

The
CHRYSLER



"58"-70"
"80"
IMPERIAL

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Washington, D. C.

Quality and Performance Dominate in every Chrysler

Chrysler standards of quality are found in no less than three complete lines of cars of which the various models are illustrated here. Appearance and performance distinctively Chrysler mark every one of these cars. Each group offers combined abilities unique in its class.

Deftness and skilled craftsmanship in chassis and body engineering have always distinguished cars that bear the name of Chrysler. There has come to be general public appreciation of the particular fineness of looks and actions of Chrysler cars, an appreciation marked by growth in public demand for Chrysler products.

Chrysler engineering was a sensation when the first Chrysler car made its appearance more than two years ago. It created new standards of performance in its field and the Chrysler car of today is universally regarded as standard bearer of a new era in automobile engineering and design.

But Chrysler engineering is of the type that is never satisfied to rest content with performance attained. Unremitting effort applied not alone to the first Chrysler but to the four-cylinder car as well has produced a combination of results unprecedented in automotive history. Public demand for Chrysler "70" and for its companion car the Chrysler "58" has been increasing every day. Now Chrysler has gone a long step beyond anything ever attained in automobile design and offers at the head of its line for 1926 the Imperial "80" so well identified by the slogan "As Fine As Money Can Build."

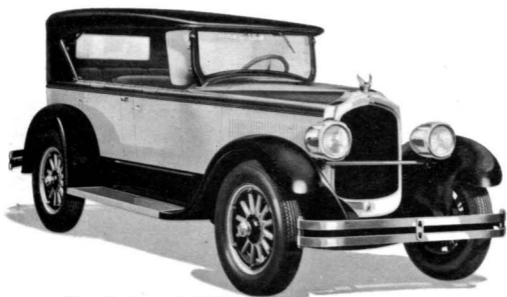
Chrysler Imperial "80" represents the fullest development today of Chrysler engineering genius. Without limit or stint as to engineering or resources Chrysler engineers have developed the finest possible car. The

principles established in the Chrysler "70" have been improved upon, amplified and refined to make possible Chrysler Imperial "80". The cars presented herewith therefore, represent a logical development and more than ever emphasize the engineering genius which is Chrysler and make it thoroughly clear why the public is daily indicating its increased interest in and appreciation of Chrysler products.

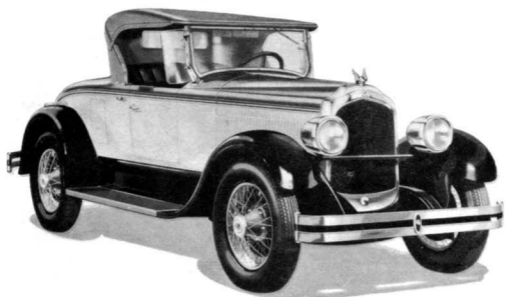
The illustrations in this folder tell the story of Chrysler perhaps better than any text. They indicate the variety of appeal and the wide range of engine and body types which are put forth to meet public demand for cars bearing the Chrysler name.

In each group one standard alone prevails and that is—quality. Every Chrysler car is as fine as it can be made. Every Chrysler car is engineered to the highest performance standards. The various names, Chrysler "58", Chrysler "70" and Chrysler Imperial "80" inevitably recall the performance standards of the various groups. The ability to attain and maintain road speed in an automobile is not an appeal to the man who is interested in rapid travel alone. In order to reach and hold road speeds a car must be exceptionally well engineered and exceptionally well built so that it can continue to stand up and deliver, as Chrysler cars do, their speed performances when called upon. That is the important significance of "58", "70" and "80" in the Chrysler line.

Whether the car in which you are interested be large or small, phaeton, roadster or closed model, we believe you will find in this folder portrayed a car that will fully meet your highest requirements in motoring. Standards in each group are fully maintained in every detail of construction. And each car we believe, constitutes a standard for quality, appearance and performance in its group. We commend to your attention and interest the Chrysler models shown on these pages.



