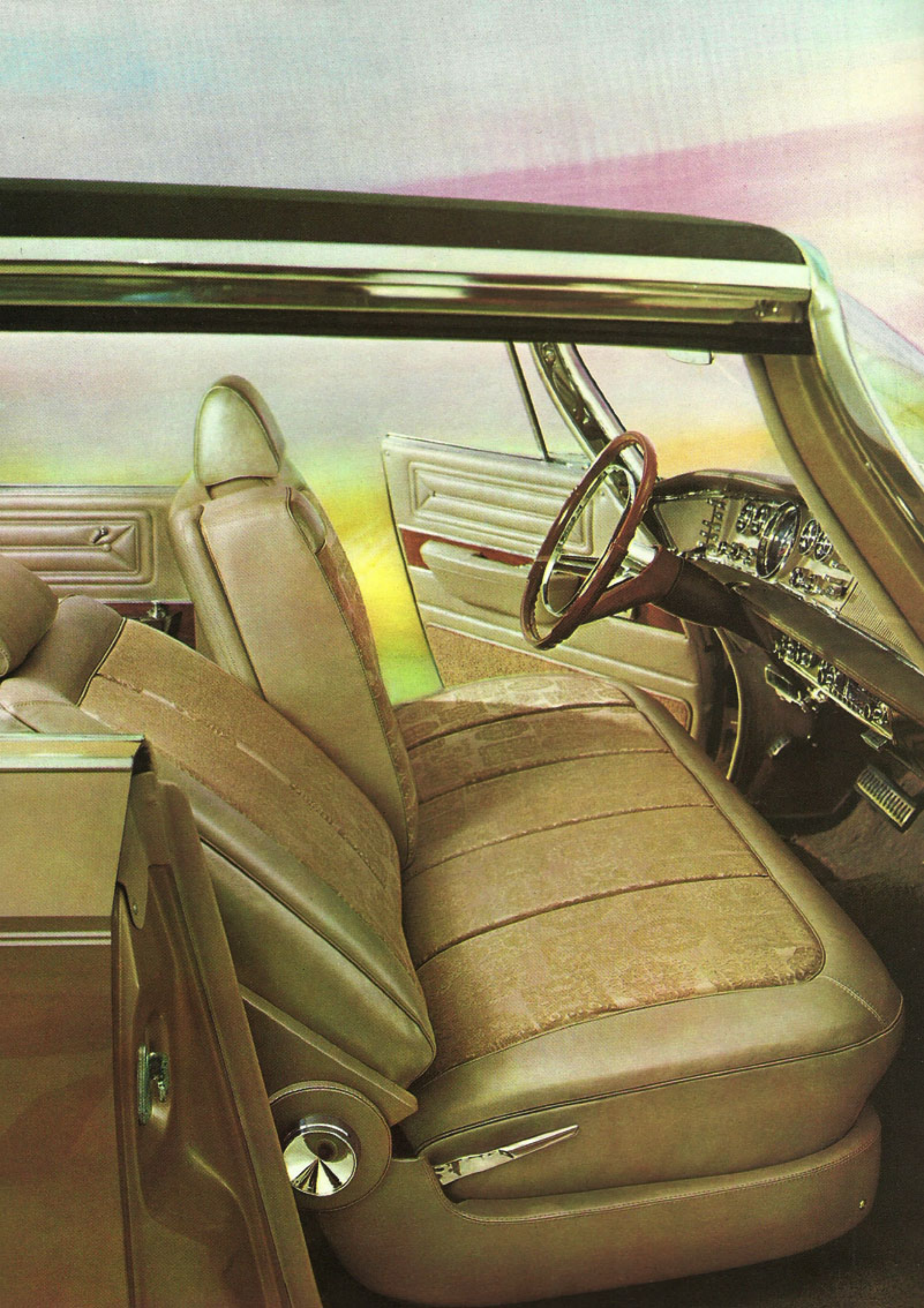


World-famed

Cecil Beaton



photographs the **CHRYSLER**
NEW YORKER
SALON



The world's most completely equipped car . . .

