

CHRYSLER 1978



NEW YORKER / NEWPORT



Chrysler New Yorker Brougham

In a changing world, there are those who will always demand more from their automobile than mere transportation. For those who seek a rare degree of comfort, a rich, enveloping sense of luxury and a feeling of confidence in fine engineering, there is one clear, uncompromising choice. 1978 Chrysler New Yorker Brougham.

This is full-sized motoring on a magnificent scale — either 2-door or 4-door (shown above). And far more affordable than looks would lead you to believe.

This year, New Yorker Brougham captures attention with the gleaming new segmented design of its classic central grille. Following the smooth, sophisticated body styling of New Yorker Brougham, a crisp full-length dual tape stripe accents the lower sculptured body lines. Complementing this flow of line, there is a new rear deck tape stripe, and the new,



bright detailing of the dual-element tail lamps add to the attraction.

Another highlight of New Yorker's fine, full-size motoring elegance is the abundance of luxury touches: in the smart Chrysler nameplate applique that appears on the outside rearview mirror, and in door-handle appliques that coordinate with body color. For 1978, there is an elegant new wheel cover option with brushed finish center, enhanced by the choice of wide, white sidewall tires.

But apart from its splendid appearance, what will delight you most about New Yorker Brougham is the interior luxury you enjoy as a standard part of its equipment and appointments: such as the incredibly comfortable floating-pillow seat design, in Verdi crushed velour. Superb. And this deep foam 50/50 seating gives you separate comfort position controls, front and rear armrests and thick, soft shag carpeting.

All this beauty, all this styling . . . all at a New Yorker price! 1978 New Yorker Brougham. In a detailed comparison with other cars in its class, it leaves nothing to be desired.

Shown above, 1978 New Yorker Brougham 4-Door Hardtop.

Optional on the New Yorker Brougham (far right) is genuine leather 50/50 bench seating, rich to the eye and touch, with dual fold-down front armrests, and separate comfort position controls.

Rear-seat sumptuousness is evident (at right) in the fold-down center armrest, lavalier straps (4-door only), and integral pillows on the rear pillars. In all, truly luxurious and comfortable.

Some items pictured on vehicles in this catalog are extra cost options. See chart on page 11 for engine and Lean Burn System availability restrictions in California and high altitudes.





Chrysler New Yorker Brougham

In 1978, New Yorker Brougham lives up to its reputation for engineering excellence and outstanding design in many ways that will delight you — whether riding or driving.

New Yorker Brougham, of course, offers you power steering and power brakes, standard. Smooth. Responsive. Reliable. And at your fingertips, power windows are standard . . . along with the convenience of an automatic parking brake release . . . and lighting locations that seem to anticipate your every need, including rear-seat reading lamps. Add to this fine list of standard luxuries, New Yorker Brougham's remote-control left outside mirror for ease of adjustment. And this year, there is an electronic vacuum fluorescent digital clock that brings improved readability and silent operation to its crystal-controlled accuracy. All standard! And a standard of excellence!

Moving on to the pleasure and convenience of optional equipment and appointments, owners with a discerning ear will want to consider the AM/FM stereo radio with Electronic Search Tune that lets you select your station from the memory buttons set to specific frequencies, or by search tuning, without manual fine

tuning. No knobs to twist. CB radio fans will also appreciate the "in-dash" integrated unit with either AM or AM/FM stereo radio and a 40 channel CB transceiver with a tri-band power antenna to transmit on CB and receive in AM, FM and CB radio modes. Note that the antenna will raise when the radio is turned on and retract into a concealed location in the fender when the radio (or ignition) is turned off.

Beyond these amenities so characteristic of New Yorker Brougham, you have the unseen but equally important pleasures: Chrysler's famous Torsion-Quiet Ride. It is superbly smooth, in combination with standard white sidewall radially tires. And to climax this impressively equipped automobile, you have the standard 400 V-8* with the computer-controlled Electronic Lean Burn System to fire with split-second precision and to accelerate smoothly. See Pages 10 and 11 for more information about the equipment for this remarkable automobile.

