



Thrill

THE *Thrill* COMES AT THIRTY-FIVE

A MIRACULOUS IMPROVEMENT IN PERFORMANCE

POSSIBLE ONLY WITH THE FAMOUS

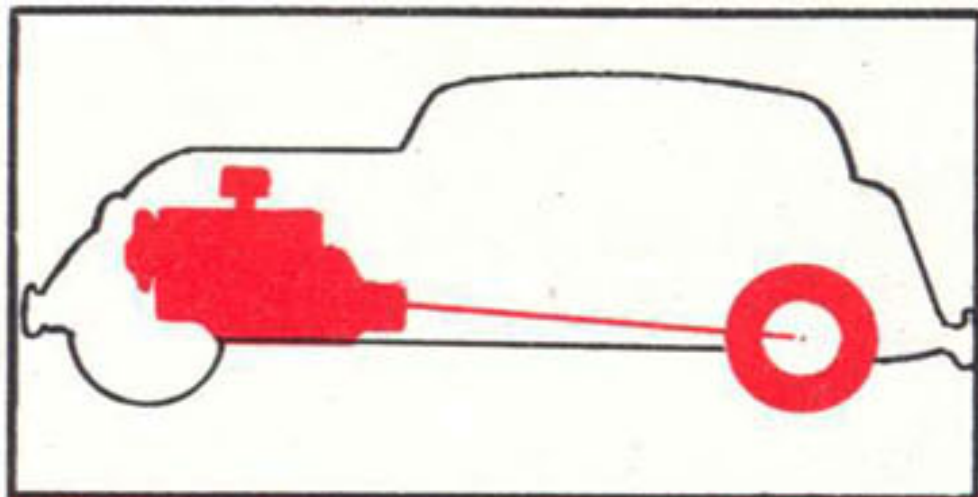
Chrysler

OVERDRIVE TRANSMISSION

Chrysler's time-tested Automatic Overdrive Transmission is revolutionary in the amazing improvement it brings to top speed performance; astounding in the economies it achieves!

It is almost uncanny in operation. At speeds above 35 miles an hour you merely lift your foot from the accelerator momentarily. Instantly the engine speed slows down one-third. The result is new smoothness—new quietness! The engine

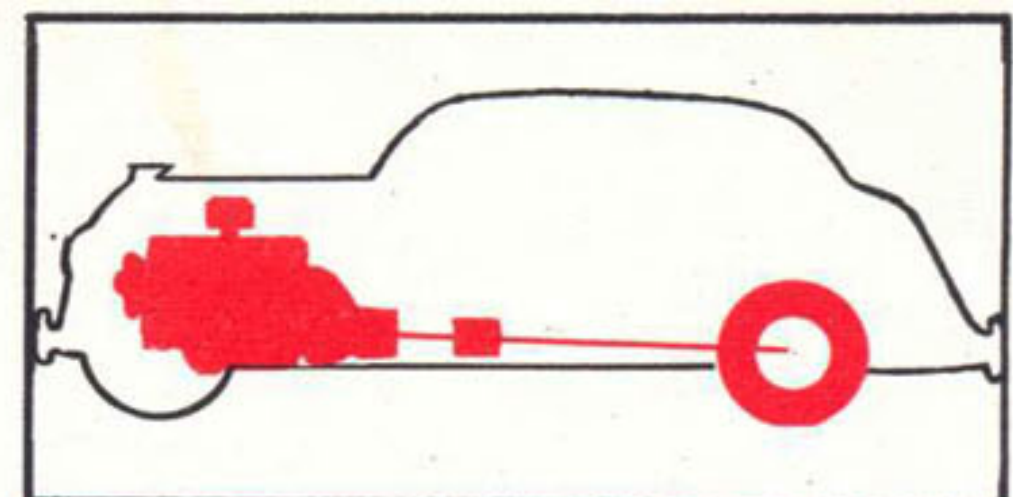
seems to loaf along, propelled by an invisible force. New economy, too! With one-third fewer engine revolutions, less gasoline is consumed, and less oil is used. And engine wear is reduced. Originally adopted only on the Chrysler Airflow, this great feature won instant popularity. That's why it is now available on *all* Chryslers. Before you buy any car, read the intriguing story of the famous Chrysler Automatic Overdrive Transmission.



In ordinary high gear, the drive from engine to rear wheels is through a normal rear axle gear reduction.

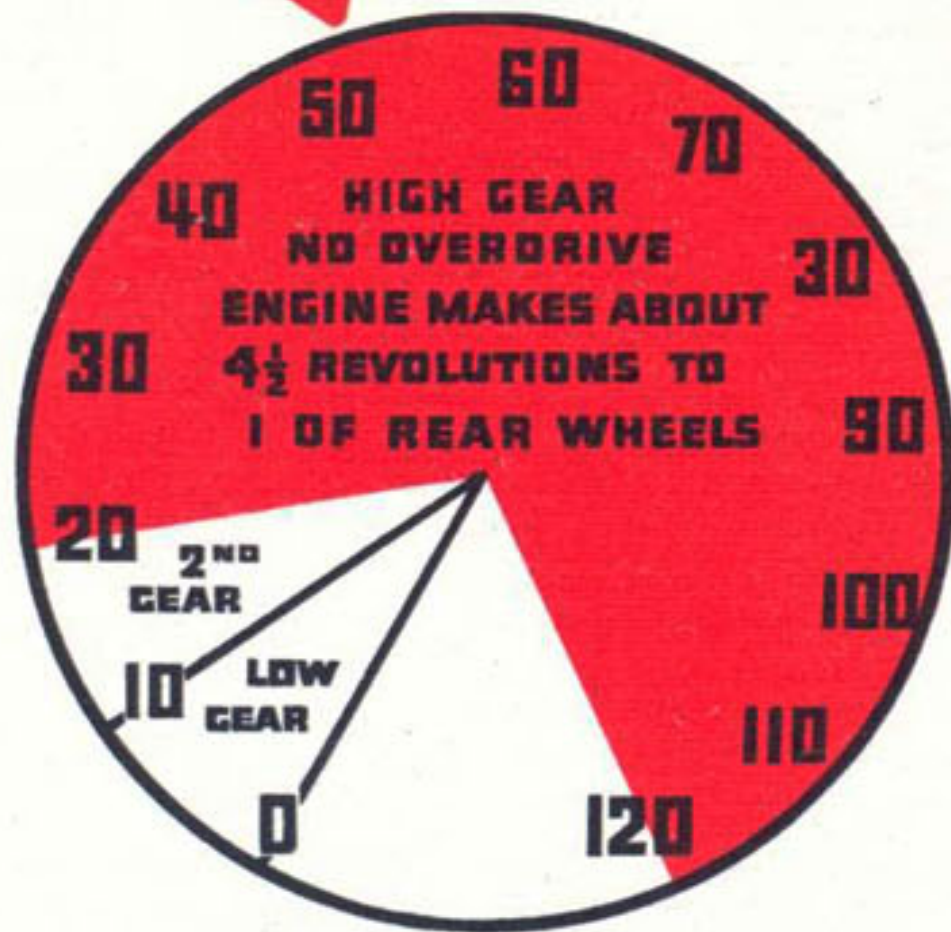
What is Overdrive?

