

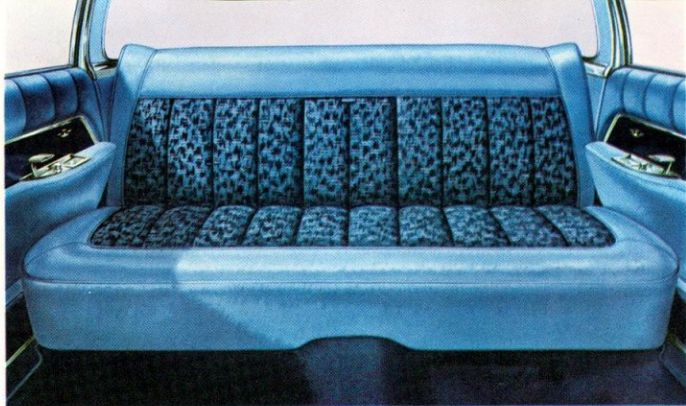
IMPERIAL 1962



The Imperial Custom two-door Southampton



The Imperial Custom four-door Southampton



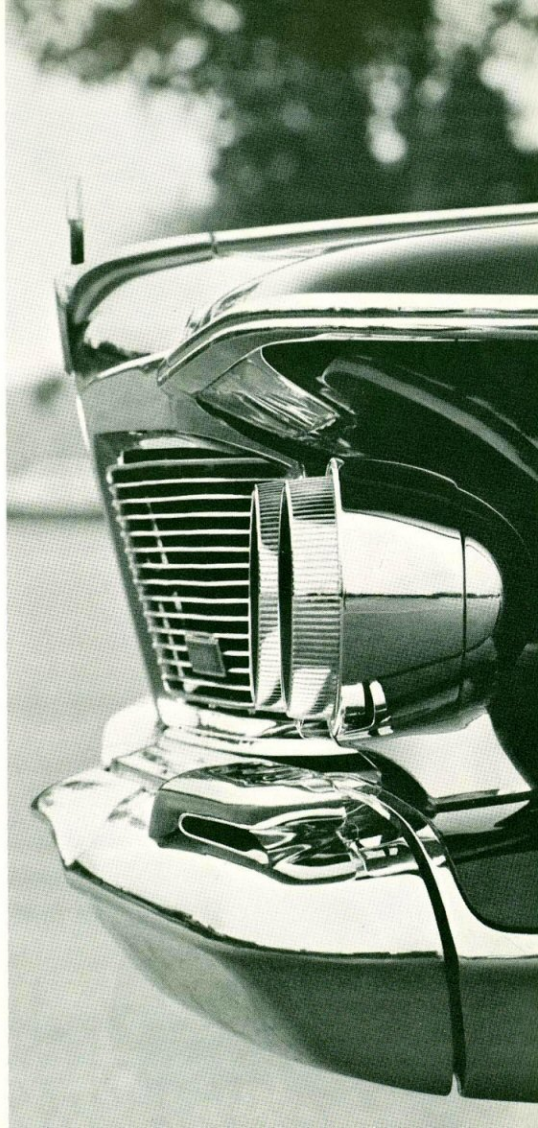
This Custom interior uses a free-form design jacquard fabric trimmed in saddle-grain vinyl. The blue tone shown matches the Imperial Moonlight Blue metallic body color and complements five other available body colors. Each Imperial interior scheme is similarly keyed to a number of exterior tones.

THE IMPERIAL CUSTOM

This Imperial series is available in a two-door or a four-door Southampton (hardtop). Though the Custom is the most conservatively priced of the three Imperial series, it has been fitted with all the conveniences and motoring comforts detailed below. In size and passenger room and spectacular performance, it is identical with all other Imperials. You may make your choice of decor from 14 body colors and 4 interior color schemes in fabric and saddle-grain vinyl.

Every Imperial Custom is equipped with these luxuries:

STANDARD EQUIPMENT: Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with push-button 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. Electroluminescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. 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 washers. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized exhaust system. Factory undercoating and hood insulation pad. Tubeless tires. Safety-Rim wheels.