1978 New Yorker Brougham. In the luxury class, an automobile unique in its blending of quality and affordability.

*See special engine availability notice on back cover.

Shown above, New Yorker Brougham 2-door hardtop with optional St. Regis formal padded roof and optional chrome-styled road wheels for added distinction.

Standard elegance in the Chrysler New Yorker Brougham is this (upper right) crushed velour 50/50 bench seat with dual fold-down armrests; crushed velour also fills the upper door panel. And, in the 4-door only, there's a reclining passenger seat.

Elegant to look at, yet designed for easy access to functional controls, this sleek modular instrument panel enhances the wide range of gauges and light-emitting diode indicators with simulated rosewood accents.





Chrysler Newport

Once again — for 1978 — Newport's beautiful and distinctive Chrysler styling and fine full-sized features make it an automobile worth owning at any price. Yet Newport is the most affordable full-size Chrysler, priced and designed to appeal to whatever reason you desire a full-sized automobile. All in all, we believe it is one of the greatest car values in the world.

Still, there are many reasons for owning a Newport beyond its sense of value. Newport leads off its luxurious appearance with an eye-catching grille design, new optional premium wheel covers and sill molding . . . and an elegant optional dual paint stripe that irresistibly draws your eye to Newport's graceful body lines. Breathtakingly beautiful!

And just as beautiful inside!

This year, you enjoy a choice of one standard and three optional interiors, in the richness of deep, body-conforming foam cushioning and finely detailed

door panels. And, of course, there is ample room for six people, along with a very spacious trunk.

But, for all this, there's nothing to stop you from exercising your taste for optional features. Such as the very popular and attractive St. Regis padded formal roof and trim (2-door only). Or the optional new electronic vacuum fluorescent digital clock with easy readability and silent operation, or the in-dash CB transceiver coupled with AM or AM/FM stereo radio. See Pages 8 and 9 for the full range of power accessories and equipment to suit your taste and needs.

And for reliable, confident trailer-towing, Newport can be factory-equipped with an optional heavy-duty trailer-assist package. Another strong reason to own this fine full-size automobile.

Full-size elegance, performance, ride and comfort . . . all comfortably priced! That's Newport for '78. It's a lot of Chrysler for the money.

Shown above, at left, Newport 2-door bardtop with optional chrome-styled road wheels. At right, Newport 4-door bardtop with standard wheel covers and optional vinyl roof.

