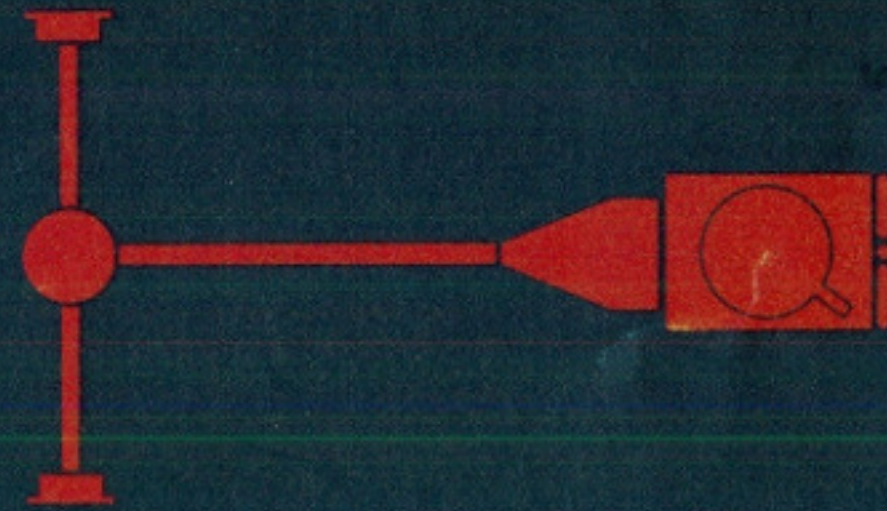
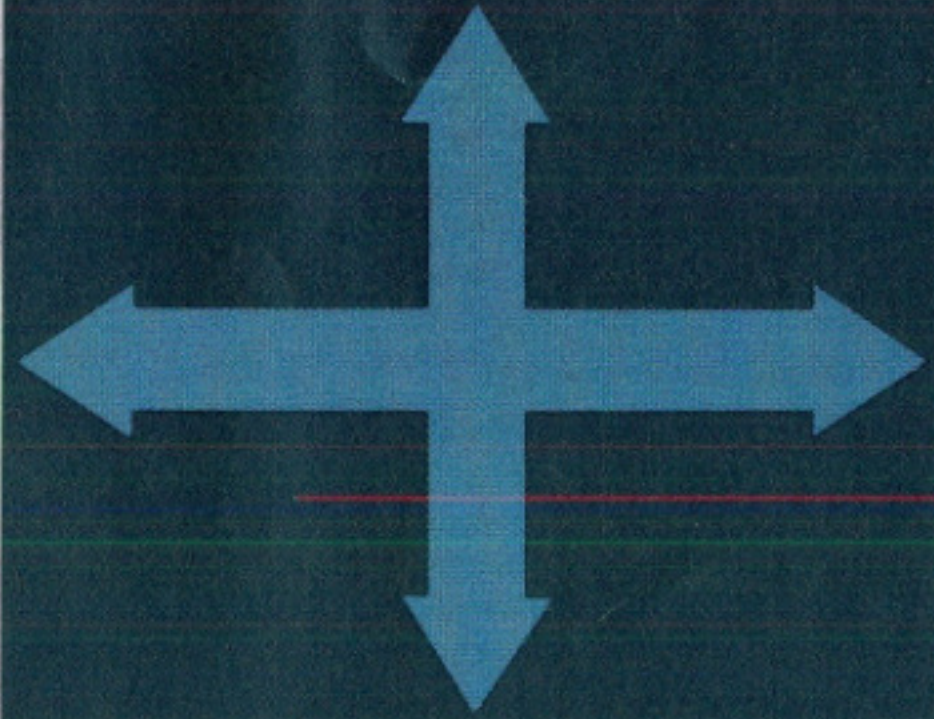


What do you consider significant in a motorcar costing \$5,000 or more?



