

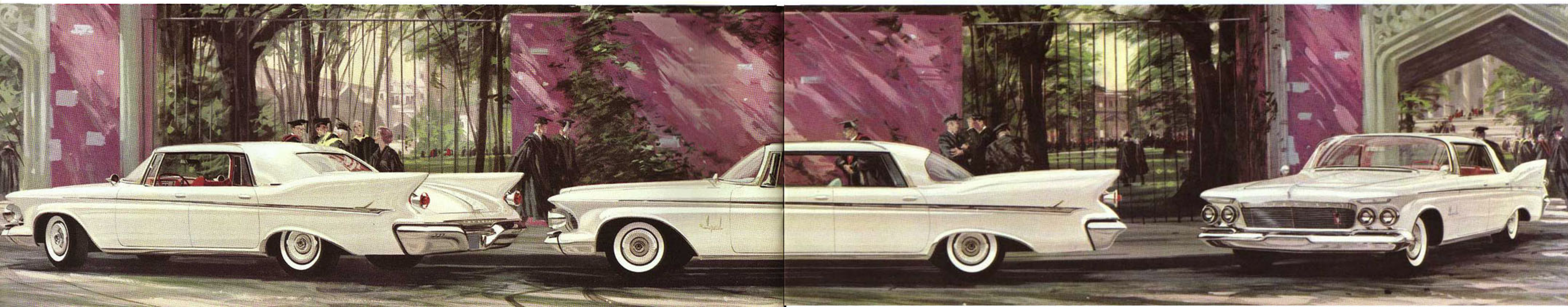


IMPERIAL OF 1961

AMERICA'S MOST CAREFULLY BUILT CAR

Imperial's long-admired classic look has never been more briskly interpreted. The basic Imperial concept . . . simplicity, dignity, totally integrated design . . . is still much in evidence for 1961, but a number of arresting new accents set the car brilliantly apart from its predecessors. ■ The clean, youthful line is still the hallmark, but an imaginative grille and headlamp treatment give it fresh elegance. ■ The

Imperial evolution is by no means limited to styling, however. This year's car benefits, also, from a great deal of engineering progress, and from production and testing techniques even more precise and demanding than those which made last year's Imperial the most carefully built car in America. ■ In this brochure is as complete a story of Imperial's excellences as words and pictures can tell. The rest (and most exciting), you'll learn only at an Imperial wheel.





THE IMPERIAL CUSTOM

The Imperial Custom is a thoroughly luxurious automobile . . . yet it doesn't demand that you accept luxury as the only measure of its competence. ■ Imperial shows great concern for passengers . . . gives them generous room and comfort . . . gives them full-volume foam rubber padding to lean back into . . . lets them in and out easily through broad, high doors . . . floats them smoothly over any road surface. ■ But Imperial is every bit as much a driver's car. Its driver's seat has a high back that supports you from neck to hips . . . a squared-off steering wheel that lets you see more of the road, gives you more room between lap and wheel . . . an instrument panel that's a masterpiece of clarity, panelescent lighting which shows all gauges as clearly by night as by day. ■ Imperial is a driving car. Year after year automotive writers choose Imperial as the most drivable, maneuverable, obedient car in America. No other fine car steers so accurately, stops so surely, gives its driver so keen a sense of control. ■ The Imperial Custom is luxury . . . in its most fastidious sense. But it is vastly more . . . as an hour at the wheel will show you.

STANDARD EQUIPMENT: Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Arm rest, rear center. Panelescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Interior lights, actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brake. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized dual exhausts. Landau roof. Factory undercoating and hood insulation pad. Tubeless tires. Safety-rim wheels.

