



IMPERIAL '67

NEWEST PRESTIGE CAR
IN A DECADE



The Imperial LeBaron . . . this is what a luxury car was always meant to be.



The 1967 Imperial LeBaron in Silver Mist Metallic

Not in ten years has any line of American prestige automobiles changed so dramatically. Quite simply, Imperial '67 is totally new.

Consider the Imperial shown above—the new LeBaron.

The LeBaron is the consummate town car. Designed to dignify the most ceremonial occasion, its body is a new, unitized structure—unshared with any automobile in the world. The new roof line is formal and, as shown above, may be covered with a Seville-grain vinyl wrap*—in the tradition of the custom-crafted automobile.

The new carriage window assures privacy. Generous twin storage pockets keep your papers in trim. There is a glove compartment in each door.

Reading lamps focus light within the rear compartment. They do not disturb your driver. Individual air-conditioners*—front and rear—regulate temperature for each compartment. They cool and dehumidify even in torrid climates.

For those owners who live in colder regions, the new rear seat heater* is a welcome innovation.

Most LeBaron fabrics are of

matelassé weave and trimmed with genuine leathers. The exception is grey broadcloth. Its simple stateliness is yours at no extra cost.

For the average owner, head room is ample for even a hamburger. And new sliding assist straps assure entrance and exit with no loss of aplomb.

Imperial '67... the new LeBaron. It is what the American prestige automobile has always aspired to be.

A point you are invited to verify firsthand.

*Optional





The LeBaron's rear compartment

In the Crown Coupe, there is an auxiliary door handle.



Imperial '67 is a high fashion luxury car. Shown below is the Imperial Crown Coupe. It is strikingly new.

At the rear of the passenger door armrest on two-door models is an auxiliary door handle. Within easy reach of your rear seat companions so that they may exit gracefully at curbside.

The Crown Coupe has eleven new interiors. Three are of leather and shaft-loomed Bedford cloth. Sumptuous. The other eight have seats swathed with supple Imperial leathers. Western steerhide, finer than that found on many European limousines.

The vinyl roof canopy is standard

on the new Crown Coupe. In black or white—at your discretion.

Even among the new Imperials, the Crown Coupe stands out.

But a genuine prestige automobile is much more than first appearances. It is thoughtfulness in even the smallest detail.

The Imperial has the look of walnut on its exterior door handles.

Four cigarette lighters which are canted gently to your hand.

The new Imperial Crown Coupe . . . relentlessly thoughtful. But still more.

With the Mobile Director option,* this lavish personal coupe becomes a traveling board room or office.

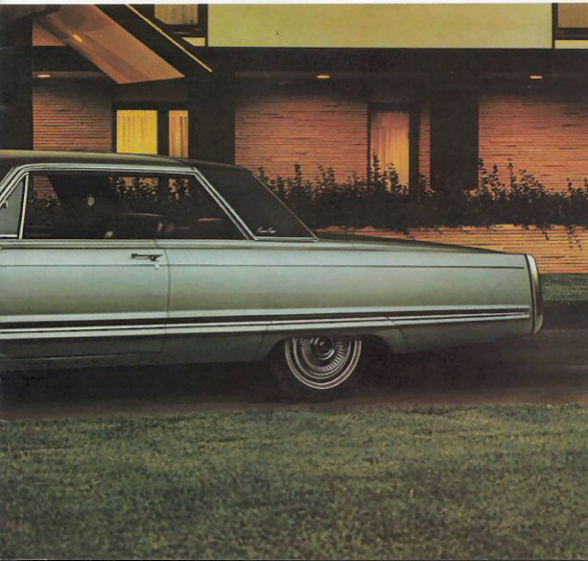
The conference table top is covered with walnut. The turnabout seat swivels 180 degrees. The high-intensity reading lamp stores in a housing under the seat and attaches to any of four cigarette lighter sockets.

Or, with the addition of your table linen and the adjustment of two levers, your Crown Coupe is transformed into an intimate roadside dining suite. Just for two.

Imperial '67 . . . the new style of travel. A style you should discover for yourself. At your Imperial dealer's.

