



It's time an American luxury car had electronics engineered in the labs that started the space program.

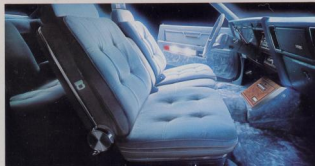
It's time an American luxury car came one way: fully equipped - with more standard personal luxury features than any other American automobile.

It's time that a quality-built American luxury car had a basic limited warranty that is twice as long as any of its competition.

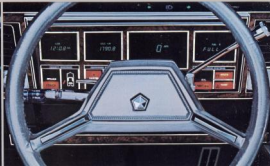
It's time an American luxury car was styled especially for America's greatest song stylist.

It's time for Imperial FS.





Mark Cross Interior with Velvet Seating Surfaces



1981 Imperial Electronic Instrumentation



Imperial FS Console (closed)



Imperial FS Console (open)



AM/FM Stereo Radio/Cassette Player with Dolby*



Frank Sinatra Cassette Tapes



Mark Cross Cassette Tote Bag

The 1981 Imperial FS, a special one-time limited edition, is an elegant study in blue. This specially designed package is identified with gold-plated "FS" medallions, side mounted and on the rear deck lid. Its Glacier Blue Crystal coat exterior is complemented by a blue interior specially designed by Mark Cross, and available in your choice of plush Kimberley velvet cloth or luxurious, supple leather, tanned and milled to an incredible softness. In the Imperial FS you are surrounded by total luxury, enhanced by many extra features that are distinctly Mark Cross.

The Imperial FS is an electronic marvel — a luxury car with two great

electronic systems. One system is an electronics communication center that tells you, at a glance, just about everything you need to know to drive your car safely and efficiently: time of day, date, elapsed time since start of a trip, accumulated mileage and, among others, even a "Mode" button that converts miles and fuel from U.S. standards to metric and vice versa. The other system is EFI, Imperial's unique Electronic Fuel Injection System, which gives you better driveability and better efficiency at the same time. It is the first continuous-flow, fully electronically controlled fuel injection system for a production automobile built anywhere in the world.

A wealth of special features gives the Imperial FS its distinctive aura of personal luxury. There is an AM/FM stereo radio/cassette player plus a lockable mini-console, color-keyed to the interior. Inside the console is a cassette tray with eight cassettes of Sinatra classics.

Sinatra...The Imperial Collection

Sinatra did it his way — selecting 16 of his favorite cassette albums for the Imperial FS. *It Might As Well Be Swing* • *Academy Award Winners* • *Sinatra's Sinatra* • *Softly As I Leave You* • *September of My Years* • *My*

Kind of Broadway • *Strangers in the Night* • *That's Life* • *The World We Knew* • *Cycles* • *My Way* • *A Man Alone* • *Trilogy (three-record set)* • *Sinatra's Greatest Hits, Vol. 1*.

Your 16 Frank Sinatra tapes are sent to your dealer and presented to you when you take delivery of your new Imperial FS. These tapes come in a special tote bag designed by Mark Cross, one of America's premier leather manufacturers. In the Mark Cross tradition, the tote bag is constructed of the highest-quality scratch-resistant leather with leather shoulder straps and solid brass fittings.

*Dolby is a trademark of Dolby Laboratories.



1981 Imperial FS in Glacier Blue Crystal Coat

In warranty...in standard features...Imperial FS stands apart

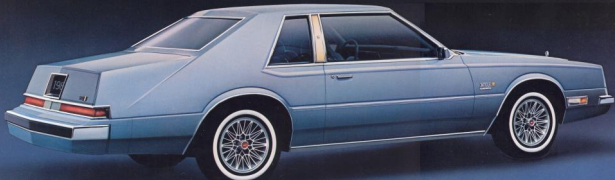
Imperial's limited warranty is remarkably complete.

Imperial's basic limited warranty covers all labor and all scheduled maintenance — every part, except tires. And it lasts for two full years or 30,000 miles, whichever comes first. Our rust warranty extends beyond the vehicle warranty to a full three years from your date of purchase. This warranty represents a strong expression of confidence in the quality of the new Imperial. This confidence in Imperial's quality begins with the fabrication of its body. Major panels are built of a heavy-gauge steel that is not only resistant to dents and damage but also provides excellent surface quality for finishing. During the assembly process, inspection after inspection ensures the quality of pre-selected parts and, once the body is assembled, every Imperial is inspected once again, then given a rigorous 5.5-mile road test over all kinds of terrain. Then, while the engine is still warm, each Imperial is given additional inspections in its Quality Assurance Center. During these inspection procedures each Imperial receives a number of official sign-offs. Only when all procedures are completed and approved by the Chrysler Quality Audit Staff is the car approved for its limited warranty and released for shipment.

Imperial...with more standard luxury features than any other American automobile.

The electrically powered sliding moon roof is the only extra-cost option available for Imperial FS. In addition to the special FS limited edition features listed on the previous pages, almost every conceivable comfort and convenience feature is standard.

- 5.3-liter electronic fuel-injection engine
- TorqueFlite automatic transmission
- power decklid release
- leather-wrapped luxury steering wheel
- 300-amp maintenance-free battery
- power brakes
- power steering
- rear window defroster
- illuminated entry system
- tinted glass
- dual electric remote, electrically heated outside mirrors
- trunk dress-up
- white sidewall steel-belted radial tires: choice of Goodyear all-weather Arrica or Michelin
- compact high-pressure spare tire
- plush silver knit carpet
- warning chimes
- premium sound system with coaxial rear speakers
- halogen headlamps
- opera lamps
- left and right illuminated vanity mirrors
- electronic remote-control garage door transmitter
- dual-beam map/dome lights
- pockets on front seat backs
- front and rear folding armrests
- power windows
- speed control
- individually adjustable front power seats
- power door locks



"It's time for Imperial FS"