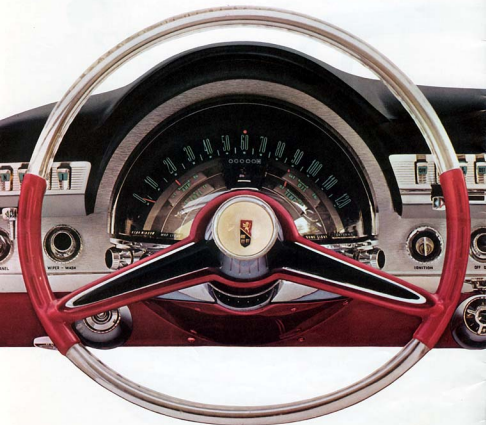


1960 CHRYSLER

...the car of your life for the time of your life!



PREPARE FOR THE MOST UNUSUAL DRIVING EXPERIENCE OF A LIFETIME behind this magnificent AstraDome instrument panel! *Before your eyes:* an exciting array of instruments housed in a three-dimensional setting—bathed in a restful, glare-free glow by revolutionary Panelescent lighting. *Within fingertip reach:* an astounding array of pushbutton driving aids that provide new realms of driving convenience and comfort!





THE NEW WINDSOR FOR 1960 . . . *fresh, fiery beauty at a surprisingly modest price*



THE NEW SARATOGA FOR 1960 . . . *talented performer with a ready-to-go look*



THE NEW NEW YORKER FOR 1960 . . . *the finest Chrysler ever built*

THE STUNNING WINDSOR FOR 1960!

Take your time as you inspect the freshest Windsor ever to wear Chrysler's lion crest! Clean lines. Solid look. Pushbutton TorqueFlite transmission now standard. New and costlier fabrics. New roominess and comfort. Drive it! Price it! You're due for a solid surprise!



The striking mauve cloth and vinyl combination color-matched to the model below is one of 17 you can choose for your Windsor.

The Windsor 4-Door Sedan, in Daytona Sand, exhibits a hardtop flair seldom found in sedans.



The Windsor 4-Door Hardtop, here in Iris, brings new solidity and quietness to the hardtop field with its new Unibody construction.



The Windsor Town & Country 3-Seat Wagon in cool Polar Blue. All-vinyl Alaskan White interior withstands abuse of cargo or kids.

DOUBLE YOUR FUN WITH THESE DUAL-DUTY WINDSORS!

Looking for space? Size up the Windsor Town and Country. No more spacious station wagon is made! And if you like wide open spaces, don't miss the Windsor convertible. Unibody construction keeps you sedan snug. Yet sun or stars can be yours at the touch of a button.



In soft Seaspray and Alaskan White—the new Windsor 2-Door Hardtop.



The fun-loving Windsor Convertible, above in Sheffield Silver, features sun-proof vinyl interiors in colorful choices of blue, black, white and the red shown here. Tops are matched to body colors—fold into place in seconds.



THE EXCITING SARATOGA! Every eager line says action! And means it! Pushbutton TorqueFlite; Constant-Control power steering; power brakes; Torsion-Aire ride; the powerful, 4-barrel smoothness of Chrysler's Golden Lion 383 engine; typical Chrysler stretch-out roominess and comfort. All at no extra cost! No charge for admiring glances, either.



Dramatic black vinyl accentuates the Saratoga's High-Tower seat.



This Saratoga 4-Door Hardtop is subtly accented by a Surf Green finish.



Spacious beauty etched in Starlight Blue—the Saratoga 4-Door Sedan.



Here in Toreador Red and Formal Black, the Saratoga 2-Door Hardtop offers a panoramic rear window as standard equipment.

An extra-large rear window highlights the beauty of this new New Yorker 2-Door Hardtop—below in deep-based Blorgrass.

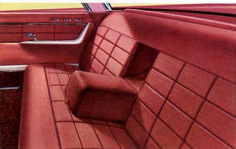


THE DRAMATIC NEW YORKER! Supreme achievement of Chrysler craftsmanship set boldly apart by its insert air-scoop grille and the richest interiors ever fitted to a New Yorker. Spectacular power, unusual economy. Rugged, silent Unibody construction. For the man who wants luxury and spaciousness mated to spirit and youth.

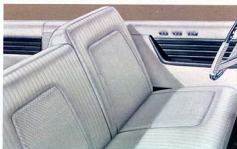


You lead the parade in this New Yorker 4-Door Hardtop—finest of all Chryslers. Dress it in Terra Cotta—a new hue for this new car—or choose from a palette of 18 other colors.

Four magnificent broadleths keynote the luxury of 1960 New Yorker Sedan interiors. Vinyl, cloth and leather are also available.



To keep you cool, the New Yorker Convertible introduces "living vinyl." Its porous design allows this optional fabric to "breathe."