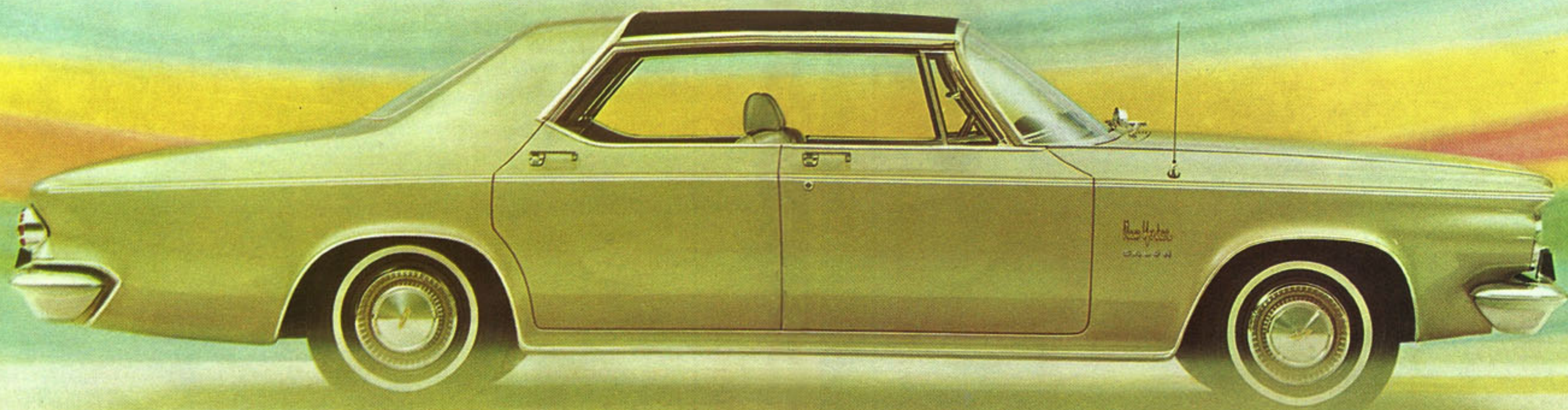
CHRYSLER NEW YORKER SALON. Here is an automobile that honors the true meaning of the words "completely equipped." In all the world, no motorcar has, as standard equipment, an array of comfort and convenience features as all-inclusive as the New Yorker Salon. Even such luxury items as air conditioning, Auto-Pilot and AM/FM radio with rear seat speaker—normally considered extras—are standard on the Salon. Power assists, including steering, brakes, windows and 6-way seat, are provided at no additional cost. And adjustable padded head rests for both driver and passenger, reclining right side seat, rear seat reading lamps and rear window defogger offer a level of luxury unparalleled in an American production automobile.

As a car of its distinction should be, the New Yorker Salon is so individually styled that it stands apart from any car, anywhere. Its elegant canopy roof design features a bright roof molding and a padded vinyl covered forward roof. And as every 1963 Chrysler, the New Yorker Salon is so beautifully built that it carries America's longest and best new-car warranty*—5 years or 50,000 miles.

*Your authorized Chrysler Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts (excluding manual clutch); torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Chrysler Certified Car Care schedules.

Left: New Yorker Salon interior in Embassy Gold. Shown in a combination of glove-soft leather and rich fabric. Choose from blue or gold, keyed to exterior color. All-leather upholstery is offered at moderate extra cost.

Overleaf: Chrysler New Yorker Salon 4-Door Hardtop in Embassy Gold featuring unique canopy roof styling. Set design and photograph by Cecil Beaton, world famous photographer and costume designer for *My Fair Lady*.



The Chrysler New Yorker Salon gives you Auto-Pilot . . .