**Whatever your standards, we  
challenge you to apply them to  
America's one totally new car...**

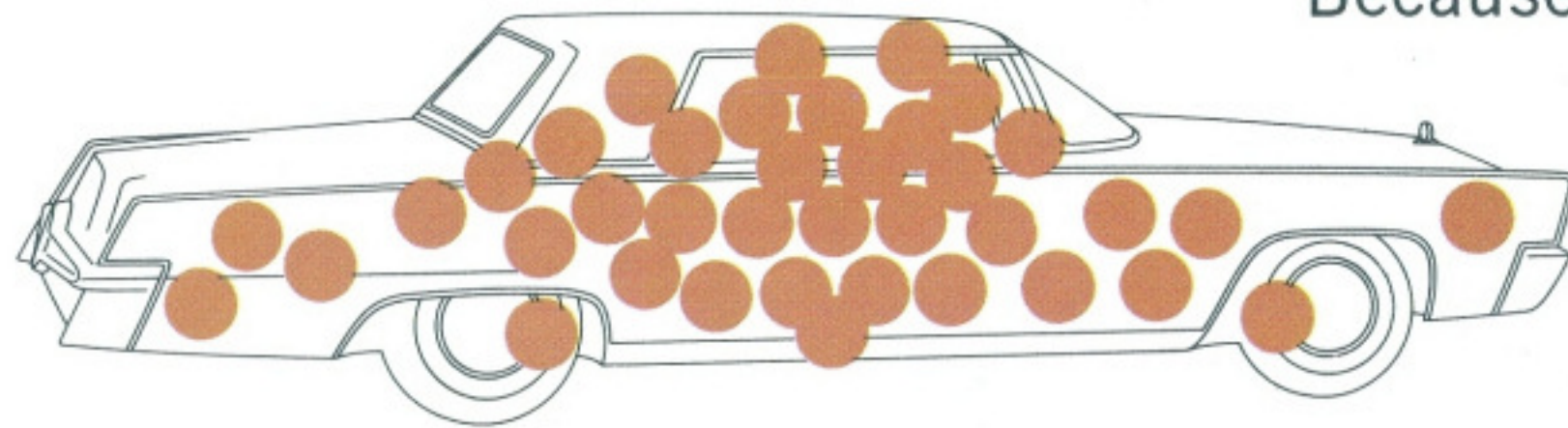


What could be more pleasing than Imperial's beauty?





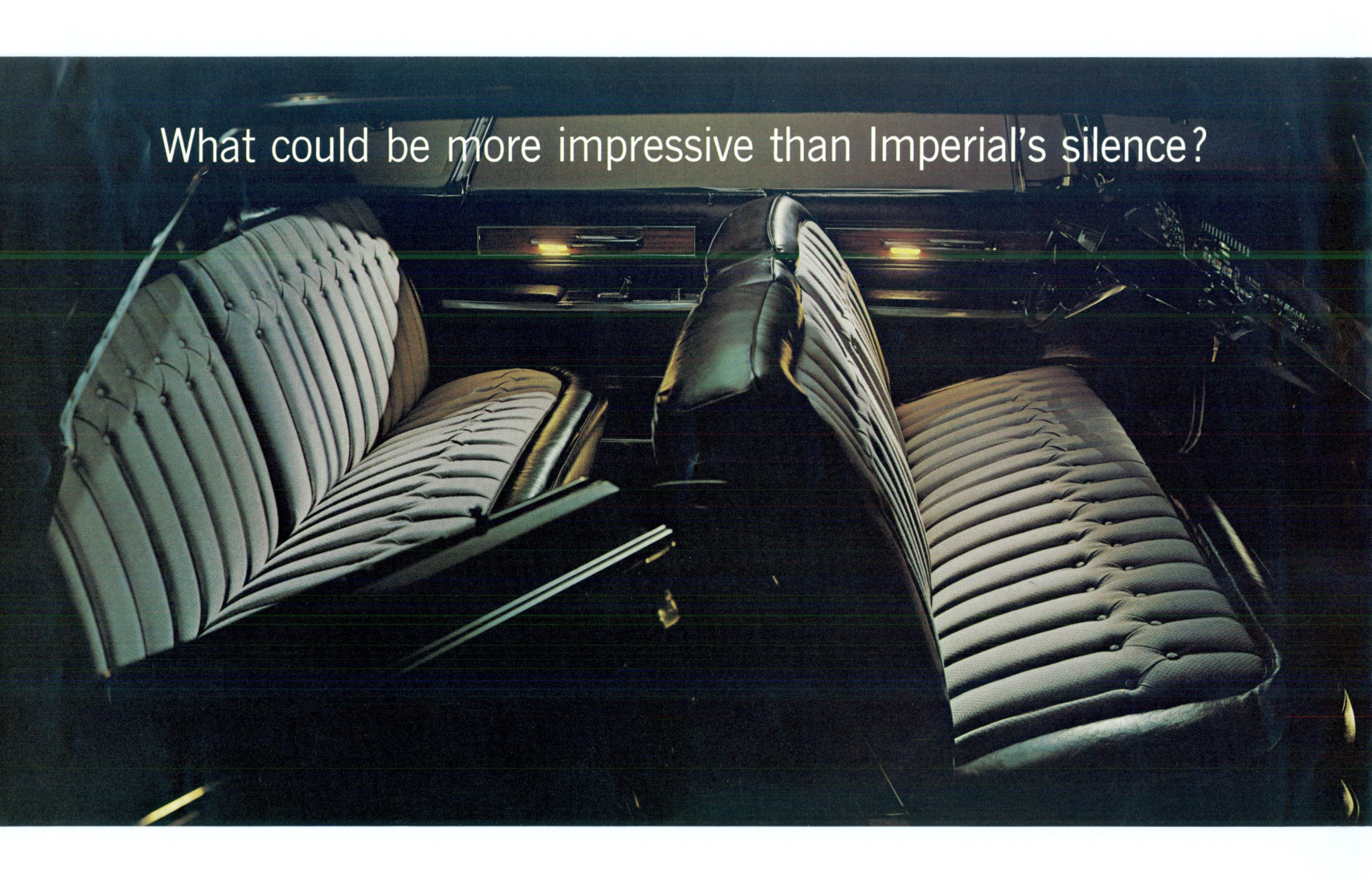
## Imperial's silence.



