

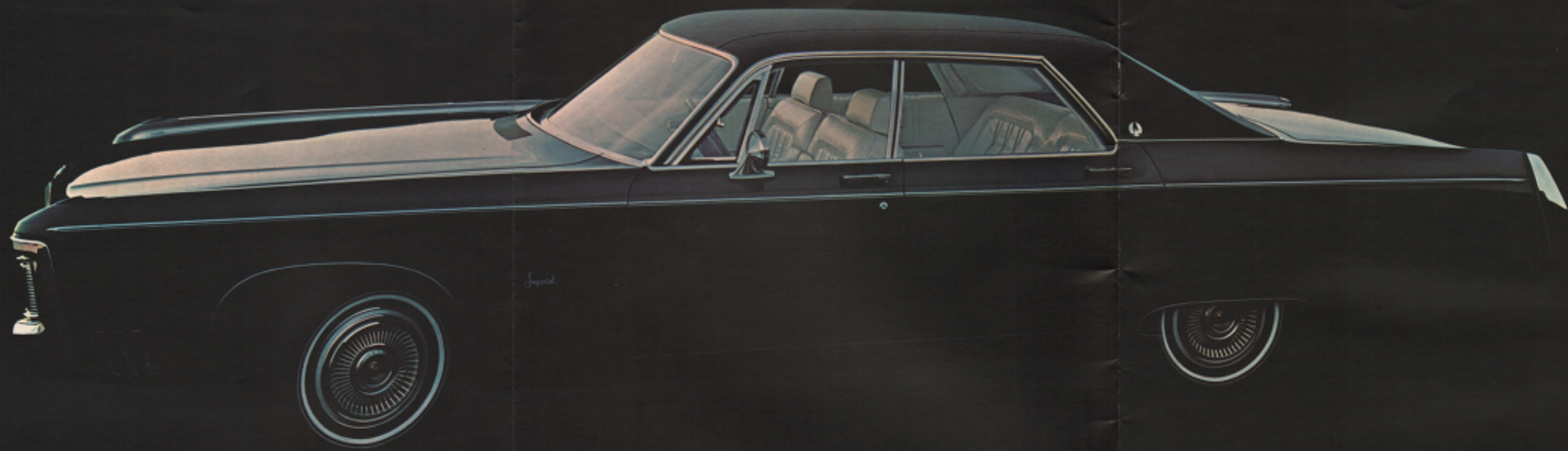


The 1969 Imperial



**The LeBaron Four-Door Hardtop**







## What makes the 1969 Imperial different from any other luxury car?

Outside, Imperial's styling is unlike that of any other luxury car for 1969.

Unlike that of any other Imperial ever built.

The lines are clean, with exceptional flair.

This year's Imperial is longer, too. With more head room, more shoulder room, more leg room. Even the trunk is more spacious.

But Imperial's differences go far deeper than just added length, or a contemporary look. Consider the following:

### *Variations on a theme*

There are 3 American luxury cars, and every one is built a different way. One car welds body and frame into a single unitized shell. Another puts rubber between body and frame, then fastens the two together.

Imperial combines both methods.

While welded construction alone gives you up to twice as much resistance to body twist, it doesn't give you quite the silence.

And while body and frame construction isolates road noise better, it isn't as strong.

So, Imperial attaches the frame directly to the body for strength. And controls noise with a rubber-isolated steel beam which carries the engine and suspension system.

### *The rubber sandwich*

Have you ever squeezed a garden hose to stop the flow of water?

That's how Imperial's rubber isolators act to reduce the flow of road noise. The minute sound or vibration reaches them, they block it.

There are forty-three rubber isolators. They form a thick rubber blanket between the passenger compartment and the

road. Isolating the engine, drive train, shock absorbers, suspension system. Even the muffler and tail pipe.

Result: A rubber sandwich. Car on top, rubber blanket in the middle. Wheels on the bottom.

So that sound from any source is kept to a minimum, Imperial insulates as well as isolates the passenger compartment. Key areas get a total of 180 pounds of sound deadeners.

And that's only half the silence story.

Using the "electronic highway," an extremely sophisticated piece of equipment, prototype Imperials are tested for engine and drive-line vibrations—without moving them an inch.

These Imperials are also driven on a variety of road surfaces. Then all of the information is analyzed through 27 different frequency bands.

The recorded data are reproduced in the "Quiet Room" (a room so quiet you can hear yourself breathe) while a group of sound engineers make comparisons of the "vehicle noise level" to achieve the prescribed standards.

What is the result of this Imperial effort?

We feel you get the best of the luxury car world.

### *Gentlemen's disagreement*

There are two theories on how to make a luxury car ride better.

One is to use a coil spring suspension. The other, to use torsion bars up front. Imperial favors torsion bars. Briefly, here's the difference.

Coils absorb shock in an up-and-down manner (like a bedspring).

Torsion bars (long, round bars of solid spring steel) get rid of shock by twisting lengthwise—like wringing water out of a towel.

Both do the job. Both have their points.

But we feel torsion bars are better on curves with less lean in corners and turns.

### *Birds of a feather*

If you were to measure the horsepower of all three luxury cars in terms of 0 to 60, there would only be a few seconds difference between them.

That's because acceleration from a standing start is not the most important consideration for any luxury car.

Uncanny silence at test track speeds. Enough torque to power every luxury car accessory with ease. Long, troublefree engine life.

That's the primary goal of every luxury V-8.

There are times, of course, when you need an extra burst of speed—even in a luxury car. Imperial's new part-throttle kickdown was designed especially for those times. It makes passing or blending into expressway traffic an immediate thing—with normal pedal pressure.

Caliper-type front disc brakes on all three luxury cars make stopping easier. But because 60% of the braking forces occur on the front wheels, Imperial has a large swept lining area (the amount of braking surface working to stop the car).

### *It's the little things*

And they add up differently for every luxury car. Here are a few Imperial features for 1969:

- The LeBaron Four-Door Hardtop 50/50 divided bench seat.
- Two separate heating systems (one to allow your rear seat passengers to specify their own temperature).\*
- Two separate air conditioning systems. One up front. One in back.\*

- Foam pillows and self-storing Lavalier straps for rear compartment passengers in LeBaron Four-Door Hardtop.
  - A carpeted trunk, a carpeted spare tire cover\* and a separate storage compartment for your jack.
  - A full complement of gauges (engine monitors) with a Sentry Signal to watch over the others.
  - An imported stereo-system\* with push-button FM/AM Multiplex radio, tape, and five heavy-magnet speakers.
  - Disappearing headlights on every model.
- You'll find out more about these and the other things Imperial offers as you read on.

