

1988 CHRYSLER

New Yorker Landau

New Yorker

New Yorker Turbo

Fifth Avenue

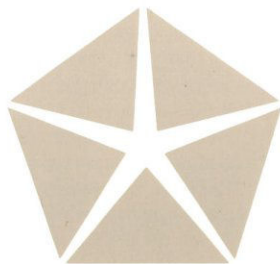
LeBaron Convertible

LeBaron Coupe

LeBaron GTS

LeBaron Four-Door Sedan

Town & Country Wagon



INTRODUCING THE 1988 CHRYSLERS...DRIVING TO BE THE BEST.



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In my 40 years in the business, I've run into some pretty tough customers. The toughest? People who buy luxury cars. They want everything!

At Chrysler, we made a commitment to be the *best*. That means giving even the toughest customers what they want. You can't do it with one car, so we're bringing out more new luxury models than anyone.

Recently, for example, we introduced our highly acclaimed new LeBaron Coupe and Convertible. You truly have to drive these sporty new luxury cars to fully understand

what we mean when we say they have "beauty...with a passion for driving."

And then there's Chrysler's TC by Maserati—a sweet blend of Italian coachbuilding craftsmanship and American engineering technology. Next year we'll be bringing out yet another new luxury car. And following that, you can look for the return of the legendary Chrysler Imperial.

But now, for 1988, the spotlight is on our *all-new* Chrysler New Yorker and New Yorker Landau. These aren't cars with just a lot of plush appointments and soft leather cushions



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to sit on. They're great driving cars with a responsive V-6, advanced front-wheel drive, and outstanding handling. And we back them with our unique Chrysler New Yorker Crystal Key owner care.

To be the *best*. It's a tough order from some very tough customers, but we're filling it with the broad array of luxurious and great-handling automobiles displayed throughout this catalog. Built to give today's luxury car buyers what they want. *Everything!* I'm proud to present our remarkable new 1988 Chryslers. At Chrysler, we're driving to be the *best*.

Lee A. Iacocca

About this catalog. We have tried to make this catalog as complete as possible. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details, and you should ask him for current information before ordering.

Some of the equipment shown or described throughout this catalog is available at extra cost.

C H R Y S L E R
NEW YORKER LANDAU

Luxury abounds. Prestigious, comfortably quiet, smoothly maneuverable luxury...in Chrysler's all-new New Yorker Landau. Distinctively styled in the traditional big-car manner. Accented with such elegant touches as a classically graceful grille and concealed headlights. Engineered for stability with front-wheel drive;

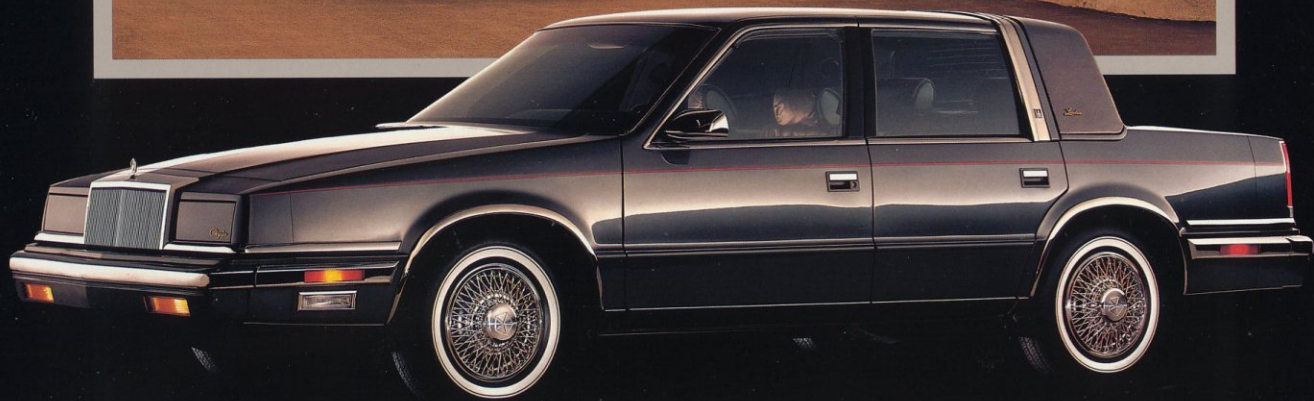


Interior shown in Charcoal Mark Cross leather.

for performance with V-6* power; for comfort and quiet with road-smoothing suspension. And for the most discriminating and demanding drivers, a most extensive list of standard features. Designed for luxury and backed by Chrysler New Yorker's exclusive Crystal Key owner care program.