Because you're already accustomed to the silence of a fine luxury automobile, Imperial's quietness may take you by surprise. Outside noises are almost nonexistent in this motorcar—even at maximum expressway speeds. By every measurement known to our sound engineers, the new Imperial is the quietest motorcar ever built in this country—154 engineering refinements for silence alone have made it so.



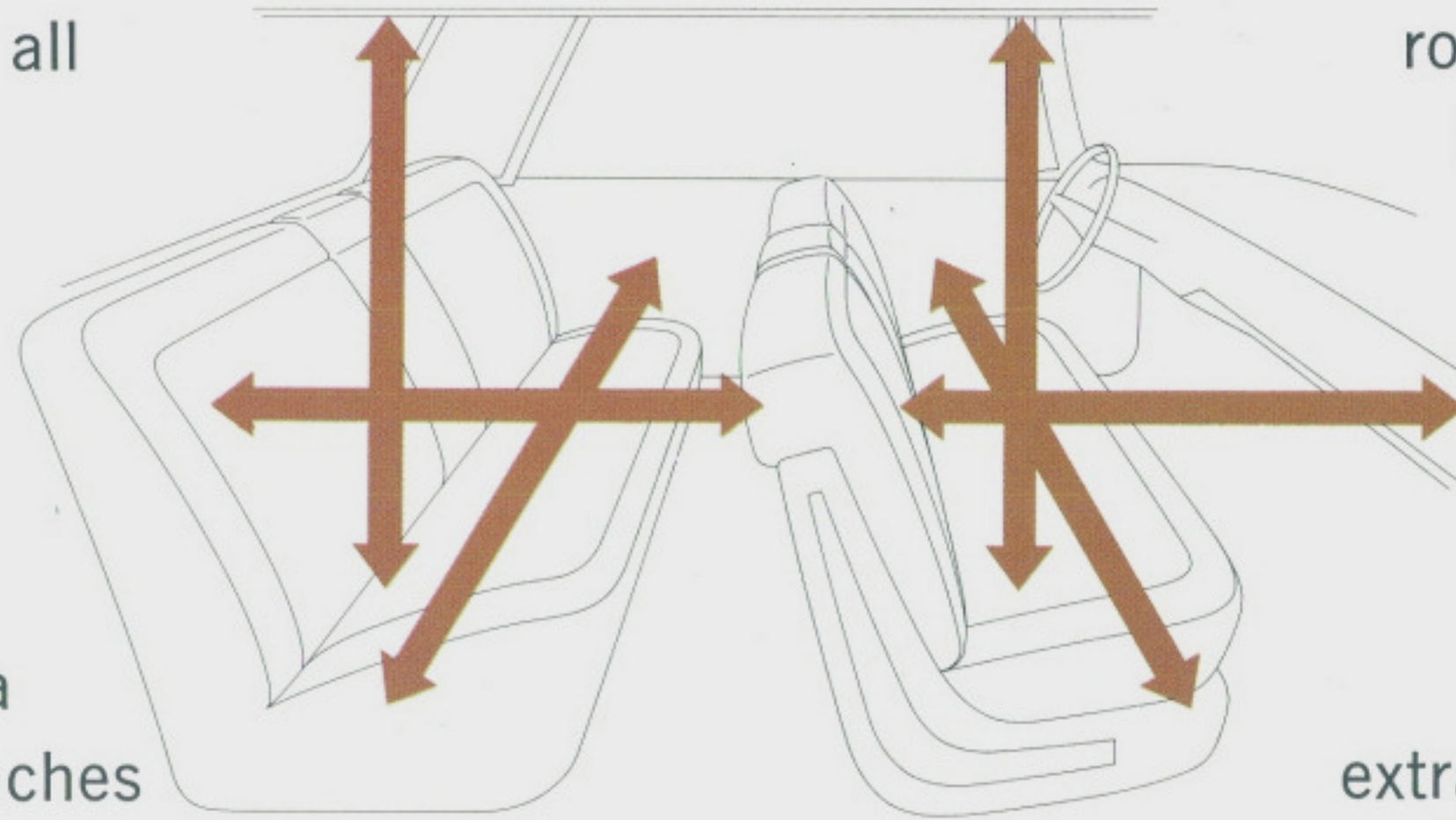
What could be more impressive than Imperial's silence?





