

**CHRYSLER**  
**IMPERIAL**

**1969**

**CAR AND EQUIPMENT PRICES**

---

# CHRYSLER IMPERIAL

## 1969 Car & Equipment Prices

Each series begins with the basic car prices. There are two columns of blank lines—one to write in the destination charge and state and local taxes and the other column for total price of the car.

The pages immediately following the basic car prices contain the equipment packages available for that series, then an alphabetical list of all factory-installed options and accessories.

Prices are manufacturer's suggested retail prices as of September 26, 1968, and include provisions for Federal excise taxes and dealer

new-car preparation charges, but exclude state and local taxes, if any, and destination charges.

The foregoing manufacturer's suggested retail prices are supplied merely as trade information. Dealers are not required or expected to follow all or any such prices, it being expressly understood that dealers are absolutely unrestricted in such respects.

All prices, specifications and equipment are subject to change without notice or obligation.

## 1969 CHRYSLER—Basic Car Prices

Body Type Code	Model	Manufacturer's Suggested Retail Price*		
<b>CHRYSLER NEWPORT</b>				
CE23	2-door Hardtop.....	\$3468.00	\$ _____	\$ _____
CE41	4-door Sedan.....	3397.00	_____	_____
CE43	4-door Hardtop.....	3532.00	_____	_____
CE27	Convertible.....	3806.00	_____	_____
<b>CHRYSLER NEWPORT CUSTOM</b>				
CL23	2-door Hardtop.....	3635.00	_____	_____
CL41	4-door Sedan.....	3563.00	_____	_____
CL43	4-door Hardtop.....	3713.00	_____	_____
<b>CHRYSLER "300"</b>				
CM23	2-door Hardtop.....	4087.00	_____	_____
CM43	4-door Hardtop.....	4166.00	_____	_____
CM27	Convertible.....	4433.00	_____	_____
<b>CHRYSLER NEW YORKER</b>				
CH23	2-door Hardtop.....	4522.00	_____	_____
CH41	4-door Sedan.....	4470.00	_____	_____
CH43	4-door Hardtop.....	4598.00	_____	_____
<b>TOWN AND COUNTRY</b>				
CP45	4-door Wagon—2 seat.....	4566.00	_____	_____
CP46	4-door Wagon—3 seat.....	4652.00	_____	_____

\*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New-Car Preparation of \$55.00 Newport; \$60.00 Newport Custom; \$65.00 "300"; \$75.00 New Yorker and \$65.00 Town and Country.

# CHRYSLER Factory-Installed Options and Accessories

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY†					Mfr's Suggested Retail Price*
		NEWPORT	NEWPORT CUSTOM	300	NEW YORKER	TOWN & COUNTRY	
<b>Accessory Groups</b>							
A04	<b>Basic</b> (Newport, Newport Custom, 300)						
	Power Brakes						
	Power Steering						
	Remote-Control Mirror, outside left						
	Windshield Wipers, 3-speed						
	With AM Radio	E	E	E	—	—	\$266.70
	With AM and Stereo Tape	E	E	E	—	—	396.65
	With AM/FM Radio—Search Tuner	E	E	E	—	—	361.30
	With Multiplex AM/FM Radio and Stereo Tape	E	E	E	—	—	475.30
A04	<b>Basic</b> (New Yorker, T & C Wagon)						
	Radio						
	Power Antenna						
	Power Windows						
	With AM Radio	—	—	—	E	E	235.30
	With AM Radio and Stereo Tape	—	—	—	E	E	365.25
	With AM/FM Radio—Search Tuner	—	—	—	E	E	329.90
	With Multiplex AM/FM Radio and Stereo Tape	—	—	—	E	E	443.90
A03	<b>Town &amp; Country Package</b>	—	—	—	—	E	68.05
	Assist Handles						
	Remote-Control Mirror, outside left						
	Tailgate Window Washer/Wiper						
A02	<b>Driver Aid Package</b>						
	"FASTEN BELTS" Reminder Light						
	"LOCK DOORS" Reminder Light						
	"HEADLIGHTS-ON" Warning Signal (NA w/Safeguard Sentinel Lighting)						
	With Safeguard Sentinel Lighting	E	E	E	E	E	10.80
	Without Safeguard Sentinel Lighting	E	E	E	E	E	18.15
A01	<b>Light Package</b>	E	E	E	S	S	31.50
	Fender-mounted Turn Indicators†						
	Right Ashtray Light†						
	Trunk Light†						
	Glove Compartment Light†						
	Map & Courtesy Light†						
	†Available in Light Package Only.						
S13	<b>Heavy-Duty Suspension</b> (Std. w/440 TNT Engine and Trailer-Towing Package. Hvy.-Duty Brakes or Disc Brakes Req'd)	E	E	E	E	E	17.50
	Heavy-duty Rear Springs†						
	Heavy-duty Torsion Bars†						
	Large-diameter Sway Bar†						
	†Available in Heavy-Duty Suspension Group Only.						