*Mitsubishi-built.

THE ONE THING YOU'VE ALWAYS WANTED IN A LUXURY CAR...EVERYTHING.



New Yorker Landau, shown in Charcoal Pearl Coat.

C H R Y S L E R
NEW YORKER

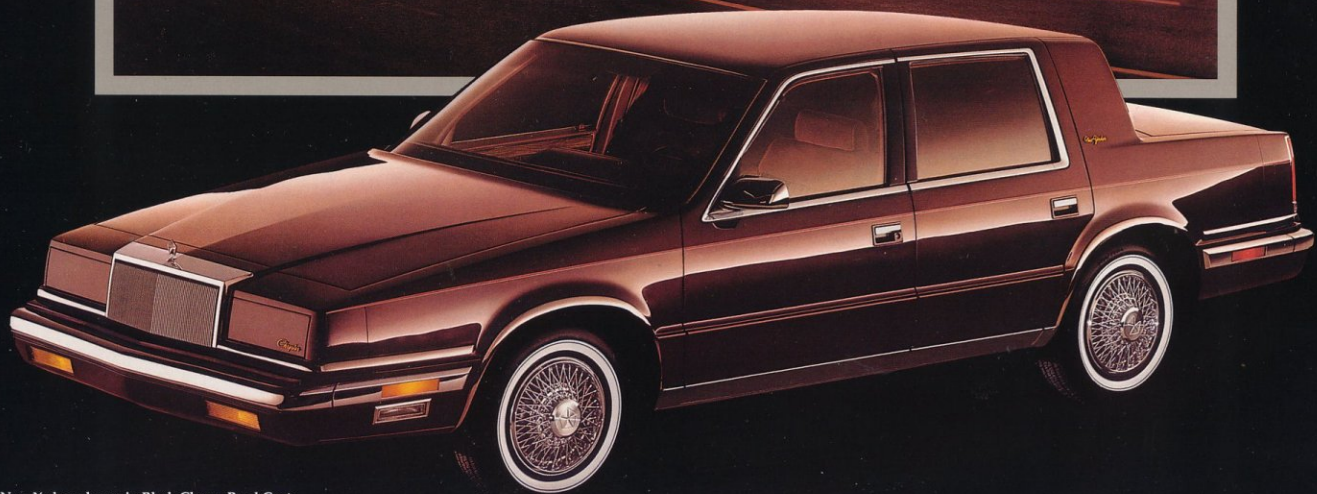
New Yorker. All-new companion sedan to Landau—with advanced V-6* front-wheel drive performance, remarkable roadability, and an outstanding offering of standard luxury. What's more, it has all the room that six adults need. By mounting the automatic shift controls on the steering column, the engineers left ample room for three up front. The sil-



New Yorker interior, shown in Bordeaux.

houette construction of the front seats provides expanded knee room in back. But when it comes to luxury, a controlled *ride* is as essential as a plush seat. The New Yorker's suspension is tuned to provide a smooth, comfortable ride. In addition, a variable front-strut damping system helps reduce the noise and jarring effects of road hazards. Comfort prevails.

*Mitsubishi-built.



New Yorker, shown in Black Cherry Pearl Coat.

C H R Y S L E R

NEW YORKER TURBO

Even when you're sitting in the lap of luxury, you're still in the driver's seat. New Yorker Turbo. A brand of luxury backed by the superb technology that offers the ultimate driving experience. Its size and shape are efficiently contemporary. Its feel and ride and room are technologically advanced: front-wheel drive for better traction and stability (*and*



Interior shown in Dark Cordovan Corinthian leather.

more room inside); the smoothly dependable power of a 2.2-liter EFI engine (*and* a turbocharged boost for the passing lane); positive response suspension for control of the road (*and* rear load-leveling suspension* that automatically adjusts to additional weight.) New Yorker Turbo. Technologically advanced. Luxuriously contemporary.

*Available as part of the Luxury Equipment Discount Package only.



New Yorker Turbo, shown in Dark Cordovan Pearl Coat.

C H R Y S L E R
F I F T H A V E N U E

A brilliant expression of what a true luxury car should be. Timeless styling. Classic lines and character. Enduring quality and value. Solid, substantial, superbly engineered. A car that continually rewards its owner with a sense of presence and prideful satisfaction wherever it travels. Far more than mere transportation, Fifth Avenue is a most gratifying ownership experience.