## Imperial's luxury.

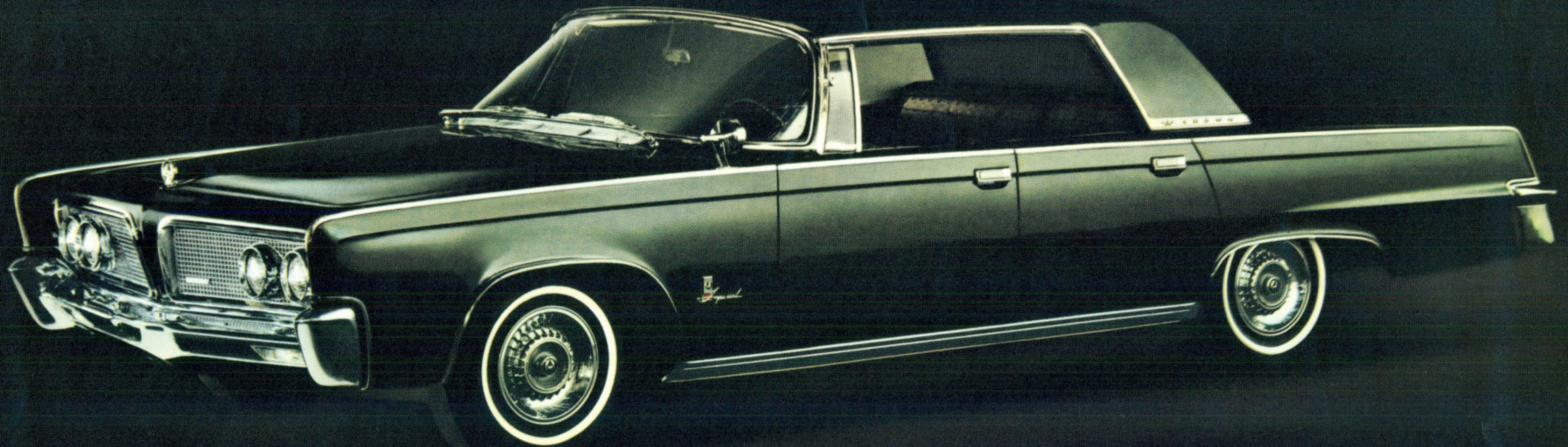
Luxury is made up of many things—nearly all of which can be ordered on any fine car. But there is one basic ingredient which you cannot order. It must be engineered into the car from the beginning or it is lost forever. ■ This luxury is called space, and the 1964 Imperial offers it to you in unequaled abundance. ■ As a matter of dimension, the Imperial is 11½ inches longer than the 1964 Lincoln. There is more shoulder