### *Reader's Choice*

When it comes to selecting your luxury car, everyone offers a variety of models in a variety of price ranges.

Imperial has three to choose from. Our most luxurious Imperial is the LeBaron Four-Door Hardtop. Our Two-Door Hardtop, also a LeBaron model, is priced slightly less. And our most affordable model is the Crown Four-Door Sedan.

You may test drive an Imperial in a thorough, unhurried manner at well over a thousand dealerships throughout the United States.

### *P.S.*

Now that you know a little about the difference between Imperial and the other luxury cars, we'd like to tell you a lot about Imperial's models—and their differences. We believe any one of them could convince you the luxury car to be thinking about this year is a 1969 Imperial.

\*Optional at extra cost.



Spend a few minutes inside an Imperial LeBaron. You'll never mistake it for any other luxury car again.



The rear compartment in the LeBaron Four-Door Hardtop is a good example. It literally waits on you. Hand and foot.

A separate rear heater\* (with 2 blower speeds) directs heat up and around your rear-seat passengers. While special vents defrost the rear window.

A powerful FM/AM Multiplex radio-tape stereo system\* gives you a tonal range no other luxury car

can match. It has 5 speakers. You'd be hard pressed to duplicate this system for less than \$500 in a home set.

Individual Airtemp air conditioners\*—front and rear. Provide enough capacity to cool a 5-room house.

Permanently placed foam pillows allow rear passengers to nap in comfort.

Individual glove compartments add to their comfort.

Two vinyl storage pouches\*\* keep important papers at hand.

Then there are the expected luxury-car touches. Individual cigarette lighters. Individual ashtrays. Individual reading lamps for rear compartment passengers.

Simulated wood trim vinyl applique (ours is a crossfire walnut grain.)

Assist handles for ease of exit. We offer self-storing straps of the Lavalere type.

And thick carpeting. We extend Imperial's wall-to-wall, below the instrument panel, on the bot-

toms of all doors. Up seat backs. And cover the trunk floor.

A word about seating fabrics. Ours are extremely fine textile materials of a nylon knit, available in six cloth-and-leather combinations. The optional leathers\* are available in 9 color choices.

Allow yourself the luxury of an Imperial LeBaron just once—and you'll never be satisfied with less.

\*Optional at extra cost.  
\*\*Standard with leather seats.





The five-foot-wide LeBaron front seat separates into halves.

Each with its own pair of armrests.

The passenger's side reclines to an infinite number of comfort positions.

The seat is standard.

This is perhaps the most comfortable automobile seat in history. We call it a 50/50 split bench. Standard on our LeBaron Four-Door Hardtop. A perfect complement to LeBaron's rear compartment seating arrangement. In the same six cloth-and-leather combinations: walnut and beige, light turquoise, dark blue, dark green, burgundy and black. Or, nine optional\*\* leather upholstery trims: gold, dark blue, antique gold and black, dark green, dark saddle, red, white, black, light blue.

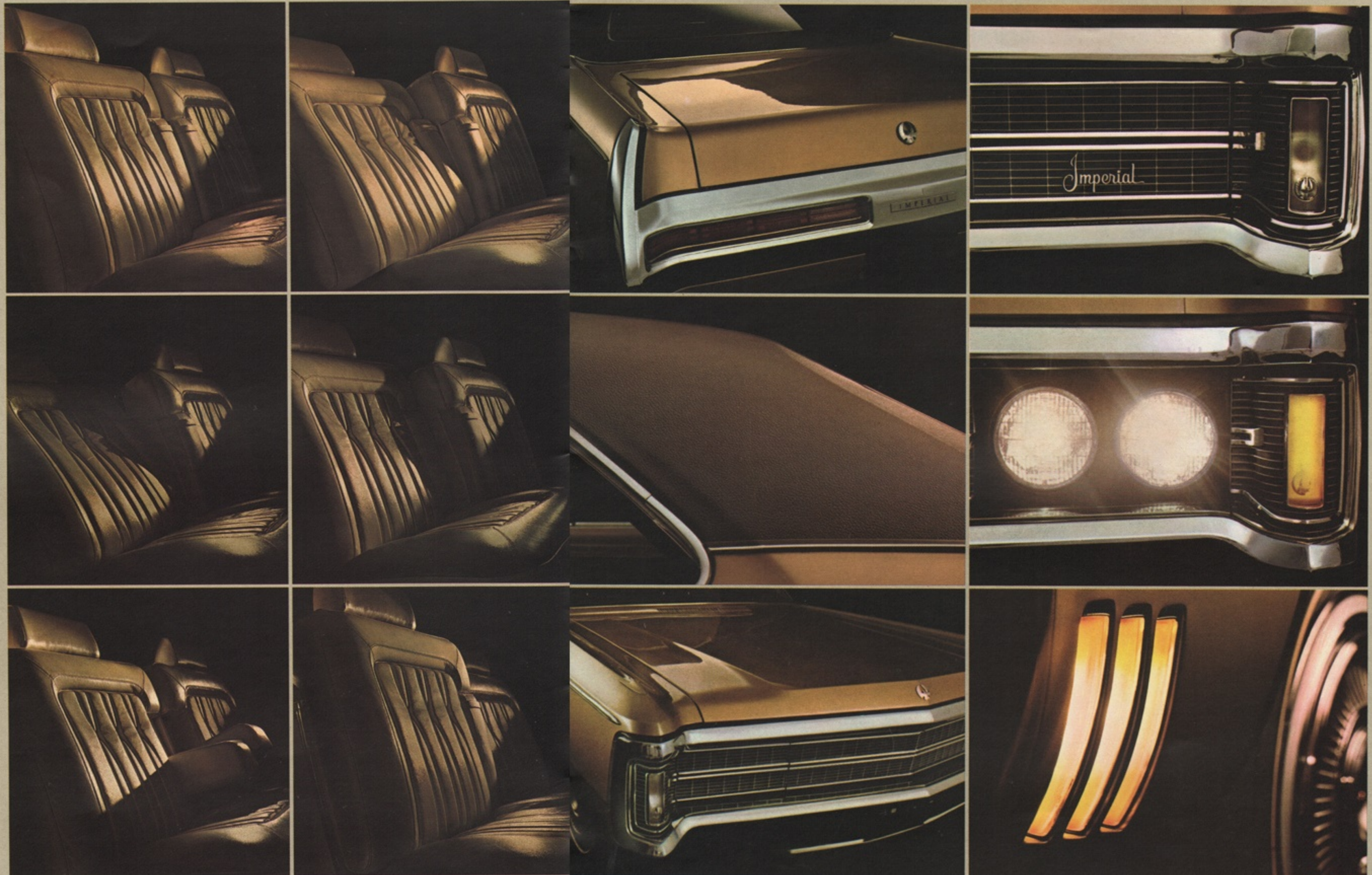
This seat is almost as versatile as a barber's chair. With a new 6-way power seat\* adjuster. It moves up and down, tilts, goes forward and back. Converts from a 5-foot sofa into two individual bucket-like seats with separate armrests. And has a passenger's side that reclines farther back than the seat in most jet liners.