*Optional

The 1967 Imperial Crown Coupe in Haze Green Metallic



The seat swivels to face forward. The table folds and pivots to become an armrest. The reading lamp stows away. Thus, the conference room vanishes.





The Crown Coupe Mobile Director option showing three positions of the conference table

In the Crown Convertible, rear seat passengers have a door stretcher.



If you are a man who thrives on the drive and excitement of today's executive world, if you are a man who takes for granted what other men think exceptional—Imperial '67 was made for you.

Because you never neglect the comfort of others . . . the passenger seat of both two-door models glides forward at a nudge on the seat back to widen the rear seat entryway.

The seats are styled after those found in executive aircraft. They are swathed with leather and

garnished with nylon fur trim.

Because you expect superior performance . . . Imperial '67 is an exceptional road car.

The engine is new—440 cubic inches. And behind the engine is a newly engineered automatic transmission.

The dual braking system is standard. Discs in the front, drums in the rear. A new warning light monitors the brakes.

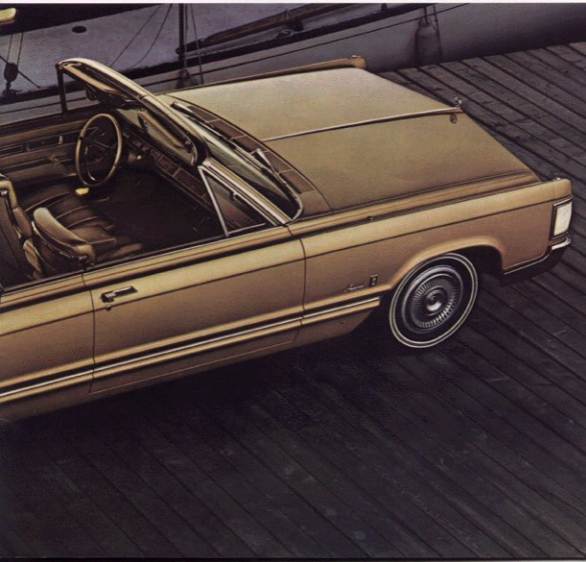
The suspension is new. Rubber isolates the passenger compartment from vibration. Handling is quick. Capable.

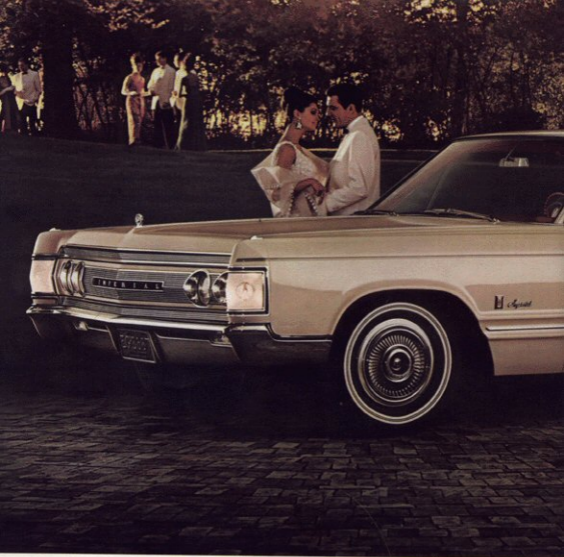
Since a contemporary luxury car must live up to the life you lead, Imperial's styling is new.

The convertible top, for example. Seville-grain vinyl which mounts flush to retain Imperial's unruffled silhouette. The new Tonneau fasteners are concealed. They cannot disturb the Imperial's poise. The new convertible rear window is glass.

If you are a little bored by the grey-haired luxury cars, you should stop by your Imperial Dealer's. He has some new ideas to show you.

The 1967 Imperial Crown Convertible in Cinnamon Gold Metallic





The Crown Four-Door Hardtop front seat is a sofa that can become twin armchairs or an armchair plus recliner.



The 1967 Imperial Crown Four-Door Hardtop in Navaho Beige

An expensive prestige automobile should adjust to you. Not vice versa.