room, more headroom, more legroom. Its trunk holds over two cubic feet more. Imperial's advantages are still greater, of course, when it is compared to a '61 or '62 Lincoln model. ■ Imperial is also longer than any six-passenger '64 Cadillac. And only Imperial's shoulder room and hip room exceed five feet, both front and rear. Yet for all this extra space, we honestly don't know of anyone who has ever complained about Imperial's handling ease.

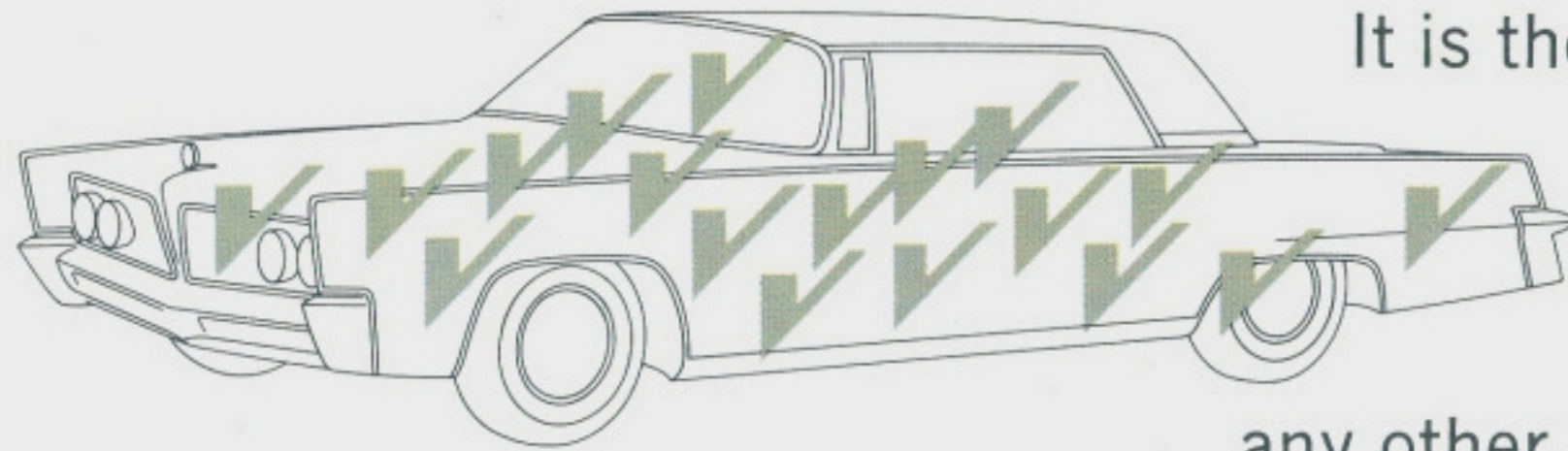


What could be more revealing than Imperial's luxury?





# Imperial's quality.



The new Imperial presents a level of quality rarely achieved in automotive history. It is the result of uncompromising engineering, exceptional materials and unstinting workmanship. ■ Its engineering, for example, offers interesting contrast within the luxury car field. Imperial's brake lining area is the largest by far—25% larger than that of any other American luxury car. Its basic automatic transmission principles—3-speed planetary gear set with torque converter—were first adopted nine years ago; they were introduced by Cadillac in 1964. Our torsion-bar suspension is still exclusive. ■ Imperial's materials are usually above the standards for its field. Its leathers are not simply top-grain; they are prime grade top grain. Carpeting is used in the trunk. Genuine rosewood is used for the wood inlays in LeBaron models. And so on. ■ Finally, the individual Imperial you drive is meticulously built to meet the test of three corps of inspectors and 1,650 quality-control checks—in the final assembly phase alone.