Imperial Custom two-door Southampton in Midnight Blue

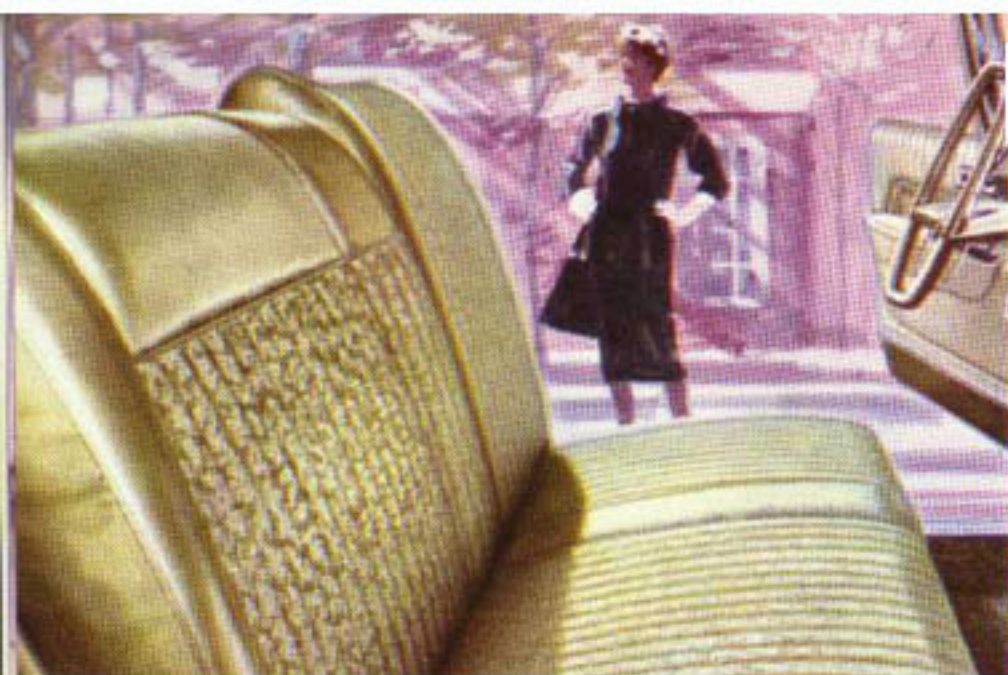
Imperial Custom four-door Southampton in Autumn Russett



The care with which Imperial interior leathers are worked is typical of the hand-crafting that goes into America's most carefully built car. Leather is stored in high-humidity rooms to keep it supple. All cutting and fitting is done by hand, a piece at a time. And hides are closely inspected to insure perfect color match in each car.

Hand-tailored interiors for 1961 allow you to furnish your Imperial by the same standards you set for your home. New fabrics have a higher nylon content to achieve a softer feel and greater resistance to wear . . . and they, along with the supple leathers, are available in six rich colors to match or contrast with all the new exterior colors.





Imperial seats and seat backs are crafted with the same skill and patience used by fine furniture craftsmen. Foam rubber is lavishly used to assure your comfort even on the longest trip. Seat backs, for instance, are made entirely of foam rubber, six soft inches thick. And upholstery fabrics are shrink-fitted with live steam so they stay taut and wrinkle-free for as long as you keep the car.

The Imperial Crown gives you even more luxuries and conveniences than are available in the Custom (the full list is opposite). ■ But more significant than the difference between models is the one great excellence they *share*: The manner of their building and assembly. ■ Imperials are built in only one plant. They come from the most deliberate assembly line in the automobile industry. Nothing is hurried. The only pressure is on excellence. Skilled auto craftsmen work almost as if the car they're now concerned with was the only one they'd build that day. There's time to adjust doors so they close flat and true . . . time to hand fit windows, hand rub Imperial's glowing finish, install the rich interiors, hand tailor upholstery. ■ And there's time to prove and inspect. One in every ten men in our plant is an inspector. More than six hundred tests and probes are regularly scheduled, carried out and reported on every car we build. Every Imperial is thoroughly road-tested, re-examined and adjusted before it can be shipped. ■ The excellence of every Imperial we build is guarded by a complete, pre-planned, integrated, one-car-at-a-time inspection program.

Imperial Crown two-door Southampton in Coronado Cream



THE IMPERIAL CROWN

STANDARD EQUIPMENT: Power window lifts. Six-way power seat. Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Center arm rest, rear. Center arm rest, front (4-door Southampton only). Panelescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Interior lights, actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brake. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized dual exhausts. Landau roof. Factory undercoating and hood insulation pad. Tubeless tires. Safety-rim wheels.



Every Imperial passes through this torrential, artificial rainstorm to prove its weather-tightness. 420 gallons a minute, sprayed from all angles at high pressure is far more severe than any natural rainstorm. In addition, cars are selected at random for special weather tests in a static spray chamber where water pressure is even more intense.