The new Imperial is a highly versatile automobile—as witness, this new Crown Four-Door Hardtop.

At first, the front seat of Imperial's four-door hardtops appears to be a wide sectional sofa. But, at your command, it becomes individually adjustable twin armchairs (power* if you prefer). The passenger seat reclines.

Your climate is adjustable with a touch of your finger.

From the driver's console, you con-

trol vents,* windows, window locks, and locks* for the doors.

If you wish, you may have music . . . exactly to your taste. Each Imperial FM/AM or AM radio* includes a rear speaker, floor tuning switch and power antenna. You select your station with but a touch of your finger or a tap of your foot.

And the reverberator for the rear speaker* adds a new dimension to the fidelity of Imperial sound.

Exterior colors come in twenty-two new shades—sixteen of them, brilliant

metallic. And the matching interiors are just as remarkable. Sumptuous Jacquard cloth in leather trim. Or with any of nine Imperial leathers.*

The Tilt-A-Scope steering wheel* moves through five positions up and down, three inches in and out. And engineers tested more than 600 steering wheels before they chose the best one for the Imperial.

Imperial '67 . . .

Your personal automobile.


Next year other luxury cars will be a little better because of it.

*Optional

The six-way power^{††} seat allows an effortless selection of height, tilt and leg room.

Imperial seats may be swathed with leather[†]—supple Western steerhide.





The adjustable headrests* are shown in the illustrations below. They are foam-filled and complement perfectly Imperial's side-by-side front seats. When fatigued by long distance driving, you will find them most restful.

Each Imperial seat cradles you with double layers of thick foam padding. Each Imperial seat contours to your form. And each soothes.

This seat is found in Imperial's four-door hardtops.

It is a sectional sofa which adjusts into twin armchairs (each with its own armrests), or an armchair plus recliner for your front seat companion.



*Standard on 2-door models. Optional on 4-door hardtops. Not available on sedan.

**Six-way power optional on Imperial Sedan and Crown Four-Door Hardtop. Standard elsewhere.

*Not available with Imperial Sedan. Optional elsewhere.





The new Imperial Sedan has a glove compartment in each door.

The armrest on each door is hinged to provide easy access to a deep, personal storage compartment. In the instrument panel, there's a vanity with mirror. The unexpectedly new. The unexpectedly lavish.

It is significant that these and thirty-two other luxuries are standard on the new Imperial Sedan . . . our lowest priced Imperial.

The new Sedan was specifically designed to extend the invitation of Imperial ownership to more fine-car buyers than ever before.

Consider its appeal . . .

Nearly nineteen feet of new prestige automobile. Distinctive. Unmistakable. Seldom before has a four-door luxury sedan achieved such distinction.

Dramatic styling is the signature of the new Imperial. A signature deftly complemented by custom striping—standard on the new Imperial Sedan.

At night, the embossed cornering lamps provide instant recognition at your club.

The Imperial deserves its prominence. It is a new mark of stature. A new symbol of prestige.

And more. Behind Imperial prestige is the assurance of Imperial luxury.

The new Imperial Sedan . . .
uncompromising luxuriance.

Think about it . . .

For your fine luggage, the spare tire is carpeted. The jack is concealed. It cannot mar or scratch.

The interior? Abundance. The fabrics are shaft-loomed and available in six new shades. The bolsters are vinyl, embossed with the Imperial eagle.

There are four cigarette lighters. With ashtrays to match.

Rare woods are lavished throughout. On the instrument panel cabinetry. As paneling on each door.

Each Imperial has a full complement of gauges. And a master gauge which watches the other gauges. And a new warning light which monitors the brakes.

The seats are foam padded. Then, the padding is foam padded. And finally, the underpadding is padded once more.

Imperial '67 never compromises.

A point a test drive will make abundantly clear. Visit your Imperial Dealer. For personal confirmation.



The new Imperial Sedan's front compartment



Radio, power antenna, rear speaker and reverberator controls, Roadside Warning flashers toggle

The dual speed rear window defogger lends confidence to driving in fog or winter weather.