And it begins with full-sized luxury seating for six. Command-



Interior shown in optional Twilight Blue Corinthian leather.

ing computerized V-8 power that delivers responsive, satin-smooth performance through a wide-ratio automatic TorqueFlight transmission. Elegant appointments and thoughtful conveniences all around. An impressive list of over 50 standard luxuries. All this plus the added luxury of Chrysler's 7/70 Limited Warranty (see page 23 for more details).

Fifth Avenue just may be the best luxury car value in America today!



The Chrysler Fifth Avenue, shown in Twilight Blue Pearl Coat.

C H R Y S L E R

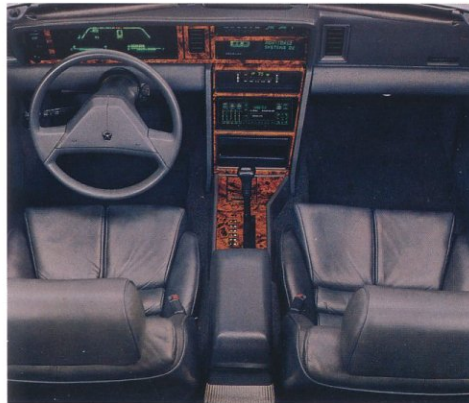
LE BARON CONVERTIBLE

Brilliantly responsive. Beautifully designed. That's the 1988 Chrysler LeBaron Convertible. A sophisticated driving machine that balances lessons of the past with innovations of today. Its aerodynamically engineered shape has been molded and smoothed to overcome wind resistance and take command of the road.

When you slip behind the wheel luxury envelopes you. From the

low-back reclining front bucket seats to the well-positioned instrumentation, everything's built to serve you comfortably...conveniently.

Turn the key and the Convertible's standard high-torque 2.5-liter EFI balance-shaft engine roars to life. There's also an available 2.2-liter multipoint EFI turbocharged engine. It all adds up to wind-in-your-hair driving excitement.



Premium interior, shown in available Corinthian leather in Charcoal.



LeBaron Premium Convertible, shown in Flash Red Clear Coat.

C H R Y S L E R
LE BARON COUPE

Into the refined world of luxury cars
breathes a passion for driving...the 1988
Chrysler LeBaron Coupe.

From its clean, wedge-like shape that
moves nimbly over highways to its care-
fully designed interior, endowed with so-
phistication, the LeBaron Coupe responds
to the needs of the driving enthusiast.
Beneath its sleek, aerodynamic hood is

a smooth 2.5-liter EFI balance-shaft engine.
A 2.2-liter multipoint EFI turbocharged
version is also available for the perfor-
mance driver. Road touring suspension,
power-assisted rack-and-pinion steering,
and power-assisted front disc brakes are
finely tuned for tight cornering and
precision handling. The LeBaron Coupe.
Drive it. Experience it.



Premium interior in available Corinthian leather in Charcoal.



LeBaron Premium Coupe, shown in Black Clear Coat.

C H R Y S L E R
LE BARON GTS

You'll love the way the LeBaron GTS goes. Fast and agile. You'll love the way the LeBaron GTS stops. Quick and confident. You'll love the way the LeBaron GTS looks. Clean and sophisticated. And you'll love the way the LeBaron GTS is priced. Affordable... simply affordable.

The 1988 Chrysler LeBaron GTS. With numerous luxury and performance features including power-assisted steering, gas shocks and antisway bars, and optional turbo power...this most impressive sport sedan takes on new challenges with every turn of the key.



Premium interior with available Corinthian leather in Charcoal.



LeBaron GTS Premium, shown in Black Clear Coat.

C H R Y S L E R

LE BARON FOUR-DOOR SEDAN

*There is a quiet elegance that bespeaks the quality
of the 1988 Chrysler LeBaron Four-Door Sedan. It is distinctive
yet spirited. Classic yet contemporary.*

*But LeBaron is more than clean, fluid lines. It is an
example of Chrysler's unswerving commitment to building the finest
automobiles available to today's American family. Pure and simple.*

*The LeBaron lives up to this commitment with its
responsive 2.2-liter EFI engine...full-sized roominess...and*

*Chrysler's exclusive 7/70 Limited Warranty
(see page 23 for more details).*

Because you want a vehicle you can count on. Time after time.

You want the 1988 LeBaron Four-Door Sedan.



LeBaron Four-Door Sedan's available cloth interior, shown in Charcoal.



The Chrysler LeBaron four-door sedan, shown in Radiant Silver Clear Coat.

C H R Y S L E R

TOWN & COUNTRY WAGON

An intelligent blend of distinguished good looks...self-indulgent interior appointments...and no-nonsense wagon features.

The Town & Country Wagon makes luxury a standard with rich wood-like styling accents, premium wheel covers, and electronic instrumentation.

