

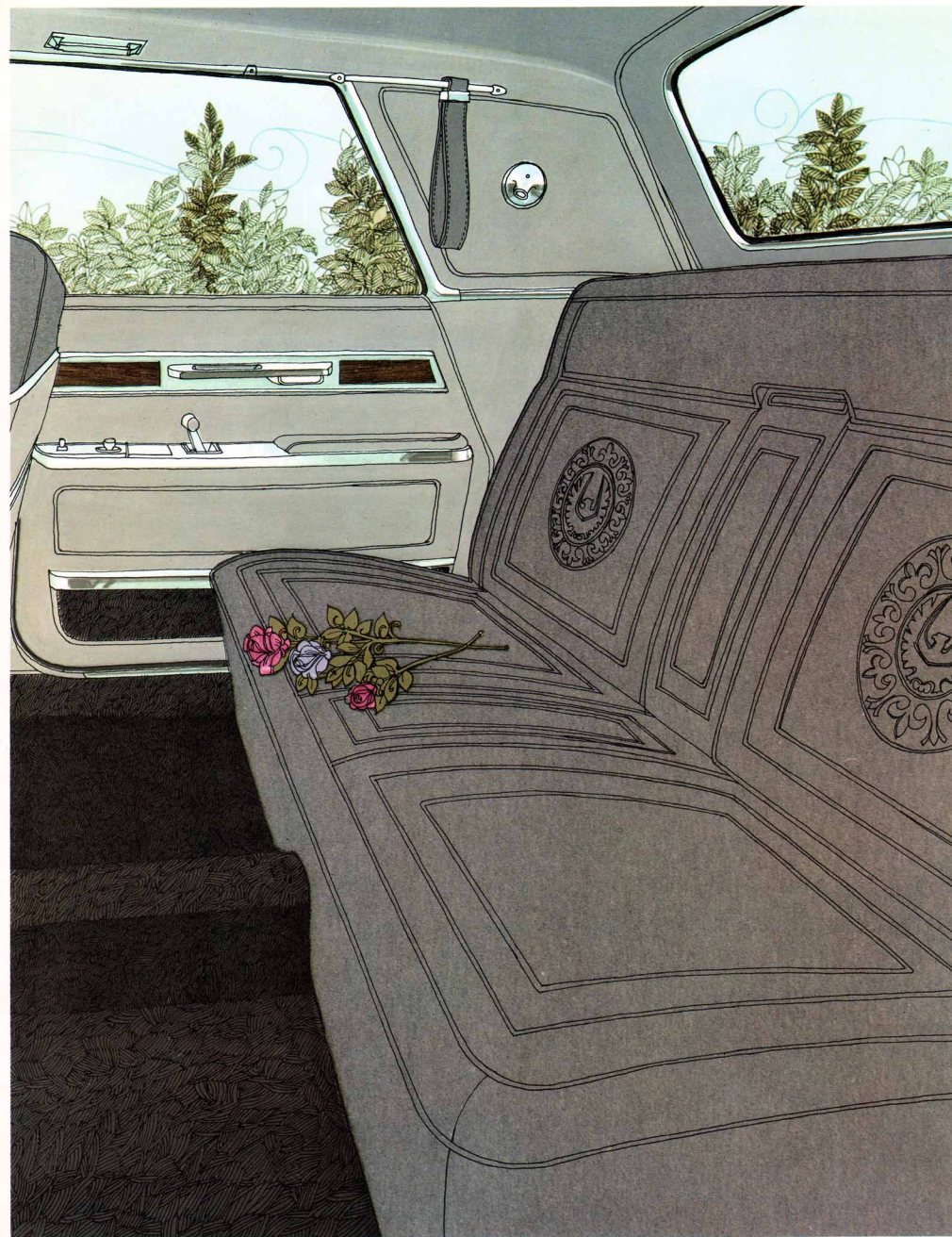
THE  
INCOMPARABLE  
IMPERIAL  
FOR  
1966

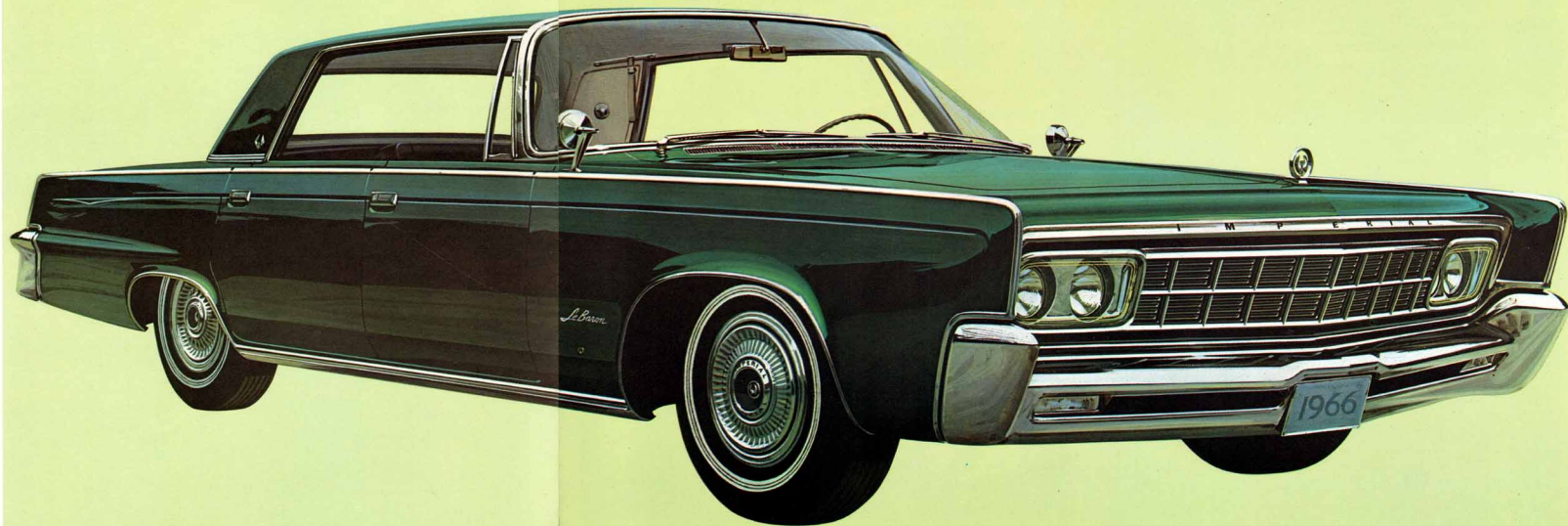
Finest of the fine cars built by Chrysler Corporation