# CHRYSLER Factory-Installed Options and Accessories (cont.)

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY†					Mfr's Suggested Retail Price*
		NEWPORT	NEWPORT CUSTOM	300	NEW YORKER	TOWN & COUNTRY	
A35	<b>Trailer-Towing Package</b> (Requires TorqueFlite Trans. on all Models & 9.15 x 15 Tires on T & C Wagons)						
	W/Air Cond. (NA 440 TNT Eng.)	E	E	E	E	E	\$ 55.10
	W/Air Cond. (440 TNT Eng. only)	E	E	E	E	NA	37.75
	W/O Air Cond. (NA 440 TNT Eng.)	E	E	E	E	E	65.70
	W/O Air Cond. (440 TNT Eng. only)	E	E	E	E	NA	48.35
	<b>Air Conditioners</b> (Avail. W/Auto Trans. & Power Steering Only)						
H51	Single Unit (Includes ventless front windows on 2-Door H.T.)	E	E	E	E	E	405.85
H52	Dual Units (Req. 9.15 x 15 Tires)	NA	NA	NA	NA	E	635.80
H53	Auto Temp—Single Unit (Includes ventless front windows on 2-Door Hardtops)	E	E	E	E	E	481.10
H54	Auto Temp—Dual Units (Require 9.15 x 15 Tires)	NA	NA	NA	NA	E	711.40
N88	<b>Automatic Speed Control</b> (Available W/Auto Trans. and Power Brakes Only)	E	E	E	E	E	66.50
	<b>Brakes</b>						
B41	Disc Brakes—Front (Require Power Brakes. N/A H.D. Brakes)	E	E	E	E	E	49.30
B31	Heavy-Duty Brakes—Front & Rear—Manual Adjusting—(Available with Heavy-Duty Suspension Only; N/A W/Disc Brakes)	E	E	E	E	E	22.20
	<b>Bumper Guards</b>						
M81	Front Guards	E	E	E	E	E	17.50
M83	Rear Guards or Wagon Step Pads (3 Seat only)	E	E	NA	NA	E	17.50
M85	Front & Rear Guards or Wagon Step Pads (3 Seat Only)	E	E	NA	NA	E	35.00
C92	<b>Carpet Protection Mats</b>	E	E	E	E	E	13.35
J21	<b>Clock—Electric</b>	E	E	E	S	E	19.05
C16	<b>Console</b> (Avail. W/Bucket Seats, Auto. Trans. & Power Steering only)	E	NA	E	E	NA	67.95
D91	<b>Differential—Sure-Grip</b>	E	E	E	E	E	50.70
	<b>Electrical</b>						
F11	46-Amp. Alternator—Std. W/Air Cond.	E	E	E	E	E	11.15
F25	70-Amp.-hr. Battery—Std. 440 Engines	E	E	S	S	E	8.50
	<b>Engines</b>						
E63	383 CID—4 BBL—Dual Exhaust (Requires Auto. Trans.)	E	E	NA	NA	E	67.90
E85	440 CID—4 BBL—Dual Exhaust	NA	NA	NA	NA	E	164.00
E86	440 CID—TNT—4 BBL—Dual Exhaust (Requires Auto. Trans.)	E	E	NA	NA	NA	198.35
E86	440 CID—TNT—4 BBL—Dual Exhaust	NA	NA	E	E	NA	79.40
	<b>Glass</b>						
G11	Tinted—All Windows (Except Conv. Rear Window)	E	E	E	E	E	43.45
G15	Tinted—Windshield Only	E	E	E	E	E	29.15
	<b>Heating &amp; Defrosting</b>						
H15	Heater—Rear Seat (NA Conv. or Rear Window Defogger)	E	E	E	E	NA	63.70
H31	Defogger—Rear Window (N/A Conv. or Rear Seat Heater)	E	E	E	E	NA	22.15