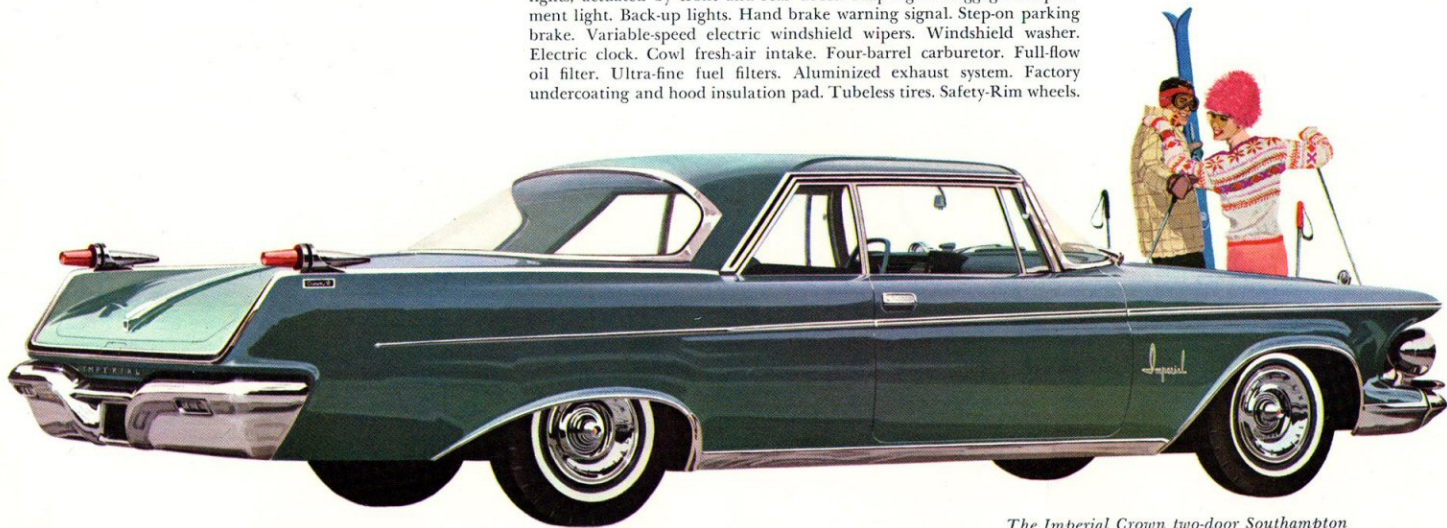


THE IMPERIAL CROWN

The Crown series includes two- and four-door Southamptons (hardtops), and a convertible. Imperial Crowns are more completely equipped than Customs, and include all the equipment listed below. This year, Imperial introduces a new transmission with the highest breakaway ratio in the fine-car field.

These conveniences come with every Imperial Crown:

STANDARD EQUIPMENT: Power window lifts. Six-way power seat. Constant-Control power steering. Total-Contact power brakes. Torque-Flite 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). Electroluminescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. 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 exhaust system. Factory undercoating and hood insulation pad. Tubeless tires. Safety-Rim wheels.



The Imperial Crown two-door Southampton

THE IMPERIAL CROWN



The Imperial Crown four-door Southampton

This front seat is upholstered in nylon-fortified cord fabric in a subtle shadow stripe and trimmed with premium top-grain leather. The soft green is recommended in Imperials of Willow Green, Sage Green, Alabaster and Oyster White. All Imperial seat backs are padded with full depth contour foam rubber.



Your Imperial Crown may be ordered in any of 14 body colors. There are 10 interior decors, including fine leathers, cords and metallic-accented fabrics. The Cordovan car here is fitted with cocoa metallic cloth, leather trim. It is the recommended interior for Rosewood, Cordovan, Silver Lilac and Oyster White Imperials. A new natural tan leather is available.