LeBaron's standard 50/50 split bench seat.

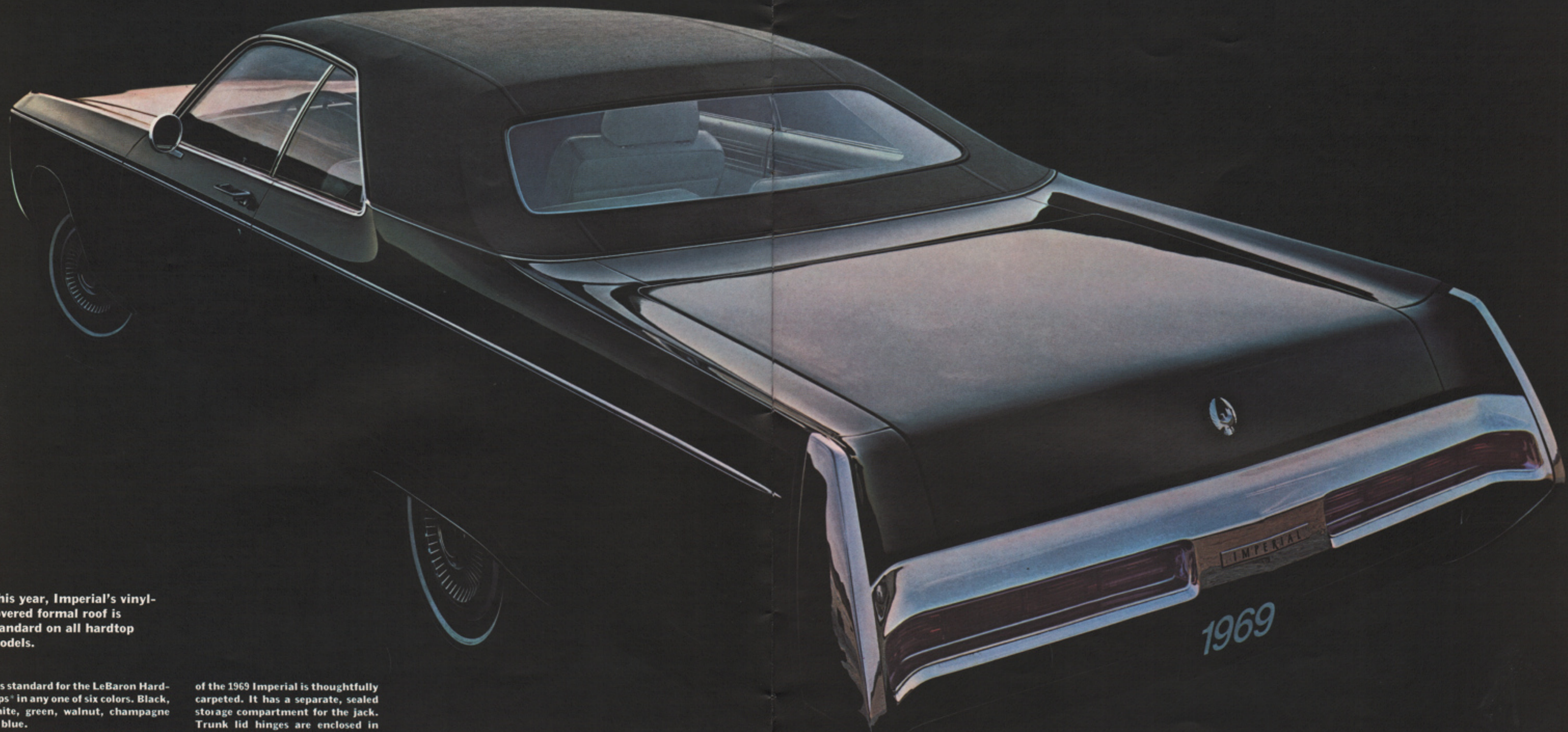
It spoils you. For any other car.

\*The seat is standard.  
Six-way power optional at extra cost.  
\*\*Optional at extra cost.

Also standard on the LeBaron, some of this year's most eloquent sculpture.







**This year, Imperial's vinyl-covered formal roof is standard on all hardtop models.**

It's standard for the LeBaron Hardtops\* in any one of six colors. Black, white, green, walnut, champagne or blue.

Imperial offers another unique feature in its Two-Door Hardtop model.

Standard, when you order power bucket seats.

It's a door stretcher. And, it's designed to pamper your rear-seat passengers. A nudge on the passenger seat-back powers the seat forward and widens rear compartment entry. And exit.

Even the trunk compartment

of the 1969 Imperial is thoughtfully carpeted. It has a separate, sealed storage compartment for the jack. Trunk lid hinges are enclosed in special protective boots. And the trunk itself may be opened by remote control\*\* from the driver's seat. (It'll automatically light up when the lid is raised.)

You may even order a carpeted spare tire cover, to completely cushion your fine luggage or other accessories. The extra cost is minimal.

\*Optional on the Crown Sedan in four colors at extra cost.

