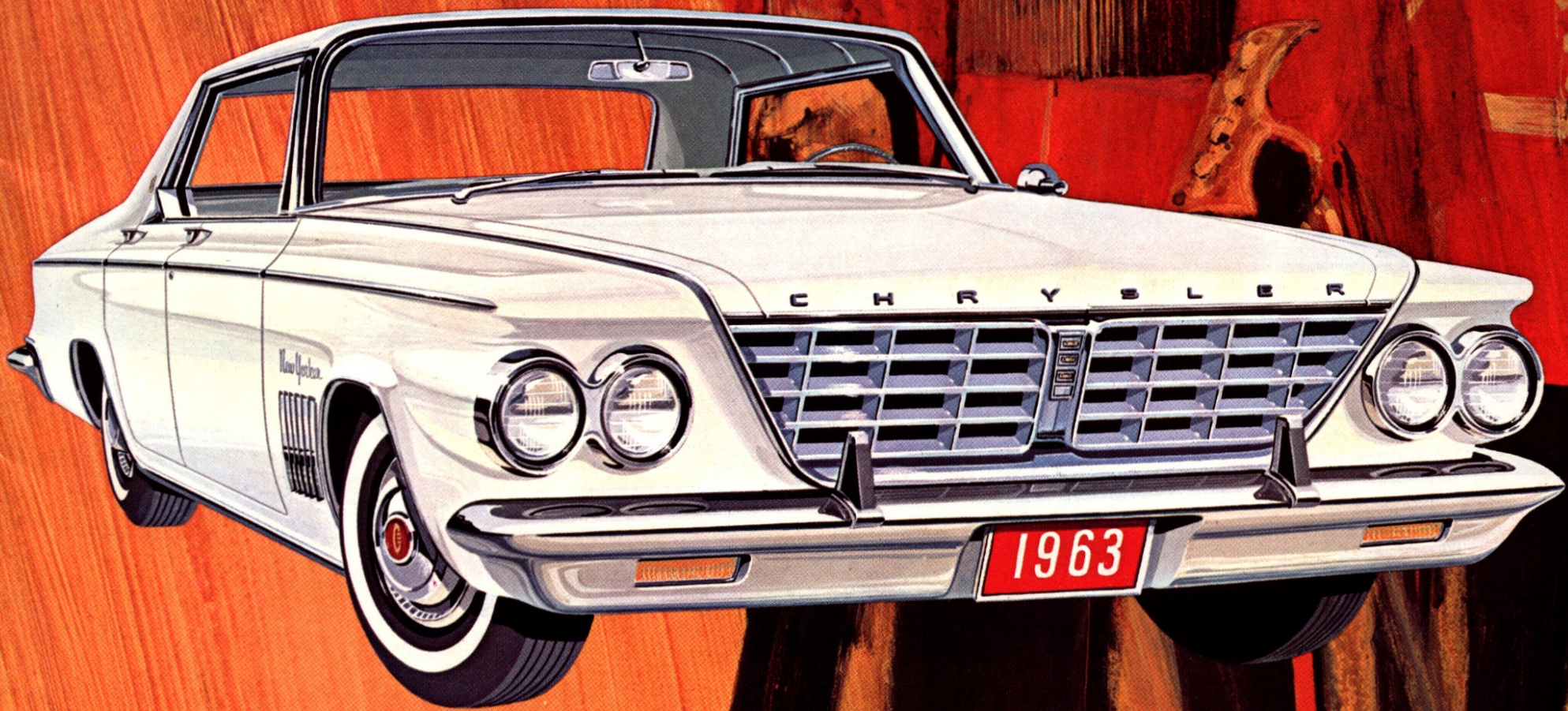


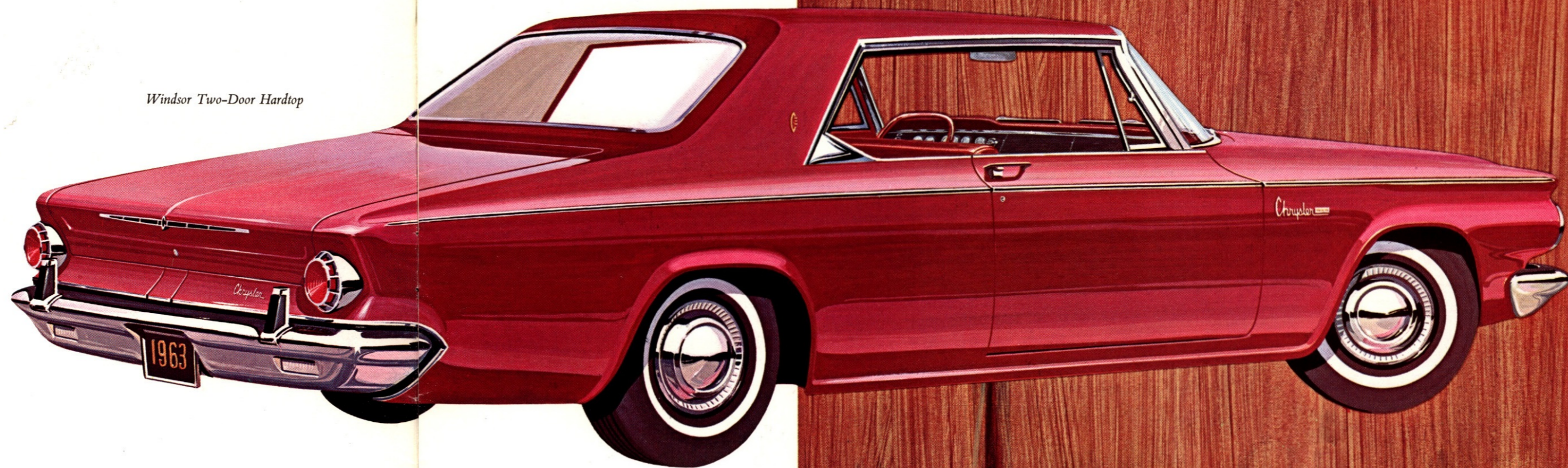
CHRYSLER
2000
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CHRYSLER 1963