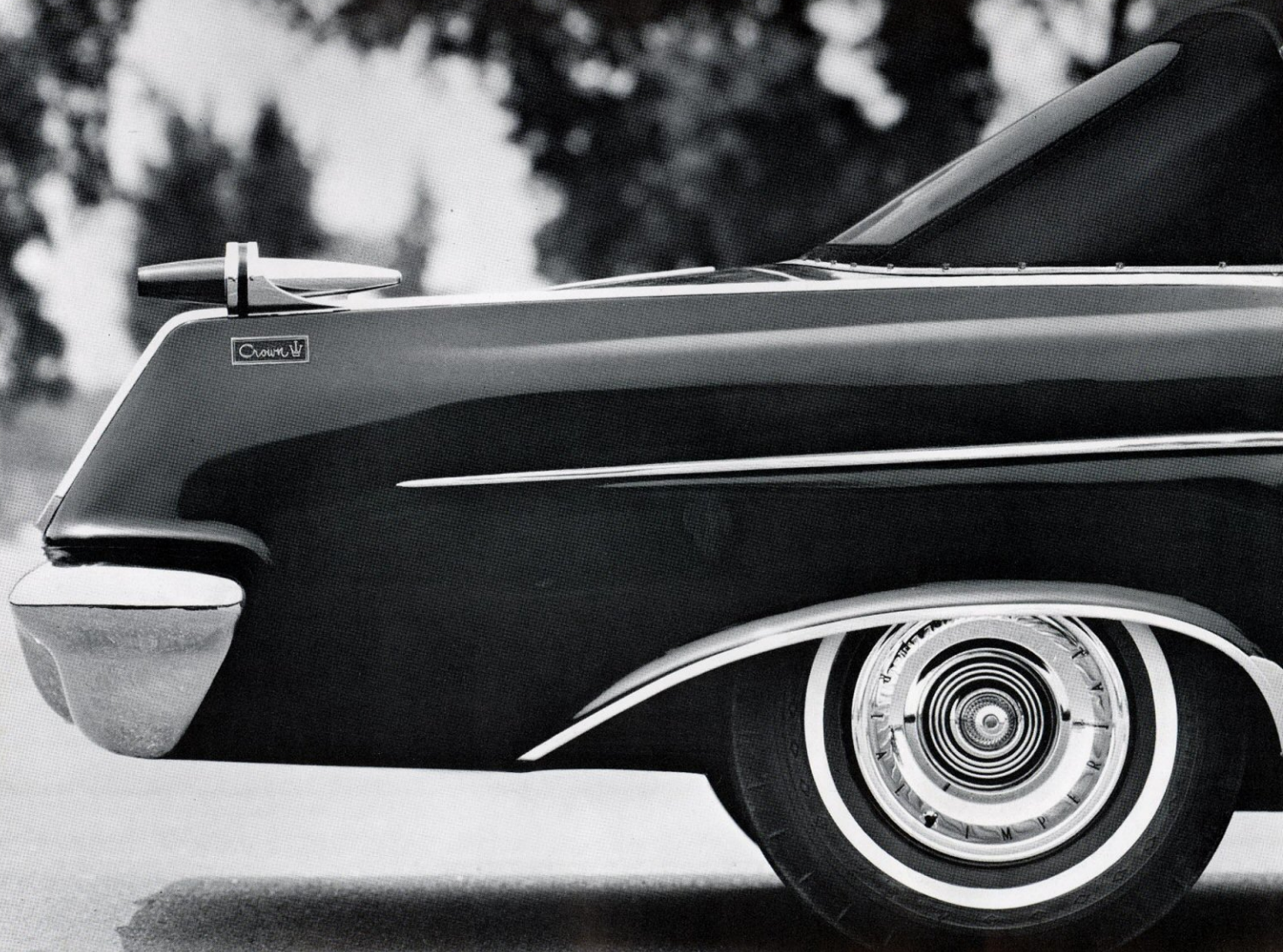


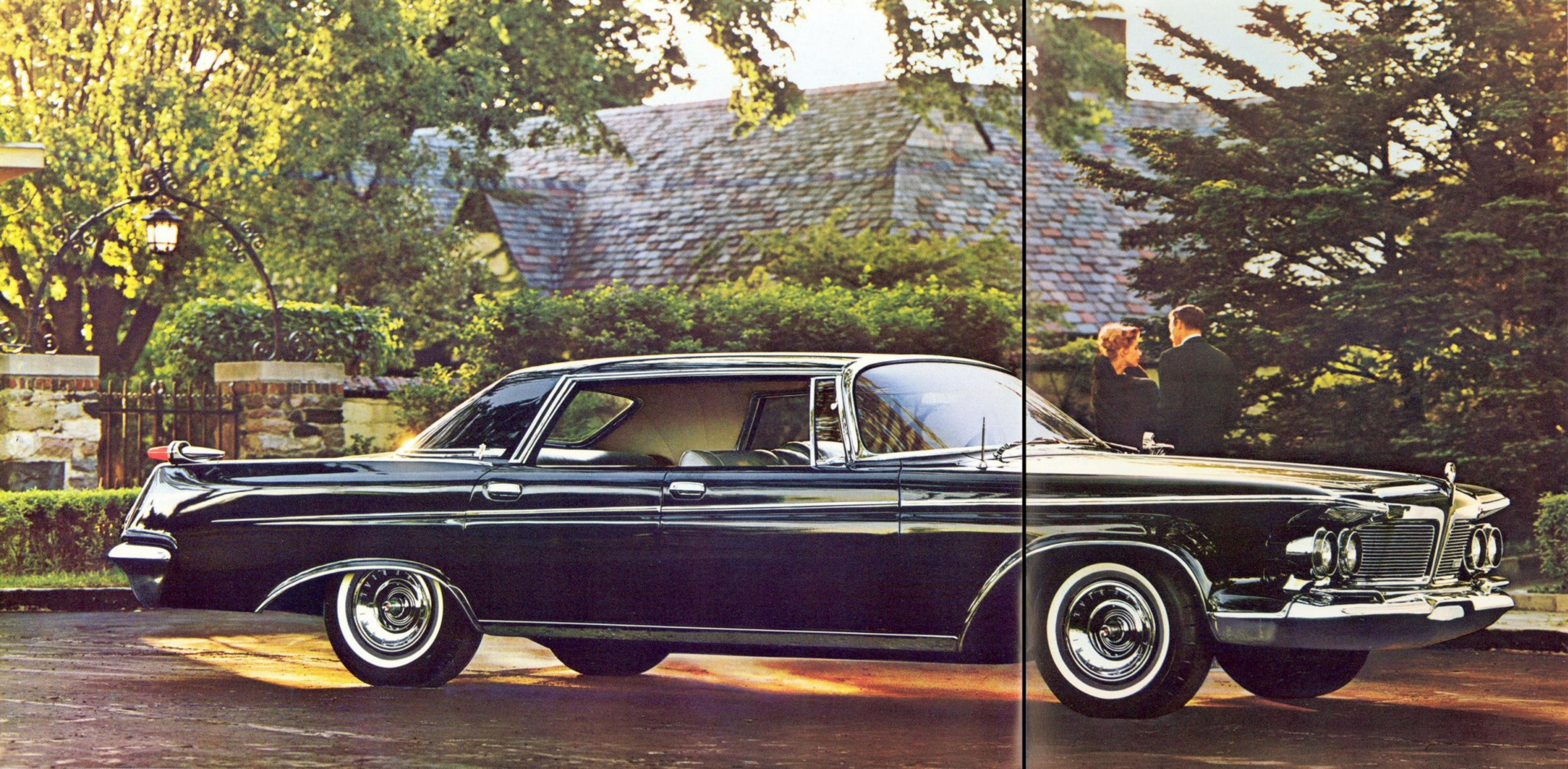


THE IMPERIAL CROWN CONVERTIBLE

This is the roomiest convertible in the fine-car class. Also the most solid. In the convertible, Imperial's massive "ladder" type frame is augmented by heavy, box-section X-members from corner to corner. Thus, an Imperial Convertible gives you precisely the same level, four-square riding quality as does a closed model. You may choose a black or white top, either of which is heat bonded at the seams. This "welding" eliminates stitching holes and effects a single, unpierced canopy of weatherproof protection.

Convertible interiors are completely wrought in premium grade top-grain leathers, including, for the first time, a handsome natural tan. This same quality of leather is used for custom footwear, fine luggage and the costliest handbags. Each interior is hand-cut, sewn and hand-fitted. This interior is tailored in Alabaster White leather.





