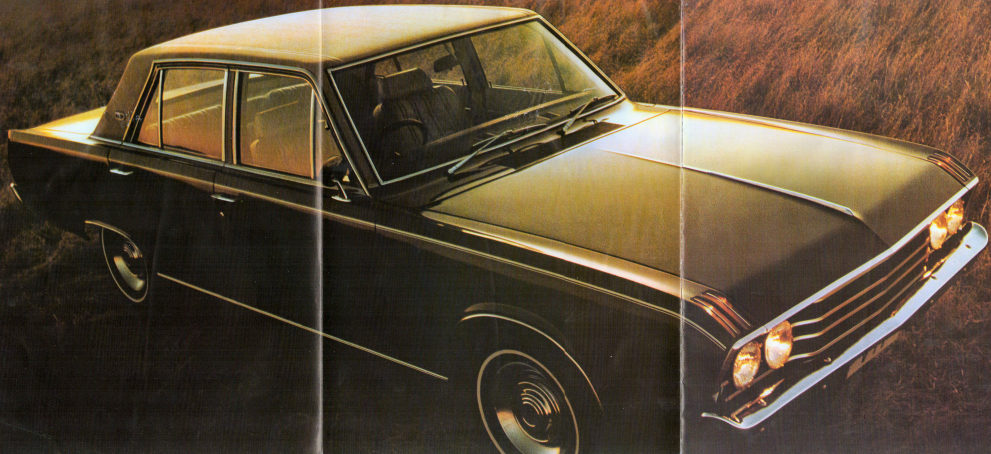


V.I.P. by Chrysler.

Lines of leadership.



**There is
always room at the top.
Daniel Webster.**

The V.I.P. creates an immediate impression of restrained luxury. It has the largest interior of its class and air-conditioning is designed to be a functional part, factory fitted as an option when you order. The designers have taken full advantage of the new, long wheelbase. Both front and rear passengers enjoy more leg room and easier access than they ever have known before. The rear seating gives an unmatched feeling of spaciousness and comfort. With the centre armrest raised, three can be seated abreast without crowding.

Everything is to hand; ashtrays in the door armrests, papers in roomy pockets below them.

The limousine roofline has prestige as well as ample headroom.

Appointments and finish are impeccable throughout. Thick-piled carpets, even in the luggage compartment. Glove-soft stitched upholstery.* Exceptionally wide doors, all with courtesy light switches. The safety release handles are mounted just ahead of the armrests, with a timber graining in the door trim. There is leadership in every line.



He who has
great power should
use it lightly.
Seneca.



When you elect to take the wheel yourself, you will find that the V.I.P.'s power-assisted steering* is pleasantly light without depriving you of that all-important feel of the road. The 230 hp V8 engine holds tremendous reserves of power that makes itself felt with the lightest pedal pressure.

The peerless Chrysler Torqueflite automatic transmission can also be bettered — with manual over-ride. Selection may be made through a short, sports-type lever in a fully trimmed floor console.** The 6-cylinder or V8 models are available with "Suregrip" differential. Vision is excellent, even in bad weather, thanks to new brilliant long-throw headlamps, powerful two-speed windscreen wipers, and a well-placed exterior mirror.

Front seats are of the reclining bucket type, generously proportioned and with a central cushion and armrest.*** Adjustable headrests are standard.*** The wood-grain effect from the doors is repeated in the recessed and padded fascia. Instruments and controls are recessed for appearance and protection. The glove-box on the passenger side is spacious, and a hinged vanity mirror turns its drop-down lid into a miniature dressing table.

*Optional on 6-cylinder model. **Optional with V8 engine only. ***Standard for V8 model. Optional for 6-cylinder models. (6-cylinder model has bench seats, with wide centre armrest, front and rear.)

Trifles make perfection but perfection is no trifle. Michaelangelo.