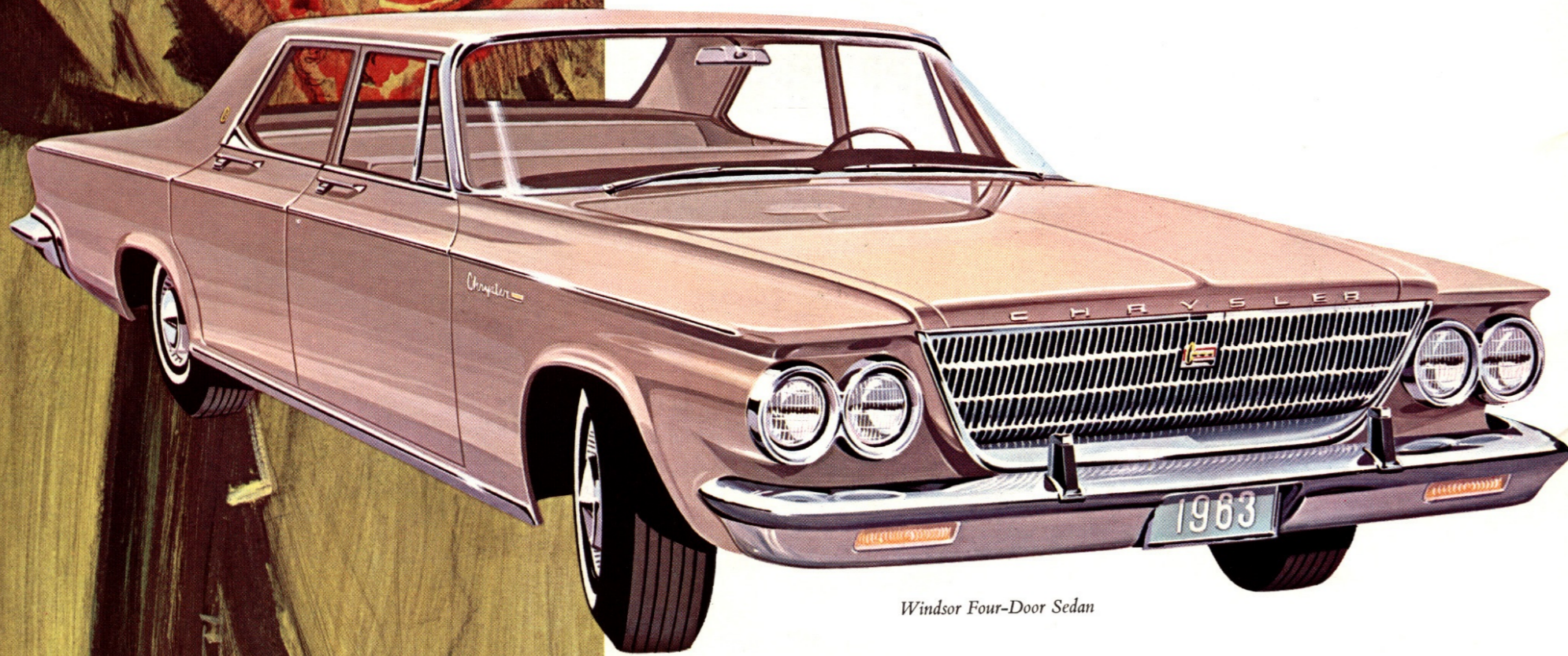




Windsor Two-Door Hardtop

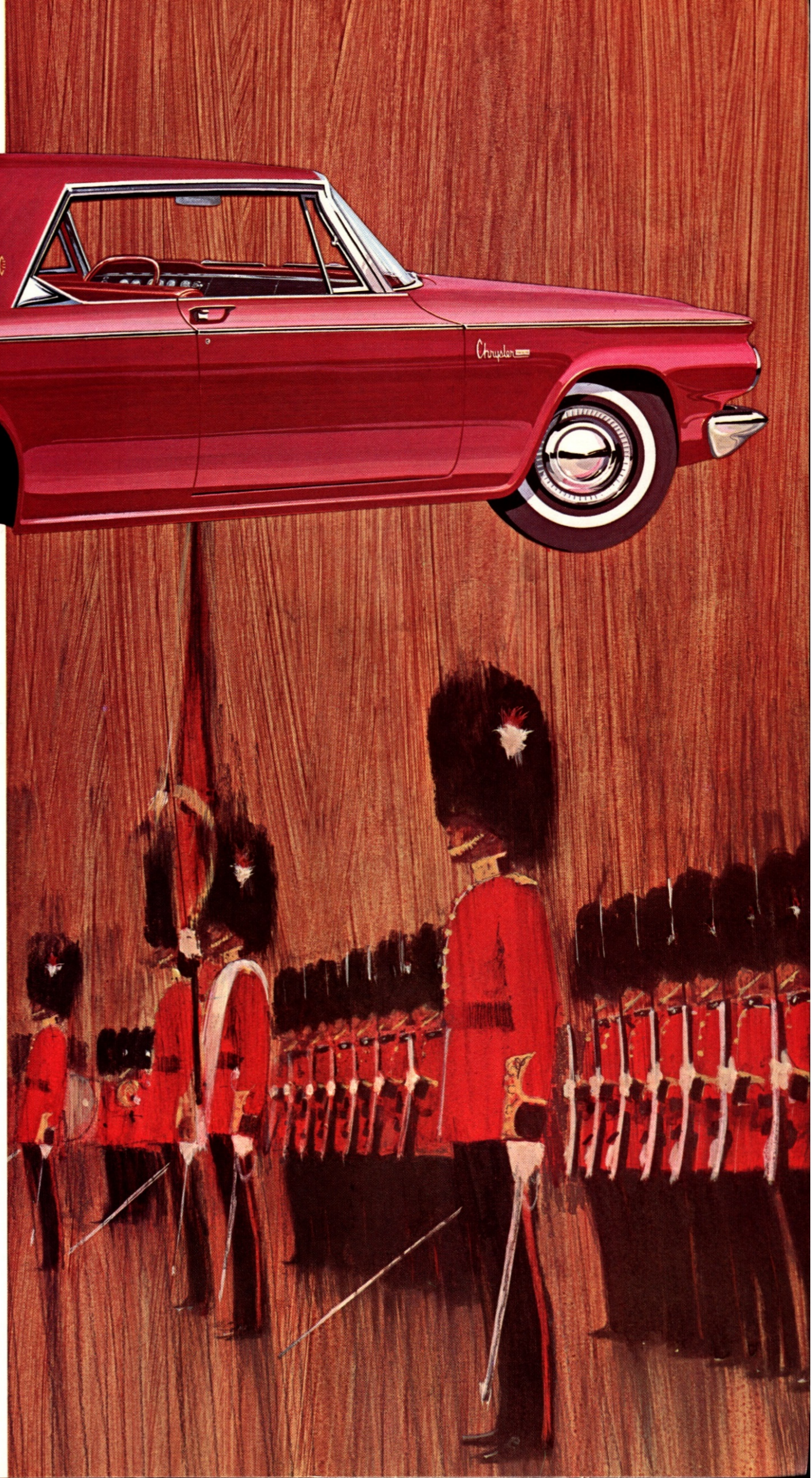


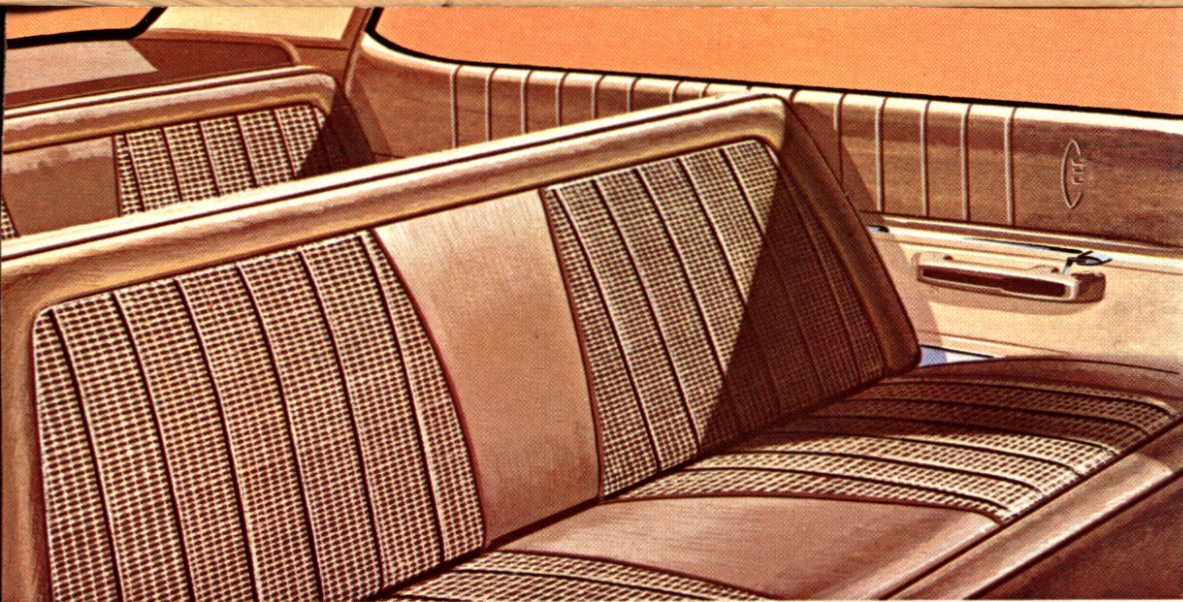
CHRYSLER WINDSOR



Windsor Four-Door Sedan

Complimenting every taste, Chrysler Windsor again proves that luxury can be practical. The Windsor series offers you five notably elegant models, all designed to charm your eye and flatter your sense of fine car value. Windsor presents the impeccable style, the overall quality and the superb performance that offer you an incomparable thrill of command for 1963. The Chrysler flair for superiority ensures a full-size car in every way. Full-size in prestige, in value, in power and in reliability. With Windsor, you enjoy the prestige and satisfaction of owning a truly fine automobile—a truly fine car value.





A NEW WORLD OF LUXURY: In true Chrysler tradition, the Windsor interior conforms to the degree of excellence you would expect from such an arresting exterior. Rich, new upholstery fabrics and subtly refined colour schemes surround you in an atmosphere of dignified luxury.

From the deep, hard-wearing carpeting, to the luxurious comfort of its chair-high seats, to the sky-sized windows and the crisp, new roof line, luxury is the keynote of Chrysler Windsor's comfort-concerned appointments. Step inside and judge for yourself.