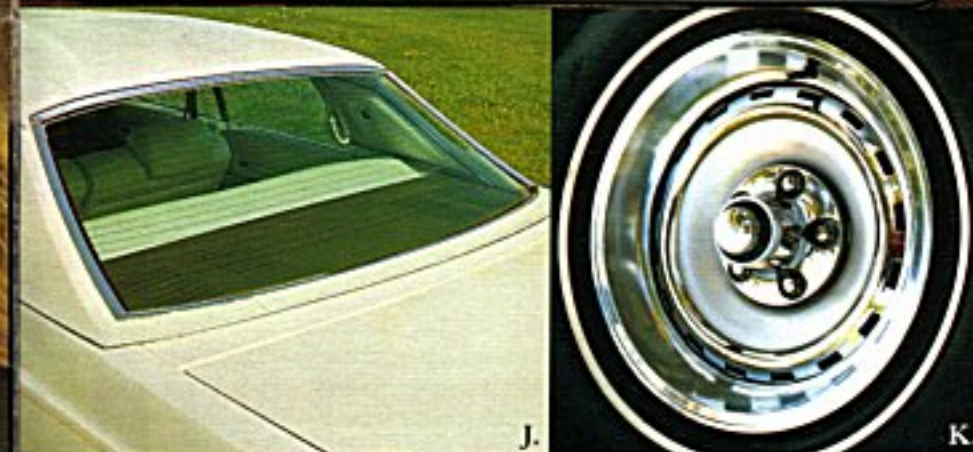
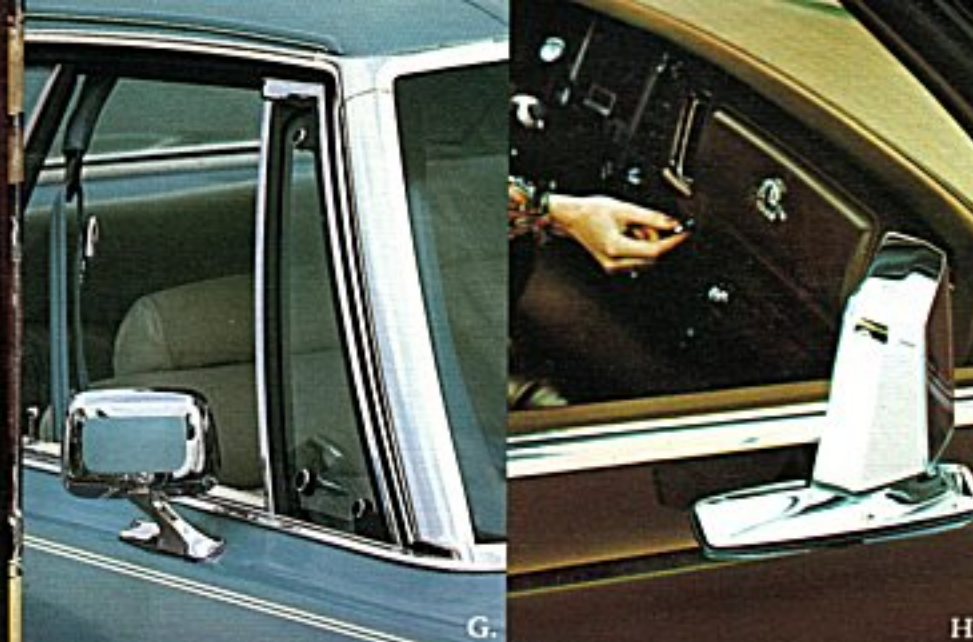
Standard seating (at right) is this richly textured and elegant Cambridge cloth-and-vinyl split-back bench seat with fold-down center armrest. Also available in all vinyl.

A stunningly attractive, contemporary interior option (far right) . . . the Tuscany cloth 50/50 bench seat with dual fold-down center armrests and passenger-side reclining feature on 4-door models. Also available in all-vinyl version.



Yours to choose, yours to enjoy... Chrysler options and accessories.

- A. The all-new 40 channel CB transceiver with AM or AM/FM stereo. In-dash mounting along with a custom plug-in microphone and a retractable tri-band power antenna disguise the radio's appearance, thus reducing theft potential. A digital display for CB channel selection, a LED signal strength indicator, a monitoring system squelch control and noise blanker, along with pushbuttons for the conventional AM/FM stereo radio make this a complete unit.
- B. New vacuum fluorescent electronic digital clock for easy readability and silent operation. Crystal-controlled accuracy to within one minute per month. (Standard on New Yorker Brougham.)
- C. Lighted vanity mirror. Positioned on the passenger-side sun visor, this is an addition that is both elegant and useful.
- D. Automatic speed control. A real convenience, especially over long distances. Allows you to select and hold a steady highway speed without using the accelerator pedal.
- E. Tilt & telescope steering column. Shown in three of seven possible positions. It adjusts up and down, forward and back, for individual driving comfort and driver's ease of entering or exiting.
- F. Power operated sun roof. A pushbutton brings in the sunlight and breezes . . . or quickly closes and secures when the weather changes.
- G. Vent windows. They feature pivoting action, which provides indirect air flow when they're opened. (4-door models only. Tinted glass required.)
- H. Remote-control right outside mirror. Gives driver improved rear visibility and easy-to-reach finger-tip control of mirror position. (Left remote-control outside mirror is standard on New Yorker Brougham.)
- I. The new and sophisticated AM/FM stereo radio with Electronic Search Tune and calculator-like station selection eliminates manual tuning and has three different search modes, AM, FM, and FM stereo. The search feature is activated by either a pushbutton or a foot switch; also, ten memory buttons recall station frequency on both broadcast bands. This new solid state radio has high reliability and provides extremely precise tuning automatically. An optional automatic power antenna retracts into the fender when the radio or ignition is turned off.
- J. Rear window defroster. The electric way to clear frost or fog and help prevent ice build-up. Heating elements are fused to the glass.
- K. Gleaming 15" road wheels. Styled with chrome center for a dazzling touch of individuality.
- L. Trailer-assist package. Order your Chrysler equipped with a heavy-duty trailer-assist package designed to meet your trailering needs. See your Chrysler sales representative for more information.



