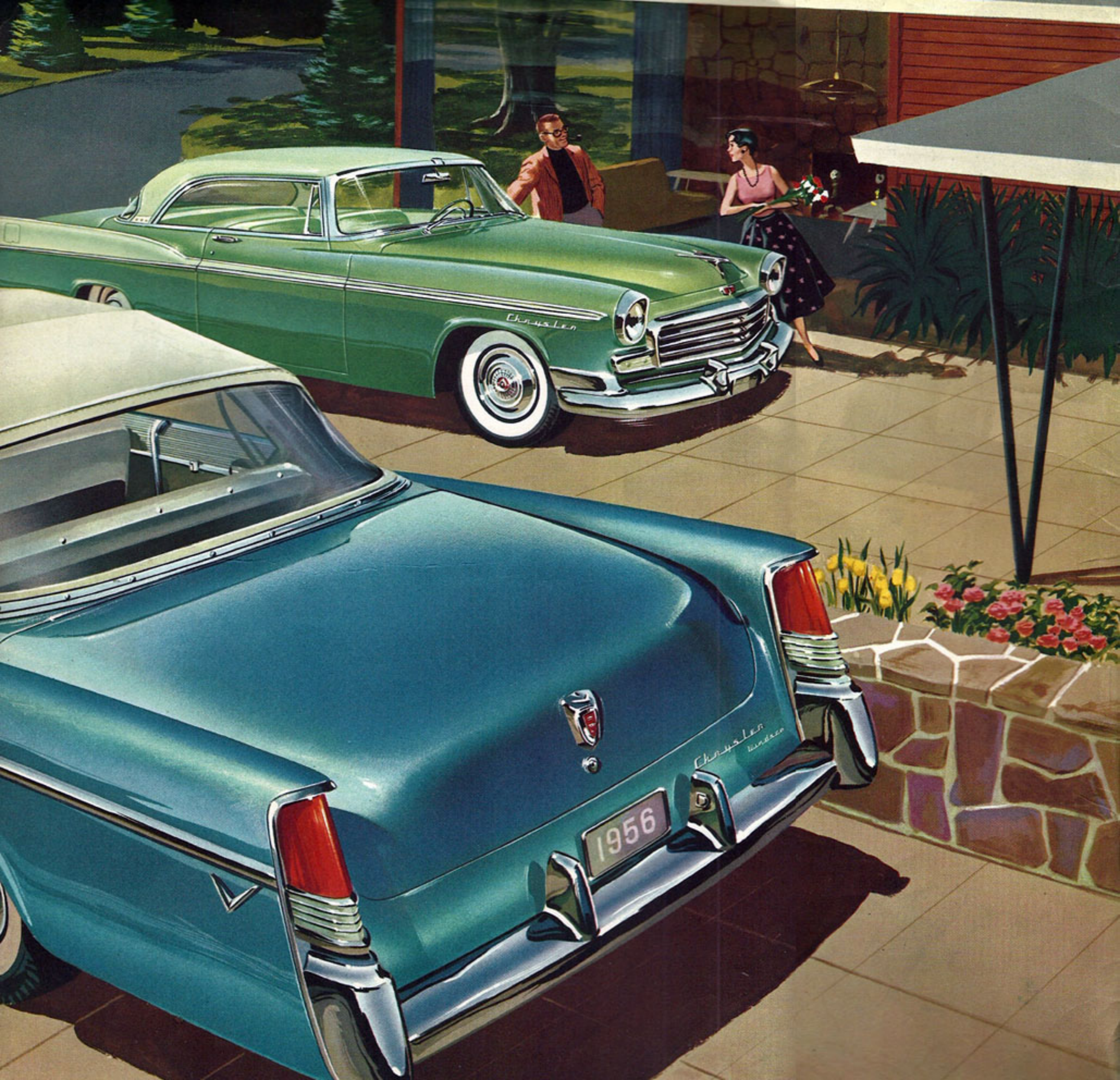


The PowerStyle
CHRYSLER WINDSOR V-8



THE CHRYSLER WINDSOR V-8

AMERICA'S MOST SMARTLY DIFFERENT CAR FOR 1956

One look at the illustration of the new PowerStyle Chrysler on the opposite page will tell you that Chrysler Designers and Stylists have created a new concept of motor car design — a new trend in styling for cars of the future.

Every part of the car is designed to complement every other part — to make a car of perfect balance and symmetry — with power and motion expressed in every line.

The gracefully sloping rear deck with the long, high-swept rear fenders; the distinctive Twin-Tower Taillights of radical new design; and the wide, curved Clearbac rear window are all combined in a unified design of beautiful lines and contours — delightfully different from all other cars.

The hood and front fenders are perfectly proportioned and slope forward in graceful lines that give the car the look of motion, fleetness, and power.

It's PowerStyle Design! It's New, Different, Distinctive! And it is a *Chrysler exclusive* for 1956!

Beauty and smartness — a handsome *new style* in motor car design — are not the only features which make the Chrysler Windsor *the outstanding car* in the medium priced field. There are many Chrysler engineering and design features which give it greater individuality and distinction, and make it such a marvelous car to own and drive.

The Chrysler Spitfire V-8 Engine, with 225 horsepower is one of the finest engines ever designed for a motor car. It is the rare combination of superb performance, outstand-

ing economy, and the utmost dependability and safety.

The new PowerSmooth Brakes are the finest — the safest, smoothest braking system you will find on any car today.

The PowerFlite fully automatic transmission operates by merely *pushing a button* — another Chrysler engineering first on present day transmissions for easier, safer driving.

The new Chrysler PowerPilot Steering is the only *full time* power steering mechanism in its price class — another safety feature.

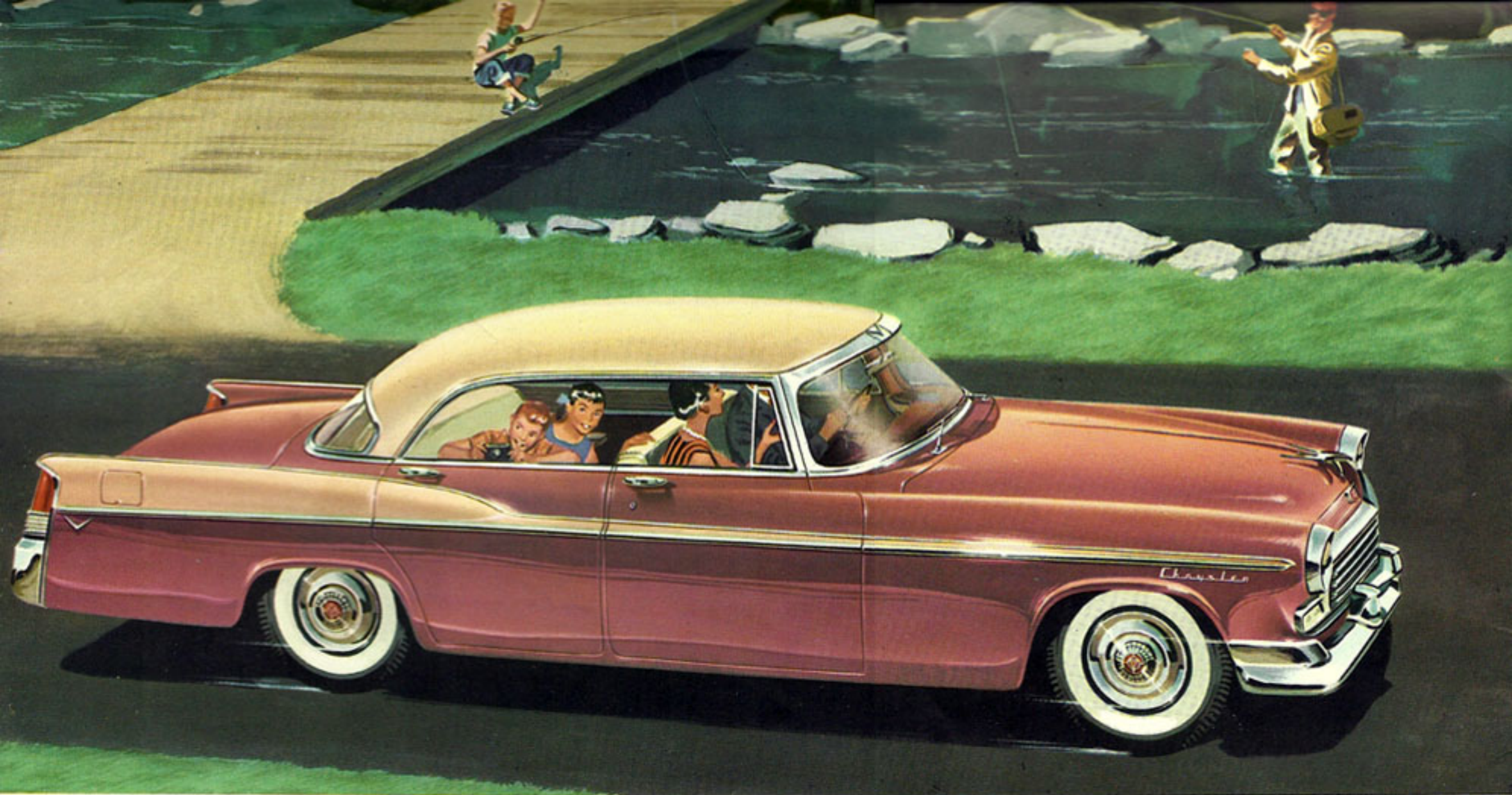
The PowerStyle Ride — with Chrysler Oriflow Shock Absorbers and with the long 126-inch wheelbase, is the softest and smoothest ride you could imagine.

Many of the other engineering and design features are illustrated and described on the following pages. But, it is impossible to include everything that is good and desirable on the Windsor in this catalog. And the only way you can possibly get a true appreciation of what the Windsor offers you is to carefully and thoroughly *inspect* the Windsor — and then, *drive it yourself* — put it through its paces — and compare it with every other car in its price class — and with the higher priced cars, too, for that matter.