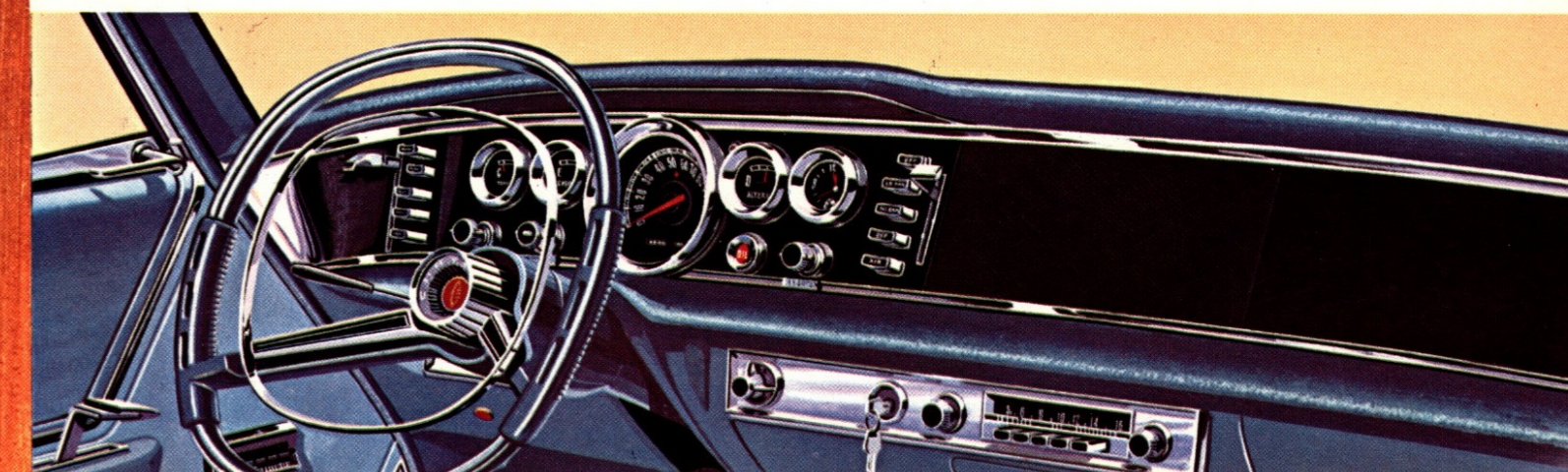


Windsor Newport Four-Door Wagon



Windsor Convertible

BEAUTY AT YOUR FINGERTIPS: Slip inside Chrysler and savour the excitement of handling the most positive controls you have ever touched. This wide, luxury instrument panel creates a spacious and comfortable driving position. The performance at your finger tips assures you of complete safety and ease of control. Tastefully designed, easy-to-read instruments are grouped symmetrically in front of you, the remaining controls flanking them in a neatly efficient manner. Soft, non-glare, indirect lighting illuminates the entire panel. Here in the driver's seat you are constantly aware of the prestige and power you command in your 1963 Windsor.