Imperial Crown four-door Southampton in Coronation Red

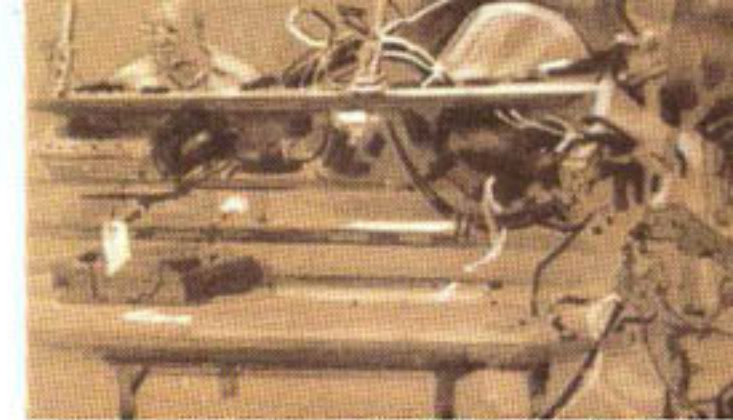




THE IMPERIAL CROWN CONVERTIBLE

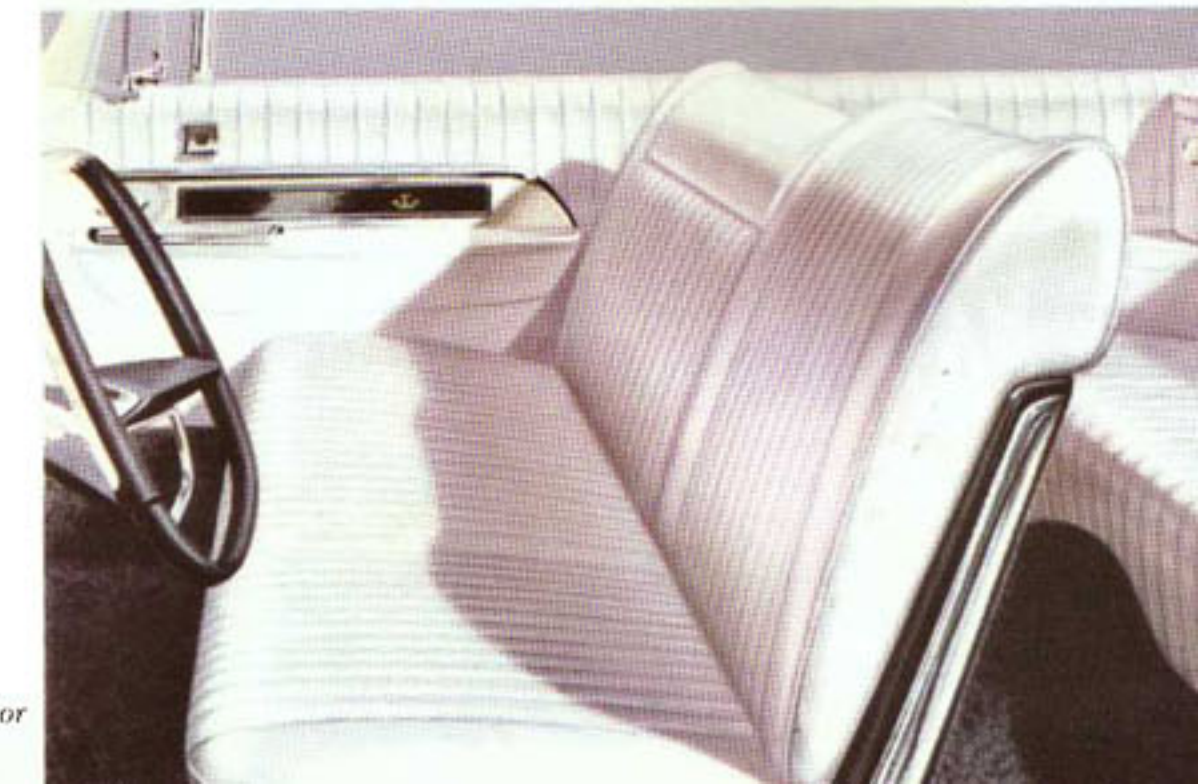
You can't deny it. It is rakish . . . has verve and snap and eagerness. But there's a goodly measure of Imperial dignity in it, too . . . the assured, impressive, classic look. The truth is, the Imperial Convertible is every bit as much a sedate Sunday morning car as it is a gay Saturday picnic car. ■ And it shares with its fixed-top sisters a method of patient hand assembly that makes Imperial America's most carefully built car. The top, for example, is not stitched. The panels which form the top are "welded" together to form a single unpierced shield. ■ Imperial Convertible interiors are all top-grain leather . . . especially milled to make it soft and pliable. Imperial leather workers are so insistent on perfection that they discard about a quarter of each prime hide as being below their standard. ■ In every man's lifetime there should be at least one convertible. If this is to be your first, you'll be glad you waited. If you've already had yours, you may suddenly feel *one* isn't quite enough.