To understand better the benefits resulting from Chrysler Automatic Overdrive, let's first see what it is, how it functions.



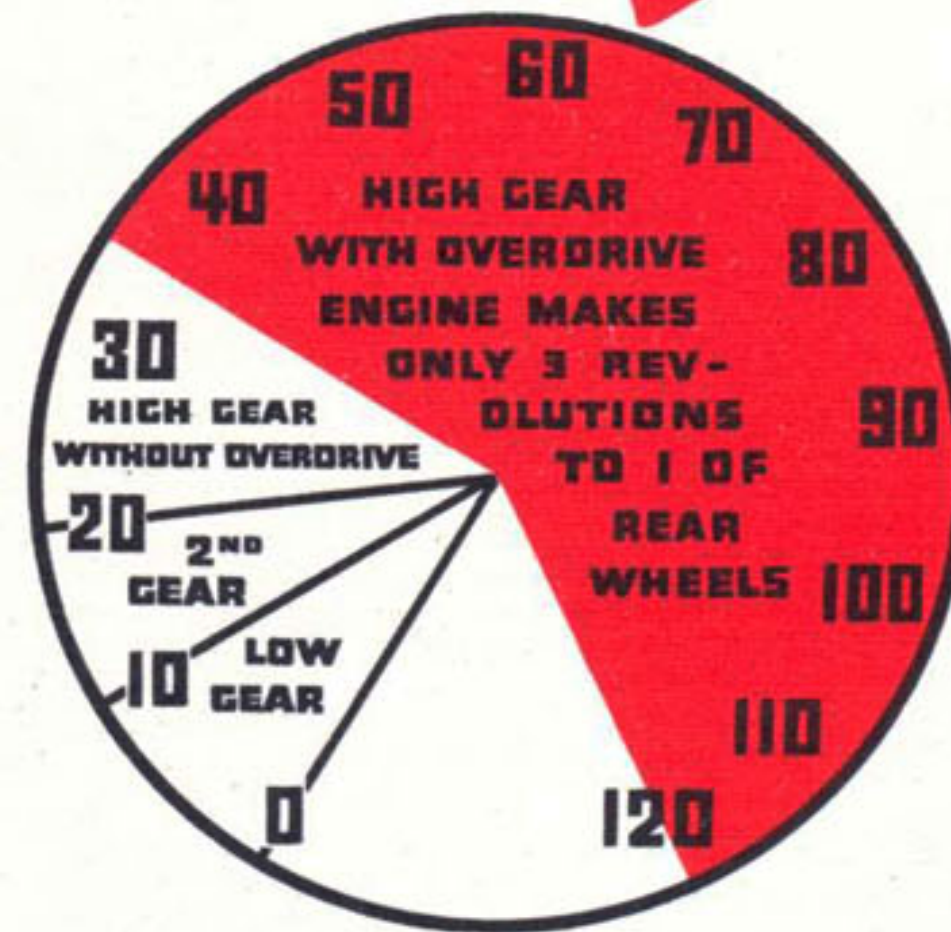
In Overdrive an additional set of gears between the transmission and the rear axle reduces engine speed one-third, without reducing car speed.

In most cars the one high gear ratio must cover the entire range of high gear driving. High gear in an ordinary car is an obvious compromise, covering as it does the entire range of speed above second gear operation.



In view of the wide variety of driving conditions encountered, it is obvious that *one* gear ratio cannot meet all of these conditions efficiently. A gear ratio that is high enough to provide satisfactory acceleration at low car speeds causes the engine to race too fast at high car speeds. This increases engine wear, as well as fuel and oil consumption.

