4-Door Hardtop in Chestnut Metallic. Extra care in engineering... it makes a difference.



Imperial LeBaron 2-Door Hardtop in Regal Blue Metallic. Extra care in engineering ... it makes a difference.



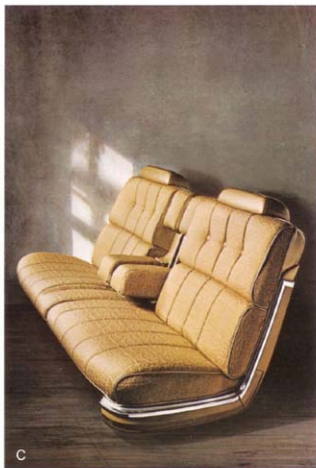
Optional Split-Bench Seat in Cologne Leather for the 4-Door Imperial. Extra care in engineering... it makes a difference.



A



B



C



D

IMPERIAL INTERIORS. Every commitment to luxury is available to you in the 1973 Imperial.

For example, the interior shown on the preceding page is the optional split-bench seat in Cologne leather that's available on our four-door model. This seat has all the fashion and flair of a piece of fine furniture. Extra plushness and comfort are provided by a built-in "floating cushion." You have a choice of six colors: blue, green, parchment, black, gold, or white.

Another point to remember: yards of rich, deep-pile carpeting are everywhere you look. If you wish, you can add even more convenience by ordering an optional remote-control deck lid release for your trunk.

A. Optional leather bucket seats for two-door models are available in blue, green, parchment, black, gold, or white. Both seats are individually contoured for personal comfort—and the passenger seat reclines. With this interior, power seats are required.

B. Standard interior for the Imperial two-door hardtop is an Iraq cloth and Cologne-grain leather split-bench seat in green, black, or gold. The deeply padded center armrest has a wide surface for the convenience of both driver and passenger.

C. Standard interior for the Imperial four-door hardtop is a 50/50 split-bench seat in Iraq cloth and Cologne-grain leather. The driver and the passenger seats adjust individually . . . and the passenger seat is the reclining type. It can be moved to a wide variety of positions to accommodate your passenger's comfort. Individual folding center armrests for both driver and passenger are also provided. Colors: blue, green, parchment, black, or gold.

D. The instrument panel on an Imperial carries on our functional yet beautiful interior scheme. Simulated rosewood graces the instrument panel as well as accenting the driver's console, all door panels and passenger assist handles.

Extra care in engineering . . . it makes a difference.

IMPERIAL OPTIONS

A. Power Door Locks. Permits you to lock and unlock all doors simultaneously from the master control panel. Standard power windows also shown.

B. Dual Auto-Temp II. This system provides increased cooling for rear-seat passengers.

AM/FM Multiplex Radio with 8-Track Stereo Tape.¹ A superb acoustical system with a total of five speakers for complete sound enjoyment.

C. Power Vent Windows. This convenient option is available on the four-door hardtop model.

D. Sun Roof. Electrically operated to help you easily find your place in the sun. Available for both 2- and 4-door models.

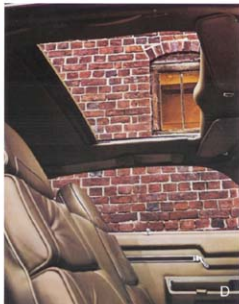
E. Tilt & Telescope Steering Wheel. Adjusts for both height and reach for driver comfort and convenience. Swings up for easier entrances and exits.

F. Auto-Speed Control. Set the fingertip control and your Imperial will maintain that speed automatically until you brake, accelerate or disengage.

G. Power Seats. Effortless adjustments for driver's seat only, or both front seats with buckets or 50/50 seating.

Other options you may wish: Automatic Headlight Dimmer² • Deck Lid Release—Power • Defogger—Rear-window³ • Differential—Sure-Grip • Door Edge Protectors⁴ • Engine Block Heater • Heater—Rear-seat and Rear-window Defroster³ • Heavy-duty Suspension • Mirror—Outside, right⁴ • Radio—AM/FM Search Tuner¹ • Radio—AM/FM Stereo¹ • Radio—AM/FM Multiplex Stereo Cassette Tape System¹ • Microphone (dealer-installed) • Safeguard Sentinel • Security Alarm System • Shoulder Belts—Rear (dealer-installed) • Spare Tire Cover—Carpeted⁵ • Sure-Brake—Four-wheel Anti-skid Braking • Trailer-Towing Package • Trailer-Wiring Package • Whitewall Tires—Bias-belted • Whitewall Tires—Steel-belted.