## THE INCOMPARABLE 1966 IMPERIAL

LeBaron • Crown Coupe • Crown Convertible • Crown Four-Door Hardtop

Rear compartment, Imperial LeBaron. Grey wool broadcloth embroidered with Imperial eagle crest. Four additional upholstery trim colors are available in embroidered twill.





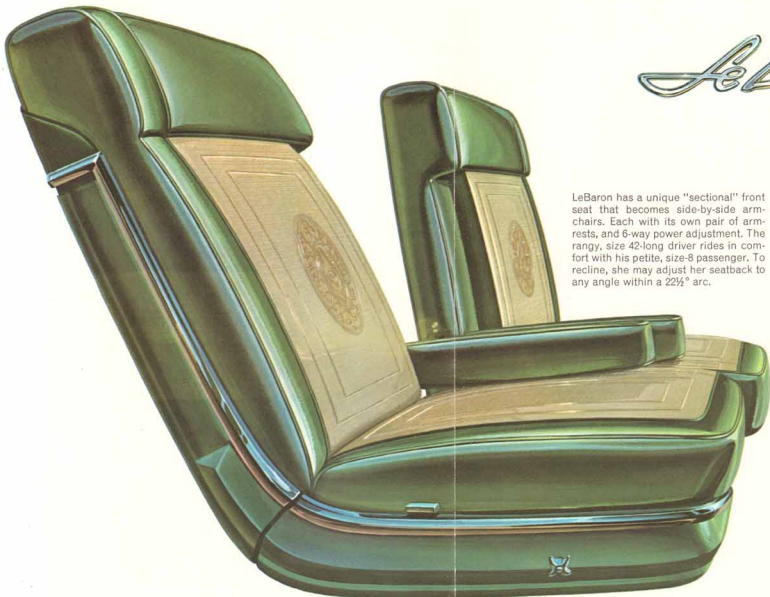
The LeBaron.  
A quiet place to go after work.  
Good music. Nice atmosphere.  
Therapeutic.  
Your own private island.

*The Imperial LeBaron:  
most luxurious automobile built by Chrysler Corporation.  
Shown here in Sequoia Green, with black leather upholstery.  
The custom body stripe is available in white  
or 5 other colors at your discretion, without cost.*

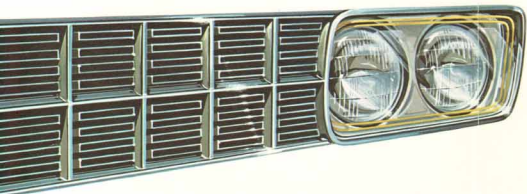


A random selection from LeBaron's standard equipment.

*LeBaron*

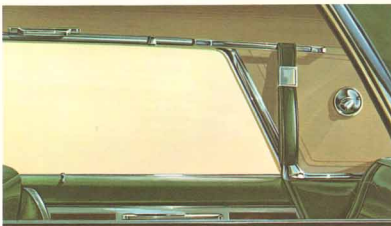


LeBaron has a unique "sectional" front seat that becomes side-by-side armchairs. Each with its own pair of armrests, and 8-way power adjustment. The rangy, size 42-long driver rides in comfort with his petite, size-8 passenger. To recline, she may adjust her seatback to any angle within a 22½° arc.



LeBaron's massive new grillework is die cast to maintain its appearance longer. Headlamps are shielded with tempered glass, trimmed with ceramic gold stripes.

Sliding assist straps, roof-mounted handrails, and door handgrips ease both entrance and exit of LeBaron's rear-seat passengers. Reading lamps with ground glass lenses focus light so driver is not distracted. Wainscoting is 100-year-old claro walnut.



LeBaron's trunk, and spare tire cover as well, are deep pile carpeted to protect your valuables. The area is automatically lighted when you raise the lid.



The best  
most beautiful  
Shows in  
The car  
or 5 other

## LeBaron, our finest Imperial, becomes a nearly automatic car.

The LeBaron owner is as much pilot as he is driver. And this requires a slightly different attitude toward his luxury car.

You must come to expect certain things done for you. Thus, you can devote time and attention to the unaccustomed comforts and luxuries of the LeBaron.

A master gauge keeps one eye on oil, gas and water. And the other on you. When something needs your attention, it flashes a warning in red lights.

The parking brake automatically releases when you shift the transmission out of "Park." But, as a safety precaution, only when the engine is running.

And the Imperial 3-speed transmission automatically upshifts and downshifts all forward gears for you.

