



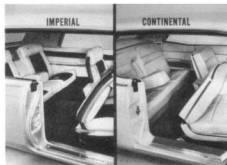
**LINCOLN
CONTINENTAL**

A SALESMAN'S COMPARISON
OF OUTSTANDING FEATURES
AND COMPELLING CUSTOMER
BENEFITS THAT DEMONSTRATE

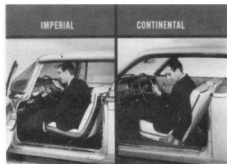
**IMPERIAL
SUPERIORITY**



And Imperial's roominess provides more space for comfort and ease of movement. No "hunch-and-scrunch" here.



See how much easier it is to get into the back seat of the Imperial than it is in the Lincoln.



Imperial's Crown Coupe and Convertible have six-way, power-adjusted bucket seats up front ... standard. Lincoln's standard front seats are bench-type, with two-way power. Individual seats and 6-way power cost extra on Continental.



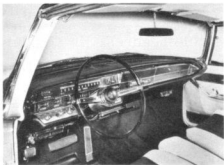
Our reclining passenger seat, with adjustable headrest, is standard on the Crown Coupe and Convertible. You can't get this feature on any Lincoln, at any price, for any reason. They just don't have it.



The 50/50 front seat on the Imperial Le Baron is another Imperial exclusive. Demonstrate it to every prospect.



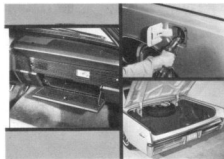
Every Imperial has a reclining front passenger seat. No Lincoln has this feature, even as an option. This can be a strong buying reason with any prospect.



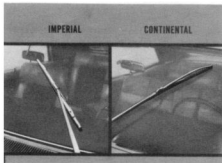
Claro walnut paneling sets off Imperial luxury ... on the instrument panel and inset in the steering wheel.



Continental is aware of the luxury value of wood, but they use "imitation luxury" ... a wood-grain vinyl applique ... and only as an insert in door armrests.



And compare the Continental glove box; their streak-prone gasoline tank filler opening; and their spare-tire location. It is obvious why they offer a "Spare Tire Relocation Kit" as a dealer option.



Imperial's electric windshield wipers work whenever you need them; Continental's hydraulic wipers quit when the engine stops. Imperial anti-windlift blades stay on the windshield, an exclusive feature.



The new Continental 462-cubic-inch engine has 340 horsepower.



The Imperial power plant, with 440-cubic-inch displacement, has three hundred and fifty horsepower.

**MUST BE ADDED TO
CONTINENTAL COUPE**

- **CONTOUR SEATS**
- **6-WAY POWER SEATS**
- **LEATHER TRIM**
- **POWER VENTS**

**MUST BE ADDED TO
CONTINENTAL SEDAN**

- **POWER VENTS**
- **CONTOUR SEATS**
- **6-WAY POWER**

	COUPE	4-DOOR
IMPERIAL CROWN	\$5887.00	\$5943.85
CONTINENTAL	\$6026.49	\$6180.63
<i>OUR FAVOR</i>	\$ 139.49	\$ 236.78

For a price comparison, we had to add these items to their standard equipment to make the Continental 2-door Coupe come out even with the Imperial Crown Coupe.

And these items equalized the Continental 4-door Sedan after we added 6-way power seats to the Crown 4-door Hardtop.

The list price of the Imperial Crown Coupe is \$139.49 less than the Continental 2-door Coupe similarly equipped. The Imperial 4-door Hardtop is \$236.78 less than the similarly equipped Continental 4-door Sedan.

NOTES

Price comparisons contained in this book are based on Manufacturers' Suggested Retail Prices including factory retail price at factory, Detroit, Michigan, excise, handling and other charges, and factory retail provision for dealer new-car preparation, which prices appear on the price label that Federal law requires to be affixed to each new vehicle. State and/or local taxes, if any, destination charges, and license fees are not included.

Chrysler Corporation reserves the right to revise, change or modify construction and/or prices of any Chrysler Corporation vehicle, or any part thereof, as it may see fit, without incurring any obligation to make like changes on vehicles previously sold. Information on competitive cars obtained from reliable sources but cannot be guaranteed.

IMPERIAL DIVISION



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