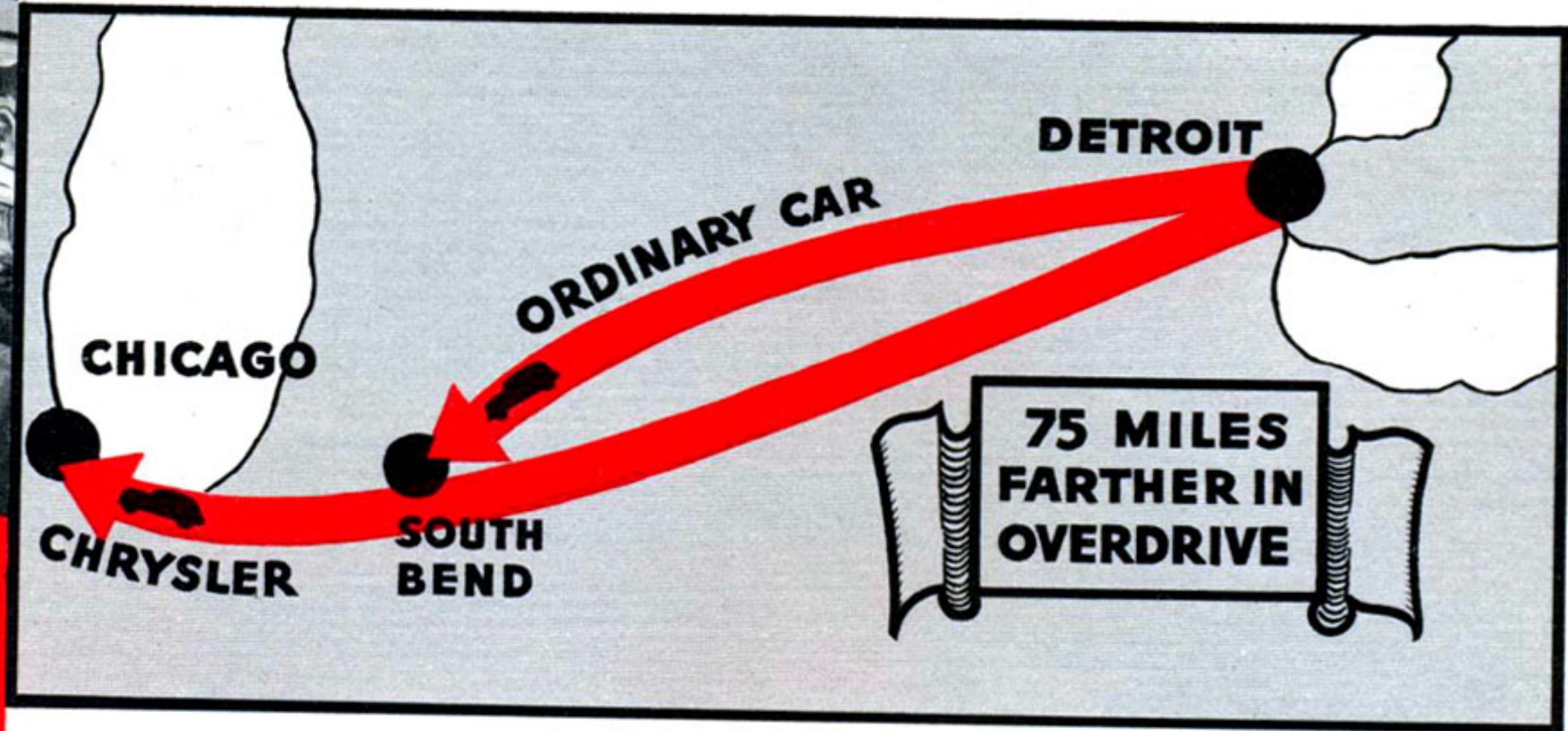
To meet this condition the Chrysler Automatic Overdrive Transmission provides *two* high speed gear ratios. A normal high gear ratio



With Overdrive there are *two* gear ratios to cover the same range of speed covered by only *one* gear ratio in a car without an overdrive transmission.

provides adequate performance at the lower speed ranges—in high gear up to 35 or 40 miles an hour. At speeds above approximately 35 miles an hour, momentarily lifting the foot from the accelerator brings the overdrive into use, instantly, silently. This new, lower gear ratio decreases the speed of the engine one-third without decreasing car speed. Furthermore, since the overdrive ratio takes care of high speed operation, a higher conventional third gear ratio than is usually provided can be used, giving better low speed performance.

At 35 Miles an Hour a Miracle Happens!



With the overdrive transmission control under the instrument panel pulled out, you drive in conventional gears at all car speeds. To have the overdrive transmission operate keep the control pushed in. Depress the clutch pedal when moving control in or out.



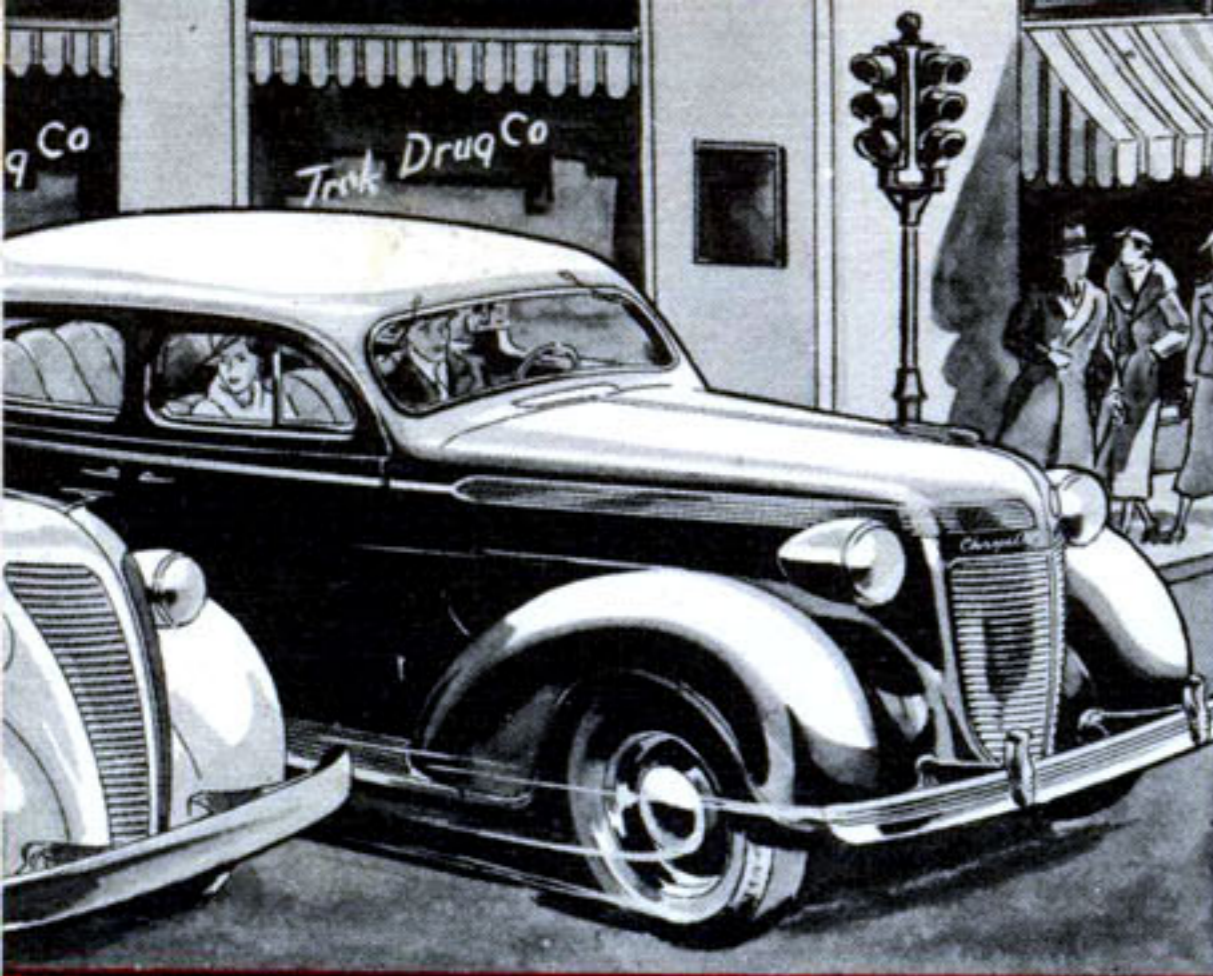
At or above 35 miles an hour, when the overdrive transmission is in operation, momentarily lift your foot from the accelerator pedal and the lower gear ratio goes into operation.