The headlights turn on automatically* at dusk and turn off at dawn. In between, they dim and brighten by themselves*. When you arrive home, they provide a lighted pathway to your door, then extinguish automatically.

The new front-and-rear air conditioning system* cools and dehumidifies even in very interperate weather.



The electric clock is, of course, standard.

New dual brakes, with discs in front, deliver sure, positive control.

The Imperial Auto-Pilot*. On long trips, a trusted co-driver is often more than welcome.

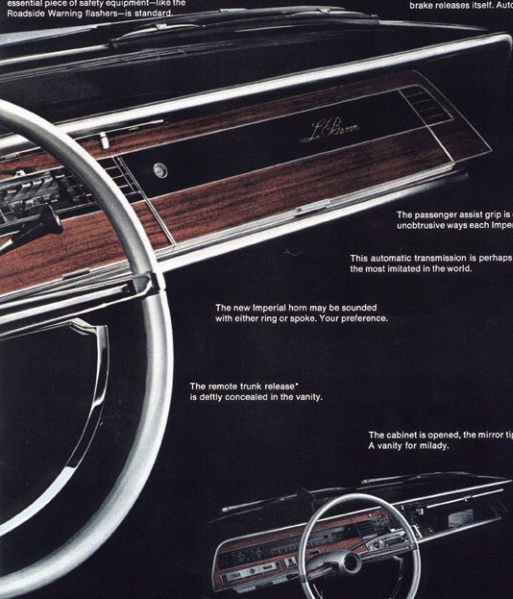
Depress the new touch and turn indicator slightly. Change lanes. The indicator returns automatically.

trunk release, vanity mirror and ashtray are all concealed behind Danish Modern cabinet doors.†

The new rear seat heater* means you may warm your Imperial twice as rapidly as before and defrost the rear window as well.

Imperial's parking brake remembers. When you put your Imperial in gear, the brake releases itself. Automatically.

Imperial's safety features are integral. Each essential piece of safety equipment—like the Roadside Warning flashers—is standard.



The passenger assist grip is one of the many unobtrusive ways each Imperial pampers you.

This automatic transmission is perhaps the most limited in the world.

The new Imperial horn may be sounded with either ring or spoke. Your preference.

The remote trunk release* is deftly concealed in the vanity.

The cabinet is opened, the mirror tips up. A vanity for milady.

*Optional

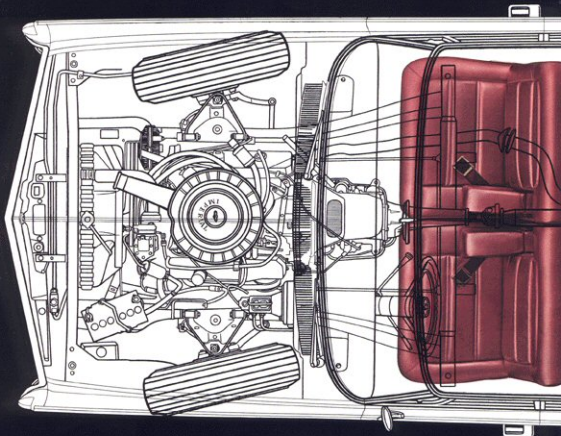
†Radio package, reverberator and remote trunk release optional.

Fuel System: 4-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity 25 gallons.

Frame: Unit construction body, with isolated front structural system.

Engine: Overhead valve 90 degree V8. 440 cu. in. displacement. 10.1 to 1 compression ratio. 350 hp @ 4400 rpm. Torque, 480 ft. lbs. @ 2800 rpm.

Electrical system: 12-volt battery; 78 plates, 70 amp. hr. rating, 37-amp alternator. (60-amp with air conditioning.)



Here's how Imperial's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at an Authorized Imperial (for Chrysler, Plymouth, or Dodge) Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1967 Imperial automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

Steering: Full-time power steering. 3.5 turns, full left to full right. Symmetrical idler-arm steering linkage. Hydraulic and mechanical steering reaction systems. Energy-absorbing steering column.