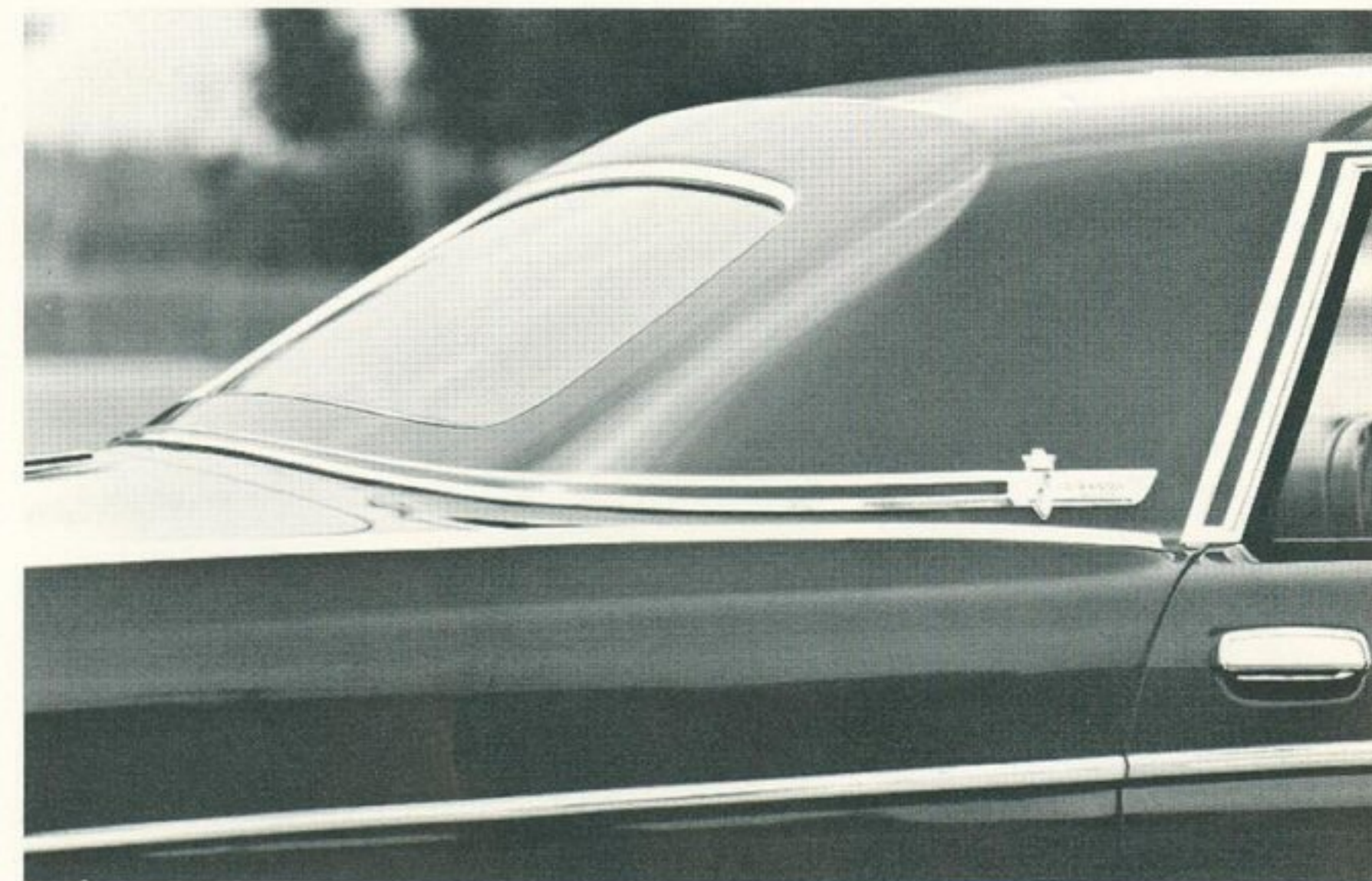
THE IMPERIAL LeBARON

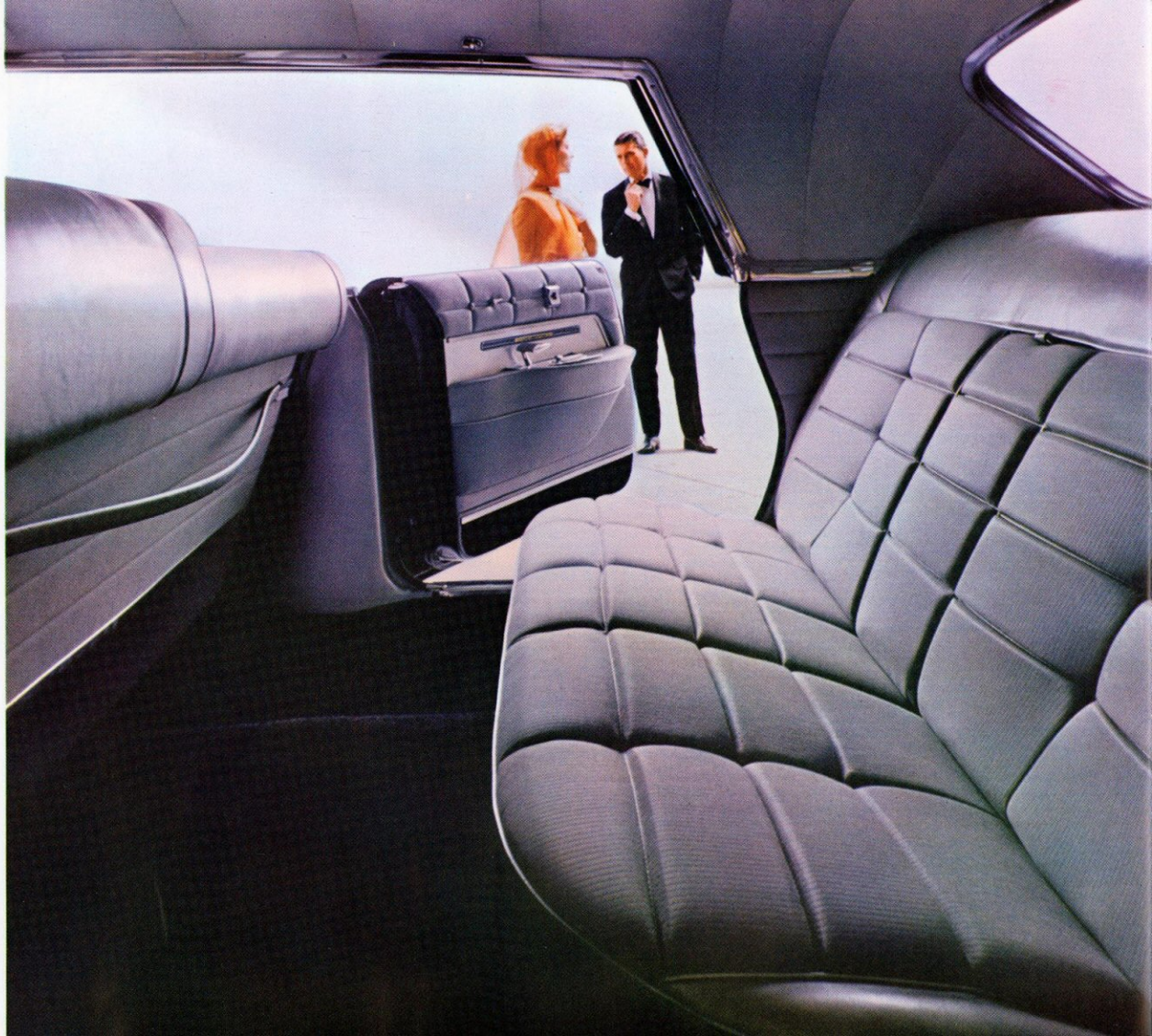
The crisp roof line and the smaller rear window mark LeBaron. It offers nearly every driving convenience, its interiors are more luxurious. It's the heaviest Imperial, yet it maneuvers with the quickness that makes Imperial the choice of automotive experts.