# CHRYSLER Factory-Installed Options and Accessories (cont.)

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY‡					Mfr's Suggested Retail Price*
		NEWPORT	NEWPORT CUSTOM	300	NEW YORKER	TOWN & COUNTRY	
<b>Head Restraints—Front Seat</b>							
C25	Left.....	E	E	E	E	E	\$ 13.25
C28	Right—Required With Passenger Seat Recliner.....	E	E	E	E	E	13.25
C31	Left and Right.....	E	E	E	E	E	26.50
<b>Lights</b>							
L68	Auto. Headlight Beam Changer (Avail. W/Safeguard Sentinel Lighting only).....	E	E	E	E	E	48.70
L35	Cornering Lights (Avail. with Light Package Only).....	E	E	E	E	E	36.50
L41	Safeguard Sentinel Lighting.....	E	E	E	E	E	34.75
L71	Lock-Doors Reminder Light.....	E	E	E	E	E	5.40
L73	Fasten Belts Reminder Light.....	E	E	E	E	E	5.40
L72	Headlights-On Warning Signal (N/A W/Safeguard Sentinel Lighting).....	E	E	E	E	E	7.35
<b>Mirrors</b>							
G33	Remote Control—Left Outside.....	E	E	E	S	E	10.55
G31	Manual—Right Outside.....	E	E	E	E	E	6.95
<b>Moldings</b>							
M15	Bright Upper Door Frames (4-dr. Sedan Only).....	E	S	NA	S	S	22.60
M05	Door Edge Protectors—2-Doors.....	E	E	E	E	NA	5.20
M05	Door Edge Protectors—4-Doors.....	E	E	E	E	E	8.80
M41	License Plate Frames—Frt. & Rr.....	E	E	E	E	E	7.15
C34	Bright Seat Side Shield— Newport Bench Seat (Std. Convertible & 6-Way Power Bench Seat).....	E	S	S	S	S	11.60
<b>Power Equipment</b>							
B51	Brakes (Req'd W/Disc Brakes).....	E	E	E	S	S	46.85
P21	Bench Seat—6 Way.....	E	E	E	E	E	102.80
P25	Bucket or 3-in-1 Bench Seat—6 Way—Left Only.....	E	E	E	E	E	95.40
P28	Bucket or 3-in-1 Bench Seat—6 Way—Left & Right.....	E	E	E	E	E	188.05
P41	Door Locks—2-Doors.....	E	E	E	E	NA	45.55
P41	Door Locks—4-Doors.....	E	E	E	E	E	66.50
P45	Remote Trunk Lid Release.....	E	E	E	E	NA	14.75
S77	Steering.....	E	E	E	S	S	111.55
P33	Vent Windows (Available W/Power Windows Only. N/A 2-Door H.T. With Air Cond.).....	E	E	E	E	E	54.25
P31	Windows.....	E	E	E	E	E	111.55
R48	Antenna—Front Mtd. (Available W/Light Group & Radio Only).....	E	E	E	E	E	31.45
<b>Radios</b>							
R13	Golden Tone—AM.....	E	E	E	E	E	92.30
R23	Golden Tone—AM/FM W/Search Tuner.....	E	E	E	E	E	186.90