We will be delighted to have you do this at your convenience because we would be most happy to have YOU as a Chrysler Windsor owner — and, once you drive a Chrysler and Learn the Difference, we believe you will agree that the big, beautiful Chrysler Windsor is the car for you.

ANOTHER POWERSTYLE FEATURE

A wide selection of gorgeous new colors, both in single and two-tones, are available for your selection. And, in addition, you have your choice of two color schemes in the large variety of two-tone paint combinations. On page 3 is illustrated the standard two-tone combination with the top in one color and the body in another color. On page 13 is illustrated the Sedan with the special Contour Moulding, which extends from the front of the car along the body line and on the top of the rear fender. The Special Two-Tone Paint Combination (at slight extra cost) has the top and saddle in one color and the rest of the body in the second color. The Special Two-Tone is available on the Sedan; the two Newport Hardtops; and Convertible.



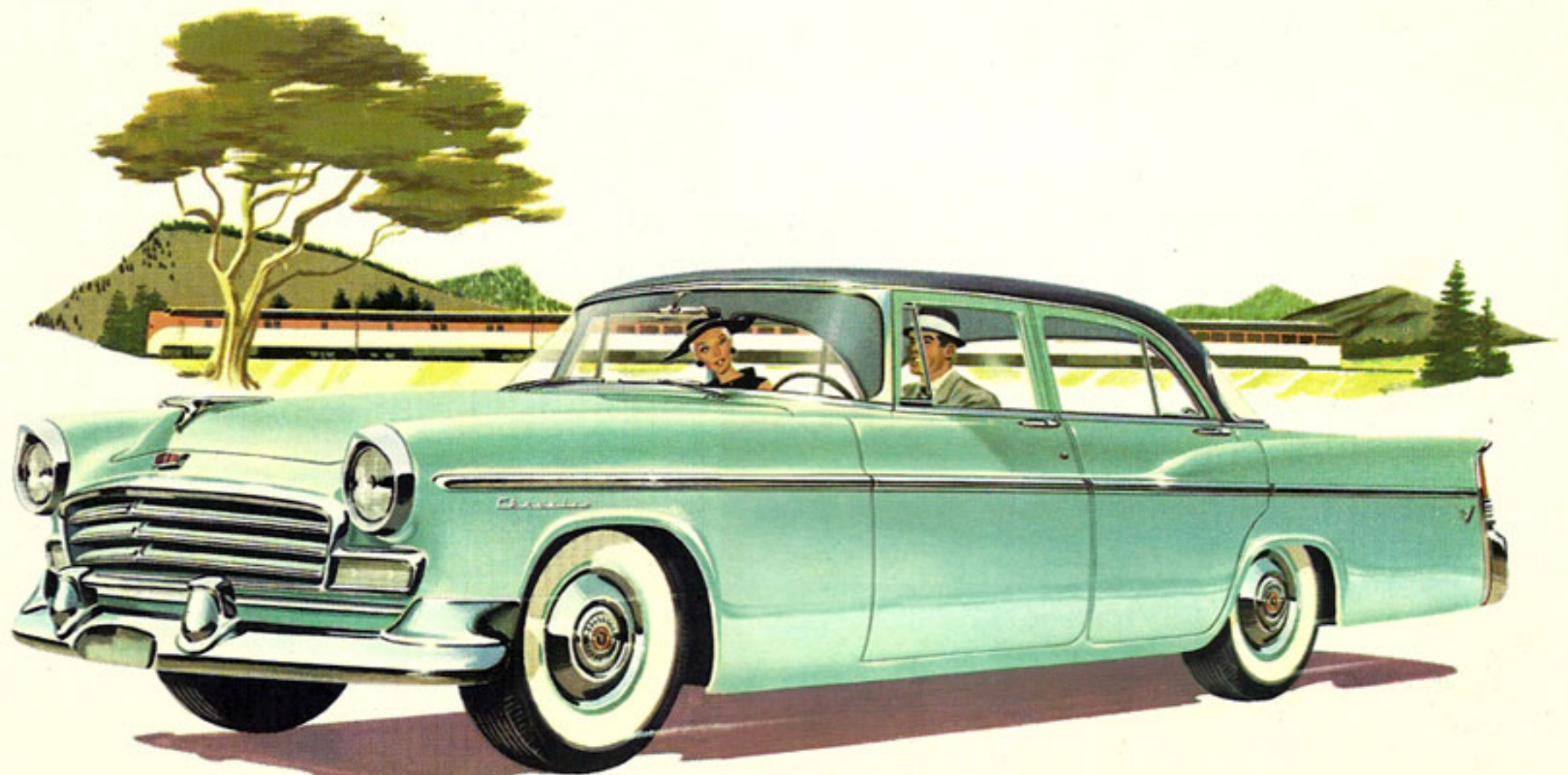
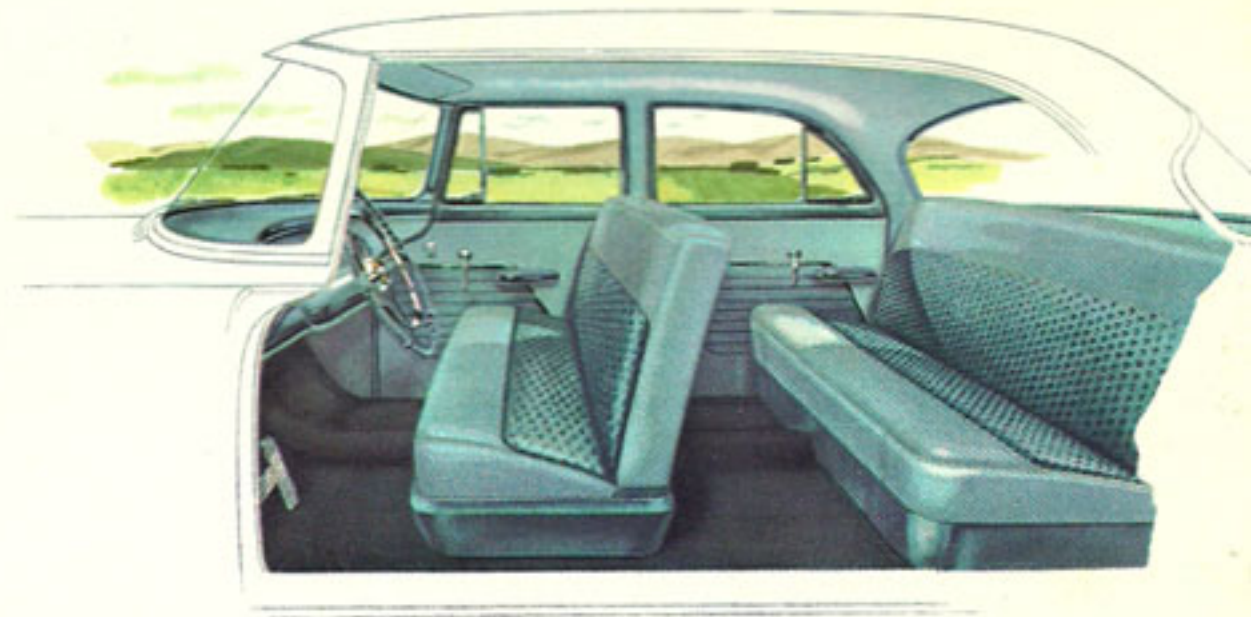
THE FOUR DOOR NEWPORT HARDTOP

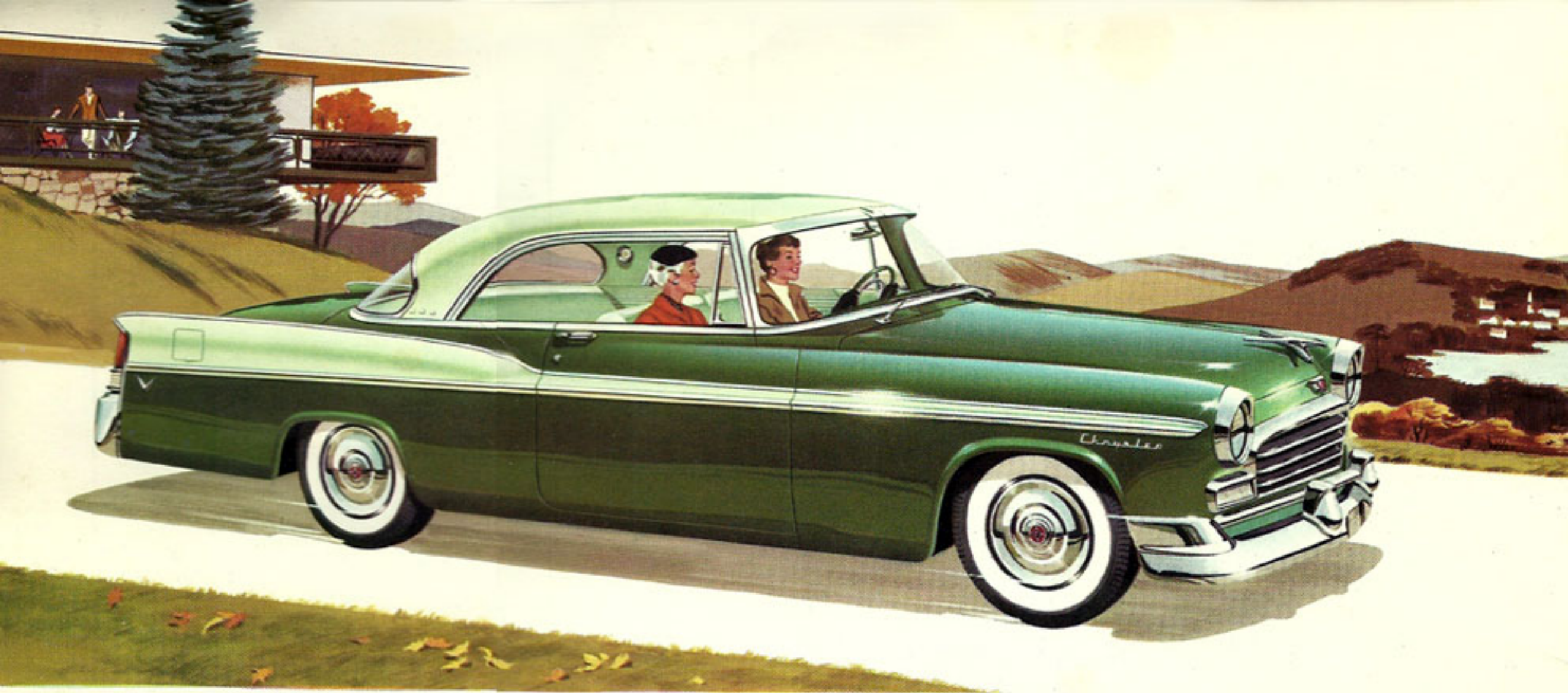


A stunning new Chrysler body style that combines the smartness and open air freedom of the Convertible with the spaciousness of the four door sedan. Both front and rear doors are full width and there is plenty of legroom and headroom in both front and rear compartments. The rear quarter window folds forward into the door just inside the lowered door window. Smartly designed interiors are color-keyed to harmonize with the exterior.