ALMOST miraculous are the benefits of Chrysler Automatic Overdrive. At all speeds above approximately 35 miles an hour—the Chrysler travels on one-third fewer engine revolutions than a car without Overdrive. Literally millions of engine revolutions are saved in each year's driving.

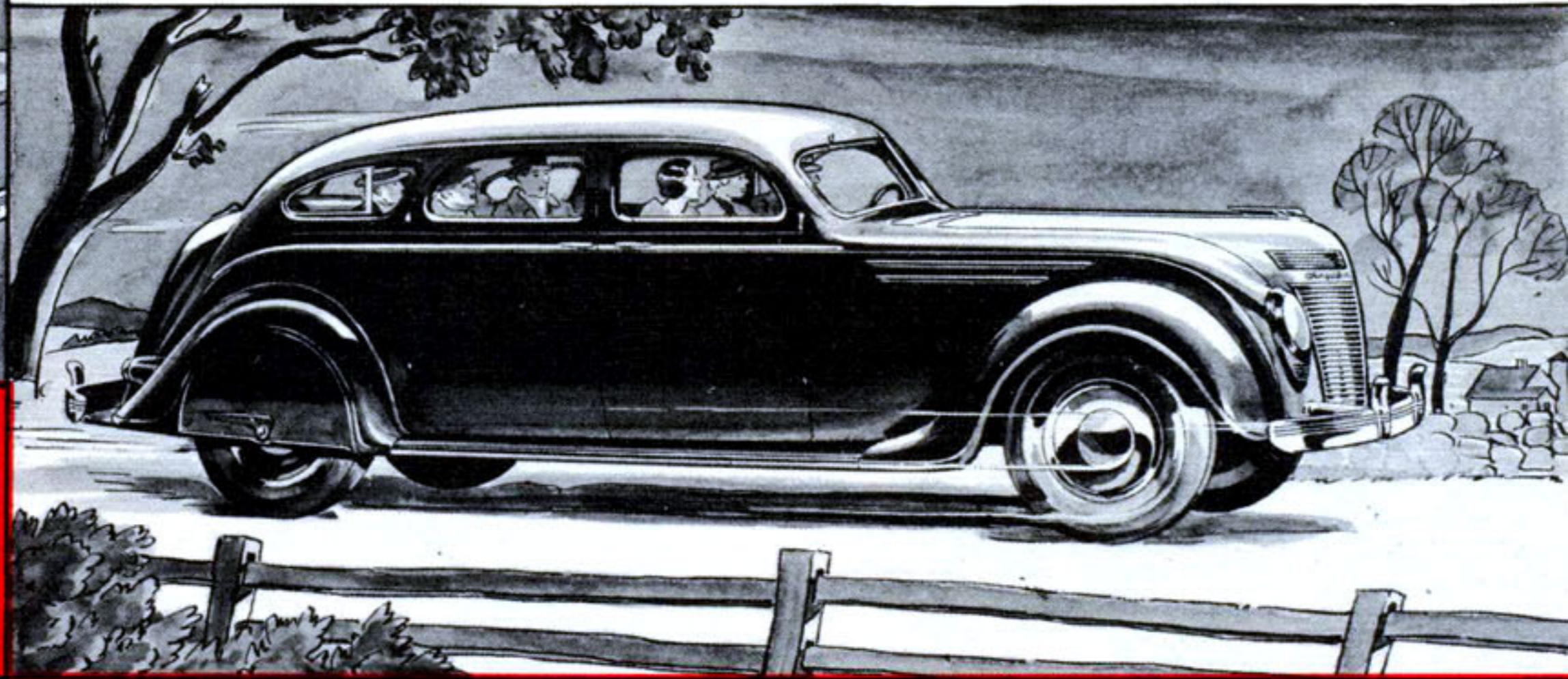
Translated into terms of road miles a Chrysler equipped with Overdrive would travel from Detroit to Chicago (approximately 275 miles) with the same number of engine revolutions which would propel an ordinary car only about as far as South Bend (approximately 200 miles).