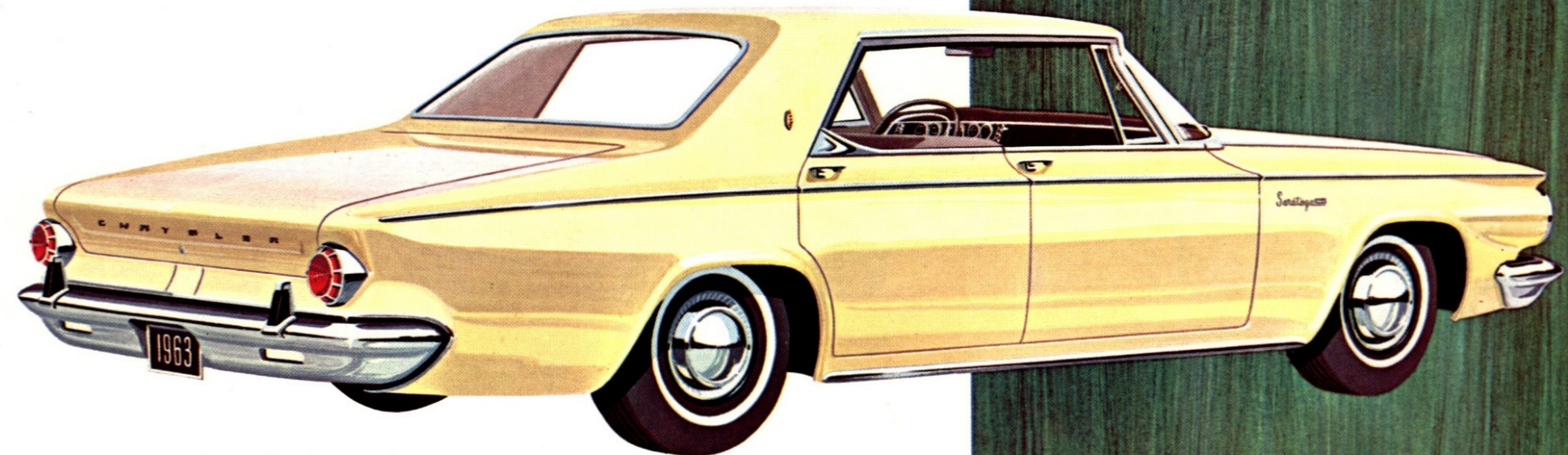
Windsor Four-Door Hardtop



Saratoga Four-Door Sedan

CHRYSLER SARATOGA

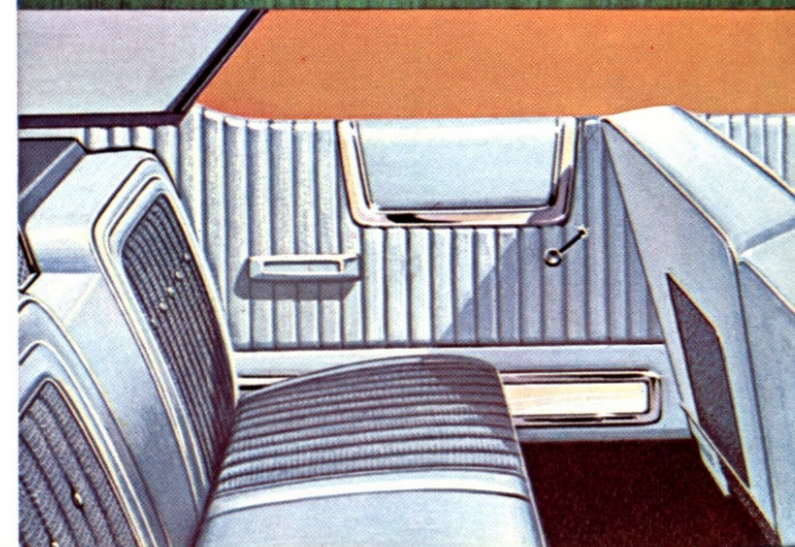
See the Saratoga and wonder how such imposing design, such head turning, virile yet mature appearance can possibly be available in this price range. Saratoga commands attention with its sleek and powerful beauty. Each of the three prestige-packed body styles gives you the satisfaction which only a car of Chrysler's calibre can provide.