\*\*Optional at extra cost.

The LeBaron Two-Door Hardtop



Seating comfort for any luxury car is just about the same. Or is it?



Consider how the three luxury cars go about building comfort into a seat.

They all start with the science of anthropometry (the careful measuring of the human body—its size and proportions.)

But although they agree on the basics, the seat shape and general dimensions, they differ on the springing.

One of them, for example, uses coil springing throughout their seats because they feel it does the job best.

We think coils are fine for back support (we have 17 in each seat back ourselves). But, we also feel that formed wire springing gives you more comfort in the seat proper because it allows for more "jounce" space. (More up-and-down give.)

Not only do Imperial's formed wire springs put strength where it's needed for more comfort and

endurance. But because of their design, they also offer rear-seat passengers more foot room than coils do.

Does all this mean that Imperial seats are more comfortable than those of other luxury cars?

That depends on the ultimate measure of comfort. You.

Here are the two seats available

for your LeBaron Two-Door Hardtop: The standard bench seat in six cloth-and-leather combinations. (Walnut and beige, light turquoise, dark blue, dark green, burgundy and black.) Or the optional\* bucket seat on the left. The passenger's side reclines to any comfort position. And there is a padded, flip-down center armrest which pro-

vides comfortable seating for a 3rd passenger. You may order this bucket\*\* in 5 leather upholstery choices. (Light blue, dark saddle, white, black, dark green.) Headrests are available for both seats, of course.

\*Optional at extra cost.  
\*\*Six-way power and passenger recliner standard when you order bucket seats.







You could easily mistake this Imperial for our most expensive model.

Yet, it's our most affordable one.

That may or may not be an advantage. But if you're just stepping into the luxury car class, it's a nice feeling to be mistaken for Imperial's most expensive model.

There's very little to give you away at a glance. The sculptured look is the same. The concealed headlights are standard.

So are the concealed windshield wipers. The wiper on the driver's side is engineered to clear 4 inches more windshield than our previous wipers—for better visibility.

Of course, much of the power equipment is the same you'll find on all luxury cars. Power steering. Power brakes. Power windows. Power disc brakes up front. Automatic transmission and a big V8

(ours is a 4-barreled 440 cubic inch engine).

If you wish, you can select from a portfolio of optional\* features that will make your Crown Sedan almost as exclusive as a LeBaron.

Our optional Automatic Temperature Control System,\* for example. It's a heater, an air conditioner, a dehumidifier. It even cleans ordinary fresh air before bringing it in. Set it at the temperature you wish just once. It will keep the inside of your car at that temperature year 'round.

Or consider this popular combination option. Our Safeguard Sentinel\* with automatic headlight dimmer.\* At dusk, the headlights go on automatically. Off again at

sunup. When you are within 1200 feet or less of oncoming traffic, the headlights dim, brighten again when the car passes. The Safeguard Sentinel\* can also be set to light your way to the door at night. Keeping your headlights on up to two minutes after you leave the car. They then turn off automatically. Both systems are operated with a single control.

The Crown Imperial Four-Door Sedan. Now that you know all about it, perhaps you'll be able to tell it's our most affordable Imperial. But you're going to keep a lot of other people guessing.

\*Optional at extra cost.

The Crown Four-Door Sedan



One of the most important features in our Imperial Sedan is invisible.



It's Fluorinated Hydrocarbon. And it protects Imperial's fabric ceiling. As well as the fabric around the doors and pillars.

Against your favorite grandson and his army of chocolate ice cream cones.

Against the someday when somehow someone leaves a car window open and the rains come soaking in.

This luxurious pile fabric is soil resistant and cleanable. It resists water spots or oil stains. It resists wicking along the door line. (Absorbing water, then distributing it like a wick).

A small thing? Not to us. When you spend the kind of money you do to buy a luxury car, we like to make certain your investment gets extra protection.

Inside every Imperial, there's extra convenience, too. Like 5 glove boxes. One for each passenger and an extra one up front. Or, take the passenger's console, located nearby. It houses all the standard power assists, plus individual cigarette lighters with ashtrays.

The styling of our sedan fabric is an Imperial exclusive.

It's Jacquard Icon cloth. Embossed with an intricate scroll design. Pre-stuffed with foam-filled pleats. Then double-stitched. So that you get a finished beading between each pleat—not just stitch marks.

Available in six colors: dark blue, walnut and beige, burgundy, black, light turquoise and light green. Standard on the cloth-and-vinyl seat below.

Our sedan seats are foam padded. The padding is foam padded. The underpadding is foam padded. And center armrests are standard, both front and rear.

In the spacious rear compartment, you'll find extra shoulder room. Over three inches more than last year.

Thirty other luxuries await you. Some small. Some not so small. All standard on the Imperial Sedan. Because it's the extra extras that make the big difference in a luxury car.







All three luxury cars have a warning system to watch over vital engine functions. But only Imperial has a Sentry Signal to watch over the warning system.

All the warning gauges in the world can't help if you don't watch them. So Imperial has a Sentry Signal to help you watch. When it flashes, we know you'll listen.

Another Imperial feature is the new instrument panel.

It makes you feel you're in a spacecraft, not behind a steering wheel. Four beams spotlight groups of conveniently placed switches, dials, thumbwheels, recessed control buttons.

As you scan this unique panel, you find row upon row of standard convenience features: an ignition switch light to eliminate fumbling with keys at night. (It has a time-delay feature that keeps the light on 20 seconds after closing the door.) Reminder lights to tell you "fasten seat belts," "lock doors." A full set of calibrated gauges to watch over your engine. With a Sentry Signal to monitor them. A trip odometer so you know how far you've come. An electric clock (with sweep-second hand) to tell how long it took to get there. Roadside Warning flashers. A set of 4 push buttons for heating-defrosting, 2 controls for fresh air. A three-speed electric washer and wiper combination. There's even a vanity mirror to serve you inside the spacious, lighted glove box.

For a closer look at more of Imperial's standard features and a few of the twenty options, turn the page.



There's nothing standard about Imperial's standard features.