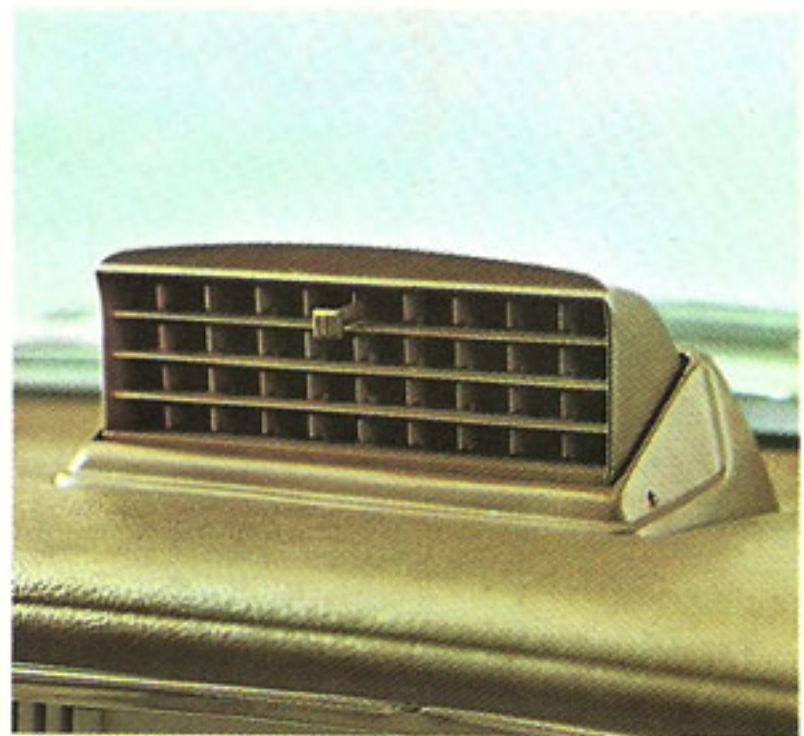
A prime example of the ultimate luxury you enjoy in Chrysler's New Yorker Salon is its Auto-Pilot. On the highway, set your Auto-Pilot control dial to the speed you want to maintain. As you reach that speed a gentle accelerator pedal pressure tells you that Auto-Pilot has taken over. Sit back and relax as Auto-Pilot automatically holds your cruising speed. To increase your speed, just continue to depress the accelerator. To stop, simply step on the brake . . . Auto-Pilot is instantly disengaged. Auto-Pilot can also act as a speed warning device to let you know when you've reached the preset speed. Once you've driven with Auto-Pilot, you'll want it always.



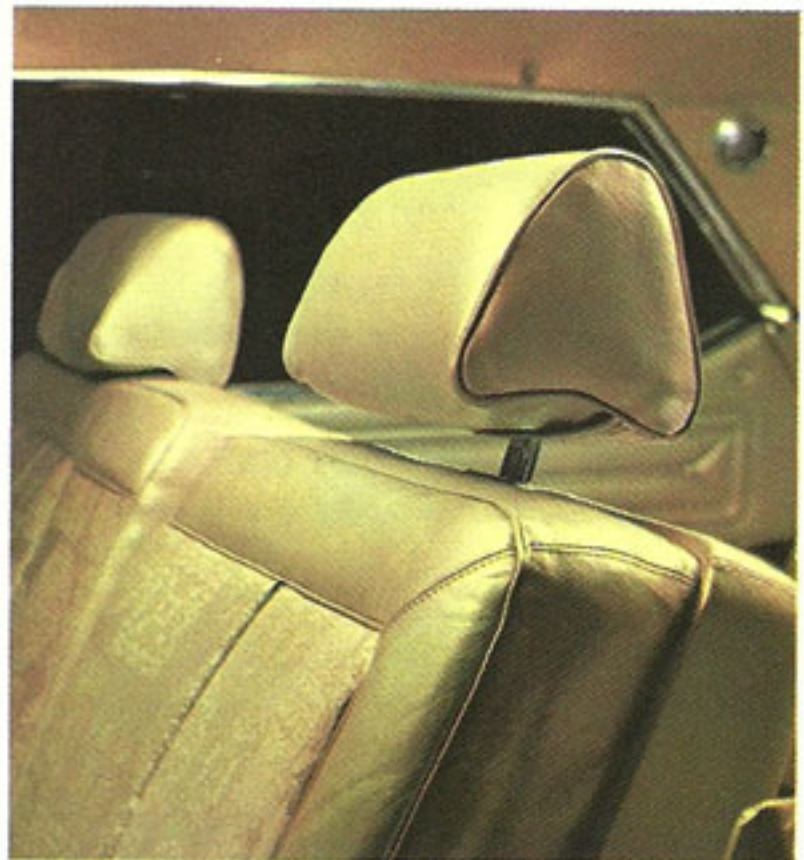
air-conditioning . . . and all the features below as standard equipment.

