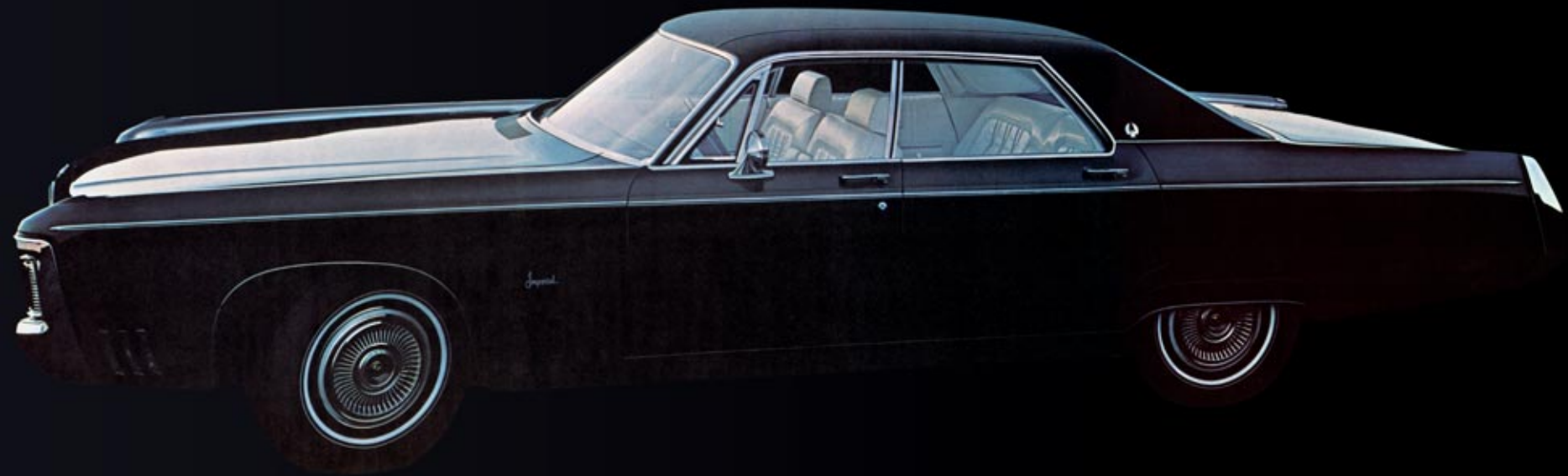


The 1969 Imperial

## **The LeBaron Four-Door Hardtop**



# What makes the 1969 Imperial different from any other luxury car?

Outside, Imperial's styling is unlike that of any other luxury car for 1969.

Unlike that of any other Imperial ever built.

The lines are clean, with exceptional flair.

This year's Imperial is longer, too. With more head room, more shoulder room, more leg room. Even the trunk is more spacious.

But Imperial's differences go far deeper than just added length, or a contemporary look. Consider the following:

## *Variations on a theme*

There are 3 American luxury cars, and every one is built a different way. One car welds body and frame into a single unitized shell. Another puts rubber between body and frame, then fastens the two together.

Imperial combines both methods.

While welded construction alone gives you up to twice as much resistance to body twist, it doesn't give you quite the silence.

And while body and frame construction isolates road noise better, it isn't as strong.

So, Imperial attaches the frame directly to the body for strength. And controls noise with a rubber-isolated steel beam which carries the engine and suspension system.

## *The rubber sandwich*

Have you ever squeezed a garden hose to stop the flow of water?

That's how Imperial's rubber isolators act to reduce the flow of road noise. The minute sound or vibration reaches them, they block it.

There are forty-three rubber isolators. They form a thick rubber blanket between the passenger compartment and the

road. Isolating the engine, drive train, shock absorbers, suspension system. Even the muffler and tail pipe.

Result: A rubber sandwich. Car on top, rubber blanket in the middle. Wheels on the bottom.

So that sound from any source is kept to a minimum, Imperial insulates as well as isolates the passenger compartment. Key areas get a total of 180 pounds of sound deadeners.

And that's only half the silence story.

Using the "electronic highway," an extremely sophisticated piece of equipment, prototype Imperials are tested for engine and drive-line vibrations—without moving them an inch.

These Imperials are also driven on a variety of road surfaces. Then all of the information is analyzed through 27 different frequency bands.

The recorded data are reproduced in the "Quiet Room" (a room so quiet you can hear yourself breathe) while a group of sound engineers make comparisons of the "vehicle noise level" to achieve the prescribed standards.

What is the result of this Imperial effort?

We feel you get the best of the luxury car world.

## *Gentlemen's disagreement*

There are two theories on how to make a luxury car ride better.

One is to use a coil spring suspension. The other, to use torsion bars up front. Imperial favors torsion bars. Briefly, here's the difference.

Coils absorb shock in an up-and-down manner (like a bedspring).

Torsion bars (long, round bars of solid spring steel) get rid of shock by twisting lengthwise—like wringing water out of a towel.

Both do the job. Both have their points.

