

A man meets his match.

The man.

He's younger than his contemporaries.

He works harder. And smarter.

He does what he likes to do.

And others respect what he does.

He's dedicated to a well-defined goal.

He earns his rewards.

The car.

A luxury automobile.

Put together like no other car.

One that asks to be driven hard.

The car is all the man is.

It is an automobile that hasn't forgotten
what an automobile is for.





The Imperial LeBaron in Deep Plum with black vinyl roof shroud

There are uncounted minutes in his day.

Not one is wasted.

His pace is hectic. Yet, purposeful.

He knows where he is going.

His car signals his arrival.

But it must do more than just get him there.

En route, the man wants seclusion
from a clamorous world.

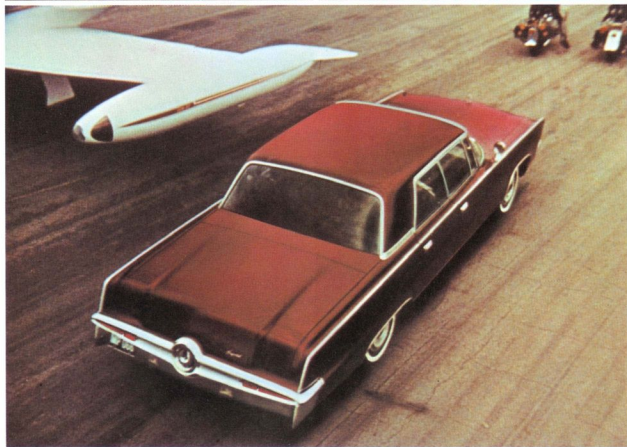
And Imperial isolates him in uncanny silence.

Even at 70 m.p.h.

He wants no motion wasted.

In this, Imperial's 16 electric motors
serve him well.

The car and the man understand each other.





Imperial Crown Coupe interior in white western steerhide

The man adjusts life to himself.

Not vice versa.

He doesn't conform to a new automobile.

It conforms to him.

Imperial has a steering wheel
that tilts five inches, telescopes three.

The executive aircraft seat
moves electrically.

Up. Down. Forward. Back. Tilt.

To suit his body, and his mood.

The passenger's seat does even more.

The seatback reclines, headrest lifts up.

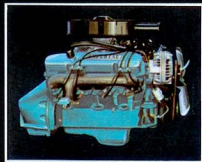
Driving or riding,

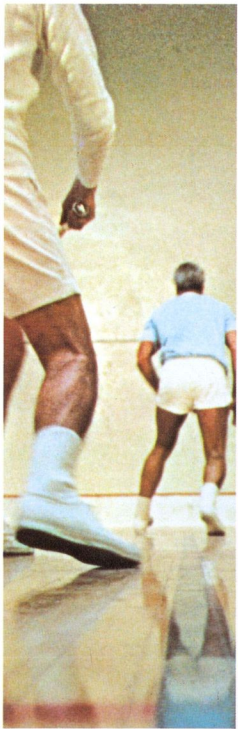
tensions of mind and muscle are forgotten.

The man arrives rejuvenated.

The man prospers
in a world that spins to a quicker tempo.
He plays as hard as he works.
He expects his automobile to drive
like no other.

Imperial lives up to his expectations.
The 440 cu. in. V8 quickens his pulse.
Torsion-bar suspension pivots him around
corners. Power steering and power brakes
put him in command.
TorqueFlite automatic transmission
answers his challenges.
He is driving an automobile.
Not, riding in one.





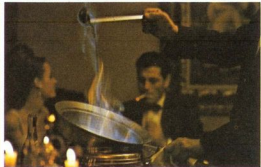
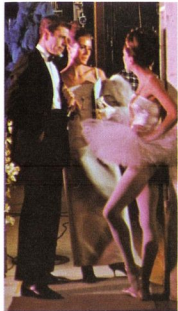
Imperial Crown Coupe in Spanish Red Metallic with white vinyl roof shroud



Imperial Crown Coupe in Spanish Red Metallic with white vinyl roof shroud

The man deserves all the luxury he can get.
His living is not an indulgence,
but a fitting reward.
He gains a quiet pride from Imperial's
100-year-old claro walnut trim.
Its upholstery fabrics
embroidered on the Swiss Schiffelē.
And a front seat that becomes twin armchairs.
Or armchair plus chaise lounge.
Still, to him the Imperial
is an economical automobile.
He's earned it.





The Imperial LeBaron interior in all-wool grey broadcloth

The man insists on a choice.
He weighs the alternatives carefully.
Then others abide by his decision.
There are four Imperials for his consideration.
The Le Baron, the ultimate Imperial.
The Crown Coupe and Crown Convertible,
leather upholstered aircraft seats, standard.
The Crown Four-Door Hardtop.
This thriftiest Imperial includes the
remarkable sofa-armchair-chaise lounge seat.
The man chooses
not between the greater or the lesser.
But the more appropriate.



Imperial Crown Convertible in Persian White, Imperial Crown Four-Door Hardtop in Regal Blue Metallic

Above all, to him a woman is feminine.
His concern is for her comfort.
And Imperial provides uncommon comforts.
A personal storage compartment
beneath her armrest.
A vanity mirror behind her sun visor.
Her private set of electric window controls.
A special place to rest her head.
The car
maintains the standards set by the man.





Imperial Crown Four-Door Hardtop interior in gold jacquard fabric trimmed with green western steerhide

The man. The car. A match.
Not a stalemate. But a mutual regard
between equals.
Both of the same mind.
They work alike. Play alike.
The automobile expresses
what the man has attained.
It does not rely on standards of the past
to prove its worth.
Yesterday is gone. Imperial is today.
If you are the man, you've met your match.
The finest of the fine cars built by
Chrysler Corporation.
The Incomparable Imperial.

IMPERIAL DIVISION



CHRYSLER
MOTORS CORPORATION

IMPERIAL DIVISION



CHRYSLER
MOTORS CORPORATION

A man meets his match.