Imperial Crown Convertible in Teal Blue with white leather interior



Imperial sub-assemblies must pass rigid inspections even though parts have already passed their tests. Completed instrument panels are checked for operation and then are calibrated against precision standards before being installed in the car. Accurate instrumentation is another benefit of the most carefully built car.

Imperial's convertible top stays weather-tight because it has no stitches. Every seam is electronically bonded, forming a closure that is actually stronger than the top material itself. And each top is hand fitted to its frame by an expert two-man team to remain tight, wrinkle-free and quiet. Black or white tops are available to complement your choice of exterior body colors.





THE IMPERIAL LE BARON

This is, by all measures, the most exclusive car now being made in America. You won't see the LeBaron on the streets in great numbers, simply because a car of such integrity and excellence can't be produced by the usual production-line methods. ■ Every inch of every LeBaron is closely inspected for the tiniest flaws before a drop of paint is applied. ■ Its interiors are individually hand cut and hand fitted with the world's finest broadcloths and leathers, in a carefully keyed array of colors. ■ Its luxuries include, as standard equipment, just about every convenience yet invented for automobiles. ■ Its "town car" rear window is not only a handsome styling distinction, but it affords welcome privacy to passengers. ■ The LeBaron is the finest of America's most carefully built cars.

STANDARD EQUIPMENT: Power vent windows. Power window lifts. Six-way power seat. Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Center arm rest, front and rear. Padded safety steering wheel. Safety cushion instrument panel. Panelescent instrument lighting. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Interior lights actuated by front and rear doors. Map light. Luggage compartment light. Back-up light. Hand brake warning signal. Step-on parking brake. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized dual exhausts. Landau roof with stainless steel insert. Wheel opening, stone shield and sill moldings. Factory undercoating and hood insulation pad. Tubeless white sidewall tires. Safety-rim wheels.

Imperial LeBaron four-door Southampton in Formal Black with stainless steel Landau Roof



Imperial's flawless finish is achieved by patient inspection of each body in raw metal, then by hand sanding of every coat but the final one. Hand sanding takes extra time in production, but it achieves a finish no machine has yet been able to match.

The 1961 LeBaron is fitted out in the most elegant selection of fabrics and leathers of any car in America. A total of nine combinations of materials and colors is available. You choose from all broadcloth, all leather and combinations of broadcloth and leather. New carpeting material, especially developed for Imperial, retains its beauty up to twice as long as conventional automobile carpeting.





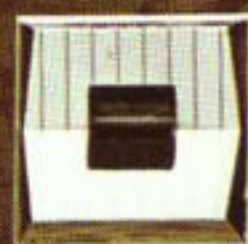
PUSHBUTTON HEATER AND AIR CONDITIONER



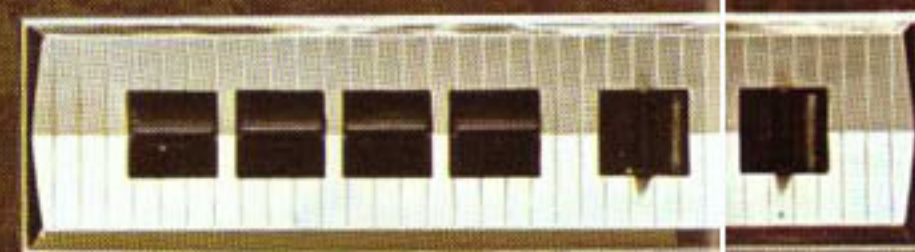
AUTO-PILOT



POWER WINDOWS AND POWER VENTS



POWER DOOR LOCKS



POWER ANTENNA FOR TOUCH-TUNER RADIO



SIX-WAY POWER SEAT



AUTOMATIC HEADLAMP DIMMER



REMOTE-CONTROL REARVIEW MIRROR



IMPERIAL LUXURIES

REMOTE-CONTROL REARVIEW MIRROR gives you an unobstructed rear view from the left fender, can be adjusted from inside the car.