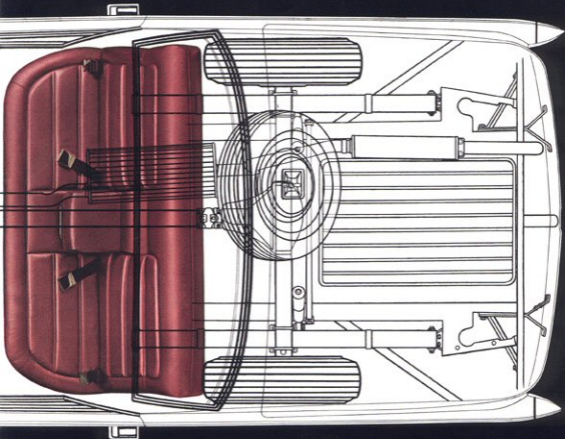
Transmission: TorqueFlite automatic with column-mounted selector lever. 3-speed planetary gear set with torque converter. Transmission breakaway ratio, 5.0 to 1 overall.

Recommended Power Train Option: The Sure-Grip differential which automatically transfers power to the rear wheel with traction when the other rear wheel is slipping.

Interior Dimensions: Head room front, 39.4 in.; Rear, 38.6 in.; Leg room front, 42.0 in.; Rear, 39.8 in.; Shoulder room, front and rear, 60.0 in.; Knee room, 6.5 in. (Dimensions for Imperial Sedan only. May vary slightly with other models.)

Wheels and Tires: Low profile tubeless, 9.15 x 15. Safety-Rim wheels. Stainless steel wheel covers with die cast appliqué.

For those owners who tow a trailer, a special equipment package is available. See your dealer for details.



Brakes: Disc brakes standard front. Drum rear. Dual master-cylinder. Swept lining area 437 sq. in. Mechanical parking brake with automatic release.

Suspension: Chrome-steel torsion bar, independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. 62 in. rubber-isolated leaf-type rear springs, mounted 46 in. apart. Oriflow shock absorbers at all four wheels. Rear track bar.

Dimensions: For closed models—wheelbase, 127 in. Front tread, 62.4 in.; rear, 61.1 in. Overall length 224.7 in. Width, 79.6 in. Height (loaded) 56.2 in., except convertible at 56.1 in. and LeBaron and Imperial Sedan at 57.1.

Imperial's new 440 cubic inch V8 is the largest automobile engine ever offered by Chrysler Corporation.



The Imperial Sedan

Standard equipment includes: Automatic transmission Power steering and brakes Power windows Roadside Warning Flashers Retractable safety belts Heater Door-to-door carpeting Electric clock Remote control mirror Undercoating Vanity with mirror Four cigarette lighters and ashtrays Four glove compartments Wheel covers Rare walnut paneling Three-speed electric windshield wipers and windshield washer Sentry Signal

Optional equipment includes: Remote trunk release Tilt-A-Scope steering wheel Power vents Vinyl roof Six-way power seat Electric door locks Auto-Pilot FM/AM or AM search-tune radio with power antenna, front and rear speakers and floor tuning switch Reverbator for rear speaker Sure-Grip differential Air conditioning (front or front and rear) Automatic headlight dimmer Safeguard Sentinel lighting Shoulder safety harnesses Rear heater with defroster system (not available with rear air conditioning) Rear window defogger Three-ribbed whitewall tires Cleaner air package (California only)

The Imperial LeBaron

Standard equipment includes: Sliding seat straps Retractable safety belts Automatic transmission Power steering and brakes Power windows Six-way power seats (left and right) Power vents Roadside Warning Flashers Heater Three-ribbed whitewall tires Door-to-door carpeting Electric clock Reading lamps Remote control outside mirror 50/50 split front seat with passenger recliner Undercoating Wheel covers Four glove compartments Two front center armrests, or rear center armrest Vanity with mirror Seat back pockets Four cigarette lighters and ashtrays Rare walnut paneling Three-speed electric windshield wipers and windshield washer Sentry Signal