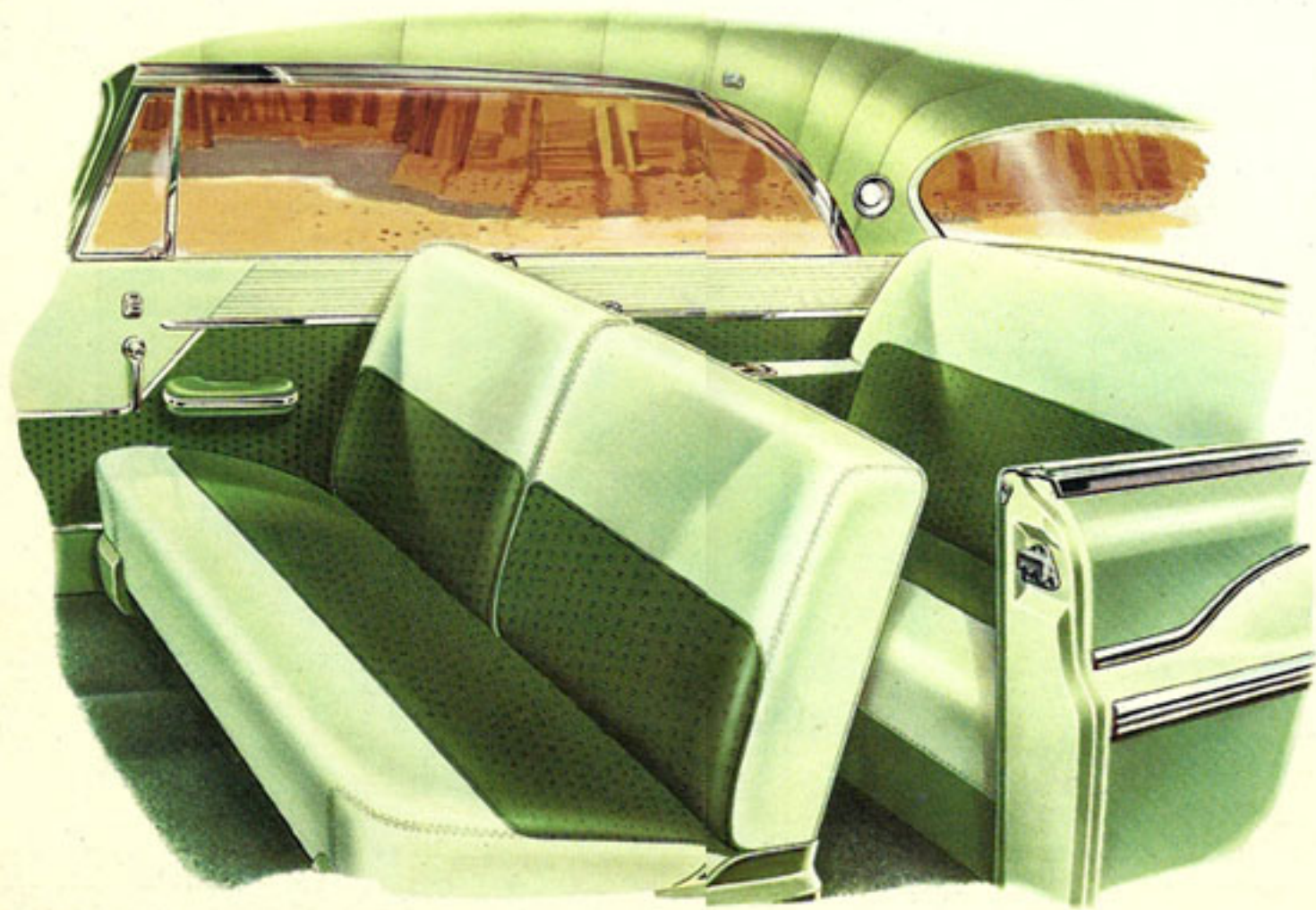
THE SIX PASSENGER SEDAN

The Windsor is a *big* car — a truly *luxury* car that gives you the spaciousness, the comfort, the prestige and pride of possession of the higher priced cars. It has 126-inch wheelbase, and an over-all length of 18½ feet. And yet, it has the easy maneuverability and handling of the smaller cars. Shown below is the Six Passenger Sedan in the beautiful standard two-tone combination of Mediterranean Blue upper and Glacier Blue lower.





THE TWO DOOR NEWPORT HARDTOP

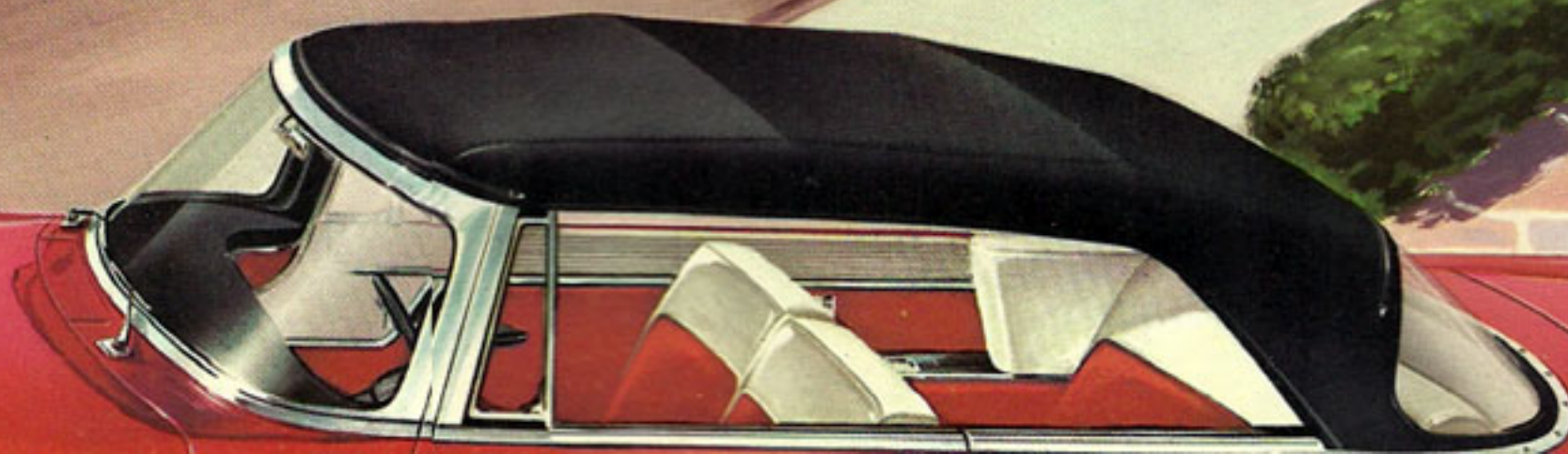
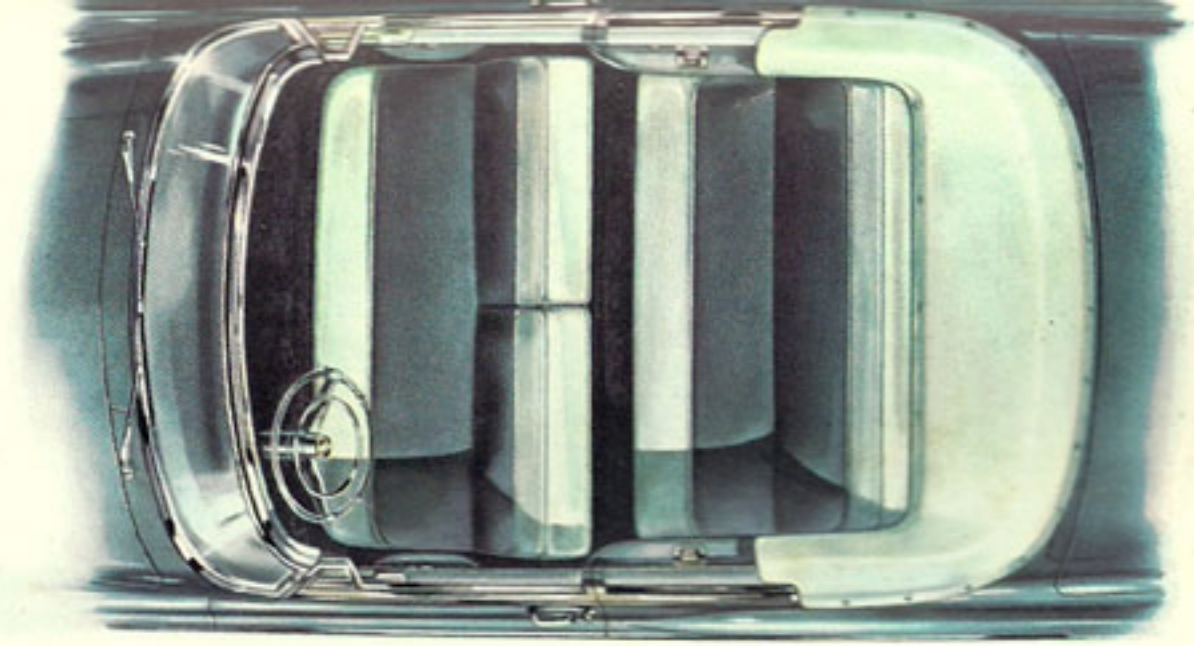