Chrysler Options	Newport	New Yorker Brougham	Check List
Air Conditioning, — Manual Control, also available w/Automatic Temperature Control	O	O	
Axle — Sure-Grip Differential	O	O	
Battery — 500 amp Long-Life	O	O	
Clock — Electric	O	N/A	
Clock — Vacuum Fluorescent Electronic Digital	O	S	
Defroster — Rear Window — Electrically Heated	O	O	
Emissions Control System & Testing N95 or N96	O	O	
Engine Block Heater	O	O	
Gas Cap — Locking	O	O	
Glass: Tinted — All Windows	O	O	
Vent Windows — Manual, 4-door models only	O	O	
Lights — Cornering	O	O	
Mats — Accessory Floor, Color-keyed	O	O ¹	
Mirror, Remote-control — Left	O	S	
Mirror, Remote-control — Right	N/A	O	
Mirrors, Remote-control — Left & Right	O	N/A	
Mirror, Vanity — Illuminated	O	O	
Moldings			
Door Edge Protectors	O	O	
Rear Wheel Opening Skirts	O	O	
Power Bench Seat or 50/50 Seat (Left) 6-Way	O	O	
Power Door Locks	O	O	
Power Deck Release — Electric	O	O	
Power Seats — Left & Right — 6-Way	O	O	
Power Windows	O	S	
Radios			
AM Radio	O	O	
AM/FM Radio	O	O	
AM/FM Stereo w/8-Track Stereo Tape, w/4 Speakers	O	O	
AM/FM Stereo w/Electronic Search Tune, w/4 Speakers	O	O	
AM w/CB Radio Transceiver and Power Tri-Band Antenna	O	O	
AM/FM Stereo w/CB Transceiver and Power Tri-Band Antenna, w/4 Speakers	O	O	
Rear Speaker Single	O	O	
Power Antenna	O	O	
Seats Belts — Color-keyed	O	S	
Stripes — Upper Tape	O	N/A	
Spare Tire — Conventional	N/C	N/C	
Speed Control — Automatic	O	O	
Steering Wheel — Luxury	O	S	
Steering Wheel — Tilt & Telescope	O	O	
Sun Roof with Vinyl Roof (Power Operated)	O	O	
Suspension			
Shock Absorbers — Heavy-duty	O	O	
Suspension — Heavy-duty (Includes H.D. Shocks and Rear Springs)	O	O	
Automatic Height Control ¹	O	O	
Trunk Dress-up	O	O	
Undercoating, w/Hood Silencer Pad	O	O	
Wheel Covers & Road Wheels			
Wheel Covers — Premium	O	O	
Road Wheels — Chrome-styled (N/A w/H.D. Package)	O	O	

O — Optional S — Standard N/A — Not Available N/C — No Charge Option
¹ N/A on 440 V-8 in California or altitudes over 4000 ft.
² N/A with 400 engine on New Yorker Brougham.