PUSHBUTTON HEATER AND AIR CONDITIONER make temperature control inside your Imperial even easier than temperature control in your home. Newly designed ducts increase distribution efficiency of both warm and cool air. Dual air conditioners are available when temperature and humidity warrant them.

POWER DOOR LOCKS allow all the doors in the car to be locked from the driver's seat . . . a special comfort when children are passengers.

POWER WINDOWS AND POWER VENTS give the driver control over all windows in the car. Power windows are standard equipment on the Crown series, both power windows and power vents are standard with the LeBaron.

AUTO-PILOT is another Imperial "first" among fine cars. It may be set to hold your speed constant on the open road while your right foot rests, or it can also warn you of overspeed by applying gentle back pressure to the accelerator when you tend to go faster than the speed limit you have set. In addition to making long distance travel more enjoyable, it tends to increase gasoline mileage by allowing the engine to cruise at a steady speed.

AUTOMATIC HEADLAMP DIMMER is a welcome courtesy to on-coming traffic. A sensitivity control allows you to set it for rural or urban conditions.

TOUCH-TUNER RADIO automatically tunes to the next station on the dial when either the dash control or the floor-mounted foot control is actuated. The power-operated antenna is standard equipment with this radio.

SIX-WAY POWER SEAT moves you up and down, forward and back and tilts you forward and back. The tilt control, by shifting your seating position and lessening fatigue, is especially welcome on long trips. Standard on LeBarons.