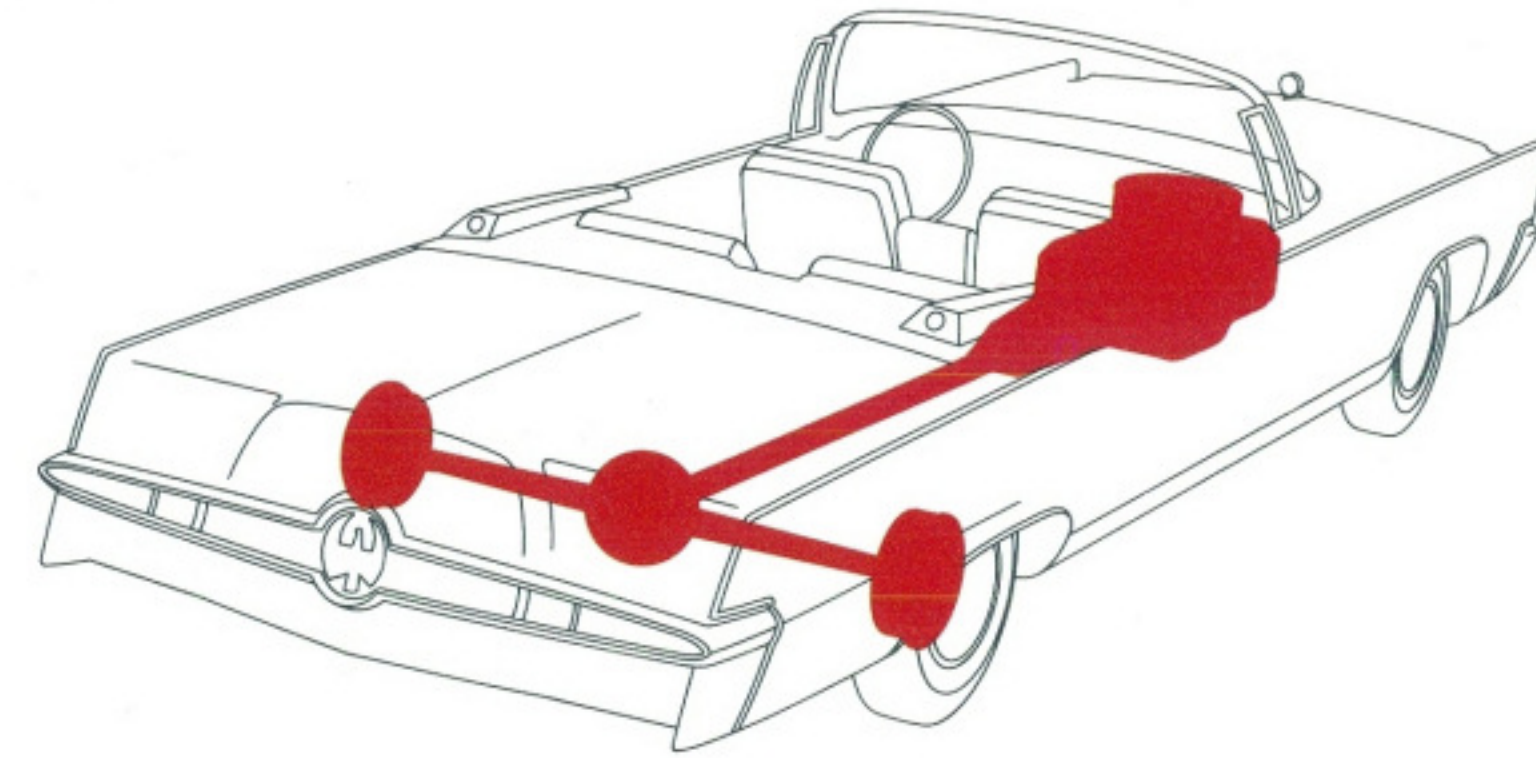


What could be more reassuring than Imperial's quality?





