A detailed view of the interior of a classic car, likely a Lincoln Continental. The steering wheel is made of dark wood with a three-spoke design. The dashboard and center console are also finished with wood, featuring a prominent horizontal grain. The seats are upholstered in a dark, ribbed leather. The overall aesthetic is one of luxury and craftsmanship. The text is overlaid on the upper right portion of the image.

We invite you to test America's most carefully built car...

challenge you to give it any test you'd willingly put your own car to... drive it a hundred turnpike miles and back...



Styling

Imperial resists change for the sake of change. For seven years, the appearance of an Imperial has maintained a carefully developed continuity. When a 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).

You can't buy an Imperial without some mileage on it. Every Imperial is road-tested.

Finish and trim

Imperial goes through seven dips and six spray operations before its final twin coats of enamel are applied. This treatment is not the usual top-of-the-metal coating often used to protect against rust. It 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. They are acrylic-base coatings and will retain their luster for many years with no more attention than an occasional clear water rinsing.

Imperial's brightwork combines highly polished stainless steel and heavy die-cast chrome-plated parts. 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.

Imperial wheels and wheel covers are slotted to increase cooling air flow across brake drums.

Heavier body sheet metal

The entire front section of an Imperial is fabricated into a single unit . . . from the front edge of the right front door, around the front of the car, to the front edge of the opposite door. To make this unit sturdy, silent and impact-resistant, it is fabricated from much heavier gauge sheet-metal than is ordinarily used even on other fine cars.

Imperial's hood can only be unlocked from inside the car.

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. Our method of seat building is unchanged. 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, yet they all have a luxurious feel.

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. And, even though these leathers are the very best in the world, our leather workers are so exacting that they discard about a quarter of each hide as unsuitable for Imperial interiors.

Imperial floors are covered with special deep-pile carpeting with no exposed edges in wear areas. It is pre-formed to fit floor contours without a wrinkle, and repeated tests prove it will outlast the usual auto-

motive grade of carpeting at least twice. Even the luggage compartment of an Imperial is carpeted.

Door panels are stitched and detailed with the same patient precision that goes into the tailoring of the seats. And the door upholstery comes clear up to the windows, without the usual metal sill. The upholstered panels are backed by heavy plastic sheets which keep moisture and condensation from staining the door upholstery.

Imperial's body seams are filled with rust-proof lead, then buffed smooth so seams can't be detected.

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. At a single sweeping glance he can read the condition of his oil pressure, his electrical system, the temperature of the engine, his fuel supply, how far he's traveled, his speed and even the time.

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. The only bulbs are in the ash receiver, the glove box and parking brake warning signal. Electroluminescent light is 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.

The Imperial heater can produce 100-degree fresh air in the passenger compartment within as little as two minutes after starting the engine.

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 ¾-inch jute undercarpet and the deep pile carpeting itself.

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.



AUTOMATIC HEADLAMP DIMMER

Lowers "high" beam headlights with unfailing courtesy as on-coming cars approach, returns to "high" beam when they've passed. Adjustable for city or country traffic conditions.

SIX-WAY POWER SEAT

Moves up and down, back and forth, tilts. Periodic changes in your seating position are refreshing on long trips. Standard on Crown and LeBaron.



The partition between the passenger compartment and the engine area is treated with a 3-ply asphalt-impregnated felt pad and a 1½-inch-thick fiber-glass blanket, and completely lined on the passenger side with hard bending-board.

Imperial's hood is completely lined, edge-to-edge, front-to-back with a fiber-glass blanket to insulate and silence the engine compartment. Heavy windlaces around all door openings block out wind noise.

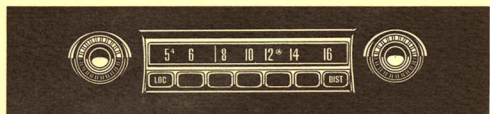
AUTO-PILOT

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.



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.



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.

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

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

The ceiling in Imperial is acoustically perforated vinyl. Most other cars use cloth.

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, keeping the various segments of the whole front end in constant relationship with one another, 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.

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 rear axle is mounted ahead of the center of the springs so that the stiffer forward spring section is most efficient at controlling fore-and-aft movement of the wheels . . . while the springier rear section cushions up-and-down bounce.

There are nearly 30,000 separate parts in an Imperial. Every one is inspected before it is used.

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 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 machining, all oil galleries in each engine block are flushed out, air-blasted and probed with powerful magnets to remove any metal particles.

Periodically, engines are given endurance dynamometer tests of up to 120 hours at various loads and speeds.

Imperial's electric clock automatically regulates itself every time you set it.

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.

Imperial's wheels have safety rims which make it almost impossible to "throw" a tire even in a high-speed blowout.

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. The alternator also eliminates the need for a circuit breaker and regulator.

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.

Imperial brightwork is held in place by special fasteners filled with rubberized mastic, which retards rust formation under the chrome strips.

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.

The rear section of 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.

Imperial upholstery is shrink-fitted to seats with live steam to eliminate wrinkles.

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.

The brakes on your Imperial are the largest in the fine-car field . . . 251 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 driving brake system. It operates through a separate brake mounted on the transmission drive shaft, and gives you an added measure of control.

Imperial has the only fully carpeted luggage compartment in the fine-car class.

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.

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

take it solidly over the narrow, twisting, rough back-country roads... slip it into the rush-hour traffic stream...



... find out what's happened to fine cars since you bought your latest one.

Now that you've looked at the pictures ... take six minutes to read the slim, tax booklet inserted here. It contains some of the most unusual and revealing facts ever published about a fine car.



IMPERIAL OF 1962