But it's more than luxury. It's performance. The powerful 2.5-liter EFI engine teams with a smooth three-speed automatic transaxle and decisive front-wheel drive for a sedan-like ride.

The 1988 Town & Country Wagon.

For today's versatile lifestyles.



Town & Country Wagon available Mark Cross leather, shown in Almond/Cream.



Chrysler Town & Country station wagon, shown in Bright White Clear Coat.

1988 CHRYSLER EXTERIOR COLORS

Bright White Clear Coat

New Yorker/New Yorker Landau, New Yorker Turbo, Fifth Avenue, LeBaron Coupe/Convertible, LeBaron GTS, LeBaron Sedan/Station Wagon



Radiant Silver Clear Coat

New Yorker/New Yorker Landau, New Yorker Turbo, Fifth Avenue, LeBaron Coupe/Convertible, LeBaron GTS, LeBaron Sedan



Charcoal Pearl Coat

New Yorker/New Yorker Landau, New Yorker Turbo, LeBaron Sedan/Station Wagon



Ice Blue Clear Coat

New Yorker/New Yorker Landau, New Yorker Turbo, Fifth Avenue, LeBaron GTS, LeBaron Sedan



Claret Red Pearl Coat

New Yorker/New Yorker Landau,* LeBaron Coupe/Convertible, LeBaron GTS



Black Cherry Pearl Coat

New Yorker/New Yorker Landau, Fifth Avenue, LeBaron Coupe/Convertible, LeBaron GTS



Dark Pewter Pearl Coat

New Yorker/New Yorker Landau, Fifth Avenue, LeBaron Coupe/Convertible, LeBaron GTS



Light Pewter Pearl Coat

New Yorker/New Yorker Landau,* Fifth Avenue,* LeBaron Coupe/Convertible,* LeBaron GTS



Dark Forest Green Clear Coat

New Yorker/New Yorker Landau



Twilight Blue Pearl Coat

New Yorker/New Yorker Landau,* New Yorker Turbo,* Fifth Avenue,* LeBaron Coupe/Convertible,* LeBaron GTS, LeBaron Sedan*



Dark Cordovan Pearl Coat*

New Yorker Turbo, LeBaron Sedan/Station Wagon



Light Rosewood Mist Pearl Coat

New Yorker Turbo,* LeBaron Sedan*



Black Clear Coat

New Yorker Turbo, LeBaron Coupe/Convertible, LeBaron GTS



Golden Bronze Pearl Coat

LeBaron Station Wagon



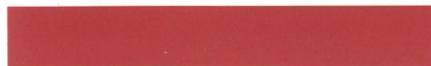
Classic Black Clear Coat

Fifth Avenue



Flash Red Clear Coat

LeBaron Coupe/Convertible



Graphic Red Clear Coat

LeBaron GTS



Light Cream Clear Coat

LeBaron Station Wagon



TWO-TONE EXTERIOR COLORS

Black Cherry Pearl Coat/Light Pewter Pearl Coat
LeBaron Coupe/Convertible,* LeBaron GTS
(Highline model only)



Light Pewter Pearl Coat/Dark Pewter Pearl Coat
LeBaron Coupe/Convertible,* LeBaron GTS
(Highline model only)



Twilight Blue Pearl Coat/Radiant Silver Clear Coat
LeBaron Coupe/Convertible,* LeBaron GTS
(Highline model only)



Claret Red Pearl Coat/Black Cherry Pearl Coat
LeBaron Coupe/Convertible*



Radiant Silver Clear Coat/Black Clear Coat
LeBaron Coupe/Convertible*



Bright White Clear Coat/Light Pewter Pearl Coat
LeBaron Coupe/Convertible*

*Extra cost.

*Standard on Premium Coupe and Convertible. Optional on Highline Coupe and Convertible. Monotone colors available on Premium Coupe and Convertible if standard two-tone is not desired.

Note: Due to printing limitations, the colors shown will vary slightly from actual hues. See your Chrysler dealer for actual color chips.

Clear Coat finish is standard on every 1988 passenger car built by Chrysler Motors.

All product illustrations and specifications are based on authorized information at the time of publication approval. Although descriptions are believed correct, accuracy cannot be guaranteed. Chrysler Motors reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. See your dealer for the latest information.

STANDARD SAFETY FEATURES

All 1988 Chrysler Division cars are equipped with the following standard safety features for added protection and peace of mind...