No other Imperial offers you as many luxuries:

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. 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. Electroluminescent instrument lighting. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. Interior lights actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brakes. 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 exhaust system. Chrome moldings at wheel openings, stone shield and sill. Factory undercoating. Tubeless white sidewall tires. Safety-Rim wheels. Carpeted spare tire cover and luggage compartment.

The Imperial LeBaron four-door Southampton





LeBaron's interiors are among the most costly in the automotive world. They are crafted of fine leathers, rich, heavy broadcloths and artful combinations of both. Sharply contrasting color schemes are avoided, for the whole theme of LeBaron decor is expressive understatement. This LeBaron interior is grey broadcloth, the shadow-stripe in the panels, the solid tone in the bolsters. It is one of seven standard schemes.

COMPREHENSIVE GUIDE TO IMPERIAL OF 1962

Something happens to a man when he drives an Imperial for the first time.

We know a little of what it is . . . and all of why it happens . . .

. . . but no one yet has quite been able to describe it accurately.

Many men, after a test drive, feel this is the car they should have had all along . . . and we know the luxury and good taste and the room and the comfort of our car has something to do with that feeling.

Most men say our car drives and handles easier and more precisely than other fine cars . . . and we know that our particular brand of power steering and wheel suspension are responsible.

Most men comment on Imperial's acceleration and general liveliness (apparently unexpected in a car of Imperial's size) . . . and we know our high-torque, high-horsepower engine and torque-converter transmission make it so.

Most men come back from a test drive looking pleased and often surprised, but they fumble for words. We've driven, and fumbled, too . . . and still don't know how to put words to the total feeling you get from driving this automobile.

We do know *why* you get it. That's what this booklet is about . . . the engineering reasons why an Imperial gets grown, mature, reasonable men excited.

As for the feeling itself . . . the only way you can find out about that is to see an Imperial dealer and drive his Imperial. And that will be easy to arrange . . . with a telephone call.

Styling

Imperial resists change just for the sake of change. When the new Imperial is introduced, last year's model doesn't suddenly become obsolete.

This year, for example, Imperial has a moderately redesigned grille and lower rear quarter panels. Roof line, hood line, wheel openings, and the other styling features that are most readily apparent, have not been changed.

Yet the car does have a subtle difference. It is somehow more stately, seems to be longer (though its dimensions are identical with previous models).

Finish and trim

Imperial goes through seven dips and six spray operations before its final twin coats of enamel are applied. This treatment contains chemicals which penetrate the outer surfaces and create changes in the metal itself to inhibit rust and corrosion.

Over these rust-inhibitors go two primer coats which are baked on and then wet-sanded by hand to develop a glass-smooth surface for the final colors.

Imperial's color enamels are the hardest finishes ever applied to an automobile body and will retain their luster for many years with an occasional clear water rinsing.

Imperial's thick chrome-plating is applied over two heavy nickel layers. Nickel is a prime ingredient in stainless steel and will not rust. Tests show Imperial chrome-plated parts stay bright and beautiful at least twice as long as the usual automotive-grade plating.

Heavier body sheet metal

The entire front section of an Imperial is fabricated into a single unit to make it sturdy, silent and impact-resistant. For maximum rigidity and strength it is formed from heavier gauge sheet metal than is ordinarily used even on other fine cars.

Interiors

The general decorative and design scheme for this year's Imperial interiors is basically similar to earlier models, too. Seat dimensions and shapes are the same. We do not use coil springs and fiber padding in our seat backs. They are formed of full-volume foam rubber, up to six inches thick, and contoured to fit the way people sit.

Fabrics have a high content of nylon blended with the other fibers. Thus, they have about three times the wear life of the finest upholstery materials you'd normally buy for your home.

We buy only the best leathers available. They are carefully chosen hides, tanned under rigid quality standards and finished by hand. Each hide is specially milled to make it soft and pliable. And it is all "Premium Top Grain" . . . the same expensive grade used in custom footwear, costly luggage, the best handbags and in women's sports coats and jackets.

Imperial floors are covered with special deep-pile carpeting with no exposed edges in wear areas. Repeated tests prove it will outlast the usual automotive grade of carpeting at least twice. Even the luggage compartment of an Imperial is carpeted.