Chrysler Engineering and Electronics

Power steering. Gives you a fine sense of control, yet works easily. Only 3.5 turns of the steering wheel are needed to move the front wheels from full-left to full-right.

Unibody construction. This is one of the strong points that Chrysler engineering has built its reputation on! Using more than 4000 welds, the body panels and structural members are fused into one unit. It's a totally strong, solid structure.

Impact-absorbing bumper system. Large hydraulic cylinders help soak up the shock of minor impacts.

Rubber iso-clamps. These are simply large rubber cushions that isolate the suspension system from the axle. They help to dampen road noise and vibration.

TorqueFlite automatic transmission. Completely maintenance-free under normal driving conditions: no band adjustments, no fluid or filter replacement is recommended.

Lock-up torque converter. The new lock-up torque converter provides direct mechanical linkage between the engine and the rear axle when the automatic transmission shifts into third gear, resulting in better gas mileage, cooler transmission temperature, and lower engine speed. Standard with 400 V-8s (Federal) and 360 CID V-8s (California). Not available at high altitudes or with trailer-assist option.

Torsion bar front suspension. The underlying reason for Chrysler's fine stability and road sense. Road shocks are absorbed by the twisting action of the torsion bar before they can be transmitted to the car body. In combination with a rubber isolated stub frame and large rubber Iso-clamps and front sway bar, it produces Chrysler's famous Torsion-Quiet Ride.

Power brakes. (Front disc, rear drums.) Standard on all Chryslers. Disc brakes have excellent fade-resistance. Front and rear brakes are self-adjusting. Every Chrysler has separate hydraulic systems for front- and rear-wheel brakes. In case of damage to one of the systems, the other system functions independently to bring the car to a stop.

7-step rust and corrosion protection. Every car body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked to a glossy, lasting luster.

Oil change interval. Your 1978 Chryslers require only an oil change once every 7500 miles, or six months of driving, under normal driving conditions, providing another example of how Chrysler engineering has reduced maintenance on its cars.



The computer-controlled Electronic Lean Burn System is standard on all Chrysler 400 and 440 V-8s... the engines that think! The Electronic Lean Burn System employs a small spark-control computer, making it possible to use lean mixtures during part-throttle operation. Electronic Lean Burn's simplified distributor uses a magnetic pickup coil to initiate a timing circuit in the Spark Control Computer. The computer adjusts spark advance with split-second accuracy in response to your engine's need. Your car reacts with smoothness and responsiveness!



Long-Life battery. Optional. The best battery you can buy. The 500-amp battery is backed by a 5 year or 50,000 mile (whichever comes first) non-prorated limited warranty... the owner has only the responsibility to keep the fluid level up! Its long, reliable service

is assured by heavy-duty construction, with a thermally insulated shield to protect against excessive engine heat.

Electronic Ignition System. (Included in Electronic Lean Burn.) The distributor used with electronic ignition has no points and no condenser. Result: no more ignition tune-ups in normal use. Helps deliver sure starting voltage in any weather. And can increase spark plug life up to 30,000 miles under normal driving conditions with unleaded fuel.



Electronic voltage regulator. Under normal driving conditions, maintenance-free! Its electronic circuitry is sealed in tough epoxy — shock-resistant, moisture-resistant and extremely durable.

High-capacity alternator. Helps prolong battery life by sending a charge to the battery even when the engine is idling. Included with the optional electrically heated rear window defroster and/or air conditioning systems.

High-speed starter. For quick, reliable starts, this 1.8 hp. starter motor is standard on 400 and 440 V-8s. Rubber isolated clutch contributes to the starter's durability.