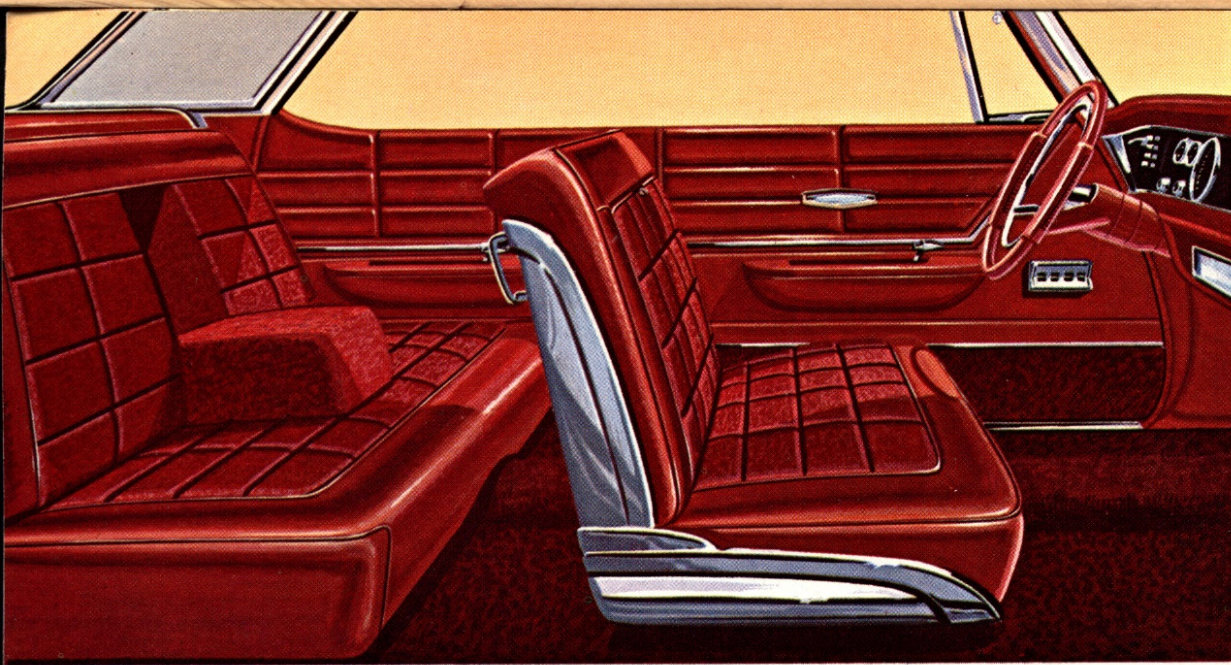
Saratoga Four-Door Hardtop

DEEP-DOWN COMFORT: The Saratoga's impressive appearance is rivalled only by its luxurious and aristocratic interior. The relaxation of subtle yet confident colour, enhanced by lovely fabrics and beautifully designed panel shapes, ensures a refreshing experience every time you travel. The Saratoga insists that you drive rested and relaxed: when you arrive in Chrysler, you arrive in style. Chrysler Saratoga's interior reflects all the grace and refinement you would choose for your home.

Seat designs ensure room and comfort for six; a smartly efficient instrument panel and an overall atmosphere of co-ordinated design give you a car resplendent in the livery of excellence.