The instrument panel

Spread out before the driver, in a single flat plane, are all the gauges and indicators needed for the informed operation of the car.

This "flat-plane" concept is important. All dials are the same distance from the driver's eyes so he needn't refocus for every reading . . . can spend more time watching the road. Oil pressure gauge and ammeter are true *gauges*, not warning lights.

Both the top and bottom edges of the panel are padded and upholstered. And the entire panel of dials is lighted by non-glare Electroluminescent

light . . . known to be a help in preserving night vision. The entire design of the panel makes it impossible for any light reflections to be thrown onto the windshield.

Rather than using gears in the speedometer drive, Imperial engineers have developed a unique magnetic motor. The advantage is that the new drive is not only more accurate, but since there are no gears, there's no friction, no wear, no noise.

Sound insulation

The Imperial passenger compartment is unbelievably quiet. In all, more than a hundred pounds of sound-absorbing materials are used. The roof is padded by the thickest sound blanket in the fine car class. The floor is treated underneath by a thick, sprayed-on coating of rubberized material that silences flying stones, and turns away road chemicals as well. Above the floor is a heavy felt-mastic pad, a 3/4-inch jute undercarpet and the deep pile carpeting itself.

The partition between the passenger compartment and the engine area is treated with a 3-ply asphalt-impregnated felt pad and a 1 1/2-inch-thick fiber-glass blanket, and completely lined on the passenger side with hard bending-board.

The chassis

Imperial's chassis is built in the shape of a ladder. The side rails are massive, welded box-section members, and they're held rigid by four equally sturdy box-section cross-members and two U-channel members. Each bumper is attached to *four* integral frame members, instead of the usual two.

The body is fastened to the chassis with eleven pairs of out-size bolts, *with no rubber mounts between body and chassis*. Rubber mounts are used in some other cars to combat noise . . . but they also impart an unwanted rocking and sway to the car in motion. Imperial needs no rubber to control noise, partly because more bolts are used and be-

cause Imperial's suspension system absorbs noise and shock before they reach the body.

The Imperial's chassis uses lubricant-sealed fittings which, under the usual driving conditions, will need lubrication only every 32,000 miles.

The torsion-bar suspension system

Since 1957, when torsion bars first appeared on Imperials, this unique method of mounting and cushioning the front wheels has won all the honors for ease of ride, precision of steering, and handling. Without exception, automotive testers and writers, engineers and knowledgeable auto fans call it the best suspension ever put into an automobile.

Two rigid chrome steel bars, seated in lubricated and sealed sockets on each side of the chassis, are attached to the front wheel mounts. As the wheels move up and down over uneven surfaces, the steel bars twist against the motion and control it. The bars are mounted so that they also control sidewise wheel movement, and eliminate the lateral shifting of the body usually experienced with coil springs.

By doing away with the "mushiness" of the usual front suspension, torsion bars make the car steer more accurately, corner with far less drift and lean, and substitute a comfortably *controlled* ride for the swaying softness often experienced in cars with coil springs at all four wheels.

Imperial's rear springs are mounted outboard of the chassis. They are farther apart than the coil springs on other cars and provide a solid, wide-stance platform for the body.

The Imperial engine

It's the most powerful fine-car engine in the world. 340 horsepower . . . more sheer car-moving force than any other fine car.

Its smoothness is enhanced by its unusually deep and rigid cylinder block and by a heavy, stiff

crankshaft. Each shaft is electronically balanced before assembly. Each engine is thoroughly tested, and the slightest evidence of flaw causes the engine to be routed to special highly trained mechanics who painstakingly rebuild it to Imperial's standards.

All Imperial cylinder blocks and heads are machined in a flood of soluble oil. This Imperial operating procedure maintains great accuracy and a fine finish. After the machining operation, all oil galleries in each engine block are flushed out, air-blasted and probed with powerful magnets so that any metal particles are removed.

Carburetion

The Imperial four-barrel carburetor has a special two-stage "step-up" jet which achieves remarkably precise metering of fuel vapor at cruising speeds. The needle valve is rubber-tipped so that the valve will seat firmly even though microscopic flecks of foreign matter might lodge in the valve seat.

A further refinement in carburetion is the auxiliary fuel filter (in addition to the fuel tank filter) located in the fuel line. It will trap any particle larger than 6 ten-thousandths of an inch, thus virtually eliminating flooding due to dirt in the carburetor.

Ignition

Imperial builds its own distributors. With a sturdy aluminum housing, lightweight breaker points and nylon bearings, this new distributor has longer service life, lower inertia and much less "point bounce" at high speeds. The points are larger and are ventilated for added life.

Imperial is the first fine car to offer an alternator. This new current-generating unit is so efficient that it will actually produce current even when the engine is idling. In fact, any car with an old-style generator would have to be going about 22 miles an hour to produce as much current as Imperial's alternator does when the engine is idling and the

car standing stock still. With more and more electrical accessories being added to cars, it's reassuring to know your Imperial is capable of furnishing electric current in abundance, with virtually no strain whatever on the battery.