Think of the savings in engine wear, in gasoline, in oil that Overdrive would provide over a period of one year's driving—literally hundreds of *free* miles! And, in addition, you get the superlative performance which only Overdrive can provide.

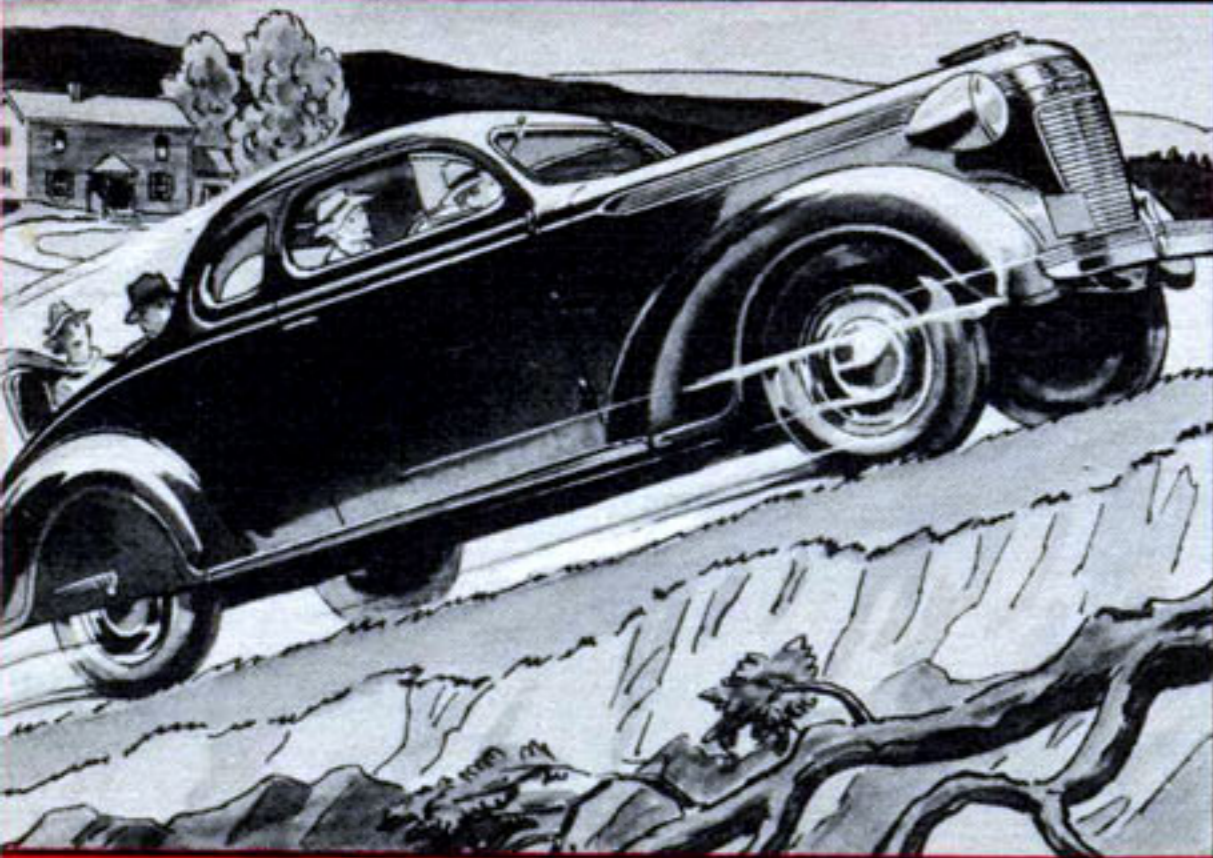
What Are the Results?



Acceleration such as you've never experienced—acceleration in high gear at lower driving speeds.



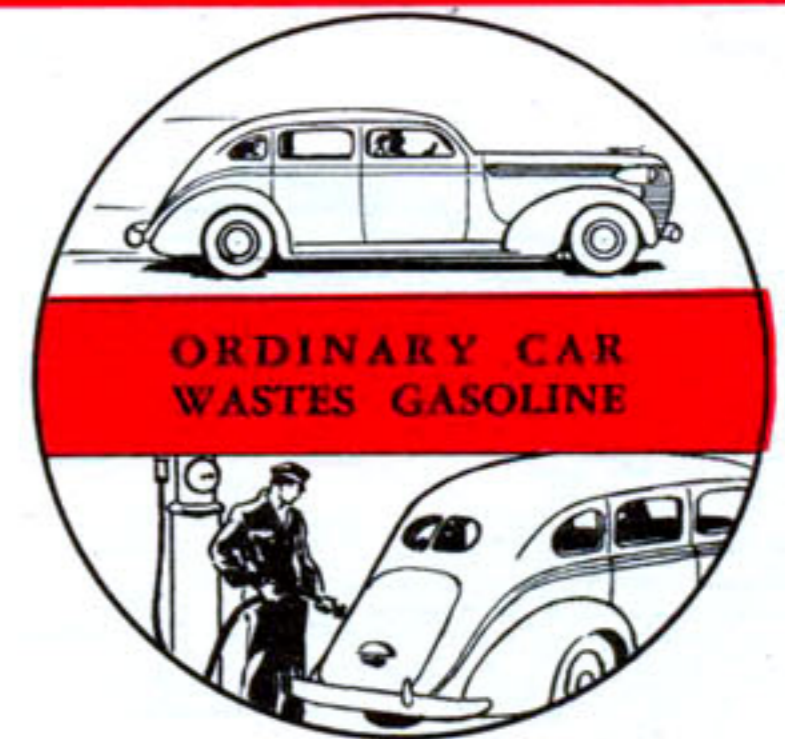
Chrysler has Low Engine Speed at High Car Speed



Power at low speeds that reduces gear shifting, increases flexibility and all-around performance.