But we feel torsion bars are better on curves with less lean in corners and turns.

### *Birds of a feather*

If you were to measure the horsepower of all three luxury cars in terms of 0 to 60, there would only be a few seconds difference between them.

That's because acceleration from a standing start is not the most important consideration for any luxury car.

Uncanny silence at test track speeds. Enough torque to power every luxury car accessory with ease. Long, troublefree engine life.

That's the primary goal of every luxury V-8.

There are times, of course, when you need an extra burst of speed—even in a luxury car. Imperial's new part-throttle kickdown was designed especially for those times. It makes passing or blending into expressway traffic an immediate thing—with normal pedal pressure.

Caliper-type front disc brakes on all three luxury cars make stopping easier. But because 60% of the braking forces occur on the front wheels, Imperial has a large swept lining area (the amount of braking surface working to stop the car).

### *It's the little things*

And they add up differently for every luxury car. Here are a few Imperial features for 1969:

- The LeBaron Four-Door Hardtop 50/50 divided bench seat.
- Two separate heating systems (one to allow your rear seat passengers to specify their own temperature).\*
- Two separate air conditioning systems. One up front. One in back.\*

- Foam pillows and self-storing Lavalier straps for rear compartment passengers in LeBaron Four-Door Hardtop.
- A carpeted trunk, a carpeted spare tire cover\* and a separate storage compartment for your jack.
- A full complement of gauges (engine monitors) with a Sentry Signal to watch over the others.
- An imported stereo-system\* with push-button FM/AM Multiplex radio, tape, and five heavy-magnet speakers.
- Disappearing headlights on every model.

You'll find out more about these and the other things Imperial offers as you read on.

### *Reader's Choice*

When it comes to selecting your luxury car, everyone offers a variety of models in a variety of price ranges.

Imperial has three to choose from. Our most luxurious Imperial is the LeBaron Four-Door Hardtop. Our Two-Door Hardtop, also a LeBaron model, is priced slightly less. And our most affordable model is the Crown Four-Door Sedan.

You may test drive an Imperial in a thorough, unhurried manner at well over a thousand dealerships throughout the United States.

### *P.S.*

Now that you know a little about the difference between Imperial and the other luxury cars, we'd like to tell you a lot about Imperial's models—and their differences. We believe any one of them could convince you the luxury car to be thinking about this year is a 1969 Imperial.

\*Optional at extra cost.

Spend a few minutes inside an Imperial LeBaron. You'll never mistake it for any other luxury car again.



The rear compartment in the LeBaron Four-Door Hardtop is a good example. It literally waits on you. Hand and foot.

A separate rear heater\* (with 2 blower speeds) directs heat up and around your rear-seat passengers. While special vents defrost the rear window.

A powerful FM/AM Multiplex radio-tape stereo system\* gives you a tonal range no other luxury car

can match. It has 5 speakers. You'd be hard pressed to duplicate this system for less than \$500 in a home set.

Individual Airtemp air conditioners\*—front and rear. Provide enough capacity to cool a 5-room house.

Permanently placed foam pillows allow rear passengers to nap in comfort.

Individual glove compartments add to their comfort.

Two vinyl storage pouches\*\* keep important papers at hand.

Then there are the expected luxury-car touches. Individual cigarette lighters. Individual ashtrays. Individual reading lamps for rear compartment passengers.

Simulated wood trim vinyl applique (ours is a crossfire walnut grain.)

Assist handles for ease of exit. We offer self-storing straps of the Lavalier type.

And thick carpeting. We extend Imperial's wall-to-wall, below the instrument panel, on the bot-

toms of all doors. Up seat backs. And cover the trunk floor.

A word about seating fabrics. Ours are extremely fine textile materials of a nylon knit, available in six cloth-and-leather combinations. The optional leathers\* are available in 9 color choices.

Allow yourself the luxury of an Imperial LeBaron just once—and you'll never be satisfied with less.

\*Optional at extra cost.  
\*\*Standard with leather seats.



Also standard on the LeBaron, some of this year's most eloquent sculpture.

The five-foot-wide LeBaron front seat separates into halves. Each with its own pair of armrests. The passenger's side reclines to an infinite number of comfort positions. The seat is standard.

