

1990 CHRYSLER



Imperial
New Yorker Fifth Avenue
New Yorker Landau
New Yorker Salon
Town & Country
LeBaron Convertibles
LeBaron Coupes



There Is No Luxury Without Engineering

For 1990, Chrysler presents a line of refined automobiles suited to the tastes of owners who appreciate traditional luxury...and demand innovative engineering. As always, the Chrysler name embodies luxury. Chrysler engineering now launches that luxury into a new decade of technology.

For spirited acceleration, our new 3.3-liter V-6 engine with multipoint EFI provides even firing for smooth, quiet operation. Standard on Imperial, New Yorker, and Town & Country models* Teamed to this engine is Ultradrive—the world's only four-speed automatic transaxle with fully adaptive electronic control.

Antilock four-wheel disc brakes automatically improve stability on wet or slippery surfaces by preventing wheel lockup and allowing the driver to maneuver the car more safely during hard braking. Standard on Imperial and available on the New Yorkers.

All 1990 Chrysler passenger cars provide driver-side air bags as standard equipment. The Allstate Safety Leadership Award was presented to Chrysler Corporation in recognition of its industry position in the application of driver-side air bags.

Added peace of mind also comes from knowing that your Imperial or New Yorker is covered by the Crystal Key Owner Care Program. No other luxury sedan can match its coverage. (See back cover.)

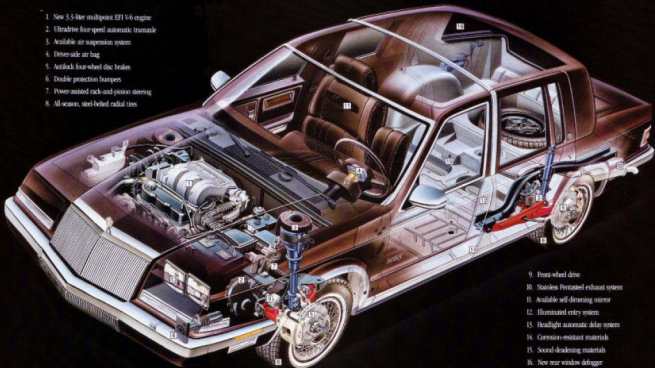
We're proud of the luxury and engineering built into these new Chryslers. We think you'll take pride in owning one.

About the engine: See our ad in this issue for complete specifications. Because of the time it takes to build, 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 buying.

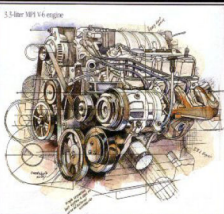
*Some of the features and options described throughout this ad may not be available in all states.

*Some Chrysler models are equipped with a V-6 engine built by Mitsubishi Motors Corporation. See dealer for details.

1. New 3.3-liter multipoint EFI V-6 engine
2. Ultradrive four-speed automatic transaxle
3. Available air suspension system
4. Driver-side air bag
5. Antilock four-wheel disc brakes
6. Double protection bumpers
7. Power-assisted rack-and-pinion steering
8. All-season, steel-belted radial tires



9. Front-wheel drive
10. Stainless Permatex exhaust system
11. Available self-dimming mirror
12. Illuminated entry system
13. Headlight automatic delay system
14. Corrosion-resistant materials
15. Sound-deadening materials
16. New rear window defogger





Imperial shown in Black Clear Coat



Available Mark Cross UltraSoft leather with vinyl trim interior, shown in Black

1990 Chrysler Imperial

Imperial is the pride of Chrysler. All-new for 1990, the Imperial offers unprecedented levels of sophisticated elegance and automotive technology. There's a new 3.3-liter V-6 teamed to Chrysler's exclusive Ultradrive four-speed electronically controlled automatic transaxle. And with its padded vinyl landau roof, opera windows and wire wheel covers set off by white sidewall tires, Imperial presents styling that is both traditional and timeless.

Ultimate luxury awaits you. In the quiet inner world of a 1990 Imperial you'll find a spacious interior designed to envelop its occupants in comfort and convenience with remarkable front and rear leg room. A Mark Cross UltraSoft leather interior with vinyl trim is available. The front seats offer eight-way power plus a two-position driver memory feature and four-way adjustable head restraints. Sumptuous appointments, thoughtful design, and meticulous quality* make Imperial the new marque of luxury cars.

*Capital a product of Chrysler's anti-rust Control System for rust-free cars.





New Yorker Fifth Avenue, shown in Midnight Blue Metallic Clear Coat.



Available Mark Cross leather with steel trim interior, shown in Midnight Blue.

1990 New Yorker Fifth Avenue

Contemporizing a classic. A new New Yorker has been created to showcase contemporary technology while preserving classic comfort. The 1990 New Yorker Fifth Avenue combines the luxury of a more gracious time with today's advanced engineering. Chrysler's new 3.3-liter multipoint EFI V-6 engine releases 147 hp of spirited performance and its Ultradrive transaxle is electronically controlled for smooth and consistent shift quality. Built in the tradition of Chrysler quality.*

Comfort: an expanded version. The new Fifth Avenue stretches out over a 109.3-inch wheelbase so that six can stretch out in pillow-perfect comfort inside. A spacious trunk accommodates belongings. Front seats recline and the driver's seat adjusts six ways for long-haul luxury. An available Electronic Vehicle Information Center calculates trip times and miles, even fuel consumption. A driver-side air bag is one of a host of safety features.

*Fifth Avenue is powered by Chrysler's unique Castrol-By-Engines™ turbo diesel engine.



New Yorker Landau, shown in Light Champagne Metallic Clear Coat.