Engine and Rear Axle Availability and Standard Specifications

	Newport	New Yorker Brougham	Standard Axle Ratio ^{1,2}
<i>All states except California and high altitudes.</i>			
400 4-bbl. 8-cyl.*†	Standard	Standard	2.7
440 4-bbl. 8-cyl.*	Optional	Optional	2.7 ¹
<i>High altitude — over 4000' (N96** required). Also available in low altitude areas.</i>			
360 4-bbl. 8-cyl.	Standard	Standard	3.2
440 4-bbl. 8-cyl.*	Optional	Optional	3.2
<i>California (N95** required). Also available in states other than California.</i>			
360 4-bbl. 8-cyl.	Standard	Standard	2.7
440 4-bbl. 8-cyl.*	Optional	Optional	2.7 ¹

*Equipped with Electronic Lean Burn System.
 **N95/96 required emissions control system & testing.
¹With heavy-duty package (A36) the axle ratios are as follows: Standard — 3.2; Optional Sure Grip — 3.2
²Sure-Grip Differential available in standard ratios only.
 †See special engine availability notice on back cover.

Transmission	TorqueFlite Automatic
Suspension	Front: Torsion Bars Rear: Asymmetrical Leaf Springs
Wheels	15 x 5.5 Newport/New Yorker Brougham
Brakes	Power: Front Disc, Rear Drum
Fuel Tank	26.5 gal.
Trunk Capacity	22.2 cu. ft.
Electrical System	Battery: 440 amp on 400 V-8 500 amp on 440 V-8 Alternator: 60 amp Electronic Ignition System Electronic Lean Burn System Transistorized Voltage Regulator

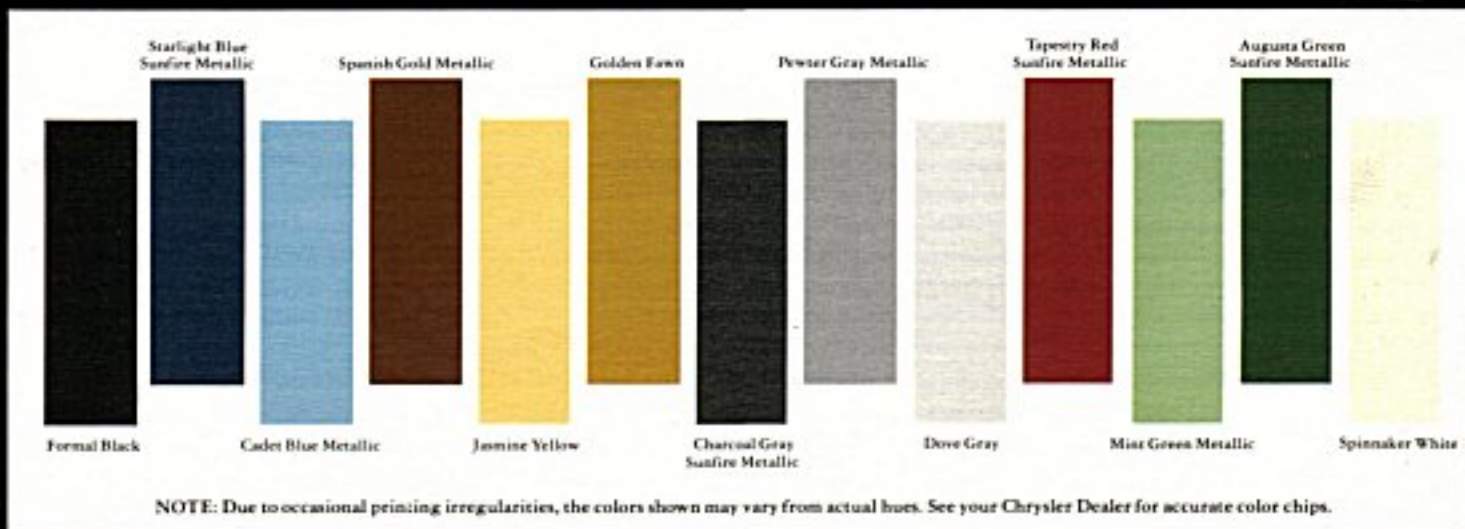
Tire Availability and Dimensions

Tire Size All Steel-Belted Radials	Newport	New Yorker Brougham
GR78 x 15 BSW	Standard*	Not Available
HR78 x 15 BSW**	Optional	Not Available
HR78 x 15 WSW	Optional	Standard
JR78 x 15 WWSW***	Optional	Optional