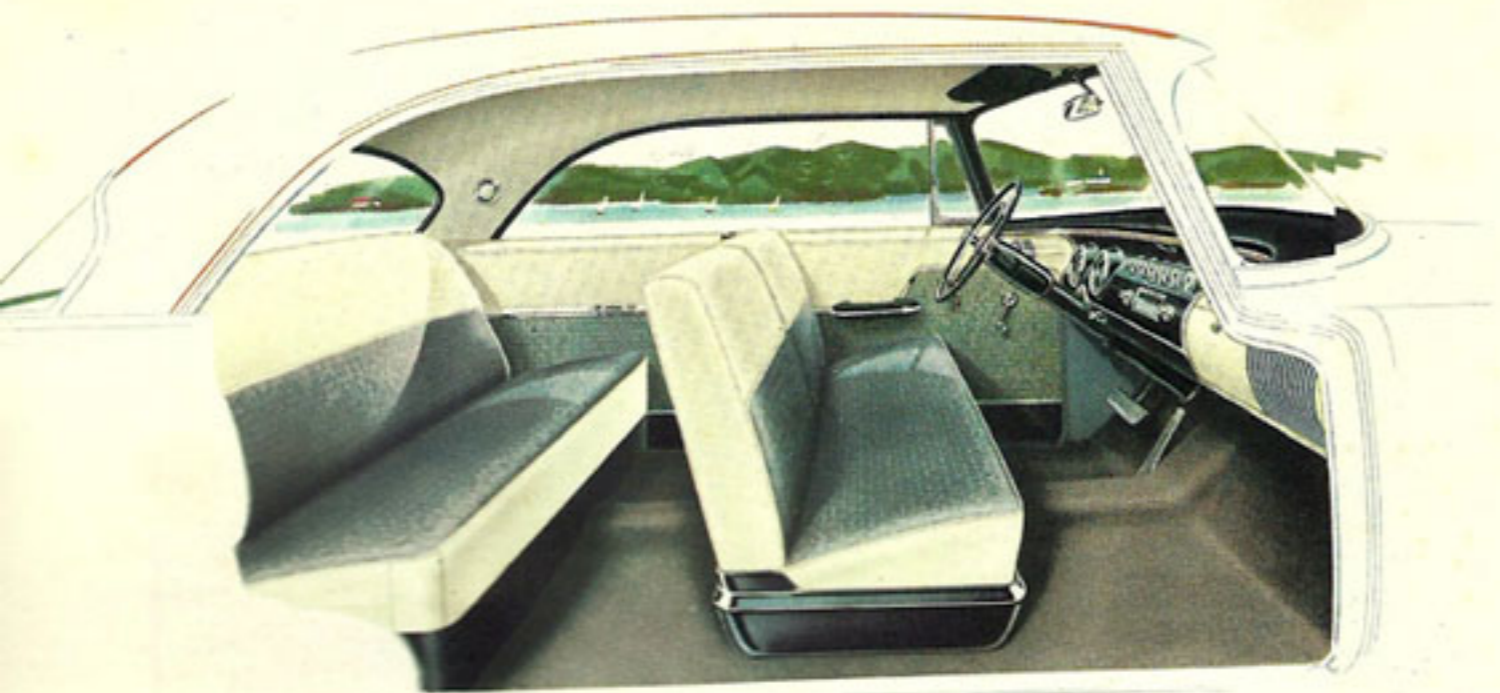
Chrysler introduced the Hardtop shortly after the War and the popularity of this body style is evidenced by the fact that three smart, new Hardtops are available on the Windsor. On page two is the new Four Door Newport Hardtop; on page six the Nassau Two Door Hardtop; and above is the Windsor Two Door Newport. On the left is the luxurious Newport interior, skillfully fashioned in dark green Embroidered Jacquard with light green Petit Point bolsters.

THE CONVERTIBLE COUPE

A smart car — beautifully proportioned — perfectly balanced — power-styled in every graceful line. And, just about the sweetest performing car that ever came down the road. The top is electrically operated — up and down in a matter of seconds. The windows lower

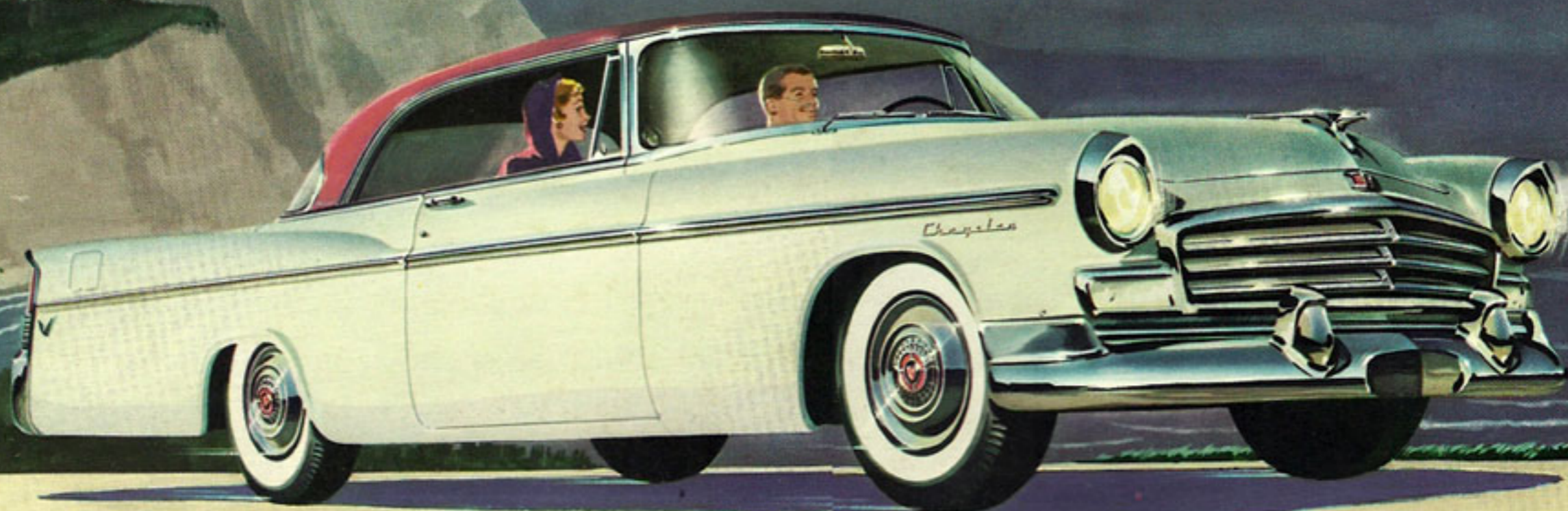
into the body — electrically operated, if you prefer. And the top has a full wrap-around rear window of clear plastic that can quickly be unfastened and lowered into the hangar in the spacious rear deck. The Convertible shown below has the special two-tone paint combination.