## Imperial's warranty.



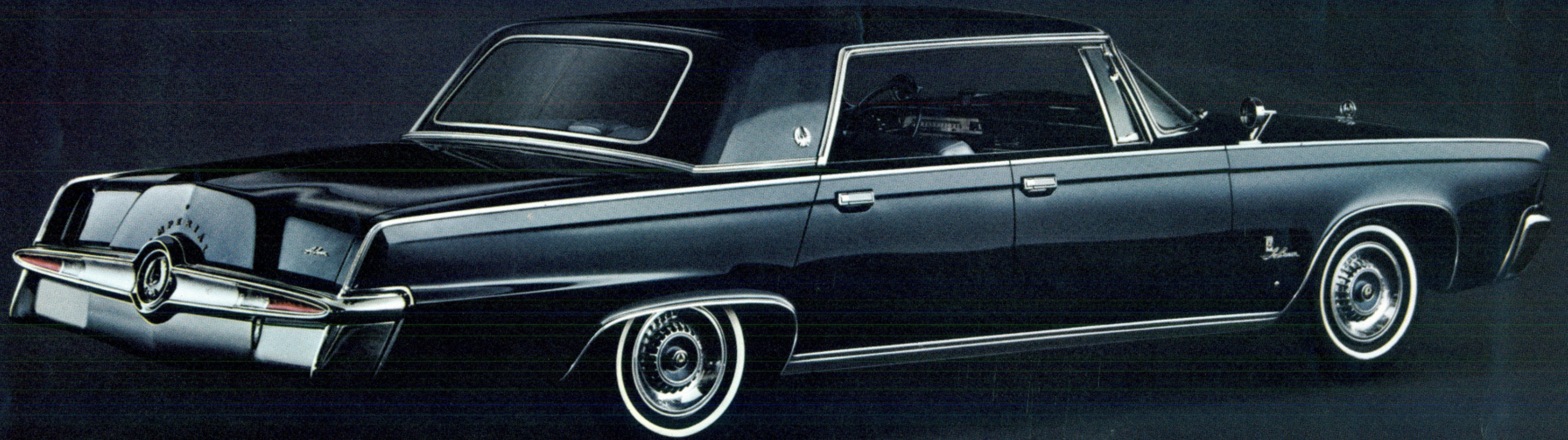
A manufacturer's warranty for any luxury car does a great deal more than simply reassure you. It tells you how well built that manufacturer believes his motorcar to be. It is a moment of truth.

Imperial's 5-year/50,000-mile warranty\* on its engine and drive train is unequalled by any other luxury car built in the United States. It is America's longest automotive warranty. The only one that covers these vital parts—and the labor—for 5 years or 50,000 miles.

**\*Here's how Chrysler Corporation's 5-year/50,000-mile warranty protects you:** Chrysler Corporation confidently warrants all of the following vital parts of its 1964 cars for 5 years or 50,000 miles, whichever comes first, during which time any such parts that prove defective in material and workmanship will be replaced or repaired at a Chrysler Motors Corporation Authorized Dealer's place of business without charge for such parts or labor: engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excepting manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings. **REQUIRED MAINTENANCE:** The following maintenance services are required under the warranty—change engine oil every 3 months or 4,000 miles, whichever comes first; replace oil filter every second oil change; clean carburetor air filter every 6 months and replace it every two years; and every 6 months furnish evidence of this required service to a Chrysler Motors Corporation Authorized Dealer and request him to certify receipt of such evidence and your car's mileage. Simple enough for such important protection. The warranty on all other parts manufactured or supplied by Chrysler Corporation is for 12 months or 12,000 miles, whichever occurs first, excluding only tires and normal maintenance services such as replacing spark plugs, condensers, ignition points, filters, et cetera.



What could be more significant than Imperial's warranty?





What could be more significant than Imperial's warranty?



Only you can answer.

Who knows what you will feel most when you drive this luxury motorcar? Many people, upon driving a new Imperial, are struck by its silence. Others are surprised by Imperial's spaciousness. Perhaps its engineering will impress you most; or its amazing comforts. More than likely, there will be a combination of several things which seem particularly outstanding. ■ Certainly, these are the basic reasons people have been buying this fine motorcar in ever-increasing numbers. Never has a fine car enjoyed such instant and widespread approval. Sales already have far surpassed those of the entire '63 model year. This has been the early judgment of the new Imperial. Now we would like to have yours.