**Vinyl-Covered Formal Roof. Lavant Grain.** Available in six colors. Standard on all LeBaron Hardtops only.

**50/50 Split Bench Seat.** An Imperial first. Standard in the LeBaron Four-Door Hardtop. It literally envelops you. A 5-foot-wide sofa for three. You can move it up, down, forward, back with a tilt feature if you order optional 6-way power.\* Or, create "luxury buckets" with individual armrests for two. (Both seats move independently of one another). And the front passenger may adjust his seat to a napping chaise, reclining at any angle in a 22 degree arc for optimum comfort. Headrests also available.

**Ignition Switch Light.** When the car door is opened, the ignition switch lights automatically so you may insert key. Turns itself off 20 seconds later. You'll find it to the left of the driver. Out of children's reach. Standard on all '69 Imperials.

**Permanently Placed Foam Pillows and Self-Storing Lavalere Straps.** They allow rear-seat passengers in the LeBaron Four-Door Hardtop an extra measure of comfort. And convenience.

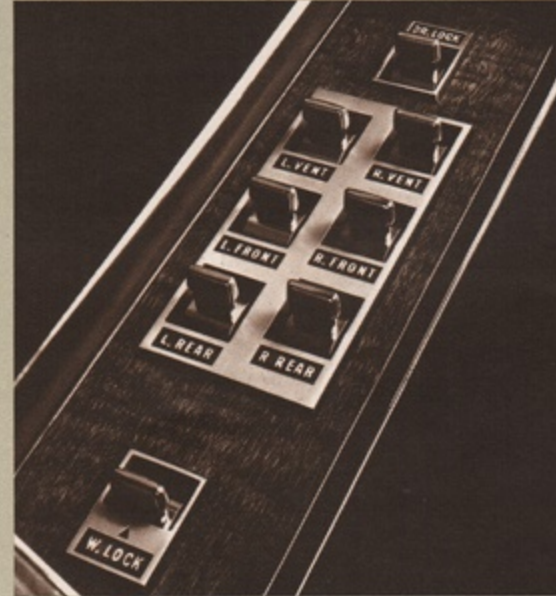
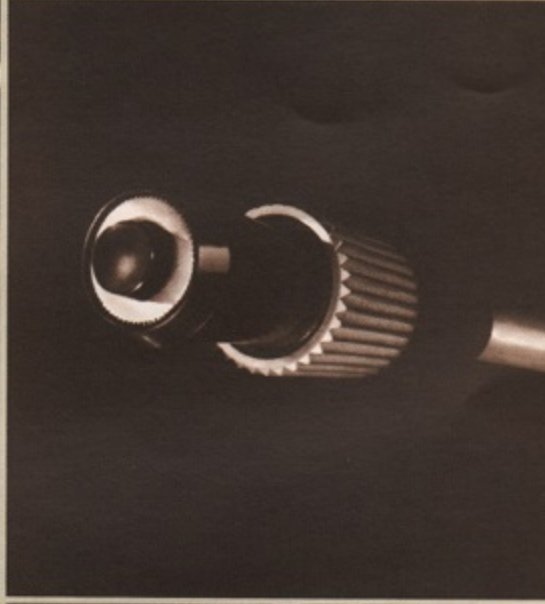
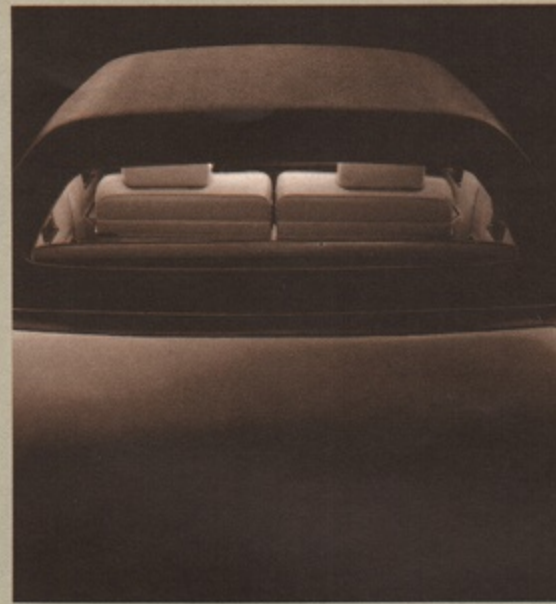
**Driver's Console.** It contains illuminated power controls to raise, lower, lock and adjust four windows. Also switches to control optional electric door locks\* and vent windows.\* Standard on all Imperial models.

**Imperial Passenger Consoles.** There's one for every door. With a deeply padded glove box, cigarette lighter and two ashtrays in the rear compartment, along with a complement of power controls.

**OTHER '69 IMPERIAL STANDARD FEATURES INCLUDE:** power windows ■ power steering ■ power disc brakes up front ■ TorqueFlite automatic transmission ■ 440 cubic inch V8 ■ map light ■ electric clock ■ gauges for fuel, oil pressure, alternator and engine temperature ■ tripometer ■ dual concealed headlamps ■ concealed windshield wipers ■ front parking lights ■ cornering lights ■ back-up lights ■ sequential rear turn signals ■ solid-state voltage regulator ■ front fender-mounted turn signal indicators ■ remote control exterior left sideview mirror ■ glove-box mirror.

For complete listing of standard features for your Imperial turn the next page.

\*Optional at extra cost.



You'll find some of our popular Extra-Cost options here.

**Dual Auto-Temp Air Conditioner.** Two powerful Airtemp units cut heat down to size in minutes. One in front, one in back, with enough capacity to cool a 5-room house. Filter and dehumidify air at the same time. Help keep passengers dry, clean, comfortable. Even remove air-borne pollen.

**Automatic Speed Control.** Mounted in turn signal lever for driver convenience, this option maintains selected speeds automatically. To set, push button when you reach desired speed. This pre-set speed will be maintained until you accelerate or brake.

**Rear Seat Heater-Defroster System.** A unique heating system allows rear-seat passengers their own level of comfort. With it, you may also defog or defrost the rear window. A powerful 2-speed blower is included. Both heating and defrosting operations are driver controlled.

**FM/AM Stereo Radio With Stereo Tape System.** Solid state with 5 push buttons, 5 speakers. Bass and two tweeters up front, two full-range speakers in back. Power antenna standard. Other sound systems available: FM/AM Golden Touch Tuner with touch-tuning bar, floor switch, front and rear speakers, power antenna. AM Golden Tone solid state push-button radio with touch-tuning bar, floor switch, front and rear speakers, power antenna.

