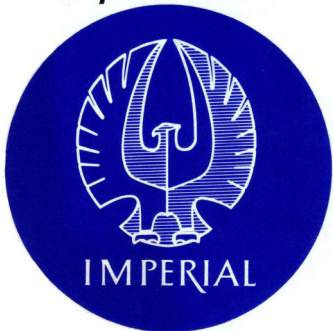


quick facts



Imperial's Swing-Up!

The 1966 Imperial's exterior styling refinements embody the Imperial tradition of spaciousness, comfort and unequalled elegance, while maintaining continuity with the distinctive appearance associated with these incomparable luxury cars. Interior styling is completely new for the four Imperial models, with emphasis on seating comfort. Performance has been stepped up with a powerful new engine, and many new comfort and power options are available.

All 1966 models have an overall length of 227.8 inches, an overall width of 80 inches and a 129-inch wheelbase, and the lineup is unchanged:

The LeBaron 4-door Hardtop
The Crown Convertible
The Crown Coupe 2-door Hardtop
The Crown 4-door Hardtop

THESE FAMOUS FEATURES CHARACTERIZE EVERY IMPERIAL:

- New 440-cubic-inch engine
- Torsion-bar springs in front, wide-spaced leaf springs in the rear
- Exclusive body
- Seven rust-preventing dips and sprays
- A 36,000-mile lubrication interval, 4,000 miles more than ever before
- Paint is buffed at factory

LOOK FOR THESE INCOMPARABLE FEATURES IN ALL NEW IMPERIALS:

Exterior styling

- An undivided bright chrome casting forms a new grille designed to give a lower, wider-looking appearance.
- Glass headlamp covers are glazed with a new design of gold ceramic stripes.
- New wheel covers are characterized by a sunburst design centered with the Imperial eagle medallion.
- New vinyl roofing is grained to resemble leather.

- A newly formed rear deck surface replaces the simulated tire shape.
- Taillight lenses are lengthened and extended horizontally.
- Backup lights are set on the lower bumper face.

Interior styling

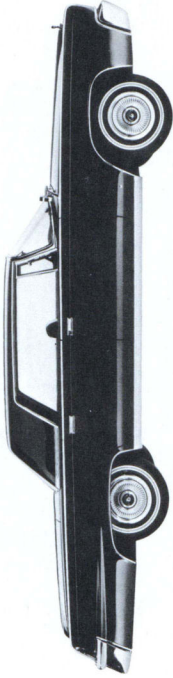
- Distinctive new soft trim and hardware has been designed for each model.
- Instrument panel padding is available in seven non-reflective colors, three of which are new.
- Crown 4-door has added luxury of claro walnut.

New seating comfort

- The new 50/50 divided front seat of the LeBaron and Crown 4-door Hardtops appears like a full-width seat, but is actually two completely equipped, independently adjustable units. Each seat is equipped with:
 - Individual center armrest.
 - Six-way power seat adjuster (optional on Crown 4-door hardtop).
 - Optional, non-adjustable headrest.The passenger seat has an infinitely adjustable reclining back.
- New form-fitting, shell-type bucket seats for the Crown Coupe and Convertible have six-way power adjustment. The passenger seat has an infinitely adjustable reclining back and integral, adjustable headrest. This seat is easily folded forward for rear seat access. An applied, non-adjustable headrest is optional for the driver's seat.

Safety and comfort refinements

- Larger, stronger, moisture-resistant deck-lid lock.
- New blue windshield tint for more natural visibility.
- Standard safety equipment including:
 - Outside remote-control mirror
 - Variable-speed windshield wipers
 - Electric windshield washers
 - Backup lights
 - Front and rear retractable seat belts
 - Padded instrument panel



THE INCOMPARABLE IMPERIAL FOR 1966

Extraordinary luxury automobile . . .
with extraordinary protection:

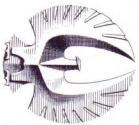
**The 1966 Imperial is most unusual
for more reasons than warranty alone:**

THE INCOMPARABLE CAR TO DRIVE: A completely new 440 cubic inch V8—largest passenger car engine ever offered by Chrysler Corporation. Unique torsion bar suspension for superior handling and ride. Most advanced automatic transmission in the industry.

CUSTOM DESIGNED INTERIORS FOR EACH MODEL: Four-door Imperials offer 3 front seats in one—a 5-foot sofa becomes twin armchairs, or an armchair plus chaise lounge. Two-door models have power-adjusted bucket seats, upholstered in leather, standard.

UNCOMPROMISED LUXURY: Imperial shares its body with no lesser cars. Rare 100-year-old claro walnut is used for interior trim. Power steering, brakes, windows and window vents included as standard equipment. Even a master gauge to monitor the other gauges as you drive.

Imperial is the one luxury car
protected by a 5-year/50,000-mile warranty



Here's how Imperial's 5-year/50,000-mile engine and drive train warranty provides **incomparable protection**. 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

New engineering

- New 440-cubic-inch V-8 engine, with bore increased from 4.19 to 4.32 inches, is equipped with new pistons, new rings and new connecting-rod bearings for effortless acceleration and high-speed cruising.
- New rubber engine mounts cushion engine against vibration.
- New larger-core radiator for greater cooling capacity, and new plastic radiator fan shroud.
- Improved, larger diameter exhaust-system components.
- Greater speedometer accuracy.
- TorqueFlite transmission redesigned for smoother, more efficient performance. Changes include elimination of the rear pump, quieter front pump, new cushioned clutch, new automatic transmission selector linkage and new parking lock mechanism.

New options

- New fully transistorized Search-Tune AM/FM radio.
- New automatic headlight beam changer is easier to use, retains aiming alignment better.
- Tilt-A-Scope multi-position steering wheel telescopes 2.7 inches and tilts to 2 high and 3 low positions.

Assist Handles—all doors ● Sliding Assist Strap—LeBaron ● Rear Compartment Cigar Lighters ● Electric Clock ● Carpeted Luggage Compartment ● Ash Receiver Light ● Courtesy Lights—all doors ● Reading Lamps—LeBaron ● Trunk Compartment Light ● Day/Night Inside Mirror ● Outside Remote-control Mirror ● Vanity Mirror ● Power Brakes ● Power Convertible Top Lift ● Power Parking Brake Release ● Power Steering ● Power Windows ● Power Vent Windows ● Power Antenna w/Optional Radios ● Power Seat, 6-way adjustment—except Crown 4-door ● TorqueFlite Automatic Transmission ● Sentry Signal ● Front-door storage compartment.