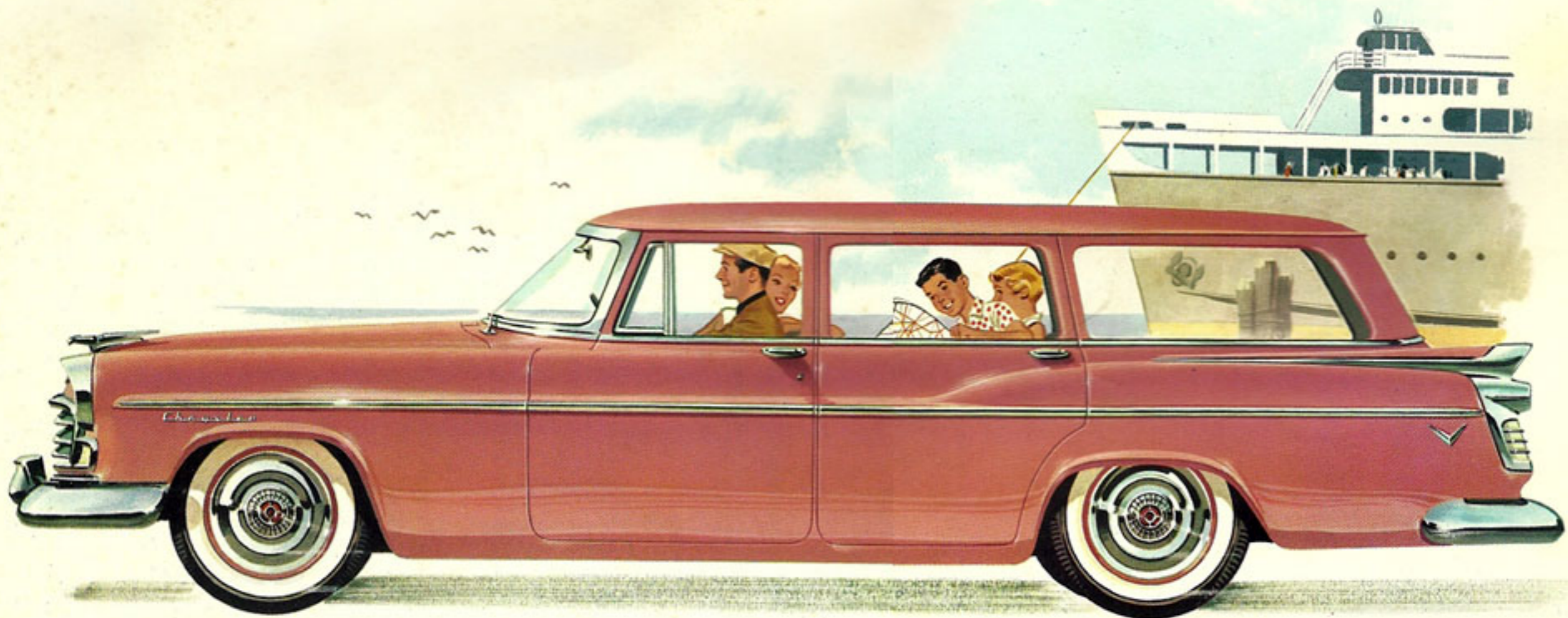




THE TWO DOOR NASSAU HARDTOP

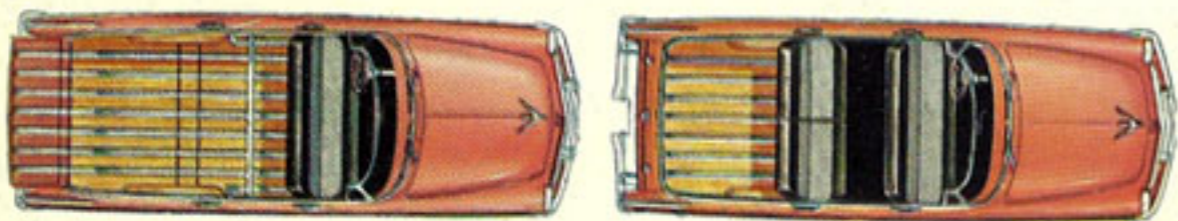
225 horsepower — a long 126-inch wheelbase — new grille and front end — the high-swept, long rear fenders — the full vision SuperScenic Windshield and wrap-around rear window — the distinctive Twin-Tower Taillights — the long, wide, gracefully sloping rear deck, with plenty of luggage space — all combine to make the Nassau Hardtop the wise choice of those who want big car comfort and fine car smartness, luxury, and performance at a price well within the budget.





THE TOWN AND COUNTRY WAGON

Here is the perfect combination of ultra-smart station wagon design with the utmost utility. Its all-steel body provides the security the thoughtful owner demands. And, the ingenious design of its interior and its richly tailored upholstery and appointments make it equally "at home" on the avenue, in the suburbs, in the north woods, or on the farm. The illustrations below show the seating arrangement and the large carrying capacity. Available is a removable Kiddie Seat, designed especially for the children.



Either, or both halves of the divided rear seat can be folded forward to make a storage space 116 inches long (with tailgate down), 47 inches wide, and 35 inches high.



CHRYSLER'S NEW POWERSTYLE TREND-SETTING DESIGN

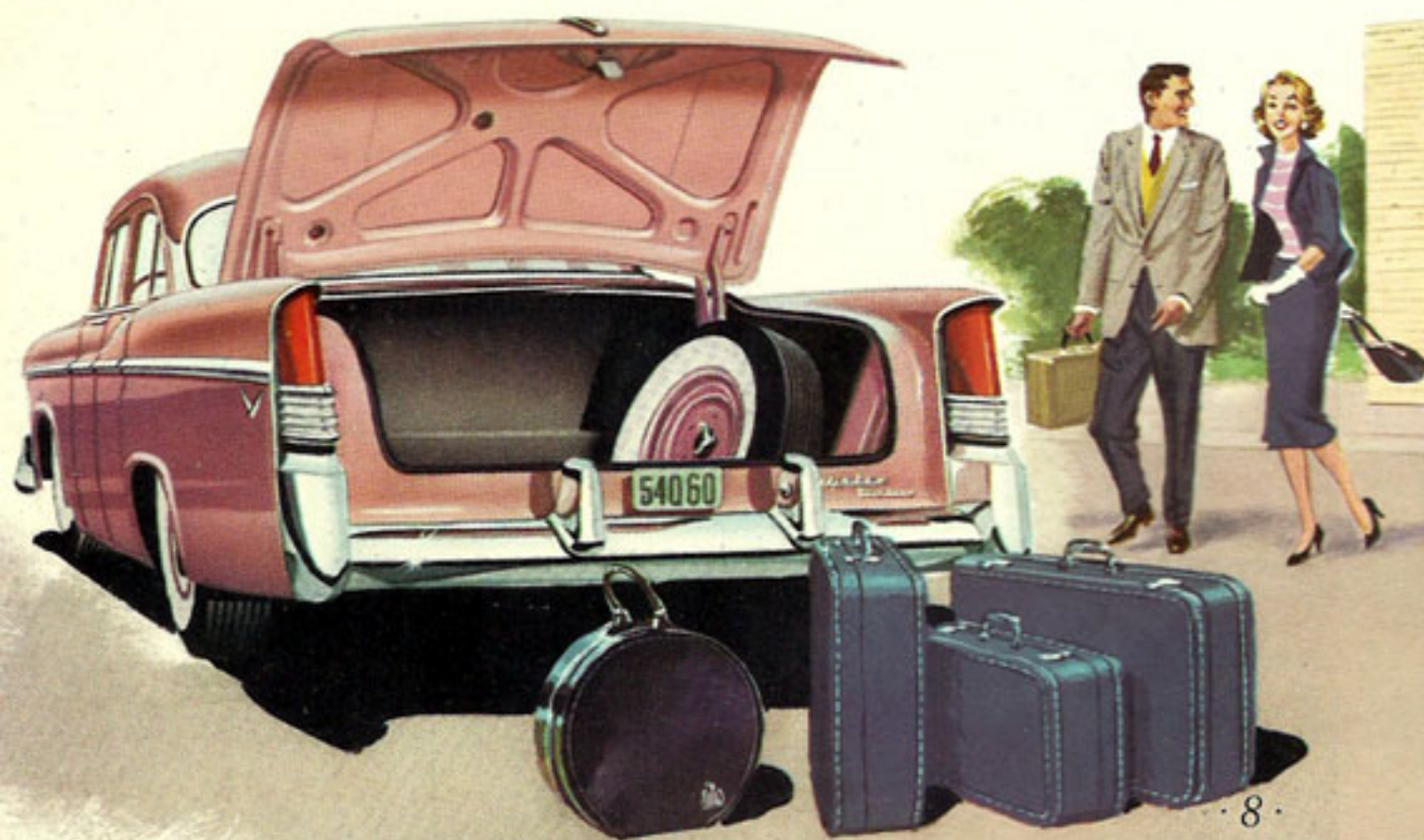
PowerStyle is the Forward Look for '56 — the new, smart design that is destined to set a new style trend that will influence the fashion in motor car design, in the near future, and in years to come.

Last year, Chrysler designers and stylists broke with precedent. And, while some of the other cars became stubbier and boxier than ever, Chrysler designers put motion, and grace, and symmetry into the design of the cars with the Forward Look.

For 1956, Chrysler stylists have taken another forward step in creating a design that has the look and the feel of motion, of fleetness, of power in every line, in every *part* of the car — each and every one of which complements and augments the beauty and smartness of every other part to make a unified, integrated design of dynamic symmetry, beauty, and style.

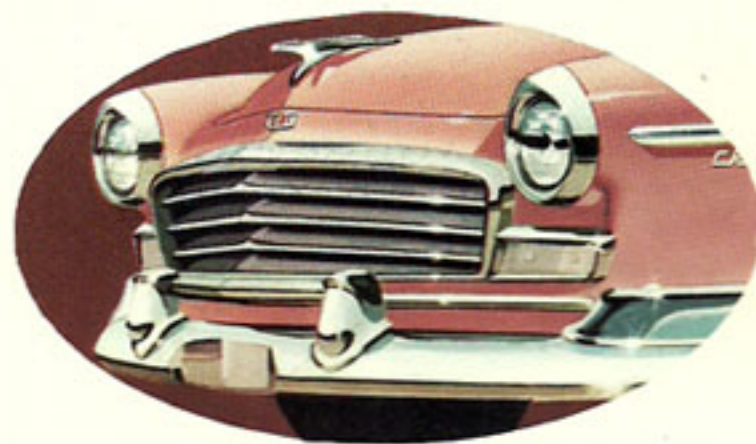


The massive, high-sweep rear fenders flow in graceful lines from the distinctive Twin-Tower Taillights into the body lines, that race forward and downward toward the front of the car, which give the effect of forward motion even when the car is parked in the drive. The smartest, most distinctive, most beautiful fender design you will see on any car.