The Auto-Pilot\* maintains the speed you set, automatically compensating for uphill and downhill grades.

Both FM/AM\* and AM\* radios automatically seek out and find stations.

With power door locks,\* a twist of your key in either front door (or the flick of either interior switch) automatically locks all doors.

Imperial's oversize power brakes are self-adjusting.

A LeBaron equipped with Sure-Grip differential\* automatically transfers power to the wheel with traction, if the other loses its grip on the road surface, automatically re-equalizes power when traction is regained.

Other automated devices add to your comfort, without requiring your attention.

There are automatic lights for (1) all four doors, (2) glove compartment, (3) trunk, (4) backing up, and (5) stopping. And seat belts retract automatically when released.

### Effortless control

For every instance where a motion or function is not performed automatically, there is a button, handle, knob, trigger, toggle, rheostat, switch, pedal or lever conveniently placed to ease the effort.

A twist of Imperial's golden key in the ignition switch starts a completely new 440 cubic inch V8—the largest passenger car engine ever offered by Chrysler Corporation.

The Tilt-A-Scope steering wheel\* may be adjusted up, down, in and out to the precise position of easiest control.

With either radio you get (1) a control switch to raise or lower the antenna; (2) floor tuning switch; (3) touch-tuning bar; (4) 5 push-buttons; and (5) a rear-seat speaker control knob.

While the driver has complete remote control of the six side windows, each passenger has his own window controls.

The rear window de-fogger\* has a dual-speed control knob.

Imperial's air-conditioner\* integrates heating and cooling controls into a single panel, gives you accurate temperature control year 'round.

In front, each of the 5 ducts has its own control to regulate and direct warm or cool air.

In the rear, for extremely hot localities, a second, trunk-mounted air conditioner\* boosts rear seat cooling.

Your front seat passenger has a control lever to adjust the reclining angle of his seatback. And a single knob to change height, rake and distance from the instrument panel.

The outside mirror adjusts from inside. The inside mirror has a prismatic lens to filter out glare from following headlights.

### Thoughtful touches

LeBaron, all its electronics and automation notwithstanding, is first an elegant automobile.

Nothing has been overlooked. Your slightest need is LeBaron's major concern.

The seats are foam-padded, both cushion and seatback. Yet, leather and twill fabric upholstery materials are padded with a second 3/4-inch layer of foam.

LeBaron's floor, walls below dash, bottoms of doors, trunk and spare tire cover all are carpeted.

LeBaron's driver and front seat passenger have the added comfort of two armrests each.

There are 3 sets of ashtrays and lighters.

Personal storage compartments are concealed beneath the front door armrests.

Rear seat passengers may stow reading materials in pouches mounted on backs of front seats, as in jet aircraft seating.

A vanity mirror is conveniently provided on the back of the passenger's sun visor.

### Elegance, elegance

Wherever you glance within a LeBaron, you are reminded

it is, indeed, the finest automobile built in America.

The claro walnut paneling averages 100 years in age, with some dating back still another century to the time of the Revolutionary War.

LeBaron's leather upholstery\* is finer than that found in costly European built limousines. It is both chrome and bark tanned.

LeBaron's upholstery fabrics are equally luxurious.

The traditionally conservative grey broadcloth is woven of 100% woolen fibers for a fine napped appearance and feel.

The twill cloth is woven of 100% nylon warp to help its delicate tone-on-tone shadings withstand day-to-day wear.

Both fabrics are embroidered with the Imperial eagle crest by a Swiss Schifflé, an age-old machine used for delicate Swiss eyelet.

### Your private island

LeBaron is more than an automobile. It is an experience you'll look forward to after a hard day's work, for as long as you own it.

It becomes a private island. So quiet, its silence is eerie at turnpike speeds. Each minute behind the wheel erases tensions of mind and muscle.

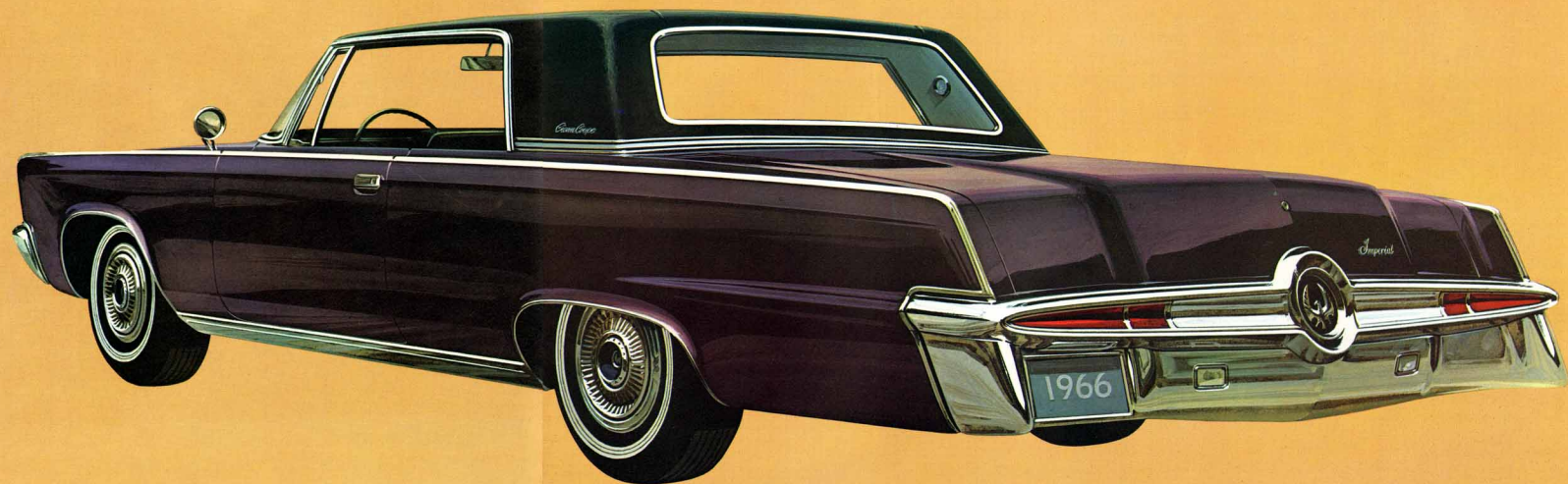
Yet, when the moment arrives that you're ready to take off and enjoy the sheer fun of driving a great automobile — LeBaron is ready.