*Standard tire on car without air conditioning using 360 CID or 400 CID engine. **Minimum size required for car with air conditioning using 360 CID or 400 CID engine; std. on car with 440 CID engine.
 ***WWSW — Wider White Sidewall; minimum size required for heavy-duty Trailer-Assist Package.

	Newport 2-Door Hardtop	Newport 4-Door Hardtop	New Yorker 2-Door Hardtop	New Yorker 4-Door Hardtop
Wheelbase	123.9"	123.9"	123.9"	123.9"
Overall Length	227.1"	227.1"	231.0"	231.0"
Overall Width	79.7"	79.5"	79.7"	79.5"
Overall Height	54.7"	54.7"	54.7"	54.7"
Front Leg Room	42.1"	42.1"	42.2"	42.2"
Front Head Room	37.9"	37.9"	38.1"	38.1"
Front Shoulder Room	61.5"	61.5"	60.8"	60.8"
Front Hip Room	58.7"	58.7"	58.4"	58.4"
Rear Leg Room	38.3"	38.3"	38.0"	38.0"
Rear Head Room	37.0"	37.0"	37.0"	37.0"
Rear Shoulder Room	60.4"	61.6"	59.9"	60.8"
Rear Hip Room	57.8"	58.5"	57.0"	58.1"
Front Track	64.0"	64.0"	64.0"	64.0"
Rear Track	63.4"	63.4"	63.4"	63.4"

1978 Chrysler Colors



Standard Features

New Yorker Brougham: Concealed headlamps • Front and rear bumper guards • Periphery moldings around bumpers and taillights • Light package • Deluxe wheel covers • Remote-control, left, outside rearview mirror • Divided center grille • Exterior accent stripes • Hooded, teardrop-shaped taillights • Stand-up hood ornament • Bright drip rail molding • Bright paint filled front-wheel lip moldings • Color-keyed door handle and mirror appliques • Power windows • Shag carpeting • Velour 50/50 divided bench seat with automatic seat-back release, separate adjustments, dual armrests on 2-door hardtop • 50/50 divided bench seat with separate adjustments; passenger recliner and fold-down dual center armrest, in velour on 4-door hardtop • Molded headliner • Luxury three-spoke steering wheel • Adjustable head restraints • Inside hood release • Automatic parking brake release • 12" inside day/night mirror • Convenient bin-type glove box compartment with integral coin holder • Lavalier straps on inside rear roof pillars, 4-door model • Vinyl-covered rear pillar pillows • Modular instrument panel with driver controls on left, comfort controls on right • Deluxe wiper/washer package • Trip odometer • Electronic vacuum fluorescent digital clock • Warning lights for "fasten seat belts," "door-ajar," "brakes," "oil," and high beam • Color-coordinated restraint system • Upper level ventilation • Cigarette lighter and ash receiver in all doors except driver's • Instrument panel ash receiver and lighter • HR78 x 15" steel-belted radial-ply white sidewall tires • Plush, carpeted luggage compartment floor and wheelhouse cover • 400 cubic inch 4-bbl. V-8 engine* with Electronic Lean Burn System • TorqueFlite automatic transmission with part-throttle kick-down • Torsion-Quiet Ride • Power steering • Power brakes: front disc and rear self-adjusting drum with drum-type parking brake • 60-ampere alternator • Hood silencer pad • Deluxe insulation package.