*Chrysler Imperial "80"
Phaeton*



*Chrysler Imperial "80"
Roadster*

The CHRYSLER *Imperial* "80"



*Chrysler Imperial "80"
Sedan [Seven Passenger]*

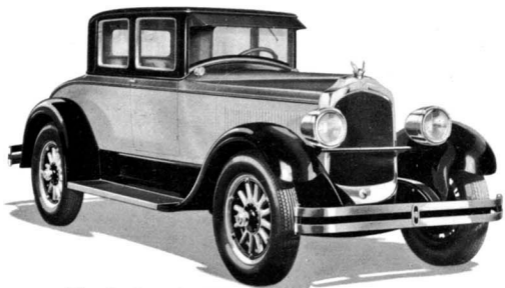


*Chrysler Imperial "80"
Sedan Limousine*

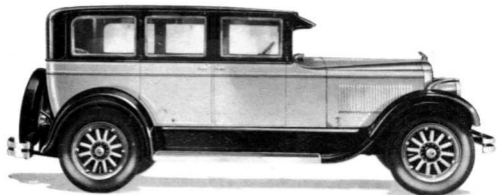


Chrysler Imperial "80" is the leader of the Chrysler line. Built to a standard which is beyond all standards in every essential Chrysler Imperial "80" is "As Fine As Money Can Build." Every phase of most luxurious motoring is served by the cars pictured here. New measures of perform-

ance and quality are achieved by the Chrysler Imperial "80". Luxury in this new Chrysler line is a matter not solely of appointments within the car but it is built in to the chassis affording the supremest comfort and facility in motoring that has been achieved.



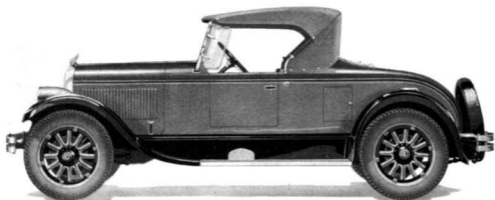
*Chrysler Imperial "80"
Coupe*



*Chrysler Imperial "80"
Sedan [Five Passenger]*



Chrysler "70" Phaeton

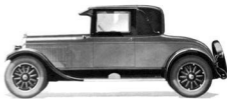


Chrysler "70" Roadster

The CHRYSLER "70"



Chrysler "70" Coach



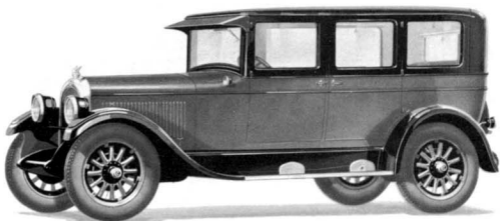
Chrysler "70" Royal Coupe



Chrysler "70" Sedan



Chrysler "70" Bringham



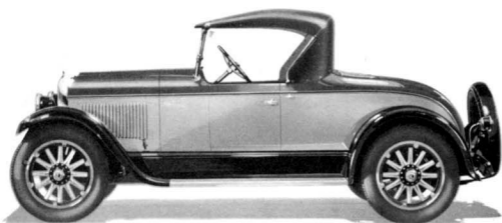
Chrysler "70" Royal Sedan



Chrysler "70" Crown Sedan



Chrysler "58" Touring



Chrysler "58" Roadster

The CHRYSLER "58"



Chrysler "58" Sedan

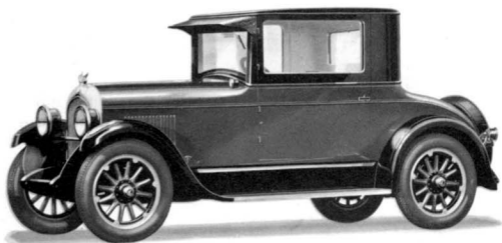
On this page are presented the models of the Chrysler "58" and Chrysler "70" lines as well as pictures of the power plants of these two automobiles.