**Tilt-A-Scope Steering Wheel.** Adjusts to driver, instead of vice-versa. Seven positions allow the wheel to be tilted through a 30 degree arc at 5 degree intervals. Total telescoping (up-and-down movement) is 2.7 inches. The choice of comfort positions is almost infinite when combined with Imperial's optional 6-way Power Seat.

**Fiberglass-Belted Tire.** You'll get considerably more tread life with this tire. Better traction, more protection against punctures, too. Double layers of fiberglass plus a tough cord body are the reasons.

**OTHER OUTSTANDING IMPERIAL OPTIONS INCLUDE:** air conditioner with automatic temperature control ■ tinted window glass ■ Safe-guard Sentinel lighting ■ automatic headlight dimmer ■ remote control trunk release ■ Sure-Grip differential ■ electric door locks ■ For complete option list for your model, see next page.

All options listed here cost extra.



## Imperial's standard and optional equipment

### THE IMPERIAL LEBARON FOUR-DOOR HARDTOP

**Standard equipment includes:** 440 cu. in. V8—350 horsepower ■ Three-speed TorqueFlite automatic transmission ■ Power steering ■ Power brakes, self-adjusting front disc ■ Power windows ■ 50/50 divided front seat ■ Cloth-and-leather bench seat, pull-down center armrest (rear) ■ Instrument panel gauges: alternator, engine temperature, oil pressure, fuel ■ Trip odometer ■ Electric clock ■ "Reminder" lights for: "Fasten Seat Belts," "Lock Doors" ■ Sentry Signal for checking gauges ■ Courtesy lights ■ Rear reading lamps ■ Instrument panel map light ■ Driver-door console light ■ Glove compartment light ■ Ignition switch light—time-delay ■ Dual concealed headlamps—electrically operated doors ■ Sequential turn signals ■ Rear back-up lights ■ Front parking lights ■ Front cornering lights ■ Fender-mounted front turn signals ■ Front side marker lights ■ Rear side marker reflectors ■ 100% nylon cut-pile carpeting ■ Napped nylon headlining (vinyl headlining with white interior) ■ Vinyl-covered rear pillar pillows ■ Self-storing rear pillar Lavaliere straps ■ Wood-textured vinyl appliques on doors, instrument panel, switch faces, glove box ■ Storage compartments in all doors ■ Four cigar lighters ■ Coat hooks ■ 4-spoke steering wheel with hand grips, padded center and horn ring ■ Door-to-door carpeting ■ Vanity mirror ■ Retractable lap belts ■ Two front shoulder belts ■ Vinyl-covered roof, choice six colors ■ Formal rear window ■ Color-keyed wheel covers ■ Concealed 3-speed windshield wipers, electrically operated washers ■ Fresh air heater-defroster ■ Inside hood release ■ Undercoating and hood silencer pad ■ Carpeted trunk ■ 12 volt 70 amp/hr. battery ■ Day/Nite inside rearview mirror ■ Remote-control exterior left sideview mirror ■ Solid-state voltage regulator.

**Optional equipment includes:** Six-way power seating ■ Electric door locks ■ Electric vent windows ■ Automatic Speed Control ■ Tilt-A-Scope steering wheel ■ Rear heater/defroster system (not available with dual air conditioning) ■ Air conditioner with automatic temperature control ■ Dual Auto-Temp air conditioning (front and rear) ■ Tinted glass, all windows ■ Safeguard Sentinel lighting ■ Automatic headlight dimmer ■ FM/AM Multiplex Stereo Radio/Tape system (5 speakers, power antenna included) ■ AM Golden Touch Tuner Radio (speakers, front and rear, power antenna included) ■ FM/AM Golden Touch Tuner radio (speakers, front and rear, power antenna included) ■ Front seat head restraints (standard on vehicles built after Jan. 1, 1969) ■ Remote-control trunk release ■ Sure-Grip differential ■ Rear window defogger ■ Leather upholstery seats ■ Trailer-towing package ■ Whitewall tires ■ Fiberglass-belted tires.

### THE IMPERIAL LEBARON TWO-DOOR HARDTOP

**Standard equipment includes:** 440 cu. in. V8—350 horsepower ■ Three-speed TorqueFlite automatic transmission ■ Power steering ■ Power brakes, self-adjusting disc type up front ■ Power windows ■ Cloth-and-leather bench seats with free standing center armrest up front, pull-down center armrest (rear) ■ Instrument panel with gauges for alternator, engine temperature, oil pressure and fuel ■ Trip odometer ■ Electric clock ■ "Reminder" lights for: "Fasten Seat Belts," "Lock Doors" ■ Sentry Signal for checking gauges ■ Courtesy lights ■ 2 reading lamps ■ Instrument panel map light ■ Driver-door console light ■ Glove compartment light ■ Ignition switch light with time-delay ■ Dual concealed headlamps with electrically operated doors ■ Sequential turn signals ■ Rear back-up lights ■ Front parking lights ■ Front cornering lights ■ Fender-mounted front turn signals ■ Front side marker lights ■ Rear side marker reflectors ■ 100% nylon cut-pile carpeting ■ Napped nylon headlining (vinyl headlining on models with white interior) ■ Wood-textured vinyl appliques on doors, instrument panel, switch faces, and glove box ■ Storage compartments in both doors ■ Four cigar lighters ■ Coat hooks ■ 4-spoke steering wheel with hand grips, padded center and horn ring ■ Door-to-door carpeting ■ Vanity mirror ■ Vinyl-covered roof in choice of six colors ■ Formal rear window ■ Color-keyed wheel covers ■ Concealed 3-speed windshield wipers with electrically operated washers ■ Fresh air heater-defroster ■ Inside hood release ■ Undercoating and hood silencer pad ■ Carpeted trunk ■ 12 volt 70 amp/hr. battery ■ Day/Nite inside rearview mirror ■ Remote-control exterior left sideview mirror ■ Automatic doorway entrance enlarger (when equipped with optional leather power bucket seats) ■ Door push-button locks positioned for more convenience.