¹Includes power-operated radio antenna. ²Safeguard Sentinel required. ³Not available with Dual Auto-Temp II. ⁴Available in package only. ⁵Standard with Dual Auto-Temp II.



Silver Pew Metallic



Blue Sky



True Blue Metallic



Royal Blue Metallic



Bamboo Red Metallic



Mac Green



Aurora Shroun Metallic



Forest Green Metallic



Safari Beige



Coral Teal Metallic



Cherise Metallic



Forest Black



Sun Per Yellow



Honey Gold



Canyon Rose Metallic



Tahome Gold Metallic

Engine

The standard Chrysler Imperial engine is a 440 cubic inch V-8. Carburetion... 4-barrel. Compression Ratio... 8.2 to 1. Air Cleaner... Silenced. Exhaust System... Single. No engine options are available.

Specifications

Imperial (4-Door Hardtop)
Wheelbase... 127 in.
Track (Front)... 62.4 in.
Track (Rear)... 63.4 in.
Length... 235.3 in.
Width... 79.6 in.
Height... 56.2 in.
Head Room (Front)... 38.3 in.
Head Room (Rear)... 37.0 in.
Seat Height (Front)... 9.0 in.
Seat Height (Rear)... 11.5 in.
Leg Room (Front)... 41.9 in.
Leg Room (Rear)... 41.2 in.
Shoulder Room (Front)... 62.7 in.
Shoulder Room (Rear)... 62.7 in.
Knee Room (Rear)... 6.9 in. (Minimum)

Imperial Standard Features

Air conditioning with automatic temperature control • 440 cubic inch 4-barrel V-8 engine • Electronic Ignition System • TorqueFlite Automatic Transmission with part-throttle kickdown • Torsion-Quier Ride • Power steering • Power brakes, front discs and self-adjusting rear drums • Power windows • Vinyl roof • Formal rear window with color-keyed moldings • Assist straps on inside rear roof pillar, 4-door model • Vinyl-covered rear pillar pillows, 4-door model • Rear reading lights • Instrument panel gauges for: alternator, coolant temperature, oil pressure and fuel level • Sentry signal for monitoring gauges • Tripometer • Chronometer • Reminder lights for "fasten seat belts," "lock doors," "brakes" and "high beam" • Color-keyed

safety belts • Courtesy map, glove box, ashtray and trunk lights • Ignition switch light with time-delay • Tinted glass • Argent paint-filled fender top moldings with turn signal indicators • Body side molding with color-keyed vinyl insert • Bright drip rail molding • Front wheel lip moldings with color-keyed paint insert • Rear wheel opening skirts with color-keyed lip moldings • Imperial medallion on hood and deck • Rear side marker lights are illuminated Imperial shields with eagle • Concealed headlamps • Cornering lights • Periphery moldings around bumpers and taillights • 100% cut-pile nylon carpeting • Cloth-and-leather split-back bench seat with automatic seat-back release on 2-door hardtop • 50/50 split-bench seat with individual adjustment, folding center armrests and passenger recliner in cloth-and-leather, on 4-door hardtop • Vinyl headlining • Simulated wood appliques on doors, glove box and instrument cluster face • Storage compartments, all doors • Rim-Blow steering wheel • Four cigarette lighters • Concealed 3-speed wipers coordinated with electrically-operated washers • Inside hood release • Automatic parking brake release • Deluxe wheel covers • 440 ampere battery • 60 ampere alternator • 12" inside day/night mirror • Remote control left outside rearview mirror • Undercoating and hood silencer pad.

Standard Safety Features

Extra-protection bumpers and bumper guards • Flame retardant interior material • Large rear reflectors and lights • Back-up lights • Fuel-tank impact protection • Lane-change turn signal • Locking steering column • Ignition key warning buzzer • 3-point seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing

and padded instrument panel • High-strength windshield • Energy-absorbing front seat-back and armrests • Seat and shoulder belt restraint system with audible and visible reminders • Manual door locks—levers with non-override lock feature, except driver's door • Inter-locking door latches • Flush-type inside door release levers • Cushioned sun visors • Dual braking system with warning light • Side marker lights and reflectors • Hazard warning light system • 3-speed electric windshield wipers • Vinyl-clad day/night inside rearview mirror on double-ball-joint mount • Two front head restraints • Locking latch on front seat-backs, 2-door model • Left outside remote control rearview mirror • Bias-belted L84 x 15 tires • Safety-Rim wheels.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

Extra care in engineering... it makes a difference.



Keep your Chrysler coming through in top condition. Service it with men who know it best. See your Chrysler Dealer.



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