These are cars for which public demand in 1925 has been extremely eager. Every motoring need in these two groups is amply supplied by Chrysler "58"

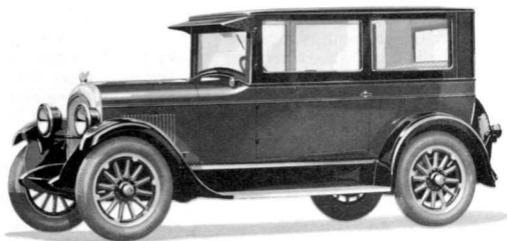
and Chrysler "70". There is a wide range of the finest of body types completely and luxuriously fitted with the most desirable appointments. Old standards of performance in the automobile world have been

replaced by Chrysler standards and fittings of the cars matched thoroughly with the mechanical features.





Chrysler "58" Club Coupe



Chrysler "58" Coach

S P E C I F I C A T I O N S

C H R Y S L E R "58"

ENGINE— $3\frac{5}{8}$ " bore by $4\frac{1}{2}$ " stroke. Four cylinder, L-head, cast en bloc, removable head. Developed H. P. 38.5. Designed and built by Chrysler.

AXLES—Front Axle, drop forged I-beam, self-aligning roller front wheel bearings, ball thrust bearings at steering knuckle heads. Steering knuckles chrome nickel steel. Built by Chrysler. Rear axle, semi-floating banjo type, spiral bevel ring gear and pinion of chrome nickel

steel. Drive shafts also of chrome nickel steel. Built by Chrysler.

TRANSMISSION—Selective sliding gear type, three speeds forward, one reverse. Built by Chrysler.

CLUTCH—Single dry plate, disc type. Compound leverage.

SPRINGS—Semi-elliptic springs 36" long in front and 53" long in rear.

C H R Y S L E R "70"

ENGINE— $3\frac{1}{8}$ " bore by $4\frac{3}{4}$ " stroke. Six cylinder, L-head, cast en bloc, removable head. Developed H. P. 68. Designed and built by Chrysler.

AXLES—Front, chrome molybdenum steel, tubular, with forged alloy spring seats and chrome nickel steel yokes. Adjustable tapered roller wheel bearings. Ball thrust bearings at steering knuckle head. Steering knuckles of chrome nickel steel. Built by Chrysler. Rear Axle, semi-floating banjo type, spiral bevel ring gear and pinion of chrome nickel

vanadium steel. Built by Chrysler. Drive shaft high alloy chrome nickel steel.

TRANSMISSION—Selective sliding gear type. Three speeds forward, one reverse. Built by Chrysler.

CLUTCH—Single dry plate, disc type. Compound leverage.

SPRINGS—Semi-elliptic chrome vanadium steel—35" long in front and $51\frac{5}{8}$ " long in rear.

C H R Y S L E R "80"

ENGINE— $3\frac{1}{2}$ " bore by 5" stroke. Six cylinder, L-head type, cast en bloc, removable head. Developed H. P. 92. Designed and built by Chrysler.

AXLES—Front, chrome molybdenum steel, tubular, with forged alloy spring seats and chrome nickel steel yokes. Adjustable tapered roller wheel bearings. Ball thrust bearings at steering knuckle head. Steering knuckle of chrome nickel steel. Built by Chrysler. Rear axle—semi-floating banjo type. Spiral bevel ring gear and pinion of chrome nickel

vanadium steel. Drive shaft high alloy chrome nickel steel.

TRANSMISSION—Selective sliding gear type, three speeds forward, one reverse. All gears chrome alloy steel. Built by Chrysler.

CLUTCH—Single dry plate disc type. Compound leverage.

SPRINGS—Chrome vanadium steel. Semi-elliptic. $41\frac{1}{2}$ " long in front, 58" long in rear. Mounted in rubber shock insulators at all spring brackets requiring no lubrication.

C H R Y S L E R S A L E S C O R P O R A T I O N
DETROIT, MICHIGAN