**Optional equipment includes:** Leather upholstery bucket seating with six-way power and passenger recliner ■ Six-way power for bench seating ■ Front bucket seats with pull-down center armrest ■ Electric door locks ■ Electric vent windows (not available with air conditioning) ■ Tilt-A-Scope steering wheel ■ Rear heater with defroster system (not available with dual air conditioning) ■ Air conditioner with automatic temperature control ■ Dual Auto-Temp air conditioning (front and rear) ■ Tinted glass for all windows ■ Automatic Speed Control ■ Safeguard Sentinel lighting ■ Automatic headlight dimmer ■ FM/AM Multiplex Stereo Radio with stereo tape (5 speakers and power antenna included) ■ FM/AM Golden Touch Tuner radio (speakers, front and rear, power antenna included) ■ AM Radio including front and rear speakers, power antenna ■ Front seat head restraints (standard on vehicles built after Jan. 1, 1969) ■ Remote-control trunk release ■ Sure-Grip differential ■ Rear window defogger ■ Trailer-towing package ■ Fiberglass-belted tires ■ Whitewall tires.

power antenna ■ Front seat head restraints (standard on models built after Jan. 1, 1969) ■ Remote-control trunk release ■ Sure-Grip differential ■ Rear window defogger ■ Trailer-towing package ■ Whitewall tires ■ Fiberglass-belted tires.

### CROWN IMPERIAL FOUR-DOOR SEDAN

**Standard equipment includes:** 440 cu. in. V8—350 horsepower ■ Three-speed TorqueFlite automatic transmission ■ Power steering ■ Power brakes, self-adjusting disc type up front ■ Power windows ■ Cloth-and-vinyl front bench seats with pull-down center armrest (front and rear) ■ Instrument panel with gauges for alternator, engine temperature, oil pressure and fuel ■ Trip odometer ■ Electric clock ■ "Reminder" lights for: "Fasten Seat Belts," "Lock Doors" ■ Sentry Signal for checking gauges ■ Courtesy lights ■ Dome lamp ■ Map light ■ Glove compartment light ■ Ignition switch light with time-delay ■ Dual concealed headlamps with electrically operated doors ■ Sequential turn signals ■ Rear back-up lights ■ Front parking lights ■ Front cornering lights ■ Fender-mounted front turn signals ■ Front side marker lights ■ Rear side marker reflectors ■ 100% nylon cut-pile carpeting, napped nylon headlining ■ Vinyl-covered vinyl appliques on doors, instrument panel, and switch faces, and glove box ■ Storage compartments in all doors ■ Coat hooks ■ 4-spoke steering wheel with hand grips, padded center and horn ring ■ Door-to-door carpeting ■ Vanity mirror ■ Retractable lap belts ■ Two front shoulder belts ■ Vinyl-covered roof, choice six colors ■ Formal rear window ■ Color-keyed wheel covers ■ Concealed 3-speed windshield wipers with electrically operated washers ■ Fresh air heater-defroster ■ Inside hood release ■ Undercoating and hood silencer pad ■ Carpeted trunk ■ 12 volt 70 amp/hr. battery ■ Day/Nite inside rearview mirror ■ Remote-control exterior left sideview mirror ■ Automatic doorway entrance enlarger (when equipped with optional leather power bucket seats) ■ Door push-button locks positioned for more convenience.

**Optional equipment includes:** Six-way power seating ■ Electric door locks ■ Electric vent windows ■ Vinyl roof (in 4 colors) ■ Automatic Speed Control ■ Tilt-A-Scope steering wheel ■ Rear heater with defroster system (not available with dual air conditioning) ■ Air conditioner with automatic temperature control ■ Dual Auto-Temp air conditioning (front and rear) ■ Tinted glass for all windows ■ Safeguard Sentinel lighting ■ Automatic headlight dimmer ■ FM/AM Multiplex Stereo Radio with stereo tape (5 speakers and power antenna included) ■ FM/AM Golden Touch Tuner radio (speakers, front and rear, power antenna included) ■ AM Radio including front and rear speakers, power antenna ■ Front seat head restraints (standard on vehicles built after Jan. 1, 1969) ■ Remote-control trunk release ■ Sure-Grip differential ■ Rear window defogger ■ Trailer-towing package ■ Fiberglass-belted tires ■ Whitewall tires.

### STANDARD SAFETY FEATURES ON ALL 1969 IMPERIAL MODELS:

Unibody construction ■ Dual braking system with warning light ■ Energy-absorbing steering column ■ Recessed-center steering wheel ■ Padded instrument panel ■ Padded sun visors ■ Safety-Action inside door handles ■ Interlocking safety door latches ■ Non-override door lock ■ Inside Day/Nite mirror with Safety-Action arm ■ Remote-control outside mirror, left ■ Three-speed electric windshield wipers and washers ■ Energy-absorbing front seat backs ■ Lap belts, front and rear ■ Shoulder belts, front ■ Sentry Signal (master gauge that monitors other gauges) ■ Vehicle side markers (lights in front, reflectors in back) ■ Roadside Warning flashers ■ Locking seat back latches (on bucket and split-back bench seats) ■ Back-up lights ■ Safety-Rim wheels ■ Power window safety lockout ■ Head restraints on all front seats (standard on vehicles built after Jan. 1, 1969) ■ Windshield defogging and defrosting ■ Secondary hood latch system ■ Safety-designed fuel tank ■ "Headlights-On" warning signal.