# CHRYSLER Factory-Installed Options and Accessories (cont.)

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY‡					Mfr's Suggested Retail Price*
		NEWPORT	NEWPORT CUSTOM	300	NEW YORKER	TOWN & COUNTRY	
R22	Golden Tone—AM—W/Stereo Tape & Speakers	E	E	E	E	E	\$222.25
R37	Multiplex—AM/FM—W/Stereo Tape & Speakers	E	E	E	E	E	300.90
R31	Rear Seat Speaker—Single (Available With G.T.-AM or G.T.-AM/FM W/Search Tuner Radio only)	E	E	E	E	NA	17.00
C71	<b>Seat Cushions—Foam</b> —Front & Rear (Newport Cloth and Vinyl Trim Only)	E	S	S	S	S	26.65
C61	<b>Seat Recliner</b> —Passenger Side (Requires Front Seat Head Restraint—Right) (Available W/Trim Codes E6X and M6X Only)	E	NA	E	NA	NA	33.10
<b>Shoulder Belts</b>							
C13	Front—Left & Right (Conv. only)	E	S	E	S	S	26.80
C14	Rear—Left & Right (N/A Conv.)	E	E	E	E	E	26.80
C96	<b>Spare Tire Cover Carpeted</b>	NA	NA	NA	E	NA	10.95
A58	<b>Sportsgain</b> (2-Door Hardtop & Convertible Only)	E	NA	NA	NA	NA	126.55
C97	<b>Trunk and Spare Tire Cover Carpeted</b>	E	E	E	NA	NA	23.60
<b>Steering Wheels</b>							
S61	Tilt and Telescope (Available W/Auto. Trans. & Power Steering Only. N/A W/Deluxe Steering Wheel)	E	E	E	E	E	90.50
S81	Deluxe—W/Full Horn Ring (N/A Tilt & Telescope Steering Wheel)	E	E	E	S	E	15.85
<b>Town and Country</b>							
M95	Assist Handles	NA	NA	NA	NA	E	17.70
M91	Luggage Rack—Roof	NA	NA	NA	NA	E	63.95
A08	Tailgate Scuff Plate/Step Pad (T&C 2-Seat Wagon Only)	NA	NA	NA	NA	E	21.80
M86	Delete Woodgrain and Lower Body Side Moldings	NA	NA	NA	NA	NC	NC
J26	Tailgate Window Washer/Wiper	NA	NA	NA	NA	E	39.80
D34	<b>Transmission, TorqueFlite</b>						
	With 383 CID 2-bbl. Engines	E	E	NA	NA	S	228.60
	With 383 CID 4-bbl. and 440 4-bbl. TNT Engines	E	E	S	S	S	233.65
J55	<b>Undercoating and Hood Insulator Pad</b>	E	E	E	S	E	20.50
J25	<b>Windshield Wipers—Three Speed</b>	E	E	E	S	S	5.45
<b>Wheels and Wheel Covers</b>							
W15	Wheel Covers—Deep Dish	E	E	E	E	E	34.55
<b>Exterior Paint and Trim</b>							
	Paint—Two-Tone (N/A Convert.)	E	E	E	E	NA	37.80
	Vinyl Roof (N/A Convert.)	E	E	E	E	NA	121.90
<b>Bench Seats</b>							
	Vinyl (Std. Convert.)	E	NA	NA	NA	NA	37.70
	Vinyl	NA	NC	NA	NA	NA	NC
	Cloth and Vinyl (H.T. only)	NA	NA	(E)	NA	NA	(81.60)
	Vinyl (Hardtops only)	NA	NA	(E)	NA	NA	(81.60)