Forty-four luxury items that you don't have to specify. They are yours automatically in the Chrysler New Yorker Salon.

Air conditioner
AM/FM radio
Rear seat speaker with sound-separator unit
Auto-Pilot
Automatic transmission
Power brakes
Power steering
Power windows
6-way power seat
Right side recliner seat
Automatic parking brake release
Rear window defogger
Adjustable head rests for driver and passenger
Heater
Remote controlled outside mirror
Rear storage pouches
Windshield washers
Electric Vari-Speed wipers
Heat-absorbing Tint glass in all windows
Undercoating and hood silencer pad
Front center arm rest
Rear center arm rest
Power door locks
Electric clock
Tilt-type inside mirror
Foam rubber seat cushions
Back-up lights
Glove box light
Luggage compartment light
Map light
Safety cushion dash, lower and upper
Deluxe steering wheel with full horn ring
Rear cigarette lighters
Extended-tread, oversize white side wall tires
Leather and cloth interior trim
Deluxe carpeting and headlining
Deluxe trunk compartment treatment
413 cu.-in. V-8 engine
Padded vinyl-covered forward roof treatment
Color-keyed wheel covers
Rear compartment reading lamps
Body side paint stripe
Color-keyed safety seat belts
Vanity mirror



Chrysler air conditioning



Adjustable head rests

Chrysler New Yorker Salon Specifications

EXTERIOR DIMENSIONS: Overall length, 215.5 in.; overall width, 79.0 in.; overall height, 55.3 in.; wheelbase, 122.0 in.; front tread, 61.0 in.; rear tread, 59.7 in.

ENGINE—FirePower 340. Ninety-degree lateral V-8. Bore and stroke: 4.19 x 3.75 in. Displacement: 413 cu. in. Compression ratio: 10.1 to 1. Four barrel carburetor.

TRANSMISSION—Pushbutton TorqueFlite fully automatic torque converter with 3-speed gear set and parking-lever lock.

SUSPENSION AND TIRES—Torsion-bar suspension, front ball joint pivots and high chrome-steel torsion bars in front, extended leaf springs at the rear. Oriflow shock absorbers at each wheel. Precision-built oversize 9.00 x 14 white side wall tires, with extended tread design. Soft-tread compound for superior sound dampening.

FUEL SYSTEM—Automatic intake manifold heat control, automatic choke dual filtration units. 17-in. standard air cleaner. Fuel capacity: 23 gallons. New aluminized muffler, 25% longer life.

ELECTRICAL SYSTEM—Battery: 12-volt, 78-plate, 70-amp. hr. Alternator: 40 amp. Water-resistant ignition. Electric windshield wipers with airfoil wiper blades. Directional signals on steering column. Dual headlights, standard.

COOLING SYSTEM—Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 17 quarts.

BRAKES—New Servo-Contact type. Self-energizing. Self-adjusting. Cycle-bonded lining. Drum diameters: 11 in. on all models. Total lining area is 287.3 square inches.

STEERING—Constant-Control power steering standard.

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle has new 2.76 to 1 ratio.

COLOR CHOICES—Exterior; Black, White, Alabaster, Glacier Blue, Cord Blue, Navy Blue and Embassy Gold. Interior; Gold and Blue, availability determined by exterior color choice.

ADDITIONAL NEW YORKER SALON EQUIPMENT—Refer to list on preceding page.

In keeping with Chrysler's continuing program of engineering advancement, all prices, specifications, equipment and colors subject to change without notice and without obligation to make changes on cars already produced.

CHRYSLER DIVISION



CHRYSLER
MOTORS CORPORATION