Ask the Imperial dealer in your locality to arrange a test drive. Make it one day soon.

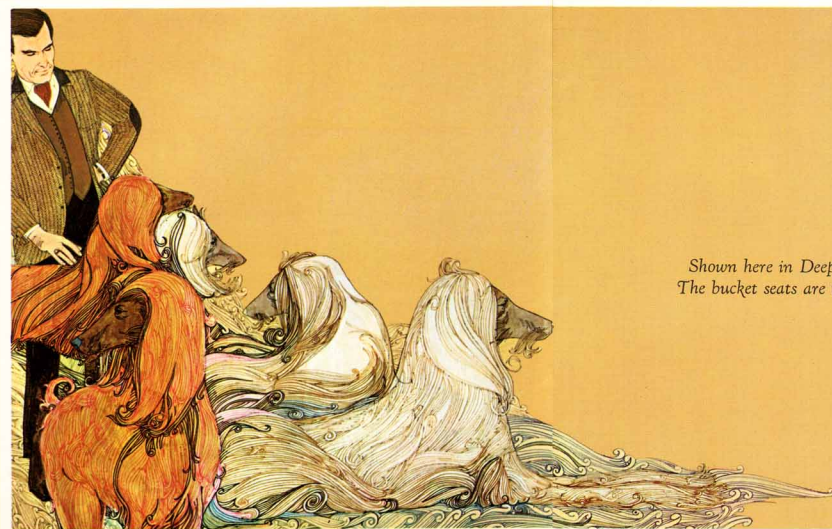
\* Optional at extra cost

LeBaron's sectional front seat is available in black western steerhide, gold-antiqued and embossed with the Imperial eagle crest, at extra cost. LeBaron optional leather upholstery is available in 7 other colors, too.



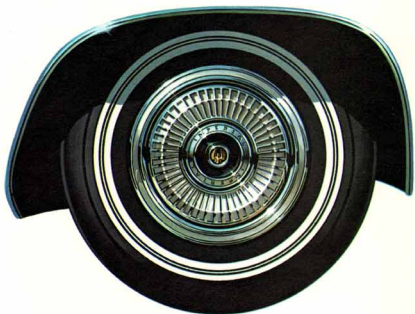


The Crown Coupe bucket seat  
power adjusts 6 ways;  
the passenger's reclines  
to any position within a 45° arc;  
and conceals  
a 5-position headrest.



The Crown Coupe; sportiest of all Imperials.  
Shown here in Deep Plum with roof shroud in black Seville-grain vinyl.  
The bucket seats are trimmed in black western steerhide, at no extra cost.

These are some of the things that make the Crown Coupe sportiest of all Imperials.



The Crown Coupe has full 15-inch wheel covers with radial lines and Imperial eagle, standard. Wheel openings in fenders are protected with stainless steel edging.



The Crown Coupe has three gauges to monitor oil, gas and water. And a master gauge—the Sentry Signal—to monitor them.



The driver's bucket seat also has 6-way power adjustment. Between the two bucket seats is a flip-down center armrest; in upright position, it provides seating for a third passenger.



Each door has a foam-padded armrest that lifts to reveal a personal storage compartment. Passenger's controls for power window and wing vent are positioned forward of the armrest. The light mounted in the door pull comes on automatically when door is opened; the red reflector panel signals a warning to traffic.

The vinyl roof shroud\* for the Crown Coupe is embossed with a Seville grain. It is available in Persian White, Formal Black and Chestnut Brown.



The Crown Coupe passenger bucket seat has a hidden 5-position headrest, reclines to any angle within a 45° arc, and provides 6-way power adjustment. Leather and bedford cloth upholstery is available in 4 colors.

\*Optional at extra cost



## The sport Imperial, our 2-door, comes with hardtop or soft.

With hardtop it's called Crown Coupe. With soft-top, Crown Convertible. Either way, Imperial performs like cars half its size.

The Crown Coupe and Crown Convertible are cars meant to be driven. They turn even a mundane trip to the office into a thoroughly exhilarating experience.

It starts with the fact that Imperial's completely new V8 engine displaces 440 cu. in.

And the response it gives an Imperial is rather remarkable for a car nearly 19 feet long, and weighing 2½ tons.

### Washed air

Imperial's 3-speed transmission is the result of 27 years of refinement.

Today, our torque-converter/3-speed automatic is generally acknowledged to be the most highly developed in the industry.

It is assembled in rooms so clean even the air itself is washed before it enters; then kept at a constant 50% humidity, and under slight pressure. When any door is opened, clean air flows out, so that unwashed air cannot enter.