- Antitheft ignition and steering column lock
- Antitheft trunk lock
- Backup lights
- Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied)
- Center high-mounted supplemental stoplight
- Combination lap-shoulder belts for driver and right front passenger; lap belts for all other passengers
- Double ball-joint rearview mirror mount
- Dual braking system with separate brake fluid reservoirs in the master cylinder
- Dual throttle return springs
- Electric windshield washers and wipers
- Energy-absorbing front seatbacks
- Energy-absorbing instrument panel
- Energy-absorbing steering wheel
- Fade-resistant front disc brakes
- Fasten seat belt reminder
- Front seat head restraints
- Glare reduction measures for instrument panel, steering wheel, and windshield wipers
- Hazard warning flasher system
- Headlight and wiper circuit breakers with automatic reset
- Inside and outside rearview mirrors
- Inside hood release
- Interlocking door latches
- Key left in ignition warning
- Non-override door locks*
- Recessed inside door release handles
- Reinforced windshield header and roof
- Resilient window crank knobs, if applicable
- Rotary glove box latch
- Safety-Rim wheels
- Seatback latches on folding front seats
- Shatter-resistant glass
- Side door beams
- Side marker lights and reflectors
- Turn signals with lane-change feature

*On all doors on new 1988 New Yorker and New Yorker Landau; on all doors, except driver's door, on all other models.

INTRODUCING CHRYSLER NEW YORKER'S CRYSTAL KEY OWNER CARE

As the owner of an all-new 1988 New Yorker or New Yorker Landau, you enjoy outstanding luxury. That includes the added luxury of peace of mind: the knowledge that the car you're driving is backed by one of the best luxury car owner care coverages offered. The unique Chrysler New Yorker Crystal Key owner care program.

And it comes standard, along with other fine New Yorker standard luxuries such as front-wheel drive technology, electronically fuel-injected V-6 power, air conditioning, heated outside power mirrors, Chrysler's exclusive 7/70 Limited Power Train Warranty (see below)—and much more!

Ask your salesperson for a copy of the all-new Chrysler New Yorker Crystal Key owner care program (restrictions apply). It's just one more way that Chrysler is driving to be the best.



7/70 POWER TRAIN LIMITED WARRANTY

Upon expiration of the basic 12-month or 12,000-mile limited warranty, coverage is extended on power train components to seven years or 70,000 miles, whichever comes first. A deductible applies. See your dealer for a copy of the warranty. Export vehicles excluded.

7/100 ANTI-CORROSION LIMITED WARRANTY

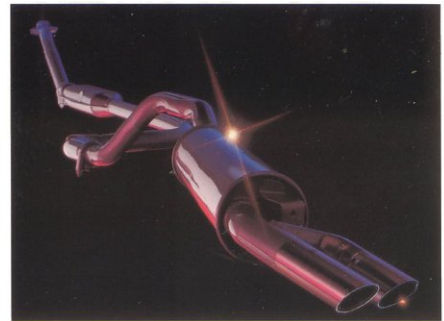
Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles, whichever comes first. See your dealer for a copy of the warranty.

OPTIONAL SERVICE CONTRACT COVERAGE

Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included.

CONSIDER LEASING

More consumers are considering leasing as an alternative to buying. Leasing a new Chrysler vehicle usually involves a small security deposit and a first month's lease payment. Monthly payments are usually less than financing a new car purchase. Ask your dealer for details.



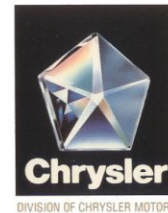
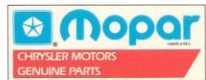
STAINLESS STEEL EXHAUST SYSTEM

On all Chrysler Motors cars and trucks, all components of the exhaust system employ corrosion-resistant steel, which has superior resistance to rust and fatigue caused by high heat. This system provides longer life than conventional exhaust systems. Chrysler Motors provides this stainless steel system on all its 1988 cars and trucks, both domestic and imports.

CHRYSLER PURCHASE ASSISTANCE PROGRAM FOR THE PHYSICALLY CHALLENGED

Cash rebates up to \$500 are available for qualified adaptive driving devices on 1988 Chrysler Motors cars and trucks. For further information contact your dealer or the Physically Challenged Resource Center at 800-255-9877.

MOPAR parts are engineered by Chrysler Motors for use in your new Chrysler vehicle. When replacement is necessary, be sure to specify MOPAR parts. Used by professional mechanics all over the world.



Buckle up for safety.

Chrysler. Driving to be the best.

*At Chrysler, our goal is
to provide the best in engineering,
quality, luxury and prestige.
Whether it's an elegant luxury sedan
or powerful road car, each
fine Chrysler automobile is carefully
crafted to be the best.*