Optional equipment includes: Vinyl roof Remote trunk release Tilt-A-Scope steering wheel Air conditioning (front or front and rear) Auto-Pilot Electric door locks Tinted glass for all windows FM/AM or AM search-tune radio with power antenna, front and rear speakers and floor tuning switch Reverbator for rear speaker Sure-Grip differential Rear window defogger Seats with leather upholstery Automatic headlight dimmer Safeguard Sentinel lighting Headrests Rear heater with defroster system (not available with rear air conditioning) Shoulder safety harnesses Cleaner air package (California only)



The Imperial Crown Convertible

Standard equipment includes: Door stretcher Individual bucket seats with leather upholstery Passenger recliner Nylon fur trim Retractable safety belts Six-way power seats (both sides) Automatic transmission Power steering and brakes Power top Power windows Auxiliary door handle Roadside Warning Flashers Vinyl top Two glove compartments Vanity with mirror Four cigarette lighters and ashtrays Concealed bolt fasteners Heater Door-to-door carpeting Electric clock Remote control outside mirror Undercoating Wheel covers Rare walnut paneling Three-speed electric windshield wipers and washer Glass rear window Sentry Signal

Optional equipment includes: Remote trunk release Tilt-A-Scope steering wheel Power vents Electric door locks Auto-Pilot FM/AM or AM search-tune radio with power antenna, front and rear speakers and floor tuning switch Reverbator for rear speaker Sure-Grip differential Air conditioning (front only) Automatic headlight dimmer Safeguard Sentinel lighting Headrests Shoulder safety harnesses Three-ribbed whitewall tires Cleaner air package (California only)

Someone has remembered why you buy a luxury car. Luxury.



The Imperial Crown Four-Door Hardtop

Standard equipment includes: Automatic transmission Power steering and brakes Power windows Roadside Warning flashers Retractable safety belts Heater Door-to-door carpeting Two front center armrests, One rear center armrest Electric clock Remote control outside mirror Four glove compartments Vanity with mirror Four cigarette lighters and ashtrays 60/30 split front seat with passenger recliner Undercoating Wheel covers Raw walnut paneling Three-speed electric windshield wipers and washer Sentry Signal

Optional equipment includes: Vinyl roof Remote trunk release Air conditioning (front or front and rear) Auto-Pilot Electric door locks Power vents Sure-Grip differential Six-way power seat Rear heater with defroster system (not available with rear air conditioning) Seats with leather upholstery Rear window defogger Tilt-A-Scope steering wheel Tinted glass for all windows Three-ribbon whitewall tires AM/FM or AM search-tune radio with power antenna, front and rear speakers and floor tuning switch Reverbator for rear speaker Automatic headlight dimmer Safeguard Sentinel lighting Headrests Shoulder safety harnesses Cleaner air package (California only)



The Imperial Crown Coupe

Standard equipment includes: Auxiliary door handle Door stretcher Individual bucket seats with leather upholstery Nylon fur trim (with leather only) Retractable safety belts Automatic transmission Power steering and brakes Power windows Roadside Warning flashers Vinyl roof canopy Heater Door-to-door carpeting Two glove compartments Vanity with mirror Six-way power seats (with Mobile Director option—driver's side only) Four cigarette lighters and ashtrays Electric

clock Remote control outside mirror Undercoating Wheel covers Raw walnut paneling Three-speed electric windshield wipers and windshield washer Sentry Signal

Optional equipment includes: Remote trunk release Tilt-A-Scope steering wheel Power vents Electric door locks Auto-Pilot FM/AM or AM search-tune radio with power antenna, front and rear speakers and floor tuning switch Reverb-

ator for rear speaker Sure-Grip differential Air conditioning (front or front and rear) Automatic headlight dimmer Safeguard Sentinel lighting Headrests Shoulder safety harnesses Rear heater with defroster system (not available with rear air conditioning) Three-ribbon whitewall tires Mobile Director package, including a conference table, turnabout seat, headrests, and portable high-intensity lamp Rear window defogger Cleaner air package (California only)





customer
care

We all share in Customer Care

IMPERIAL DIVISION



CHRYSLER
MOTORS CORPORATION