In order to prevent the tiniest flecks of loose metal, small sub-assembly parts are delicately vibrated into place, not forced together by human hands. Then the assembly is vacuumed clean.

Finished transmissions are selected at random, torn down, and inspected for the most minute foreign particles, such as a tiny piece of lint.

Whoa!

Your Imperial's ability to go is

surpassed only by its ability to stop.

Its 287 square inches of bonded linings, plus flared drums, give reassuring stopping ability in times of stress.

But the fact that they are self-adjusting and power-assisted makes you forget they're even around. Until you need them.

The parking brake is applied by a foot pedal. And released automatically when you shift out of "Park."

### Poise

Imperial's stopping and going power is tamed by the most sure-footed suspension system in the industry.

Nimble torsion bars up front.

Wide-stance 5-foot leaf springs in back.

Together, a plane-geometrist's delight. While the roadbed may fluctuate up and down third-dimensionally, Imperial cruises along unruffled. Poised and composed under all circumstances.

The rear axle is mounted asymmetrically forward of spring centers. This helps keep the rear end on a more even keel during hard stops and fast takeoffs.

Rear axle struts and extra-large hydraulic shock absorbers limit over-reaction to terrain features, and inhibit movement of the car body after passing over potholes, railroad tracks or other such hazards.

An anti-sway bar in front further reduces "lean" in tight corners.

Imperial's suspension system is an ingenious synchronization of components—the equal of any luxury car's boulevard

ride. But the poorer the driving conditions, the greater its margin of superiority.

Imperial's steering has both hydraulic and mechanical power steering reaction systems. The mechanical return springs aid and abet the hydraulic reaction.

### For armchair quarterbacks

We reluctantly refer to the front seats in a Crown Coupe and Crown Convertible as "buckets," to give you the general idea.

As you can see on the right-hand page, they're ordinary-enough-looking seats. Maybe a little higher, and a little wider, and a little slimmer, and a little richer looking.

But, if you look closely, you'll find nothing ordinary at all.

First, note the back is curved.

This 8° kick forward in the seatback gives firm lumbar support you've never felt before. And on long trips you'll find this remarkably soothing.

The thick foam padding is contoured to wrap snugly around shoulders, back and waist, as well as up around hips and thighs.

Deep within is a combination of ingenious springing and seat attitude control that erases tensions of the day, and is a relaxing transition into activities of the evening.

To the man who pokes along at 50 on turnpikes, all this may seem incidental.

But, to the man who still enjoys a car because it is fun to drive, and makes each journey a partnership between man and machine in a contest with the road—this seat was made to order.

### Accouterments

Besides those items you've already read about, the Crown Coupe and Crown Convertible carry an abundance of additional special equipment standard, at no extra cost.

Power windows (wing vents, too). Grab handles on each door. Ashtrays and lighters in instrument panel and rear armrests. Electric clock with sweep-second hand for accurate checkpoint timing. Carpeted floors, side walls, lower edge of rear seat, and trunk.

Heavy-duty heater and defroster. Variable speed airfoil wipers (curved surface cups the wind. The faster your speed, the better their contact with your windshield). Windshield washers with 4 steady streams of water. Back-up lamps. 4 interior courtesy lights. Map light. Safety padding across the lower face of the instrument panel, as well as the top and front edge. Automatic lighting in the glove compartment, and trunk.

Prismatic rearview mirror with day and night positions. Outside rearview mirror with inside remote control.

Seat belts with retractors, front and rear.

### Our sporting proposition

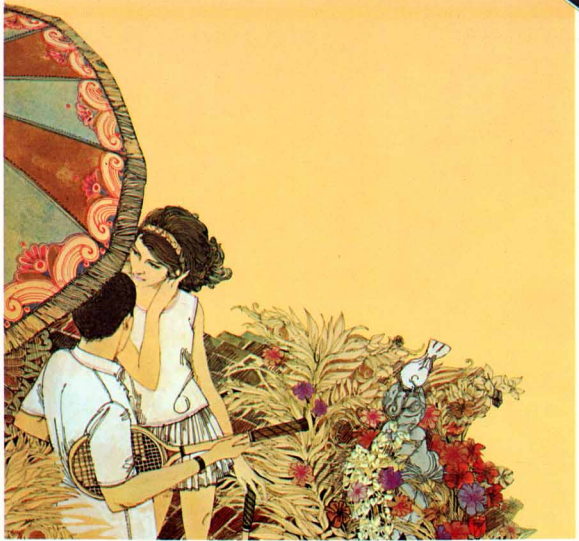
The Crown Coupe and Crown Convertible ought to be driven several miles to be appreciated.

Thus, we urge you to phone our dealer in your locality. He'll arrange for you to spend a leisurely time with an Imperial.

Crown Coupe and Crown Convertible bucket seats are upholstered in genuine leather, no extra cost. Red is one of 7 colors offered.



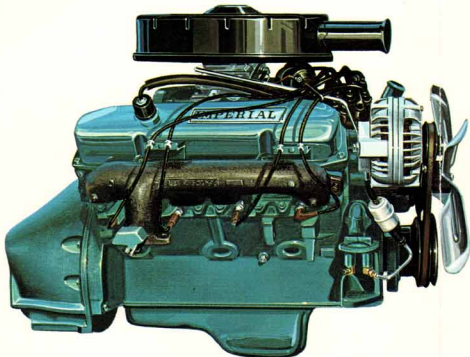




The Crown Convertible  
has 17 motors.  
Sixteen of them  
wait on you hand and foot.  
One quickens your pulse.