All wiring from engine to instrument panel comes through the forward bulkhead by means of one large, multi-circuit connector, instead of threading through the bulkhead in many places. This is a boon to service men and allows them to check ignition and wiring much more thoroughly and quickly. Protective fuses for all circuits are mounted in a handy panel below the instrument panel, on which the circuits and fuse sizes are clearly marked.

Transmission and drive train

Imperial's Pushbutton TorqueFlite transmission has been redesigned. It is now almost impossible to

tell when it shifts from one gear to the next. In addition, the new unit is smaller. Yet even in its smaller size, the new transmission has the highest breakaway ratio in the fine-car class.

Imperial's drive shaft is formed of two thick-walled tubes, one inside the other. Between these tubes are seven rubber rings, bonded to the inner tube and force-fitted to the outer one. These rubber rings effectively insulate the drive train from the noise and shock caused by road irregularities.

Brakes

The brake drums on any car go "out of round" every time the brakes are applied. To overcome the effects of this distortion, Imperial brake shoes are designed to be flexible, so they will conform to the changing contour of the drums during braking. Thus, the *total* area of the brake lining presses

uniformly against the drums every time you stop. The shoes are also self-leveling and always contact the drum flatly, rather than allowing one edge of the lining to take more wear than the other. Two brake cylinders in each front wheel assure predictable braking action, eliminate sudden brake "grab." These refinements not only mean longer lining life, but they afford quick, gentle, straight-line stops from any speed.

Imperial brakes are the largest in the fine-car field . . . 351 square inches of effective lining area. They are the only brakes in the field with bonded linings. There are no rivet holes to gather grit, no rivets to score brake drums.

Imperial's emergency brake is completely independent of the regular brake system. It operates through a separate brake mounted on the transmission drive shaft, and gives you an added measure of control.

Specifications—1962

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, 340 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. Aluminized exhaust with resonator.

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 (40-amp. with air conditioning). 14mm 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 electric Windshield Washer); Cigarette Lighters, two lighters in rear compartment, one in front; 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 Brake 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, 61.7 inches; rear 62.2 inches. Over-all length, 227.1 inches. Width, 81.7 inches. Height (loaded), 56.8 inches.

Accessories

REMOTE-CONTROL REARVIEW MIRROR

Accurately adjustable from the instrument panel. Gives a broad view of left "passing" lane.



PUSHBUTTON HEATER AND AIR CONDITIONER

Thermostatically maintains constant temperatures, summer and winter. Air conditioning not only cools, but filters and dehumidifies. High-performance dual air conditioning unit is offered for localities with prolonged high temperatures and humidity.

POWER DOOR LOCKS

Either front door switch locks all doors simultaneously. An important safety factor with children in the car, and for women who often drive alone.



POWER WINDOWS AND POWER VENTS

Controlled by switches on doors and from panel on driver's door. Power windows standard on Crown. Power windows and vents standard on LeBarons.

AUTO-PILOT

May be used as a speed warning. A gentle back-pressure on the accelerator tells you that you have reached your pre-set speed. Auto-Pilot will also operate the accelerator for you on long trips. Up hill and down, in headwinds or tailwinds, it will hold Imperial at an unvarying pre-set speed. A touch of the brake releases Auto-Pilot. Tests indicate Auto-Pilot can reduce fuel consumption as much as 15% on long trips.

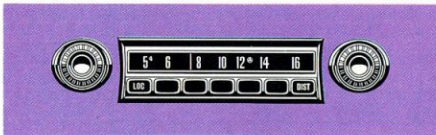


AUTOMATIC HEADLAMP DIMMER

Lowers "high" beam headlights with unflinching courtesy as oncoming cars approach, returns to "high" beam when they've passed. Adjustable for city or country traffic.

TOUCH-TUNER RADIO

Automatically tunes to the next station on the dial at a touch of the dash control or floor button. Power antenna is included. Rear seat speaker is also standard except in convertibles.



SIX-WAY POWER SEAT

Moves up, down, back and forth, tilts. Seating changes reduce fatigue on trips. Standard on Crown and LeBaron.

SURE-GRIP DIFFERENTIAL

Automatically directs engine power to the rear wheel with the most traction. Almost indispensable for getting out of ice, snow, mud, sand. This exactly reverses the action of a standard differential.

REAR WINDOW DEFOGGER

Separate blower mounted beneath window ledge keeps rear window as clear as the windshield in cold, damp weather. Switch is on instrument panel.

TINTED GLASS

In windshield, side windows and rear window, this softly tinted glass reduces glare and can cut the temperature inside the car as much as 15% on a hot, sunny day. Tinted glass is recommended when air conditioning is installed.

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