1990 New Yorker Landau

From technology comes comfort. In the 1990 New Yorker Landau, the comfort is luxurious: a big car ride provided by such technological amenities as load-leveling suspension and the smoothness of a 3.3-liter multipoint EFI V-6 engine coupled with a computer-controlled Ultradrive transaxle. Landau safety features include a driver side air bag and out-board rear-seat shoulder belts. In Landau, comfort and engineering do not preclude style. The style of Chrysler New Yorkers endures. And Landau captures it. A padded vinyl roof gives this New Yorker its name and is a reminder of classic auto design. Yet its subtly tapered silhouette marks Landau as distinctly contemporary...the latest expression of Chrysler quality.[®]



New Yorker Salon, shown in Medium Blue Gray Metallic Clear Coat.

1990 New Yorker Salon

Elegance and grace on the go. In New Yorker Salon, form follows aerodynamic function in styling at once restrained and exciting. Salon offers not only elegantly styled lines to please the eyes but also technically sophisticated features to ease the minds of the most quality-conscious owners.[®] Salon satisfies every demand: for comfort, for room, and for ride. Six adults can relax luxuriously in Salon's roomy interior. Fifty-fifty front bench seats feature dual armrests and reclining seatbacks. Smooth sailing is assured with Salon's 3.3-liter multipoint EFI V-6 engine in tandem with the electronically controlled Ultradrive four-speed automatic transaxle.

[®]Mercedes and BMW are registered by Chrysler's owners. General and Jeep are the back cover.



Town & Country (shown in Bright White Clear Coat. (Background: 1941 Town & Country station wagon.)

Interior shown in Gauge.



1990 Chrysler Town & Country

A heritage beautifully recalled and redefined. The 1990 Chrysler Town & Country offers a welcome touch of nostalgia in its exterior woodgrain applique...but otherwise it's an all-new luxurious mini van. One with seven-passenger roominess, generous cargo capacity and the power to handle large loads. Town & Country also carries the Chrysler nameplate. It's the first luxury mini van offering Chrysler prestige and quality to the mini van buyer.

What a way to go. Chrysler Town & Country interior appointments include luxuriously supple leather not only on all seating surfaces but also on all door trim panels as well. Standard equipment includes virtually everything from front and rear air conditioning...to an Infinity II sound system...to power windows and door locks...to a luggage rack. A responsive V-6 engine and the smooth Ultra-drive four-speed automatic transaxle make up the power team. Town & Country, the first luxury mini van.



The 1990 LeBaron GT Convertible, shown in Flash Red Clear Coat

The 1990 LeBaron GTC Convertible, shown in Bright White Clear Coat



The 1990 LeBaron GT Coupe, shown in Flash Red Clear Coat

The 1990 LeBaron GTC Coupe, shown in Bright White Clear Coat

1990 Chrysler LeBaron Convertibles

Sculpted by the wind, the sleek aerodynamic lines of the 1990 Chrysler LeBaron Convertibles are as functional as they are beautiful. One exhilarating ride in a LeBaron Convertible and you will agree that the sky's the limit...from the powerful performance and road-handling agility of the LeBaron GTC Convertible to the top-line luxury and comfort of the LeBaron Premium Convertible, the everyday world of ho-hum driving is left far behind. A standard Mitsubishi-built 3.0-liter MPI V-6 engine (standard on Premium and GT Convertibles only; available on Highline) makes a confident statement and road-touring suspension keeps you always in good form. Revel in an all-new interior that never lets you forget what real comfort and luxury is all about, with an all-new ergonomically designed cockpit-styled instrument panel—one of many contemporary appointments.

1990 Chrysler LeBaron Coupes

The art and science of vehicle engineering come together with elegant mastery in the 1990 Chrysler LeBaron Coupes. There is standard V-6 power in the Premium Coupe and a state-of-the-art standard 174-hp intercooled, variable nozzle turbocharged engine and three-mode, driver-selectable suspension damping system in the GTC Coupe. New for 1990 is a redesigned interior that features an ergonomic, cockpit-styled instrument panel and fingertip controls. There's also the advanced Ultradrive electronic four-speed automatic transaxle in the LeBaron Premium Coupe and available on Highline and GT models. The going was never so good.

Chrysler Sound Systems



1. The Chrysler Infinity II Sound System includes all of the Infinity I system features plus a five-band graphic equalizer.
2. The Chrysler Infinity I AM stereo/FM stereo electronically tuned radio/cassette tape player is packed with advanced features, including an Infinity-equalized eight-speaker sound system.
3. AM stereo/FM stereo electronically tuned radio with cassette tape player includes Dynamic Noise Reduction.*
4. AM stereo/FM stereo electronically tuned radio with Dynamic Noise Reduction.*
5. Chrysler Compact Disc Player. Plays all standard five-inch compact audio discs (available in package only, with Chrysler Infinity Sound Systems).
(NOTE: Availability varies with model. Check with your Chrysler dealer for details.)

*Some AM stereo broadcasting may not be compatible with this radio.

*Dynamic Noise Reduction is a trademark of Sonosonics Corporation.

Chrysler Mopar Accessories



1. Ski Rack is lockable, compact. Holds up to four pairs of skis. Available Town & Country.
2. Bike Carrier is collapsible for easy storage. Holds one bike of any size. Available Town & Country.
3. Electronic Vehicle Security Alarm System is designed and engineered specifically for all Chrysler vehicles.
4. Cargo Cover is extra large and heavy duty. Protects luggage from the elements. Available Town & Country.
5. Cargo Area Protectors provide protection from spills, grease and dirt on Town & Country carpeting.
6. Fog Lamps offer twice the visibility of ordinary lights. 108-degree beam undercuts inclement weather, minimizes glare. Available LeBaron Coupe/Convertible models.

Chrysler.
There is
no luxury without
engineering.