*The Crown Convertible: youngest of all Imperials.  
Shown here in Ruby Metallic with Persian White interior.  
The bucket seats are upholstered with leather—standard equipment.*

These are some of the things that make the Crown Convertible youngest Imperial of all.



The Crown Convertible's completely new 440 cu. in. displacement V8 is the largest passenger car engine ever offered by Chrysler Corporation. It provides rather remarkable response for an automobile of Imperial's size and weight.

The Crown Convertible roof is of the same Seville-grain vinyl as the Imperial hardtop vinyl roof shroud. This heavier roof retains its rich, tailored appearance longer. It is available in Formal Black, Persian White and Crystal Blue.

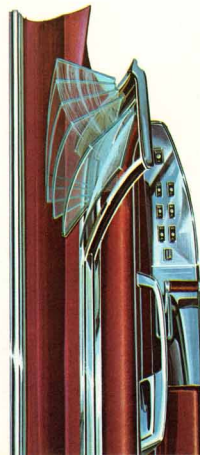


The Crown Convertible's instrument panel and steering wheel are inlaid with 100-year-old claro walnut. This wood is so rare and expensive, it isn't used for furniture—even the finest.

The Crown Convertible's optional air conditioner has controls integrated in a single panel with both heater and defroster. It is of sufficient capacity to allow the owner to take a summer's evening drive in mid-August with the top down and remain crisply comfortable. (Which helps account for the fact that 62% of Crown Convertibles are ordered from the factory with air conditioning.)



This view from above shows the driver's door console which houses controls for the six electric window mechanisms (wing vents are power operated, too), the master lock-out switch for them, and the power door lock\* control.



\*Optional at extra cost

*Our thriftiest Imperial, the Crown Four-Door Hardtop, has more standard luxuries than a Rolls-Royce.*

Paneling of 100-year-old claro walnut, 7foam-padded armrests, and electrically powered windows are among the thoughtful extravagances which help make the Crown Four-Door Imperial the incomparable luxury car in America, if not the world.

Stands of claro walnut trees are found only two places in the world. Northwestern United States, and Eastern Kashmir.

And out of every 52½ pounds harvested, only 8 ounces meet our standards for grain and color.

Nonetheless, it is lavished across the breadth of the Crown Four-Door instrument panel in a 6-inch swath, across the massive steering wheel spoke, and along the full length of front and rear wainscoting.

**2 armchairs, side by side**

The Crown Four-Door is the first domestic luxury car to feature a unique "sectional" sofa for a front seat.

When aligned, the two separate sections appear as one—an uninterrupted 5-foot expanse. (As shown at left.)

However, when each half is adjusted for its most comfortable height, rake and legroom, and then the center armrests are lowered—the Crown Four-Door's "bench" seat becomes two separate armchairs, literally.

And when the passenger's seat is reclined to any angle within a 22½° arc—there are, in effect, an armchair and chaise lounge, side by side.

**Power, power, everywhere**

The power steering gives you easy command of the road.

The power brakes are self-adjusting.

The automatic transmission is the most highly refined 3-speed automatic on any automobile. From a standing start to turnpike speeds, you are almost unaware of any upshift at all.

Even the parking brake is impressive. When you take the transmission out of "park," the parking brake is released automatically—but, as a safety precaution, only when the engine is running.

All side windows and wing vents in an Imperial may be opened and closed electrically.

Your Imperial Crown Four-Door has a completely new 440cubicinch displacement V8, standard equipment. It is the largest passenger car engine ever offered by Chrysler Corporation.

**Uncommon luxuries**

On the opposite page you'll note a vertical Spanish scroll intricately woven into each vertical pleat. The scroll itself is a "rep" weave (familiar to those who've worn old school ties over the years), while the fabric weave overall is jacquard.

This fabric is surrounded by leather. Steerhide only. No cows nor calves, whose hides bear the markings of birth or

the frailties of youth.

The leather is first chrome tanned, then bark tanned with Argentine quebracho wood, bark from the South African wattle tree, and leaves from the Sicilian sumac.

Finally, it is treated with tallow of the ewe, and oil of the sperm whale for suppleness, and durable patina.

The Crown Four-Door is carpeted underfoot in front and rear compartments, along the bottom panel of the four doors, along front side walls and lower edge of rear seat.

The trunk is carpeted, as well, to protect your investment in luggage, golf clubs or antiques, as the case may be.

You're never more than a few inches from an ashtray or a lighter in a Crown Four-Door Hardtop. Front seat passengers share a centrally-located ashtray and lighter, while rear seat passengers each have their own located in the forward area of the door-mounted armrests.

The instrument panel is padded both on its top surface and front edge, and along the lower knee-level area.

Within the door-mounted front armrests you'll find personal storage compartments.

The glove compartment is illuminated automatically when you open it.

Other lights are found in the ashtray area, each door pull, ignition switch, and in the trunk compartment.

There is a map light. Two side lamps on the rear pillars. Back-up lights. And one for each of three gauges found on the Crown Four-Door Hardtop. And still another to light the master gauge should

one of them require your attention.

The driver's outside mirror is adjustable by remote control with a toggle lever on the instrument panel.

The center rear-vision mirror has a second, night position to filter out the glare of following headlights.

The passenger's vanity mirror is on the reverse side of the sun visor.

**If you're optionally inclined\***

The FM/AM and AM radios include: touch-tuning bar and floor switch, in addition to pushbuttons, rear seat speaker with rheostat volume control and power antenna—at no additional cost.

If you choose, you may equip your Crown Four-Door with Auto-Pilot. Air conditioning. A second air conditioner for extra rear seat cooling. Or a rear window defogger. Sure-Grip differential. Emergency flashers. Tinted glass with shaded windshield.