### VINYL TOP CHOICES

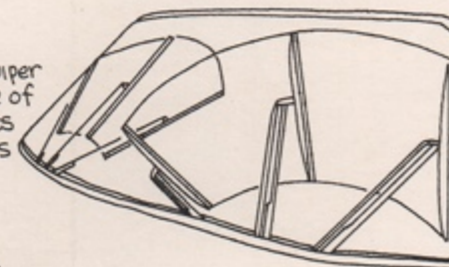
Standard on LeBaron ■ Black ■ White ■ Champagne ■ Dark Green ■ Dark Blue ■ Dark Walnut  
Optional on Crown ■ Black ■ White ■ Champagne ■ Dark Green

| EXTERIOR COLORS        |                       |
|------------------------|-----------------------|
| Formal Black           | Platinum Metallic     |
| Midnight Blue Metallic | Bahama Blue Metallic  |
| Jade Green Metallic    | Surf Green Metallic   |
| Aquamarine Metallic    | Dark Emerald Metallic |
| Tuscan Bronze Metallic | Bronze Mist Metallic  |
| Deep Plum              | Dark Brnr Metallic    |
| Classic Gold Metallic  | Champagne             |
| Navaho Beige           | Spinner White         |
|                        | Charcoal Metallic     |

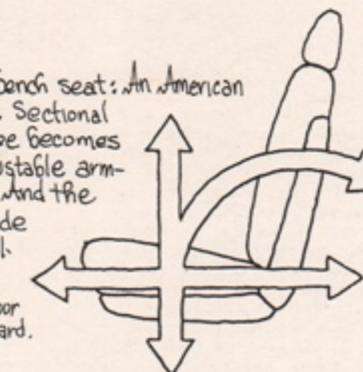
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## Imperial's engineering and comfort specifications

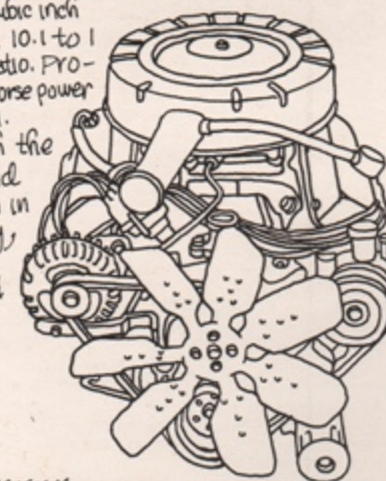
Articulated left windshield wiper blade: As wiper nears the edge of the windshield, the blade pivots an extra 30 degrees. Increases driver visibility 4 inches.



50/50 divided bench seat: An American luxury car first. Sectional sofa for three becomes individually adjustable arm-chairs for two. And the passenger's side reclines. Available only on LeBaron Four-Door Hardtop. Standard.

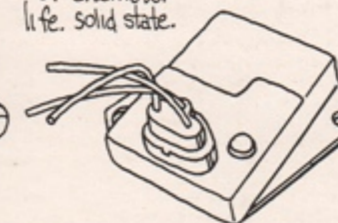


Engine: Overhead valve 90 degree V-8. 440 cubic inch displacement. 10:1 to 1 compression ratio. Produces 350 horse power @ 4400 R.P.M. Teamed with the most imitated transmission in the industry, Imperial's three speed TorqueFlite automatic.



Brakes: Disc type up front, standard. Large swept lining area. Exceptional resistance to brake fade. self adjusting with power. Better cooling for improved stopping. Requires no adjustment during life of the lining. Drum type in back, standard. Heavy duty with large bonded brake linings, self adjusting. Standard power feature reduces braking effort up to 50%.

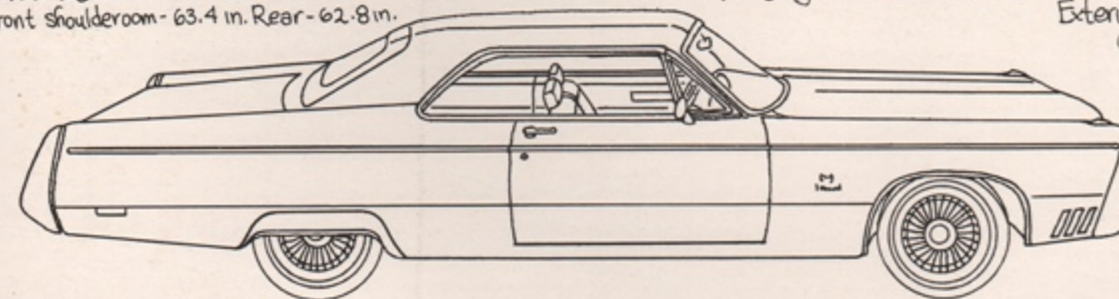
Transistorized voltage regulator: Revolutionary new development. Increases voltage. Delivers more current more efficiently to vital parts. Brings entire electrical system efficiency up. also means an extension of alternator life. solid state.



Interior dimensions  
Crown Imperial Four-Door Sedan:

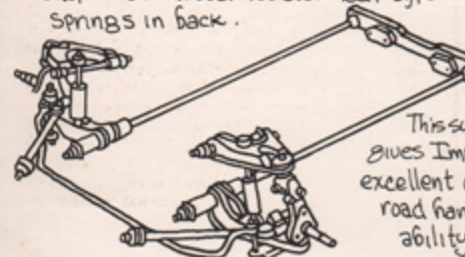
front headroom - 38.7 in. Rear - 37.9 in.  
front legroom - 41.8 in. Rear - 42.2 in.  
front shoulderroom - 63.4 in. Rear - 62.8 in.

Note: Interior dimensions vary slightly for LeBaron models



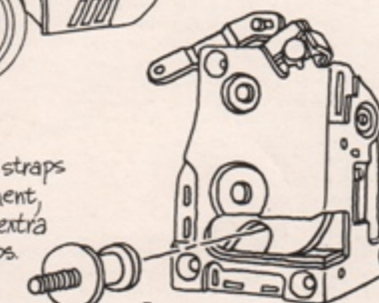
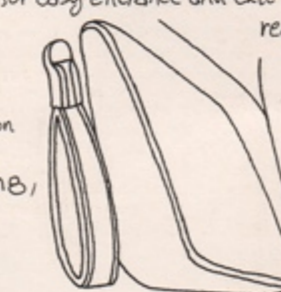
Exterior Dimensions:  
overall length - 229.7 in.  
wheel base - 127 in.  
Height - 56.3 in.  
width - 79.1 in.

Torsion bar Suspension: A luxury car innovation. Chrome steel torsion bars, independent front wheel suspension. Rubber isolated leaf type springs in back.



This suspension gives Imperial excellent cornering, road handling ability.

LeBaron Four-Door Hardtops feature Lavaliere straps for easy entrance and exit from rear compartment, rear seat pillows for extra comfort on long trips. In addition, all LeBaron models have rear seat reading lamps for individual lighting.



New door latch: even Imperial's door latches have been improved for '69. They're extremely quiet. close with a solid, secure drawing room sound.





# IMPERIAL



CHRYSLER  
MOTORS CORPORATION