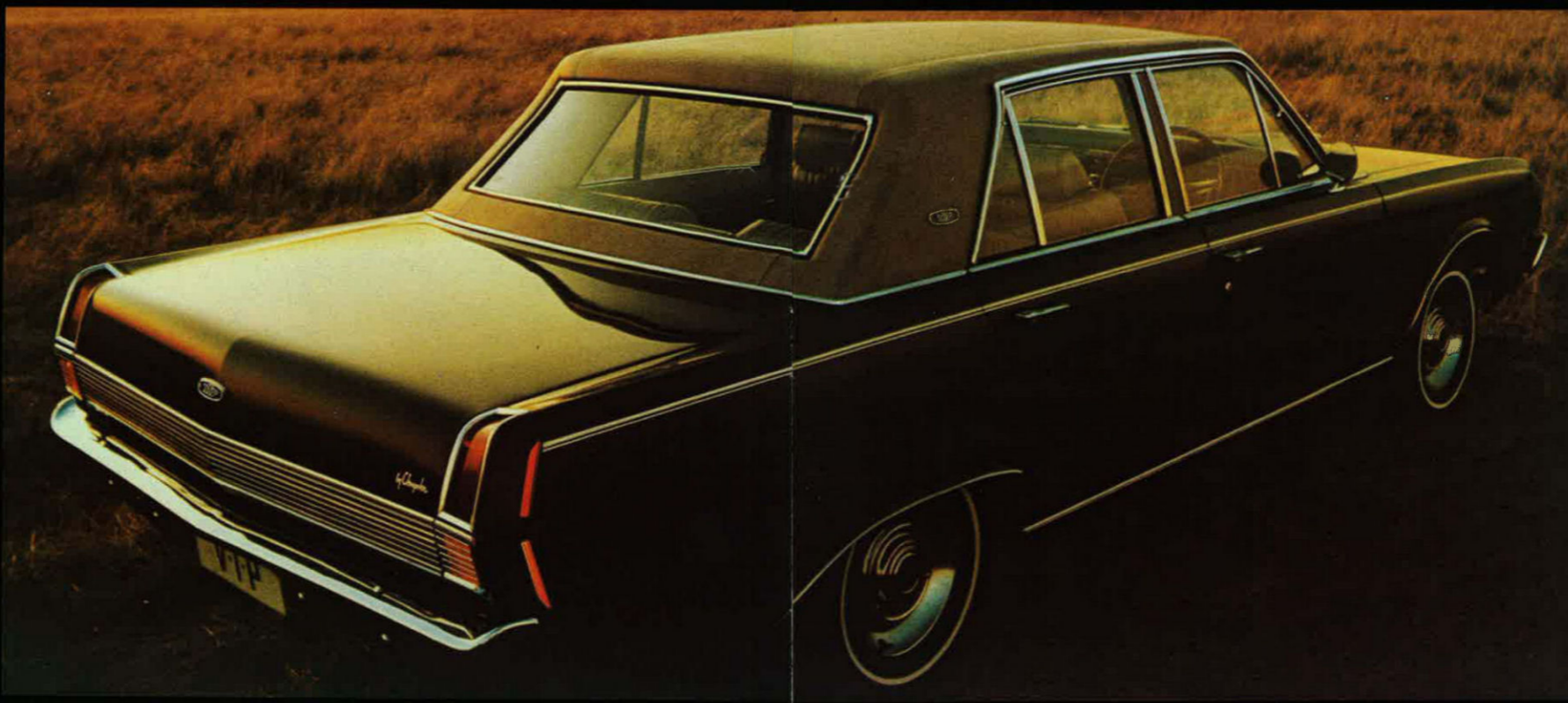


Impressive at first sight, the V.I.P. becomes even more impressive when you examine it in detail.

The finish—down to the neat coach stripe running the length of the body outside—recalls the crafted carriage work of more leisurely days. But there is more than elegance involved.

The padding, for example, which is all around you in the V.I.P. is there for your protection—against noise, against impact.

Inside, notice how the opulently yet firmly sprung front seats recline at a touch to the angle preferred for driving or passenger relaxation. The remarkable leg room, of course, comes from the extra long V.I.P. wheelbase. The V.I.P. is the first Australian car to have refrigerated fresh air air-conditioning planned into the vehicle as a factory fitted option. In summer, the full fresh air unit, with more capacity than any



other car conditioner, will cool the car within a block or so, even after hours of standing in the sun. In winter, it heats. All year round, it filters out dust and impurities.

Exterior coachwork, too, supplies elegant evidence of practical thinking. The discreet frontal treatment incorporates an extremely powerful four-headlight system. The sculpturing of the rear conceals (but only when not in use) exceptionally large and visible turn indicators. Vertical repeater lenses faired into the wings allow the turn indicators, tail and stop lights to be "read" from the side—a courtesy to other road users which affords you extra protection.

While the V.I.P. leaves practically nothing to be desired, a wealth of options is available to satisfy individual predilections.

*If preferred, ordinary ventilation and heater system can be installed.

Our safety is in our speed. Emerson.

One kick on the pedal sends these 230 V8 horses rocketing to accelerate you clear of trouble.

The 6-cylinder engine, too, is the most outstanding in its class. Or you can use the giant 11" front discs, standard on V8, option on 6-cylinder, to shed speed fast.

In either case, Chrysler torsion bar suspension, "Suregrip" differential* and wide-rim safety wheels keep the traction and the steering coming when you need it most.

The features we hope you'll never need include carefully calculated crash padding above the recessed instrument panel and elsewhere. A swing-away safety mounting for the prismatic rear vision mirror, and a uniquely Chrysler padded steering wheel and energy-absorbing column. Even the luxurious headrests double as a protection from 'whiplash' injury. Seat belts are comfortably, as well as correctly, positioned.

In the V.I.P. nothing—even safety—is allowed to obtrude. But the leadership—in safety, too—is there.

*Optional for V8 or 6-cylinder models.

Facts, Figures.

The V.I.P. measures 196.32" overall length by 69.7" overall width. Height is 54.6" and with a long 112" wheelbase.

The 90° ohv V8 engine develops 230 bhp at 4,400 rpm and a torque of 340 lb/ft at 2,400 rpm. As an alternative power unit, the 30° inclined 6-cylinder engine develops 160 bhp and the 220 lb/ft torque at 4,500 and 2,500 rpm respectively.

The Chrysler Torqueflite three-speed transmission is geared to suit whichever power unit is fitted.

All bodywork is fully rustproofed before painting. A special finish has been developed for the V.I.P. and is easily kept immaculate at all times. The roof is padded and covered in vinyl to tone in with trim and paintwork. A fine coach stripe follows the side contour.

Upholstery is in leather-grain vinyls. Instrument panel and doors feature contrasting woodgrain panels. All floors, including boot, have fitted carpet.

Warranty is for 12 months or 12,000 miles.

Please note that as the policy of Chrysler is one of continuous improvement, all specifications, equipment and prices are subject to change without notice.





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