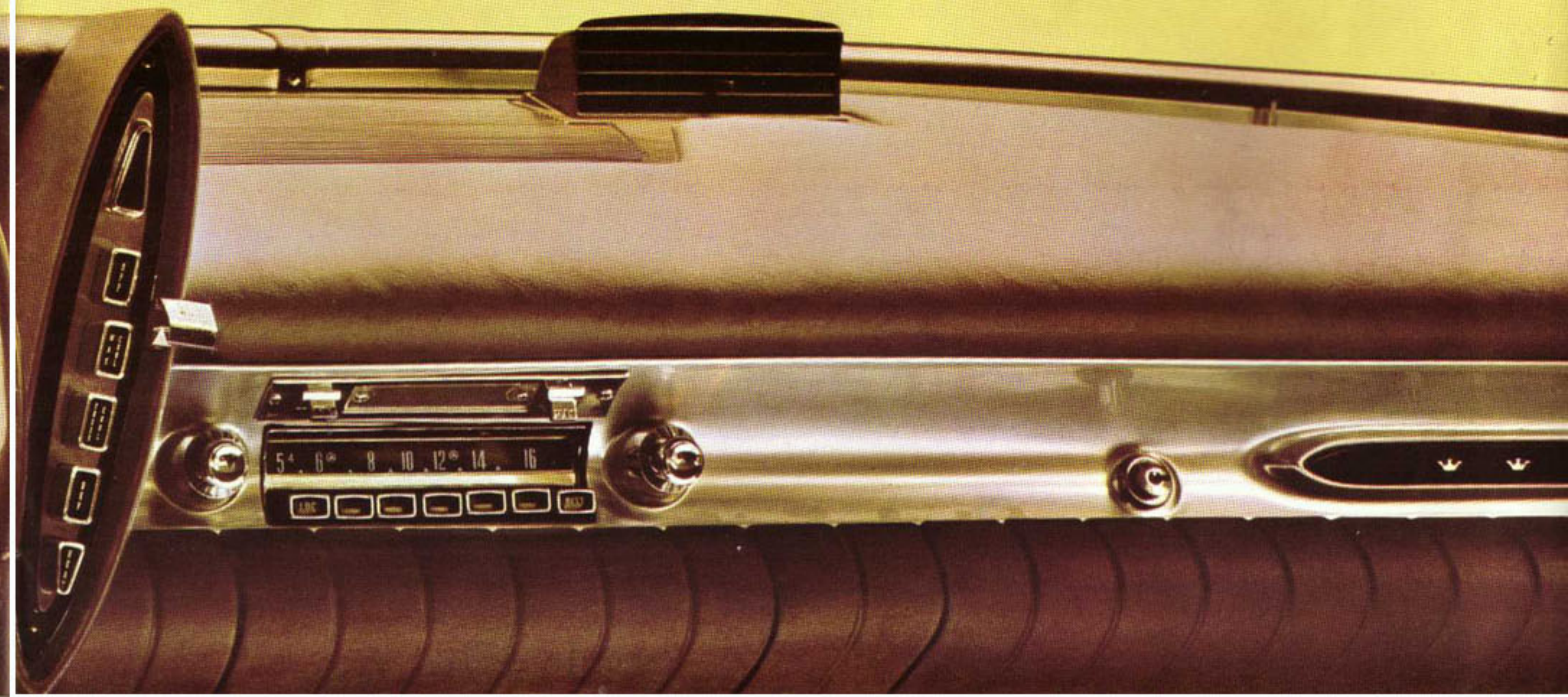
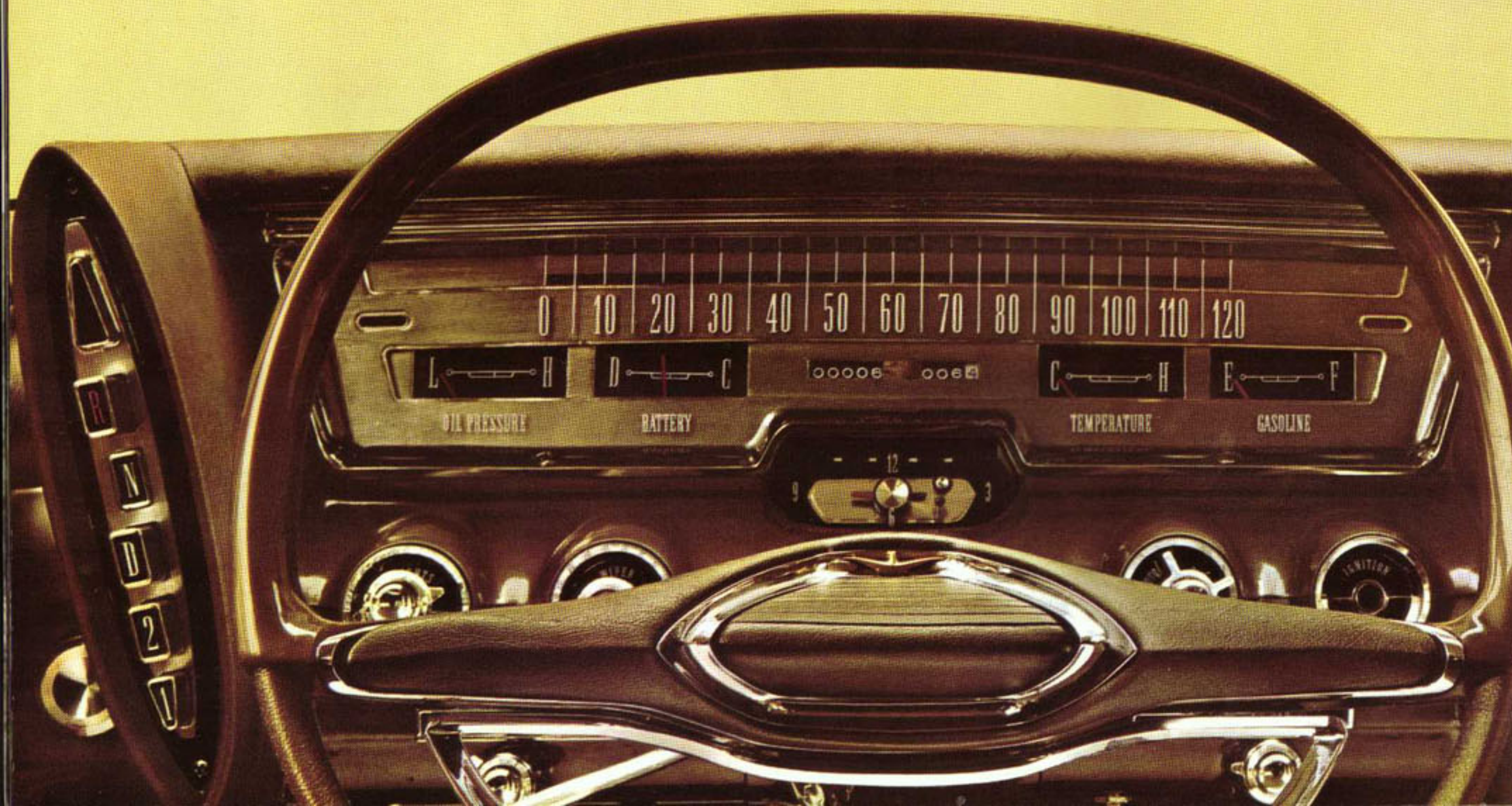
SURE-GRIP DIFFERENTIAL sends power to the rear wheel with the most traction in mud, snow and sand. Rear Window Defogger clears mist from the rear window at the driver's command. Tinted Glass, including a shaded rear window, cuts harsh glare and heat. This option is recommended with both single and dual air-conditioning options.