ONCE you have experienced the vastly improved performance possible with automatic overdrive transmission, with accompanying reduced engine speed and savings in gas and oil, you wouldn't want a car without this great feature.

Thousands of owners of Automatic Overdrive-equipped Chrysler cars today are experiencing an entirely new degree of motor car enjoyment. And they are cutting operating costs.



ORDINARY CAR
WASTES GASOLINE

With Chrysler's Automatic Overdrive one mile in every five is Free.

Flashing Performance Under ALL Conditions!



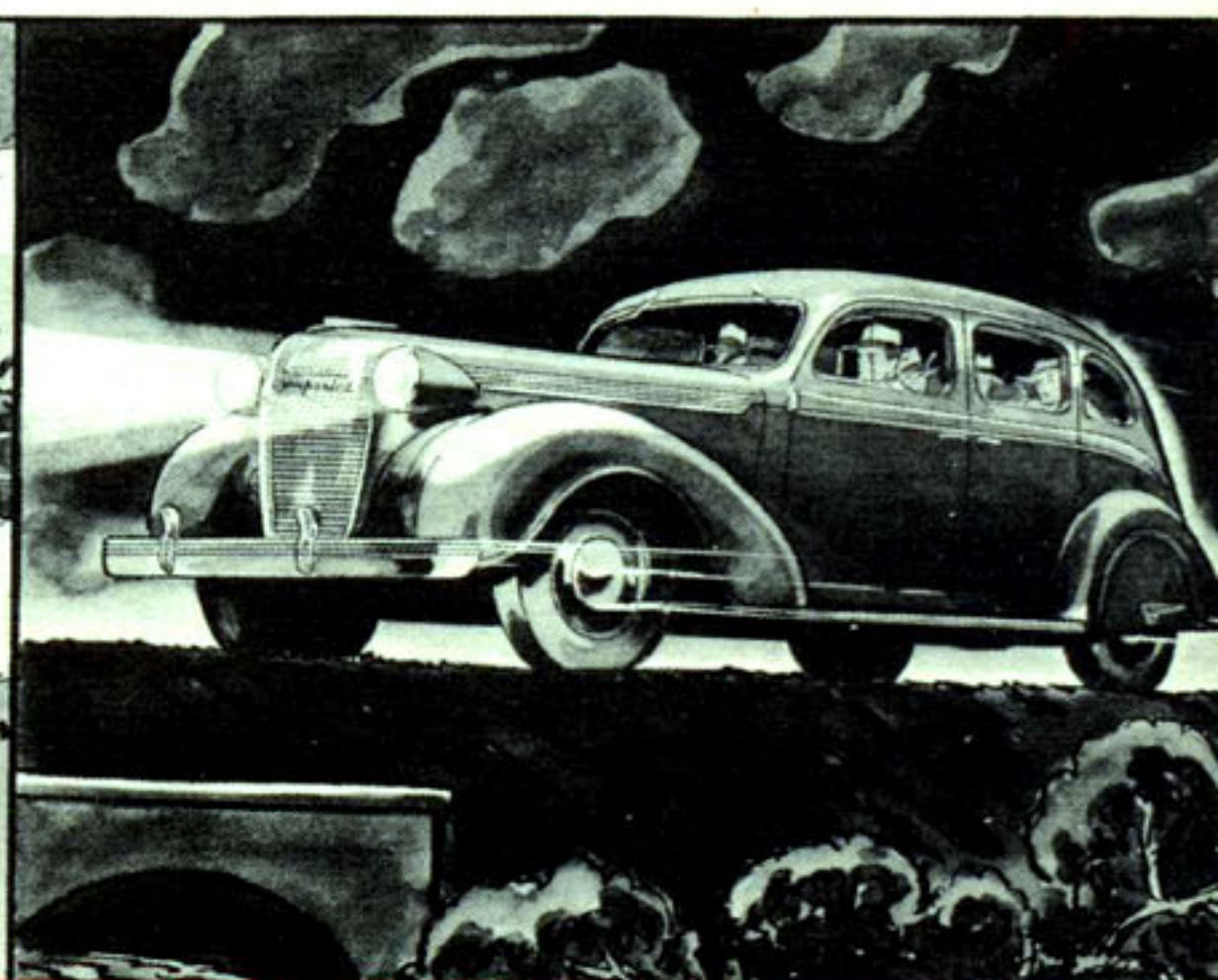
IN TRAFFIC

You'll thrill to the lightning fast acceleration as you thread your way through traffic.



ON HILLS

You'll marvel at the reserve of power as your Chrysler purrs smoothly, easily, up steep hills.



ON THE STRAIGHTAWAY

New smoothness, new quietness makes you look eagerly for the open road.

JUST picture for yourself your first ride in a Chrysler with the Automatic Overdrive Transmission. No complicated operations—just drive as you would any ordinary car.