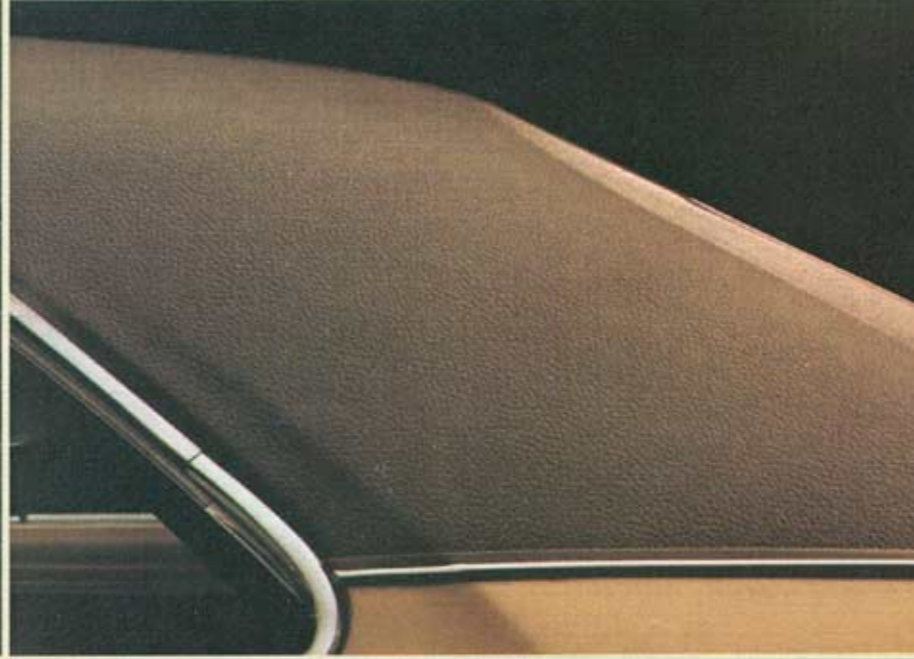
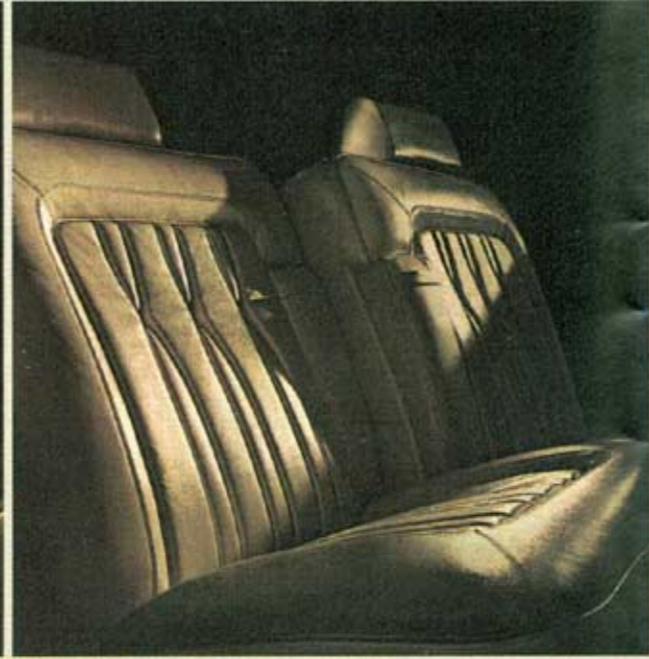
This is perhaps the most comfortable automobile seat in history. We call it a 50/50 split bench. Standard on our LeBaron Four-Door Hardtop. A perfect complement to LeBaron's rear compartment seating arrangement. In the same six cloth-and-leather combinations: walnut and beige, light turquoise, dark blue, dark green, burgundy and black. Or, nine optional\*\* leather upholstery trims: gold, dark blue, antique gold and black, dark green, dark saddle, red, white, black, light blue.

This seat is almost as versatile as a barber's chair. With a new 6-way power seat\* adjuster. It moves up and down, tilts, goes forward and back. Converts from a 5-foot sofa into two individual bucket-like seats with separate armrests. And has a passenger's side that reclines farther back than the seat in most jet liners.

LeBaron's standard 50/50 split bench seat.

It spoils you. For any other car.

\*The seat is standard.  
Six-way power optional at extra cost.  
\*\*Optional at extra cost.



Seating comfort for any luxury car is just about the same. Or is it?



Consider how the three luxury cars go about building comfort into a seat.

They all start with the science of anthropometry (the careful measuring of the human body—its size and proportions.)

But although they agree on the basics, the seat shape and general dimensions, they differ on the springing.

One of them, for example, uses coil springing throughout their seats because they feel it does the job best.

We think coils are fine for back support (we have 17 in each seat back ourselves). But, we also feel that formed wire springing gives you more comfort in the seat proper because it allows for more "jounce" space. (More up-and-down give.)

Not only do Imperial's formed wire springs put strength where it's needed for more comfort and

endurance. But because of their design, they also offer rear-seat passengers more foot room than coils do.

Does all this mean that Imperial seats are more comfortable than those of other luxury cars?

That depends on the ultimate measure of comfort. You.

Here are the two seats available

for your LeBaron Two-Door Hardtop: The standard bench seat in six cloth-and-leather combinations. (Walnut and beige, light turquoise, dark blue, dark green, burgundy and black.) Or the optional\* bucket seat on the left. The passenger's side reclines to any comfort position. And there is a padded, flip-down center armrest which pro-

vides comfortable seating for a 3rd passenger. You may order this bucket\*\* in 5 leather upholstery choices. (Light blue, dark saddle, white, black, dark green.) Headrests are available for both seats, of course.

\*Optional at extra cost.  
\*\*Six-way power and passenger recliner standard when you order bucket seats.





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