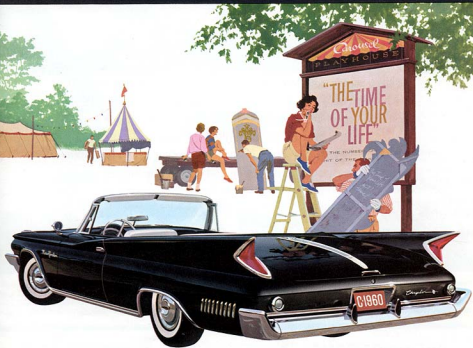


COUNT ON A CARGO OF PLEASURE IN THESE TWO NEW YORKERS!

They're the cars of your life! America's most exclusive station wagon, the Town & Country, gives you town-car luxury, country-bred competence. And the brilliant convertible puts sports-car zest into fine car driving! For handling ease and sheer excitement, it's an open and shut case.



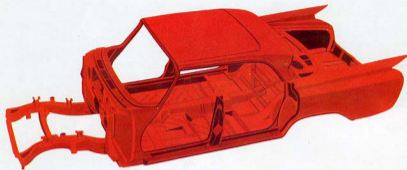
Terra Cotta top emphasizes new slim roof pillars and longer, tapered beauty of this Petal Pink New Yorker 4-Door Sedan.



New hardtop styling permits uninterrupted vision from the New Yorker Town & Country 3-seater, at left in gleaming Silverpine. Rear window is power operated from a control on the instrument panel. (Chrysler 2-seat wagons also feature

a locked luggage compartment.) Above, the incomparable New Yorker Convertible in Formal Black—a gem-hard Lustre-Bond finish that cleans with a quick sponging. New Unibody construction provides remarkable rigidity and silence.

Chrysler's all-new **UNIBODY** combines frame and body in one, surrounds you with a solid shield of carefree comfort!



Stronger, roomier, quieter, more enduring . . . that's Chrysler 1960! The reason? UNIBODY . . . a daring new kind of single-unit body construction that's immensely strong. Resistance to twisting and bending is as much as 150% greater than the frame-body designs still used in most other cars. And UNIBODY has almost twice the life span of similar competitive designs thanks to Chrysler's unique rust-proof paint dipping process.



Roominess: Unibody does away with space-stealing frame members. Result—higher seats, flatter floor. Slimmer posts permit easiest entry.



Weather Proofing: Each Unibody is dipped in a series of rust-resistant paints that protect vital panel areas inside and out for years.



Durability: Special stress machines prove Unibody 100% more resistant to twisting, 40% more resistant to bending than conventional designs.



Silence: Solid Unibody construction has no bolts to loosen up and rattle. With no frame to rub against the body, squeaks and shakes disappear.

SPECIFICATIONS

BODY STYLES—Windsor and New Yorker: 4-Door Sedan, 4-Door Hardtop, 2-Door Hardtop, Convertible, Town & Country Wagon, Saratoga; 4-Door Hardtop and Sedan, 2-Door Hardtop.

ENGINE—Golden Lion V-8, 90-degree lateral OHV, Bore-Stroke: Windsor and Saratoga—4.03 x 3.75, 383-cubic-inch displacement; New

Yorker—4.18 x 3.75, 413 cubic inches. Compression ratio: 10.1 to 1. Horespower: 305 (Windsor), 325 (Saratoga), 350 (New Yorker). Dual Exhaust: New Yorker—optional on Saratoga—not available for Windsor.

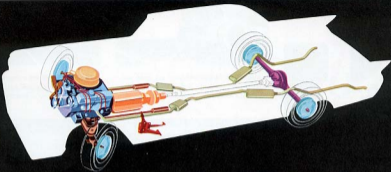
TRANSMISSION—Pushbutton TorqueFlite, fully automatic torque converter with 3-speed gear set, standard on Windsor, Saratoga and New Yorker.

SUSPENSION—Time-tested Torsion-Aire suspension, standard. Ball joint pivots (front) with Outflow shock absorbers.

FUEL SYSTEM—Carburetors: dual downdraft on Windsor, four-barrel downdraft on Saratoga and New Yorker. Automatic intake manifold heat control, automatic choke, dual filtration units. Fuel capacity—23 gallons, 22 gallons for Town & Country Wagons.

ELECTRICAL SYSTEM—Battery: 12-volt, 78-plate with 70-amp-hr. Generator: 35-amp. Waterproof ignition. Electric windshield wipers and directional signals. Handbrake warning lights, lock-up lights, standard on New Yorker and Saratoga, available on Windsor. Dual headlights, standard.

*Smoother going . . . surer control . . . economical performance . . .
all lastingly yours, thanks to Chrysler engineering excellence!*



Golden Lion V-8 Power . . . superior power-to-weight ratio means Chrysler's brawny V-8 will out-accelerate, yet out-economize competition. Three horsepower: 305 in the Windsor; 325, Saratoga; 350, New Yorker.



Pushbutton TorqueFlite . . . the simplest, smoothest automatic transmission ever made! Best for traffic getaway. Shifts are timed for ideal passing speeds. There are two downhill braking gears. It's yours at no extra cost!