# CHRYSLER Factory-Installed Options and Accessories (cont.)

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY‡					Mfr's Suggested Retail Price*
		NEWPORT	NEWPORT CUSTOM	300	NEW YORKER	TOWN & COUNTRY	
<b>3-in-1 Bench Seats</b> (Require Front Seat Head Restraint—Right)							
	Cloth and Vinyl (N/A 2-Dr. Hardtop) .....	NA	E	NA	NA	NA	\$108.55
	Cloth and Vinyl (N/A 2-Dr. Hardtop) .....	NA	NA	NA	E	NA	72.35
	Cloth and Vinyl .....	NA	NA	NA	NA	E	108.55
	Vinyl (N/A 2-Dr. Hardtop) .....	NA	E	NA	NA	NA	108.55
	Vinyl (4-Dr. Hardtop Only) .....	NA	NA	NA	E	NA	72.35
	Vinyl .....	NA	NA	NA	NA	E	108.55
	Leather (N/A 2-Dr. Hardtop) .....	NA	NA	NA	E	NA	181.00
<b>Bucket Seats</b>							
	Vinyl (2-Dr. Hardtop only) .....	E	NA	NA	NA	NA	162.75
	Vinyl (Convertible only) .....	E	NA	NA	NA	NA	126.95
	Vinyl (2-Dr. Hardtop only) (Require Front Seat Head Restraint—Right) .....	NA	NA	NA	E	NA	86.85
	Cloth & Vinyl (Hardtop Models only) (Require Front Seat Head Restraint—Right) .....	NA	NA	E	NA	NA	33.10
<b>Tires—Set of 5</b>							
<b>(Replaces 8.55 x 15 BSW on All Models Except Town and Country)</b>							
U32	8.55 x 15 WSW .....	E	E	E	E	NA	45.35
<hr/>							
U36	H78 x 15 WSW Fiberglass Belted .....	E	E	E	E	NA	72.05
U41	8.85 x 15 BSW .....	E	E	E	E	NA	23.25
U42	8.85 x 15 WSW .....	E	E	E	E	NA	73.45
U44	J78 x 15 WSW Fiberglass Belted .....	E	E	E	E	NA	100.15
<b>(Replaces 8.85 x 15 BSW on Town and Country Models)</b>							
U42	8.85 x 15 WSW .....	NA	NA	NA	NA	E	50.20
U44	J78 x 15 WSW Fiberglass Belted .....	NA	NA	NA	NA	E	76.95
U51	9.15 x 15 BSW (MSR W/Trailer-Towing Pkg and/or Dual Air Conditioner) .....	NA	NA	NA	NA	E	28.25
U52	9.15 x 15 WSW (MSR W/Trailer-Towing Pkg and/or Dual Air Conditioner) .....	NA	NA	NA	NA	E	84.90
<b>Optional Axle Ratio</b> (No Extra Charge W/Sure-Grip Differential, Trailer Towing, or H.D. Brakes)							
D51	2.76 Ratio (383-4 BBL Engine W/TorqueFlite Only) .....	E	E	NA	NA	E	6.60
D51	2.76 Ratio (Town & Country W/440-4 BBL & TorqueFlite only) .....	NA	NA	NA	NA	E	6.60
D53	3.23 Ratio (383-2 BBL Engine W/TorqueFlite only) .....	E	E	NA	NA	E	6.60
D53	3.23 Ratio (440-4 BBL Engine W/TorqueFlite Only. Std. Town and Country) (N/A 440 TNT Engine) .....	NA	NA	E	E	S	6.60

\*Includes Factory Retail Price and Excise, Handling and Other Charges.

‡E—Extra Cost; S—Standard Equipment; NA—Not Available; NC—No Charge.

MSR—Minimum Size Required.



# 1969 IMPERIAL—Basic Car Prices

Body Type Code	Model	Manufacturer's Suggested Retail Price*		
<b>IMPERIAL CROWN</b>				
YM41	4-door Sedan.....	\$5753.00	\$ _____	\$ _____
YL23	2-door Hardtop.....	5575.00	_____	_____
YL43	4-door Hardtop.....	5753.00	_____	_____
<b>IMPERIAL LEBARON</b>				
YM23	2-door Hardtop.....	5881.00	_____	_____
YM43	4-door Hardtop.....	6114.00	_____	_____

\*Includes Factory Retail Price, Excise, Handling and Other Charges, and Factory Retail Provision for Dealer New-Car Preparation of \$90.00.