SWIVEL SEATS assist you in entering and leaving your Imperial by swinging doorward at the touch of a lever. This added welcome for both driver and front seat passenger is available on all Imperial series.

FLITE-SWEEP DECK LID adds a grace note of beauty to Imperial's already distinctive rear-end styling. You may order it on any Imperial you choose.

A CHALLENGE

No book can describe all the majestic power . . . or the subtle nuances . . . of a great symphony. Nor can a book completely describe an automobile. Therefore, this challenge: Drive an Imperial as you would drive your present car. Compare it by any standards you deem valid with any car you choose. Know Imperial. We rest our case on your personal evaluation.



 You're cordially invited to watch us make America's most carefully built car. On your next trip to Detroit, call TEmple 4-9600 to arrange a personal 90-minute plant tour.

SPECIFICATIONS

BODY STYLES—Imperial Custom: 2-Door Southampton; 4-Door Southampton. Imperial Crown: 2-Door Southampton; 4-Door Southampton; Convertible Coupe. Imperial LeBaron: 4-Door Southampton.

ENGINE—High compression 90° Imperial V-8 with wedge-type combustion chambers and overhead in-line valve arrangement. Bore, 4.18 in. Stroke, 3.75 in. Piston displacement, 413 cu. in. Compression Ratio, 10.1 to 1. Brake horsepower, 350 at 4600 r.p.m. Slipper-type cam ground, steel band aluminum alloy pistons. Three rings per piston. Full-pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Replaceable-element air cleaner. Shear-type engine mountings. Full-flow oil filter. Dual exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with mechanically controlled secondary draft system. Quick response, well-type automatic choke.

Plastic fuel filter in gas tank. Supermicronic, replaceable filter at engine. Tank capacity, 23 gallons.

COOLING SYSTEM—Series-flow type with thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jacket around cylinders. Capacity, 17 quarts (with heater).

ELECTRICAL SYSTEM—12-volt battery, 78-plate, 70-amp.-hr.; 35-amp. alternator. 14mm Power-Tip spark plugs. Sealed-Beam Dual Headlights Back-up Lights; Directional Signals; Map Light; Power Window Lifts and 6-Way Power Seat, standard on Imperial Crown and LeBaron, optional on Imperial Custom; Power Vent Windows, standard on LeBaron, optional on Custom and Crown; Electric Variable-Speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, two lighters in rear compartment, Crown and LeBaron; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

TRANSMISSION—TorqueFlite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio, 2.2 to 1. Transmission gear ratios—First gear, 2.45 to 1; Second gear, 1.45 to 1; Third gear, 1 to 1. Pushbutton Control located on dash panel to left of steering wheel. For safety, engine cannot be started unless transmission is in neutral.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle

ratio, 2.93 to 1.

SUSPENSION—Independent front wheel suspension with torsion bar springs. Oriflow Shock Absorbers in both front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut.

STEERING—Full-Time, Constant-Control Power Steering with symmetrical idler-arm steering linkage. From full right to full left, only 3.5 turns of steering wheel.

BRAKES—Total-Contact hydraulic braking system, with Power Brakes and independent Parking Brake. Brake diameter, 12 in. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Parking brake actuated by foot pedal—released by control on dash panel. Red warning signal on panel.

WHEELS AND TIRES—Rayon Custom Super Cushion Tubeless Tires, 8:20 x 15. Safety-Rim Wheels. Stainless Steel Wheel Covers. Rayon White Sidewall Tires, Standard on LeBaron, optional on Custom and Crown.

DIMENSIONS—Wheelbase, 129 inches. Front tread, 61.8 inches; rear 62.2 inches. Over-all length, 227.3 inches. Width, 81.7 inches. Height (loaded), 56.7 inches.

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