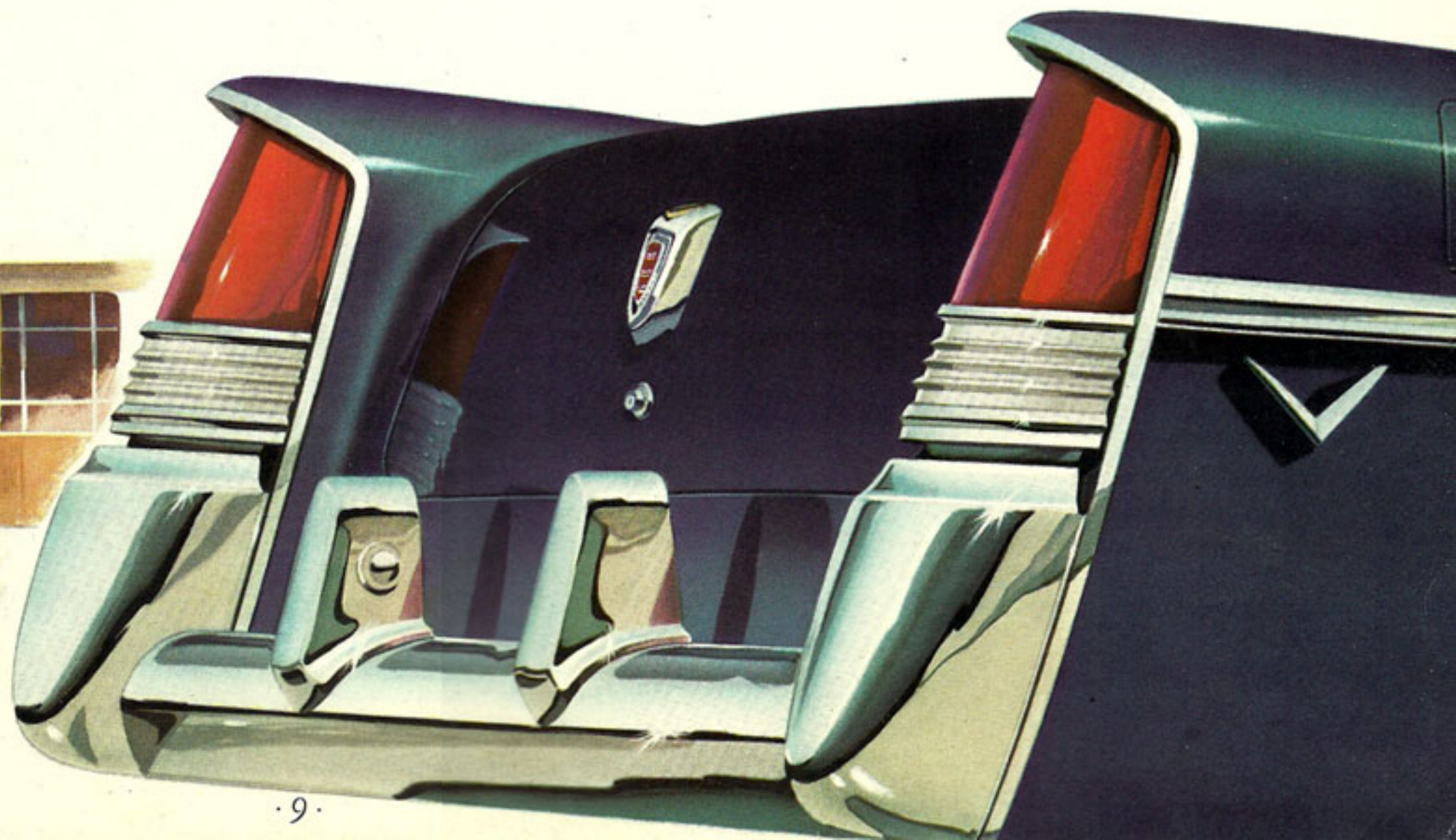




Another PowerStyle feature of the Forward Look is the gently sloping hood that arches gracefully from the windshield downward toward the gleaming new chrome grille, which is beautifully designed with strong horizontal lines of a distinctive new note. Compare this new fashion in styling with the stubby, boxy, "bull-dozer" front-end design of other cars.



Above is the distinctive, new front-end design of the 1956 Chrysler. And below is illustrated the rear-end design which is even more dramatic, more beautiful, and more distinctive than any ever created for a Chrysler car. The high-sweep rear fenders, with the massive Twin-Tower Taillights, are marks of unmistakable identification — and admiration!



DESIGNED FOR YOUR COMFORT, CONVENIENCE AND SAFETY

The new PowerStyle Chrysler is a uniquely smart and beautiful car. One that will be admired and envied, but, we believe, you will get even more enjoyment, more pleasure, and more satisfaction out of the many engineering and design features it embodies for *your* comfort, convenience, and safety.

The seats are chair-height. The cushions and seat backs are soft and yielding. You sit relaxed, with plenty of headroom, legroom, and elbowroom.

The wide SuperScenic windshield gives you a broader, better view of the road. All the dials are easy to read. You select your driving range by merely *pushing a button* on the panel. And all switches are within easy reach, in plain view on the instrument panel.

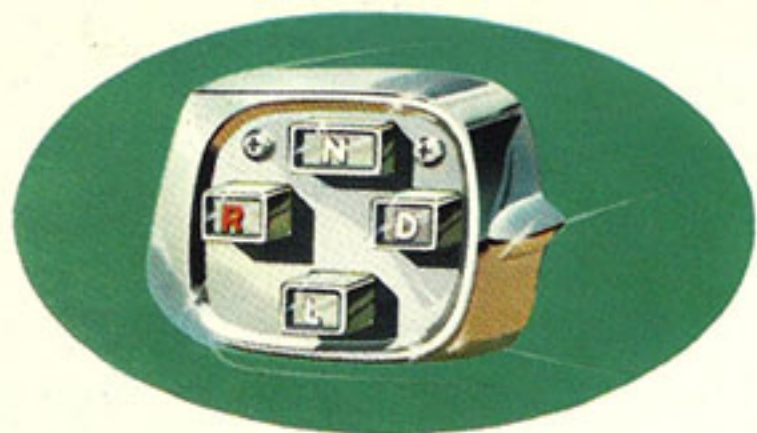
As the front seat moves forward, it raises to give you

a better, more comfortable, safer driving position — and electric power seat controls are available, if you wish, and also, electric window lifts, for your convenience.

There is a wide cowl ventilator and side ventilating wings to insure a flow of cool fresh air. A large storage compartment, for maps and other articles, is located on the right side of the instrument panel. The windshield cleaners are electrically operated, running either slow or fast, at a constant speed, regardless of your engine speed — an important safety feature. And vents, at the bottom of the windshield, keep your windshield clear as a crystal when it is sleeting or snowing — another important safety feature.

Other PowerStyle features are shown on the opposite page. And, there are still many others you will find when you see and drive the car yourself.





NO GEAR-SHIFT LEVER!

Here's a Chrysler engineering first of major importance — the new Push Button Drive Selector for the PowerFlite fully automatic transmission. As easily as pointing your finger, you merely push the button to select the driving range you want. It is conveniently located on the instrument panel to the left of the steering wheel, out of the way. When you try it, you will realize that it is another great Chrysler feature for your convenience — and safety!

NEW POWERSMOOTH BRAKES

When you press the extra wide pedal that operates the new Chrysler PowerSmooth braking system, you will experience the smoothest, safest, surest brakes that have ever been designed for a motor car. Have your Chrysler Dealer give you the complete story about this great new Chrysler PowerStyle safety feature.



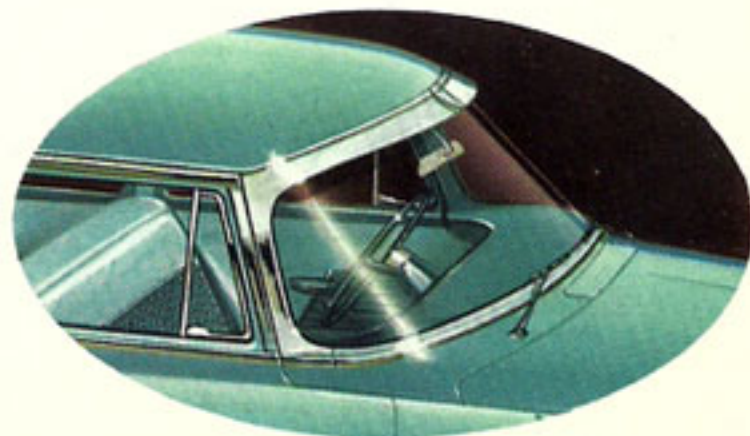
INDEPENDENT PARKING BRAKE

One of the very important parts of the new PowerSmooth braking system is the Easi-Lock independent parking brake, with the brake handle conveniently located on the instrument panel. Another PowerStyle feature is the new, improved Power Brakes, available as optional equipment.



SUPERSCENIC WINDSHIELD

Not only good looking, but also, good to look out of — the SuperScenic Windshield that wraps around both top and bottom to eliminate blind spots and give you a better view of the road ahead and to each side of the car. Compare this feature with the windshield design on other cars.



WRAP-AROUND REAR WINDOW

Like the full wrap-around windshield, the Clearbac wrap-around rear window not only gives a clear, unobstructed view to the rear and eliminates blind spots, but also, greatly enhances the integrated beauty of line of the rear end of the car.



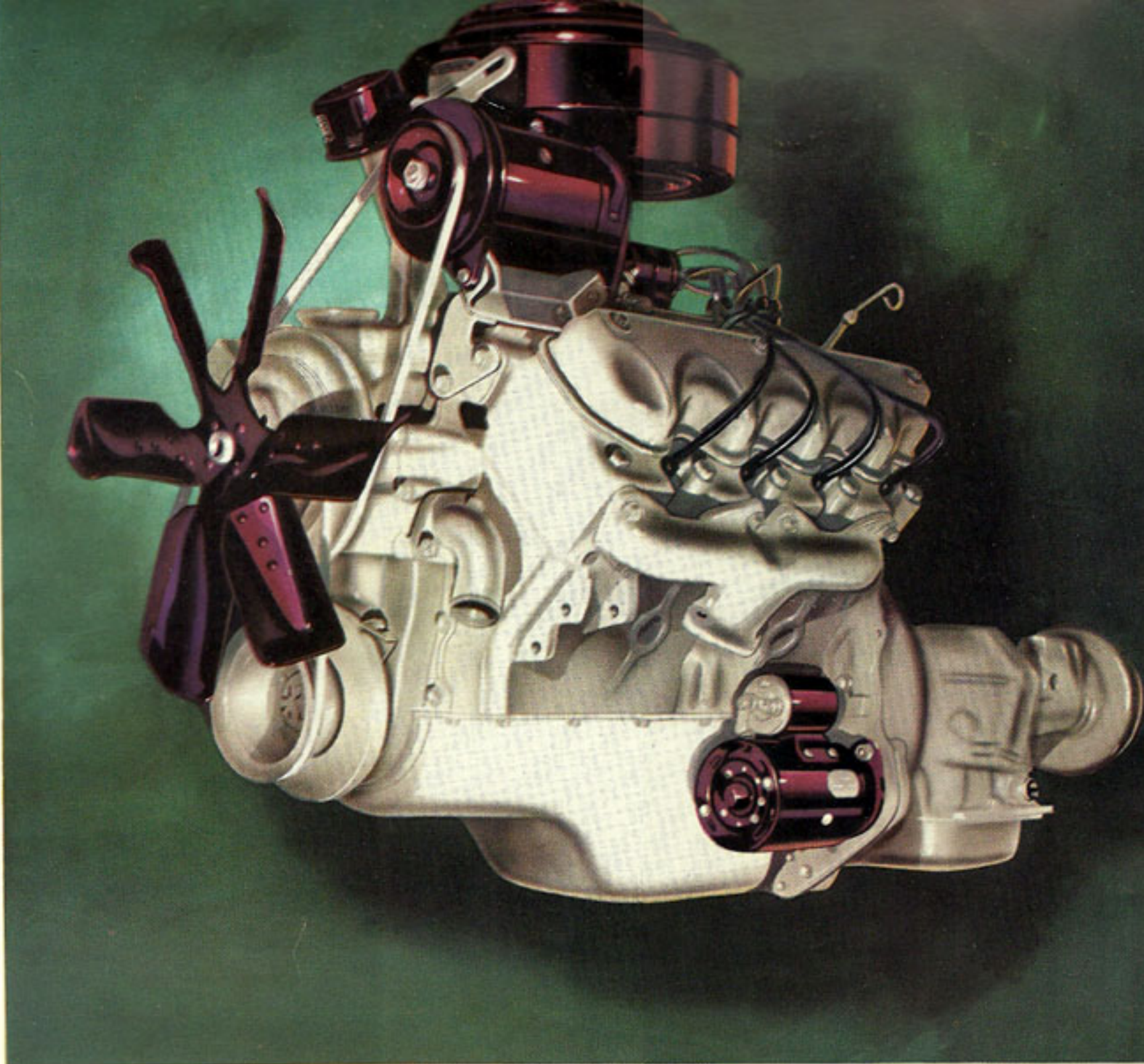
SINCE THE introduction of the first Chrysler in 1924, Chrysler Engineering has always been held in the highest regard, both in the Industry, and more importantly, by Chrysler Owners, and by automobile owners in general. And we can assure you, the 1956 Chryslers are the *finest engineered* cars we have ever built.