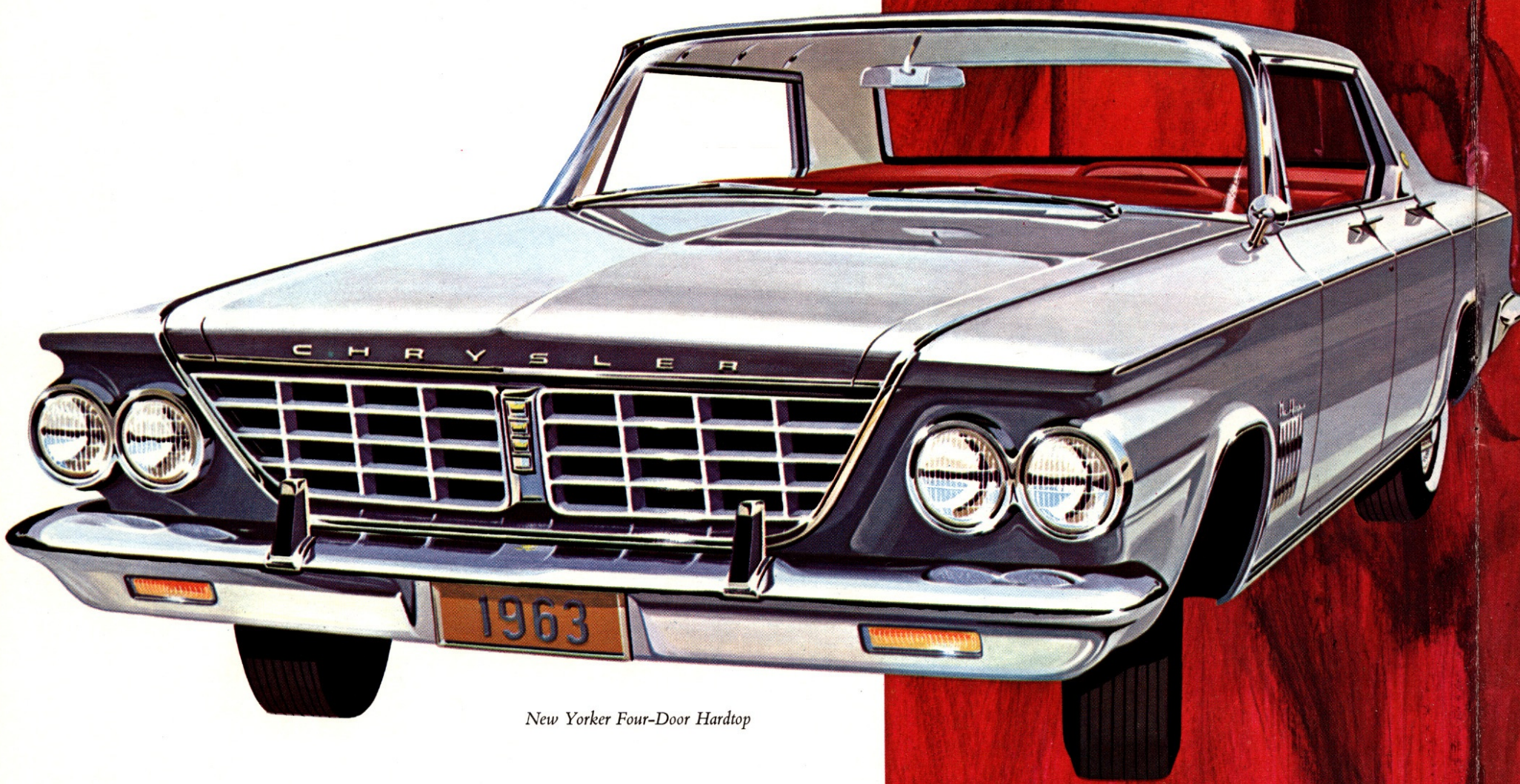


Saratoga Two-Door Hardtop



AN INVITATION TO LUXURY: The New Yorker interior lavishes comfort and elegance upon you. Exciting fabrics, enhanced by refined yet stimulating colours compliment your sense of good taste. Door-to-door deep-pile carpets, rich