

Flash Bulletin

Imperial's '69 Competition!

'69 Model Lineup in the Luxury-Car Class

IMPERIAL	CADILLAC	LINCOLN
<ul style="list-style-type: none"> ● LeBaron 4-door Hardtop ● LeBaron 2-door Hardtop ● Crown 4-door Sedan 	<ul style="list-style-type: none"> ● Calais Coupe ● Calais Hardtop Sedan ● DeVille Convertible ● Coupe DeVille ● Hardtop Sedan DeVille ● Sedan DeVille ● Sixty Special ● Brougham ● Eldorado 	<ul style="list-style-type: none"> ● Continental Coupe ● Continental Sedan ● Mark III

Wheelbase

Imperial.....127"	Cadillac (DeVille and Calais models)....129.5" Sixty Special.....133" Brougham.....133" Eldorado.....120"	Lincoln Continental..126" Mark III.....117.2"
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Standard V-8 Engine

	IMPERIAL	CADILLAC	LINCOLN
Displacement, cu. in.	440	472	460
Horsepower	350	375	365

THE '69 CADILLAC

The '69 Cadillac has new exterior styling that retains the traditional Cadillac appearance. (The '69 Imperial, by contrast, is completely changed, with a fresh, modern look.) A "V" rear window glass is standard on all Cadillacs. An impact structure has been built into the body sides of Cadillac on all models except Eldorado. This structure is in the doors, pillars and sill areas. (The '69 Imperial has an all-welded unitized body in which all members contribute to the overall strength of the body.)

Overall length of Cadillac DeVille and Calais models is 224.7" compared to Imperial's 229.7".

It is expected that the DeVille will be in the same price range as Imperial LeBaron and that the Calais will be in the same range as Imperial Crown.

FEATURES

- Cadillac offers a 60/40 split bench seat with passenger recliner for '69. It's similar to the Imperial 50/50 split bench seat with passenger recliner.
- The front door vent window has been eliminated on all Cadillac models. (Imperial provides ventless front door glass on the LeBaron 2-door Hardtop with air conditioning.)
- New steering wheel with rim-blow horn on all models.
- Front door locking knobs are located 3 inches forward on sedans and 10.8 inches forward on coupes for passenger convenience. (Imperial's push-button locks have been moved forward on the LeBaron 2-door hardtop.)
- Imperial has recessed turn-signal flashers on the front fenders.
- Front disc brakes have been made standard on all models. (Imperial had them standard in '68 . . . and they're standard again for '69.)
- New for Cadillac is a column-mounted lock for ignition, transmission shift and steering wheel for anti-theft protection and a 12"-wide inside rearview mirror.
- Automatic locking seat-belt retractors are also new. (Imperial first introduced them on '68 models.)
- Coupes get automatic seat-back lock releases when power door locks are ordered. (Imperial offers an optional doorway entrance enlarger for the LeBaron 2-door hardtop. The passenger seat automatically moves forward out of the way when the seat-back is folded down.)
- Power door locks and power remote trunk lock release are electrically operated rather than vacuum as they were in '68.
- Concealed headlamps are discontinued for 1969. Concealed headlights are standard on all '69 Imperials.

Eldorado has a single backup light in the fuel filler door, red lens reflectors in the rear bumper and wood paneling with any interior trim. The seat-back recliner will not be offered on Eldorado for 1969.

THE '69 LINCOLN

Lincoln Continental has undergone a face-lift for '69 which includes a new grille, grille opening panel and new front bumper. The grille is higher and has a square mesh pattern, instead of the horizontal bars used on the '68 models. The overall appearance of the '69 is remarkably similar to the '68 with the familiar squarish lines that identify the Continental. Park/turn lights are again in the leading edges of the front fenders. Overall length is up 3.2" to 224.2". (Imperial's overall length is 229.7".)

Interior styling includes a new Town Car decor option with soft leather seat inserts having concealed threads, a napped nylon headlining, deeper pile carpeting and special door trim panels. (Imperial offers leather trim on LeBaron models and napped nylon headlining is standard on all models except cars with white interior trim, which get a vinyl headlining.)

FEATURES

- Fiberglass-belted black sidewall tires are standard. (They're available on Imperial as an option.)
- Dual chamber whitewall tires are optional.
- Collapsible front-end structure in Lincoln's unitized body. (Imperial's unitized body is an all-welded structure in which all members contribute to the overall strength of the body.)
- Two-way power front seat is standard, six-way power seat is optional. (Six-way power seats are standard on Imperial LeBaron models.)
- Lincoln offers an optional AM radio with stereo tape system or an AM/FM stereo radio . . . but not the AM/FM stereo radio with the stereo tape in one unit as Imperial does.
- Dual-stream windshield washer nozzles for each wiper blade . . . for quicker fluid application and cleaning.
- Molded rubber tab on underside of brake pedal . . . designed to prevent driver's foot from slipping under brake pedal when he moves it over from accelerator.
- Front wheel disc brakes are standard. (Imperial had them standard in '68 and they are again standard in '69.)

The Lincoln Mark III remains unchanged since it was a 1968½ model car, introduced earlier in the year. A new standard feature is 8.85 x 15" fiberglass-belted tires. White leather interior trim is a new option.

NOTE: The purpose of this Imperial Flash Bulletin is to give Imperial salesmen as much advance information as possible about competition prior to announcement. The information is preliminary and was obtained at a time when continual changes were being made in the 1969 models. It is believed to be accurate at the time of printing but cannot be guaranteed.

IMPERIAL



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