Power door locks. Electric trunk latch release. 6-way power adjustment for your front seat armchairs. A tilt and telescoping adjustable steering wheel. \*Options at extra cost.

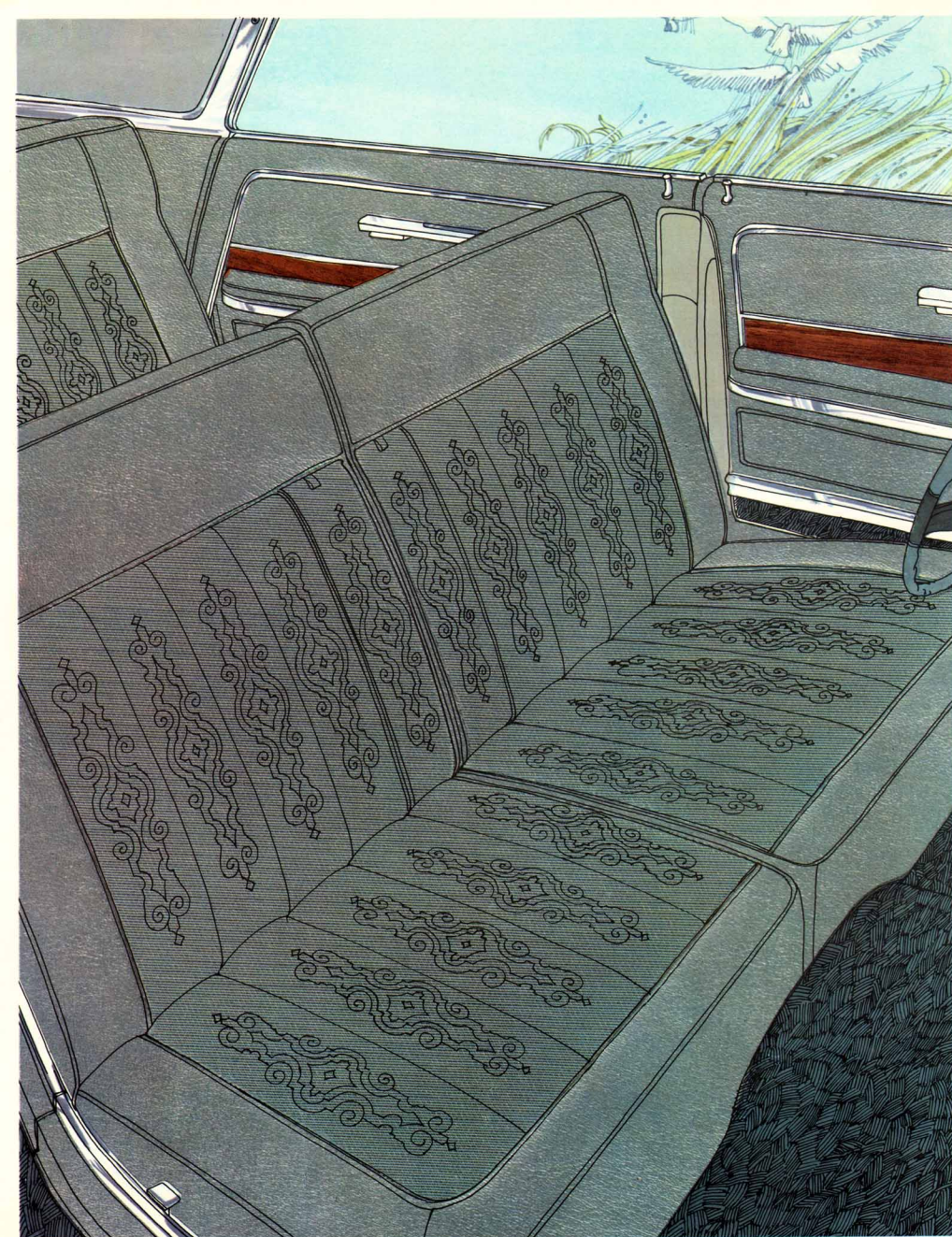
**Crown yourself**

The Crown Four-Door Imperial is the product of computer development and assembly.

It is a precise, predictable automobile. One that deserves more than a cursory trip around the block.

Our dealer will arrange an unhurried evaluation for you.

The Crown Four-Door Hardtop "sectional" front seat in turquoise leather and Spanish scroll jacquard upholstery, one of 7 colors available. Leather upholstery in 7 colors, with Spanish scrollwork embossed, is optional at extra cost.

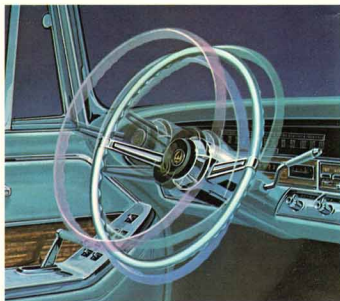




*The Crown Four-Door Hardtop: thriftiest of all Imperials.  
Shown here in Regal Blue with matching interior.  
Its unique front seat converts to individual armchairs.*

For every slide-rule  
superiority,  
the Crown Four-Door Hardtop  
has dozens  
of fascinating details,  
like a master gauge  
to watch the other gauges.