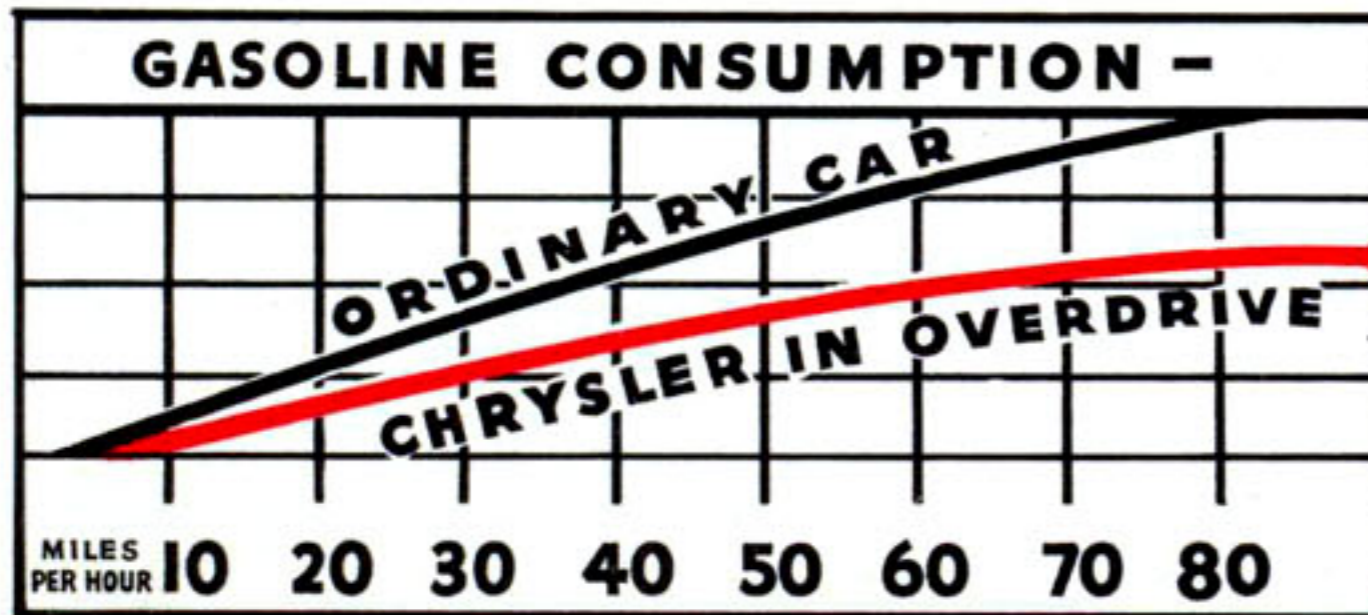
Lightning-fast acceleration as you streak your way through traffic! Surging power that laughs at hills and hard pulling!

Then a stretch of open road beckons and you pick up speed. 35 . . . 40 . . . momentarily you lift your foot from the accelerator, then put it

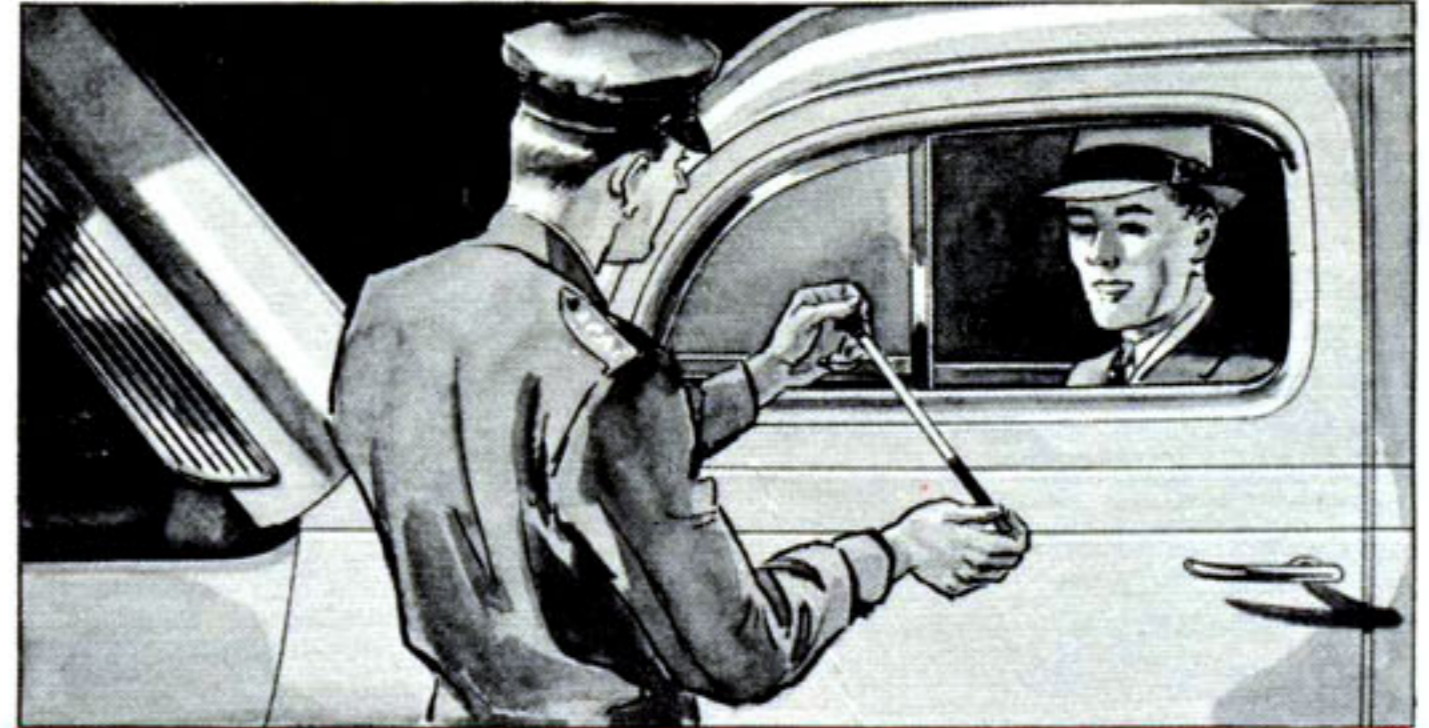
down again. But now the engine seems incomparably smoother, quieter. You feel a new reserve of power as you glide smoothly, effortlessly along. And your enjoyment of the wonders of Overdrive Transmission is multiplied as you realize that you are actually saving money while experiencing this new motoring thrill. With the thousands of owners of Chrysler cars with an Automatic Overdrive Transmission, you acclaim the genius of Chrysler engineers who made this improved ride and performance possible.

How to Get the Most Out Of Overdrive

Probably even more important than the superb performance resulting from the Automatic Overdrive Transmission are the amazing savings it achieves. You'll not only get more pleasure, more enjoyment out of driving a Chrysler with an Automatic Overdrive Transmission, but you'll save money while doing it! *You'll save in gas, save in oil, save in less wear and tear on the engine . . .* You'll be happier and money ahead with a Chrysler.