New Parking Brake . . . foot-operated for convenience . . . releases with a touch. Unlike most competitive cars, parking brake works on driveshaft—is completely independent of regular braking system for double safety.



Total-Contact Brakes . . . unlike ordinary front brakes (left) with single cylinders, Total-Contact brakes (right) have two cylinders so that every square inch of the brake lining (biggest in Chrysler's field) engages the drum.



Torsion-Aire Suspension . . . hailed by independent experts . . . now boasts even better roadability and ride. Similar to suspensions on the world's most expensive cars, it's America's only torsion bar ride.



Aluminized Exhaust System . . . both muffler and tailpipe are generously coated with aluminum for rust and corrosion resistance. Count on it to lengthen exhaust system life to twice that of unprotected systems.

COOLING SYSTEM—Thermostatic by-pass control, Pressure vent radiator cap, Coolant capacity, 16 qts. on Saratoga, Windsor, and New Yorker. Add one quart to heater-equipped models.

BRAKES—Total-Contact with Cyclebonded lining. Drum diameters: 12" on Saratoga, New Yorker and Town & Country Wagons, 11" on Windsores. Power brakes standard on Saratoga, New Yorker; available at extra cost on all Windsor models.

STEERING—Manual, worm and 3-tooth roller,

standard on Windsor. Constant-Control Power Steering with quick 3½ turns lock-to-lock, standard on Saratoga and New Yorker, available on Windsor.

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle with 2.93 to 1 ratio with TorqueFlite.

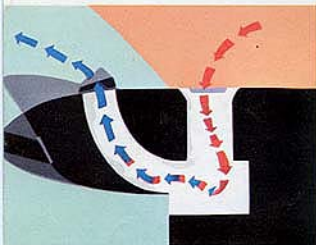
WHEELS AND TIRES—Safety-Rim Wheels. Standard tire sizes: Windsor—8.00 x 14, Saratoga—8.50 x 14, New Yorker—9.00 x 14. White sidewall, Nylon and Captive Air tires (wagons only) also available. Chrome Stain-

less Wheel Covers standard on Saratoga and New Yorker, optional on Windsor.

DIMENSIONS—Wheelbase: Windsor—122", Saratoga and New Yorker—126". Over-all length: Windsor—215.4", Saratoga—219.4", New Yorker—219.6". Width: Windsor—79.4", Saratoga—79.4", New Yorker—79.4". Tread: Windsor and Saratoga—61.0" (front), 59.7" (rear); New Yorker—61.2" (front), 60.0" (rear).

All prices, specifications, equipment and colors subject to change without notice and without any obligation on cars already produced.

BRIGHTEN YOUR DRIVING DAY WITH CHRYSLER CUSTOM ACCESSORIES



Pushbutton Air Conditioner combines air conditioner and heater—operates with push-button ease. Air changes once a minute.



Automatic Swivel Seat swings out as you open the door—swings in when you leave the car. A moderately priced Chrysler option.



Automatic Auto-Pilot holds any speed you set till you touch the brake—sets itself automatically when you return to indicated speed.



Pushbutton Conditionaire Heater brings you from cold to comfort in seconds—permits only 5-degree variance between front and rear.



Constant-Control Power Steering works full time, doesn't jerk on and off. Makes driving effortless. Standard on Saratoga, New Yorker.



Mirromatic Mirror automatically flips away glare from following cars. Adjustable for nighttime driving in city or country.



Total-Contact Power Brakes summon all of Chrysler's mighty braking action at a touch. Standard on Saratoga and New Yorker.



Distinctive Flight-Sweep Deck—a smooth, sculptured circle with aluminum and chrome center. Not available on Chrysler wagons.

Not pictured on these pages are many comforts and conveniences that can be specially installed for you:

White Sidewall Tires. 6-Way Power Seat. Pushbutton Golden Touch and Golden Tone Radios. Automatic Beam Changer. Power Window Lifts*. Vacuum Automatic Door Locks. Outside Rearview Mirror. Electric Clock**. Pushbutton Windshield Washers**. Power Radio Antenna. Remote Control Outside Rearview Mirror*. Stainless Steel Wheel Covers**. Prismatic Mirror*. Rear Window Defogger. Rear Seat Radio Speaker. Back-up Lights**. Interior Light Package**. Undercoating and Underhood Silencer Pad*. Tinted Glass. Padded Steering Wheel*. Safety Cushion Instrument Panel**. Front Fender Ornament*. Rear Fender Stone Shields and Sill Mouldings**. Rear License Plate Frame. Door Edge Protectors and Visor Vanity Mirror*. Rear Bumper Guards*. Dual Exhaust (on Saratoga only, N.A. Windsor). Captive Air Tires (on Town & Country Wagons only). Extra-Large Rear Window (standard on all 2-Door Hardtops and New Yorker 4-Door Hardtops; optional on Windsor and Saratoga 4-Door Hardtops).

*Standard on New Yorker. **Standard on New Yorker and Saratoga.



CHRYSLER
the lion-hearted