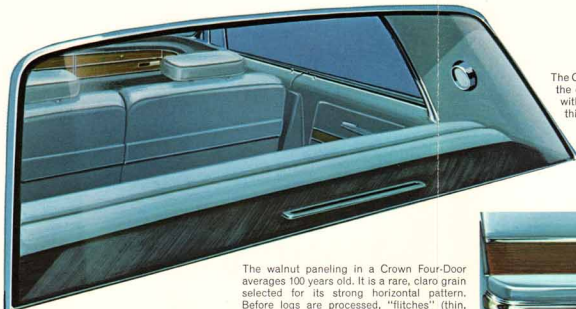
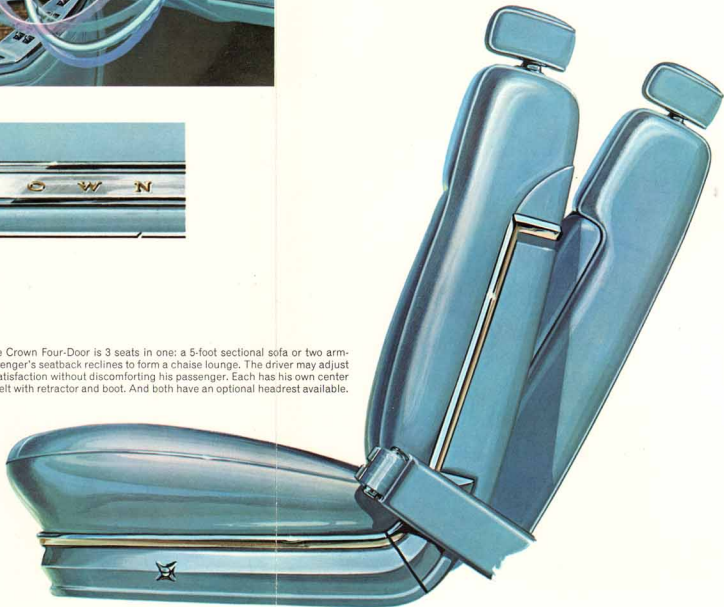
These are a few of the thoughtful touches offered with the Crown Four-Door Hardtop.



The Crown Four-Door Hardtop interior is the most versatile of any luxury car. With the addition of an optional tilt-and-telescoping steering wheel, the Imperial fits its driver, not vice versa. The wheel moves up and down 5", in and out 3".



The front seat of the Crown Four-Door is 3 seats in one: a 5-foot sectional sofa or two armchairs. And the passenger's seatback reclines to form a chaise longue. The driver may adjust his seat to his own satisfaction without discomforting his passenger. Each has his own center armrest and a seat belt with retractator and boot. And both have an optional headrest available.



The Crown Four-Door has an optional rear window defogger that clears the glass, even on humid, rainy days. The rear speaker is standard with either FM/AM or AM radios. An optional reverberator adds a third-dimensional, concert-hall quality to your listening.

The walnut paneling in a Crown Four-Door averages 100 years old. It is a rare, claro grain selected for its strong horizontal pattern. Before logs are processed, "fitches" (thin, lengthwise slices) are taken and examined for color and consistency. Only 8 ounces out of each 52½ pounds are fit for the Imperial.



## What makes Imperial the finest of the fine cars built by Chrysler Corporation:

**Engine:** Overhead valve 90 degree V8. 440 cu. in. displacement. 10.1 to 1 compression ratio. 350 hp @ 4400 rpm; torque, 480 lb.-ft. @ 2800 rpm.

**Fuel System:** Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity 23 gallons.

**Electrical system:** 12-volt battery; 78 plates, 70-amp-hr. rating. 35-amp. alternator. (46-amp. with air conditioning.)

**Transmission:** TorqueFlite automatic with column-mounted selector lever. 3-speed planetary gear set with torque converter. Transmission breakaway ratio, 4.90 to 1.

**Frame:** For closed models—perimeter-type ladder frame with six cross-members. Full-length outboard side rails.

**Suspension:** Chrome-steel torsion-bar independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. 60 in. leaf-type rear springs, mounted 45½ in. apart. Oriflow shock absorbers at all four wheels. Rear axle stabilizer struts.

**Steering:** Full-time power steering. 3.5 turns, full left to full right . . . Symmetrical idler-arm steering linkage. Hydraulic and mechanical steering reaction systems.

**Brakes:** Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective

braking area 287 sq. in. Mechanical parking brake with automatic release.

**Wheels and Tires:** Low profile tubeless, 9.15 x 15. Safety-Rim wheels. Stainless steel wheel covers.

**Dimensions:** For closed models—wheelbase, 129 in. Front tread, 61.8 in.; rear, 61.7 in. Overall length 227.8 in. Width, 80.0 in. Height (loaded) 55.8 in., except convertible at 56.6 in.

**For your safety, Imperial provides the following standard equipment:** electric windshield washers; variable-speed wipers with glare-proof, non-reflective arms; back-up lights; padded instrument panel; left outside mirror

with inside adjustment; interlocking door latches; seat belts with retractors, front and rear; master lockout switch for power windows; prismatic rearview mirror; Safety-Rim wheels; turn signals; oversize brake pedal; power brakes; power steering; automatic parking brake release; double hood latch. Additional safety equipment optional on most models: headrests (std. on passenger bucket seats); rear window defogger; emergency flashers; Auto-Pilot, automatic speed reminder; power door locks.

As part of Imperial's policy of constant improvement, we reserve the right to make all prices, specifications, equipment, and colors subject to change without notice and without obligation.

### Here's how Imperial's 5-year/50,000-mile engine and drive train warranty protects you:

Chrysler Corporation warrants, for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1966 Imperial automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

IMPERIAL DIVISION



**CHRYSLER**  
MOTORS CORPORATION



We all share in Customer Care