Newport: Front and rear bumper guards • 2-speed windshield wipers and coordinated washers • Deluxe wheel covers • Dual horns • Wheel lip moldings • Rear taillight periphery moldings • Bright windshield and drip rail moldings • Rear hood moldings • Deck-lid molding • Unique grille • Unique rear bumper and taillights • Split-back cloth-and-vinyl bench seat with center armrest • GR78 radial-ply tires • Trip odometer • Alternator gauge • Oil pressure indicator • Coolant temperature gauge • Heater/defroster with multi-speed blower • Inside hood release • Color-keyed loop-pile carpeting • Dual front ashtrays, lighted left • Two rear-seat ashtrays • 12" day/night mirror • Foam seat cushions • Upper-level ventilation • Lockable bin-type glove box with coin holder • 400 CID V-8* with Electronic Lean Burn System • TorqueFlite automatic transmission with part-throttle kickdown • Torsion-Quiet Ride • Power steering • Power brakes: front disc and rear drums self-adjusting • Electronic voltage regulator • High-speed starter • 440-ampere battery • 60-ampere alternator.

Standard Safety Features: • Unibelt restraint system • Shoulder belt tension reliever • Hazard warning flasher • Turn signals with lane

change feature • Side marker lights and reflectors • Back-up lights • Disc brakes • Dual braking system with warning lights • Dual throttle return springs • Circuit breakers for wipers and headlamps • Electric windshield wipers and washers • Energy absorbing steering column • High penetration resistant windshield • Padded instrument panel, sun visors, and top on front seat back • Double ball joint mounted rearview mirror with soft rim • Side door guard beams • Folding seat back latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Lock buttons override inside door release lever • Fire retardant interior trim materials • Left outside rearview mirror • Safety rim wheels.

Convenience Packages — Light Package: (Standard on New Yorker Brougham) Fender mounted turn signal indicators • Trunk light • Glove box light • Cigarette lighter light • Map/courtesy light • Ignition switch time delay light • Headlight & wiper switch light with time delay • Door-ajar warning light • Light-emitting diodes for low fuel, high coolant temperature, and low battery voltage • Headlight-on warning signal. **Basic Group:** (Newport only) Air conditioning • Tinted glass — all windows • AM radio • Deluxe insulation package • Standard size whitewall tires • Light package • Full vinyl roof • Remote-control mirror — left • Deluxe wiper/washer package • Vinyl side molding (black). **St. Regis Group:** (Available with New Yorker Brougham and Newport 2-door hardtops) Padded Seneca Grain vinyl canopy roof (covers forward half of roof) • Formal opera windows • Unique trim-off moldings for the vinyl roof and opera windows. **New Yorker Salon Package (4 door only):** (Requires optional trunk dress-up, rear fender skirts, rear window defroster and JR78 x 15" radial tires) Silver Crystal Coat Metallic with special "clear coat" treatment • Silver "Elk" grain vinyl roof • Red accent stripes for body side and deck lid • Standard 50/50 bench seat in red or dove gray crushed velour (optional leather available) • Padded leather "Tilt/Tel" steering wheel • Aluminum Fascia road wheels with red accent stripes.

Deluxe Sound Insulation Package: (Standard on New Yorker, is available on Newport) Additional insulation for floor, trunk, rear wheelhouse, doors, shelf panel and lower quarter panels. **Deluxe Wiper Package:** (Standard on New Yorker, is available on Newport) Deluxe windshield wipers with intermittent wipe • Warning light for windshield wiper fluid.

Heavy-duty Trailer-Assist Package: (Rqd.: 440 CID engine and JR78 x 15" tires) High capacity radiator • Heavy-duty shocks and rear springs • Variable load turn signal flasher • Extra wide wheel rims • Auxiliary transmission oil cooler • 3.2 axle ratio • Heavy-duty alternator • 7 wire harness with jumper • Power steering oil cooler.

*NOTICE ON AVAILABILITY OF 400 CUBIC INCH ENGINE.
The 400 cubic inch engine is not expected to be available until October 1, 1977. See your dealer concerning alternate engine availabilities.



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