The new Spitfire V-8 Engine has 225 horsepower, which assures you a quality of performance that will be thrilling, and of endless satisfaction and pride of ownership to you. Moreover, it is designed and built to give you economical operation and maintenance costs comparable to those of the smaller cars.

The Spitfire V-8 for 1956 has more power, greater torque, improved fuel economy, and greater performance-ability. These very marked and desirable improvements are due, for the most part, to higher compression ratio, increased displacement, redesigned intake ports, and a new design spark plug.

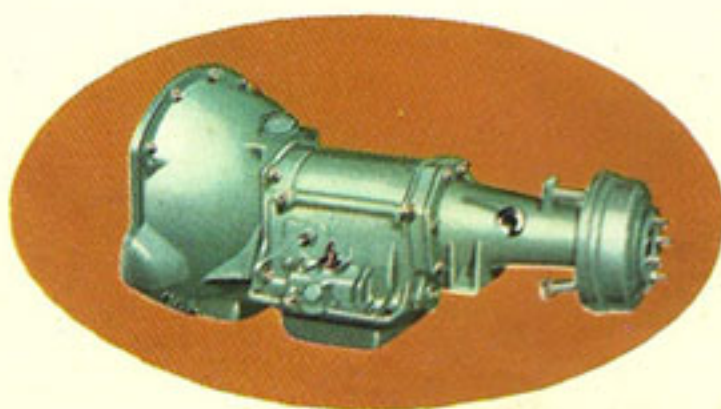
The Compression Ratio is 8.5 to 1. And displacement has been increased to 331 cubic inches.

For the mechanical minded, the Spitfire V-8 is a great story of engine design, which the Chrysler Dealer will gladly explain in detail. For those who are interested in "results," regardless of how they are achieved, we suggest that you *drive* the Windsor, under all driving conditions, and then compare it with every other car in its price class. If you do this, we believe you will find out for yourself that the Spitfire V-8 is the best engine in the medium price field.



CHRYSLER ENGINEERING

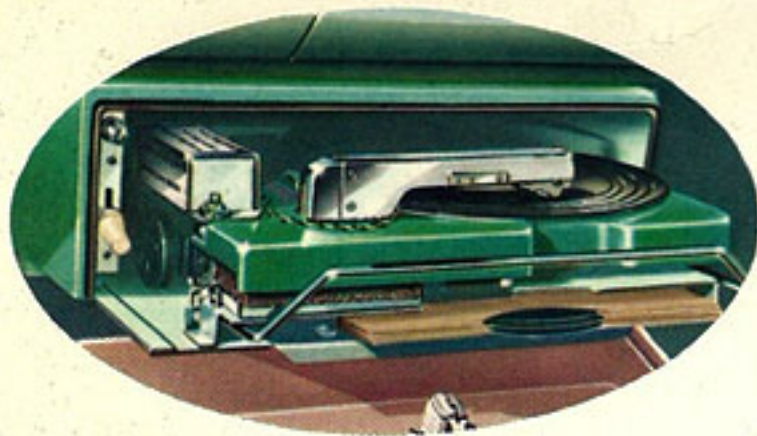
AT ITS BEST!



The Chrysler PowerFlite fully automatic transmission combines with the Spitfire V-8 engine to give you superlative break-away and acceleration throughout the entire power range. PowerFlite gives the highest torque multiplication. It is simpler in design. Has fewer parts. It is lighter in weight. And it is fully automatic. With the new, exclusive Push-Button Selector, you merely push the button for the driving range you want — no gearshift lever!

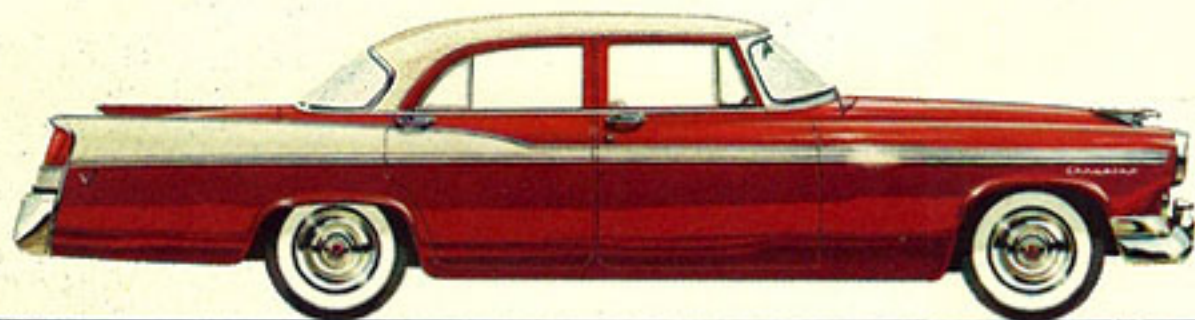
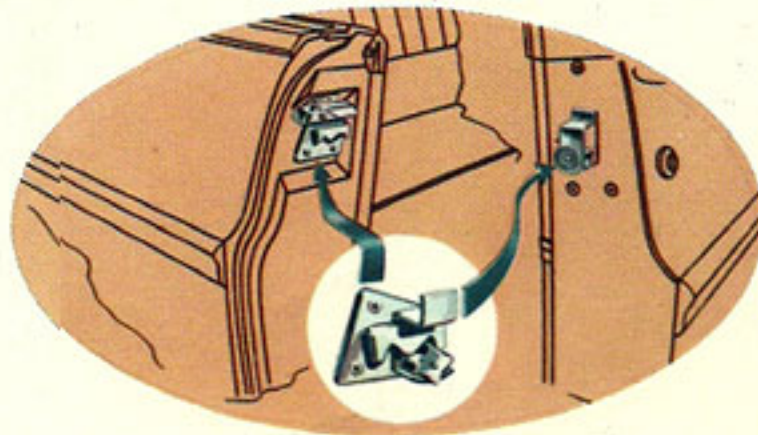
NEW! — A CAR PHONOGRAPH!

Chrysler introduces the first car phonograph — the Highway Hi Fi — a compact unit that is installed below the instrument panel in the center of the car. It operates electrically, using the regular radio loud speaker. The 16 rpm record will play for forty-five minutes. Have your dealer demonstrate this great new pleasure feature.



SAFE-LOCK DOOR LATCH

Another important safety feature is the revolutionary, new Safe-Lock Door Latch, which minimizes the possibility of the doors flying open in case of an accident. With the Safe-Lock Latch, interlocking pieces of heavy gauge steel on the door and striker prevent fore-and-aft separation of the latch from the door post, thus keeping the latch and striker safely and securely engaged.

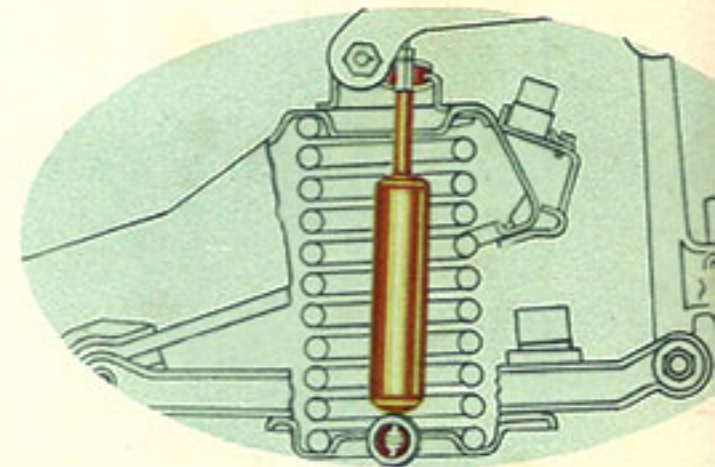


AIRTEMP AIR CONDITIONING

Chrysler Airtemp Air Conditioning gives you cool, fresh air in the hottest weather. It cools the car faster — holds an even temperature, regardless of outside temperature. It dispels tobacco smoke — dehumidifies the air — cools front and rear compartment, with no drafts — and it is simple to operate.