## IMPERIAL Factory-Installed Options and Accessories

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY‡		Mfr's Suggested Retail Price*
		Crown	Le Baron	
<b>Air Conditioning with Heater</b>				
H53	Automatic Temperature—Single.....	E	E	\$493.45
H54	Automatic Temperature—Dual (NA W/Rear Window Defogger or Rear Seat Heater).....	E	E	732.05
L68	<b>Automatic Headlight Beam Changer</b> (Code L41 Required).....	E	E	51.65
N88	<b>Automatic Speed Control</b> .....	E	E	91.75
C92	<b>Carpet Protection Mats</b> .....	E	E	13.75
H31	<b>Defogger—Rear Window</b> (NA with Rear Seat Heater or Dual Air Conditioning).....	E	E	27.00
D91	<b>Differential—Sure-Grip</b> .....	E	E	58.00
<b>Door Edge Protectors</b>				
M05	2-Door.....	E	E	5.20
M05	4-Door.....	E	E	8.80
G11	<b>Glass—Tinted—All Windows</b> .....	E	E	54.25
C31	<b>Head Restraints—Left &amp; Right</b> .....	E	E	26.40
H15	<b>Heater &amp; Defroster—Rear Seat</b> (NA with Rear Window Defogger or Dual Air Conditioning).....	E	E	71.65
M41	<b>License Plate Frames—Front &amp; Rear</b> .....	E	E	11.80
G31	<b>Mirror—Right Outside Manual</b> .....	E	E	7.35

# IMPERIAL Factory-Installed Options and Accessories (cont.)

ORDER CODE	DESCRIPTION	MODEL AVAILABILITY†		Mfr's Suggested Retail Price*
		Crown	Le Baron	
<b>Power Equipment</b>				
P21	Bench Seat—6 Way (NA Le Baron 4-Door Hardtop) .....	E	E	\$122.35
P25	Split Bench Seat—6 Way—Left—4-Door Hardtop Only .....	NA	E	108.55
P28	Bucket or Split Bench Seat—6 Way Left & Right (Must order With Bucket Seats on LeBaron 2-Door Hardtop) .....	NA	E	217.10
P41	Door Locks—Electric—2-Door .....	E	E	47.90
P41	Door Locks—Electric—4-Door .....	E	E	70.70
P45	Trunk Lid Release .....	E	E	30.50
P33	Vent Windows (NA 2-Door Hardtop With Air Conditioning) .....	E	E	73.85
<b>Radios</b>				
R18	Golden Touch Tuner—AM (Includes Rear Seat Speaker & Power Antenna) ...	E	E	165.45
R23	Golden Touch Tuner—AM/FM (Includes Rear Seat Speaker & Power Antenna)	E	E	234.35
R37	Multiplex—AM/FM—With Stereo Tape (includes 3 Stereo Speakers in Instrument Panel—2 Rear Speakers & Power Antenna) .....	E	E	350.75
L41	<b>Safeguard Sentinel Lighting</b> .....	E	E	36.10
C14	<b>Shoulder Belts—Rear</b> .....	E	E	26.80
C96	<b>Spare Tire Cover</b> (Std. With Dual Air Conditioning) .....	E	E	11.70
S61	<b>Steering Wheel Tilt &amp; Telescope</b> .....	E	E	96.70
<b>Tires</b>				
U54	2-Ring Whitewall 9.15 x 15 .....	E	E	56.80
U56	2-Ring Whitewall Fiberglass Belted 9.15 x 15 .....	E	E	83.45
<b>Trailer-Towing Package</b>				
A35	Without Air Conditioning .....	E	E	65.70
A35	With Air Conditioning .....	E	E	55.10
	<b>Bucket Seats—Leather</b> —(2-door Hardtops only; Power Seats (Code P28) Req'd.)	NA	E	361.60
	<b>Leather Trim</b> —Split Bench Seat (4-door Hardtop Only) .....	NA	E	137.65
	<b>Vinyl Roof</b> .....	E	S	152.05

\*Includes Factory Retail Price and Excise, Handling and Other Charges.

†E—Extra Cost; S—Standard Equipment; NA—Not Available.

**CHRYSLER-PLYMOUTH DIVISION**



**CHRYSLER**  
MOTORS CORPORATION