The chart above shows how rapidly gasoline consumption increases as speed rises with ordinary high gear ratio. Notice the much more gradual curve with the Chrysler Automatic Overdrive Transmission in use.



Oil consumption, usually so high at a touring speed, is greatly reduced by Chrysler's Automatic Overdrive.



You'll be agreeably surprised at the way Overdrive cuts gasoline costs . . . reduced engine revolutions is the reason.

It Saves Gasoline and Oil...Reduces Wear!

HERE'S THE REASON:



Direct drive gear ratio	Chrysler Royal* 4.3 to 1**	Typical Ordinary Car 4.5 to 1
Overdrive Gear Ratio	3.1 to 1	No overdrive
Engine Revolutions 1 mile in direct drive	3100	3220
Engine Revolutions 1 mile in overdrive	2220	No overdrive

*Chrysler Imperial and Airflow figures vary due to different gear ratios and tire sizes.
**4.1 to 1 when the car is not equipped with an overdrive.

THE above chart illustrates at a glance the savings made possible by Chrysler Automatic Overdrive Transmission. While an ordinary car with a 4.5 to 1 gear ratio requires 3220 engine revolutions to travel one mile, Chrysler with Overdrive requires only 2220. That means that the Chrysler engine is doing almost a third less work per mile than the engine in an ordinary car. Engine wear of course is greatly reduced. Pistons aren't traveling up and down in the cylinders as many times, the crankshaft isn't turning as fast, valves don't open and close as rapidly, and other parts operate at slower speed. With fewer engine revolutions per mile, the combustion

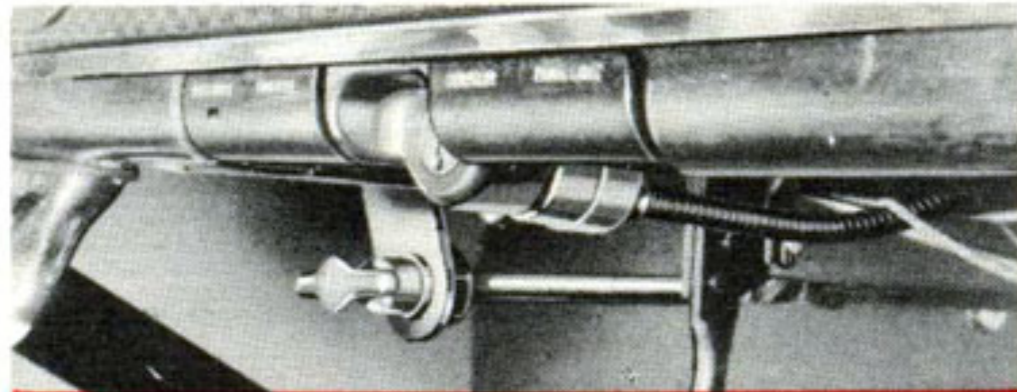
chamber doesn't have to be filled with gas so often. The result is increased gasoline economy. Reports indicate that Automatic Overdrive accomplishes as much as a 20 per cent reduction in gasoline costs, a considerable dollar and cents saving over a year's driving.

Since the engine isn't turning over as fast there is less friction within the engine, and the high oil consumption usually associated with fast driving is reduced about one-half.

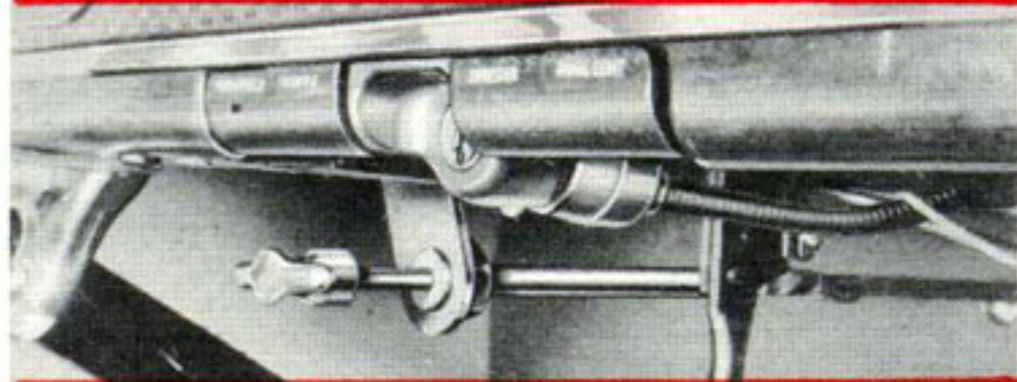
Thus Chrysler Automatic Overdrive Transmission saves money on every count, on gas, on oil, engine wear. It's a real high speed economy feature, as well as adding a new degree of smoothness and performing ability.

How the Overdrive Transmission Saves You Money

*Amazing Smoothness
and Quiet Performance*



Normally you can keep the Automatic Overdrive control button locked in—all the time!



Only when driving through mountainous country, where a high gear ratio is desired, is it necessary to pull out your overdrive transmission control.

ONE of the surprising features of Overdrive is that it is completely automatic—once the control button is locked in there are no more operations. Momentarily releasing the accelerator automatically brings it into operation.

The standard gear ratios provide complete coverage of the speed range up to 35 miles an hour. At speeds above 35 miles an hour the Overdrive comes into operation or, if desired, conventional high gear can be maintained. If exceptional acceleration or unusual hill climbing ability is required while in overdrive, the driver can shift to second. Thus at speeds above 35 miles an hour the driver really has *three* high gear ratios from which to choose.

Thus to the increased economy and better performance brought about by Overdrive is a new degree of flexibility. Make sure your next car is a Chrysler and get all the benefits of the Automatic Overdrive Transmission.