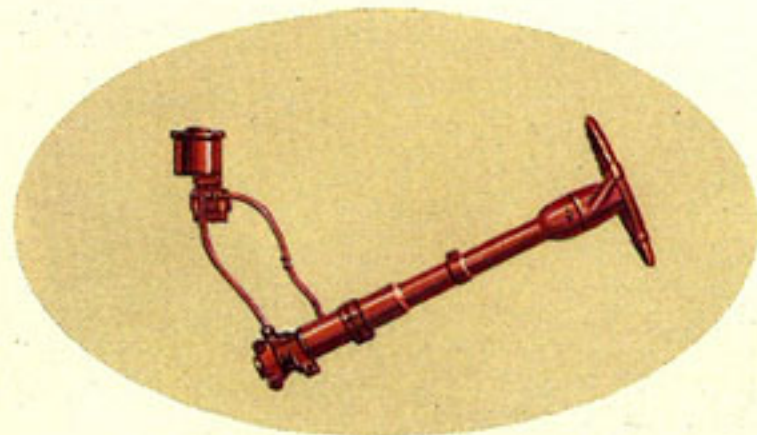
ORIFLOW SHOCK ABSORBERS

The PowerStyle Ride is the smoothest and safest you ever experienced — and the exclusive Chrysler Oriflow Shock Absorbers are largely responsible. In the front, they are mounted in heavy steel coil springs and in the rear, they are straddle-mounted so as to check both up-and-down movement and side-sway of the body.



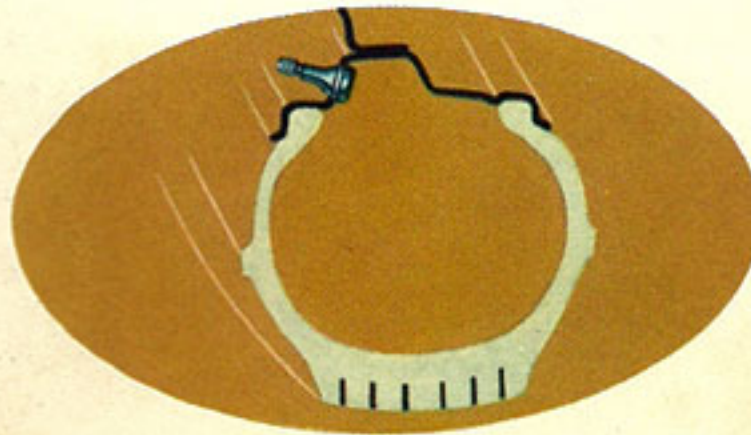
SAFETY-RIM WHEEL

Suppose you have a blow-out at sixty miles an hour! — in a Chrysler you are safe because the exclusive Safety-Rim Wheel holds the tire on the wheel, and you can come to a safe, sure stop.



POWER-PILOT STEERING

In 1951, Chrysler introduced the first car Power Steering — and today, it is the only full-time power steering. Power-Pilot does the work of turning the wheel full-time! — does 80% of the work all the time. It is the greatest feature for easy driving and parking ever developed for a motor car. Be sure to get it for your Chrysler.





SPECIFICATIONS

BODY STYLES – Four Door Sedan; Two Door Nassau Hardtop; Convertible Coupe; Two Door Newport Hardtop; Four Door Newport Hardtop; Town & Country Wagon.

ENGINE – Spitfire 90° V-8 Overhead Lateral Valves; Bore and Stroke 3.81 in. x 3.63 in.; Compression Ratio 8.5 to 1; Displacement 331 cu. in.; Brake Horsepower 225 hp; 5 Main Bearings; Staggered Inclined Valves; Polyspherical Combustion Chamber; 2 front and 1 rear Mounting Points; Floating Power shear type Mounting; 2 Iron Tincoated Compression and 1 Oil Ring per Piston; Aluminum Alloy Pistons; High Manganese Steel Piston Pins; Steel Band Slipper Type Elliptical Ground Tin Plated Pistons; High Manganese Forging Steel Connecting Rod; Drop Forged Steel Crankcase; Cast Iron Head; Silicon Chromium Steel Intake Valves; XCR Steel Exhaust Valves; Full Pressure Lubrication; Full-Flow Oil Filter; Oil Bath Air Cleaner; Waterproof Ignition; Crankcase Ventilation; Floating Oil Intake; 5-Quart Crankcase Capacity; Automatic Manifold Heat Control; Silent Chain Driven Camshaft; Crankshaft with Damped Dynamic Torsional Absorber.

FUEL SYSTEM – Dual Down-Draft Carburetor with Automatic Intake Manifold Heat Control and Integral Automatic Choke; Mechanical Fuel Pump; Oilite Fuel Filter in Gas Tank; Heavy-Duty Oil-Bath Air Cleaner and Silencer; Single Exhaust System; Fuel Tank Capacity 21 Gallons (18.5 Gallons Capacity Town & Country Wagon); Regular Fuel Recommended.

COOLING SYSTEM – Thermostatic By-Pass Temperature Control; Six Bladed Fan; Full-Length Water Jacket Cooling around cylinders; Cellular Radiator Core; 24-Quart Radiator Capacity.

ELECTRICAL SYSTEM – Battery – 66 Plate, 60 amp.-hr., 12-volt; Generator, 30 amp.; Resistor type, charge-cooled Spark Plugs; Mechanical and Vacuum Spark Advance; Ignition Key Solenoid Engine Starter Switch; Lights – Automatic Entrance, Rear License Plate, Map, Overhead Rear Compartment Light; Manual Switch for Dome Light; Dual Directional Signals; Cigar Lighters; Sealed-Beam Head Lights; Waterproof Ignition; Electric Two-Speed Windshield Wipers.

TRANSMISSION – Manual Shift, 3 Forward and 1 Reverse Speed; Helical Gears, Synchronous meshing in 2nd and 3rd gears. PowerFlite fully-automatic Torque Converter with 2-speed planetary gear set available at extra cost; Torque Converter Starting Ratio 2.6 to 1; Combines with Planetary Gear Ratio to give 4.47 to 1 Breakaway Gear Ratio. Push Button Drive Selector.

DRIVE – Hotchkiss type through Rear Springs; Hypoid Rear Axle Gears; Rear Axle Ratios 3.73 to 1 (Optional 3.9 to 1) except Town & Country Wagons; Town & Country Wagon Rear Axle Ratios 3.91 to 1 (Optional 4.1 to 1).

SUSPENSION – Front – Independent Anti-Roll Front Wheel Suspension, Lateral Control with Chrome Alloy Coil Springs; Oriflow Shock Absorbers mounted within the Coil Springs with the upper end attached to the Frame. Rear – Springs are parallel-mounted close to the wheels, which gives exceptional cornering ability, a more stable ride, and greatly reduced body roll on turns.

STEERING – Symmetrical Idler Arm Steering Linkage; Manual – three-tooth Roller Steering Gear, mounted on Roller Bearings. Full-Time Coaxial Power Steering available at extra cost on all body styles equipped with PowerFlite Transmission. Steering Wheel turns required from full right to left, with manual – 5.5 turns, with Full-Time Power Steering – 3.75 turns.

BRAKES – New Chrysler PowerSmooth Braking System – hydraulic, internal expanding with Cycle-bond linings. Easi-Lock independent Parking Brake; Parking Brake handle mounted on instrument panel. Power Brakes available at extra cost.

WHEELS and TIRES – Chrysler Safety-Rim Wheels; with 7.60 x 15, 4-ply, Tubeless Tires. White Sidewall Tires and 6-ply Tires available at extra cost. Chromed Stainless Steel Wheel Covers standard equipment. Wire Wheels (with Tube Tires) available at extra cost.

DIMENSIONS – Wheelbase 126 in.; Tread Front 60.4 in.; Tread Rear 59.6 in.; Over-all Length 220.4 in.; width 78.8 in.; height (loaded) 60.6 in.

INTERIOR APPOINTMENTS – Air-Foam Seat Cushions; Arm Rests on Doors; Ash Trays front and rear; Assist handles, rear (sedan); Patterned Rubber Floor Mat (Carpet in front and rear of Convertible Coupe, Newport, 4 Door Hardtop); Cigar Lighters; Coat Hooks (sedans); Fixed Foot Rests; Horn Ring; Anti-Glare Painted Instrument Panel Top; Lights – automatic entrance, rear dome with manual switch, rear license plate, and map light; Glove Box Lock; Safety Cushion roll on back of front seat; Manual seat adjustment; Plastic steering wheel; Two inside Sun Visors; Manual Window Control Handles; Rubber matted Luggage Compartment; Bumper Jack and Tools.

EXTERIOR APPOINTMENTS – Two front center and two rear center Bumper Guards with Bar on front only; Cowl Ventilator; Pull type outside door handles; Outside locks on front doors; Chromed Stainless Steel Wheel Covers.

OPTIONAL EQUIPMENT AT EXTRA COST – Air Conditioning; Electro Touch Tuner Radio with foot control standard (with or without rear speaker); Music Master Radio (with or without rear speaker); Highway Hi Fi phonograph; Steering Wheel self-winding clock; Custom Wheel Covers; Solex Glass; White Sidewall Tires; Electric Window Lifts; 4-way electric Power Front Seat; Custom Steering Wheel; Chrysler Instant-Heat Heater; Custom Conditioner Air Heater; Removable Kiddie Seat for Town & Country Wagon; Wire Wheels; Undercoating; Carpets for Sedan and Nassau; Rear Center Arm Rest for Sedan and Four Door Hardtop. **SAFETY GROUP** – Prismatic Mirror; Safety Cushion Dash Panel; Back-up Lights; Luggage Compartment Lights, except Town & Country; Glove Box Light; Windshield Washer; Automatic Rear Door Dome Light (Sedan, Four Door Hardtop, Town & Country Wagon). **CUSTOM GROUP** – Electric Clock; Custom Steering Wheel; Outer Front Bumper Guards; White Sidewall Tires; Rear License Plate Frame; Exhaust Pipe Extension. **CONVENIENCE GROUP** – Vanity Mirror; SunCap Visor, including Chrome Roof Rail Drip Moulding and Roof Plate; Solex Glass; Outside Rear View Mirror (left). **POWER GROUP** – Power Steering; 4-Way Power Seat; Power Brakes. **SPECIAL TWO-TONE PAINT COMBINATION** – available with the Contour Moulding on the Sedan, Four Door Newport Hardtop, Two Door Newport, and Convertible.

All specifications and prices subject to change without notice.

CHRYSLER

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