appointments and a stately control panel provide that "top-drawer" appearance. With its atmosphere of calm serenity and controlled, dignified manner, New Yorker offers the prestige *you* deserve.

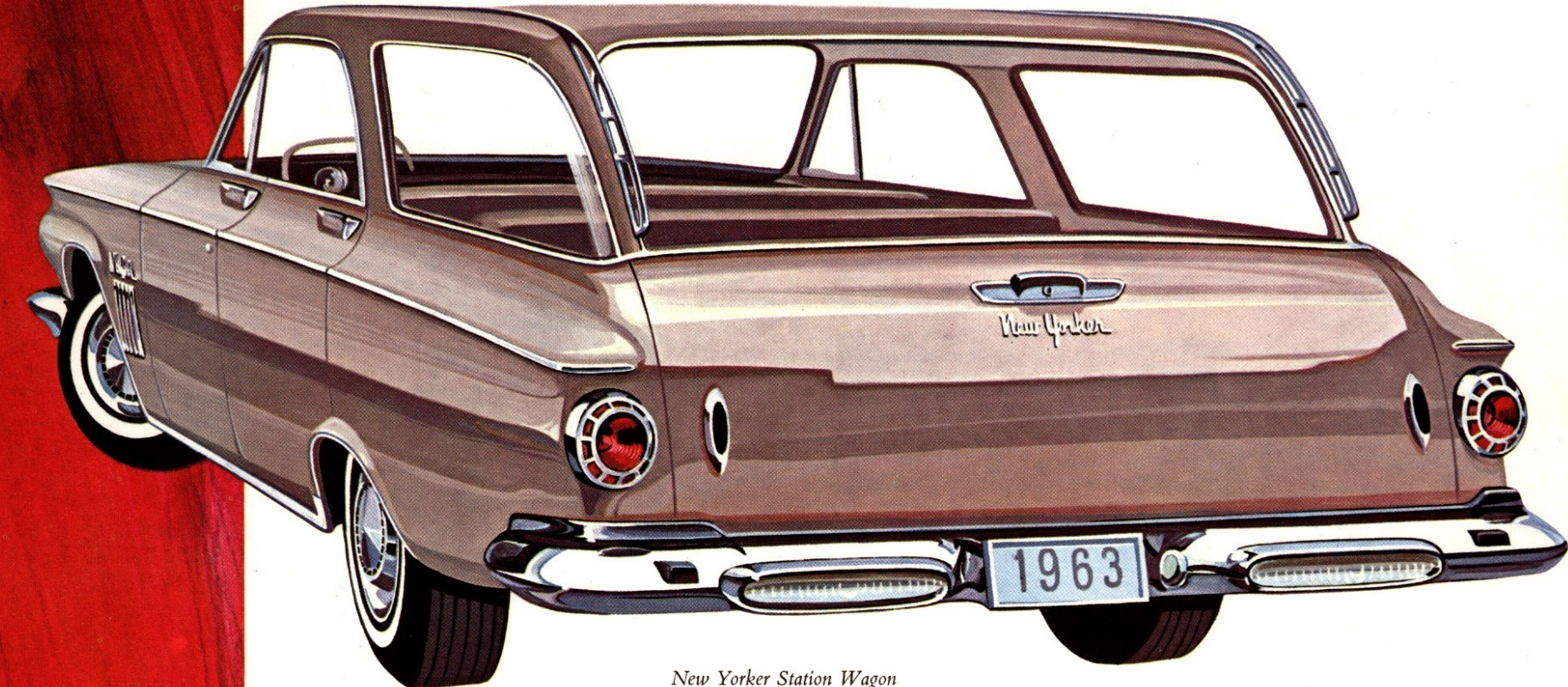
CHRYSLER NEW YORKER



New Yorker Four-Door Hardtop



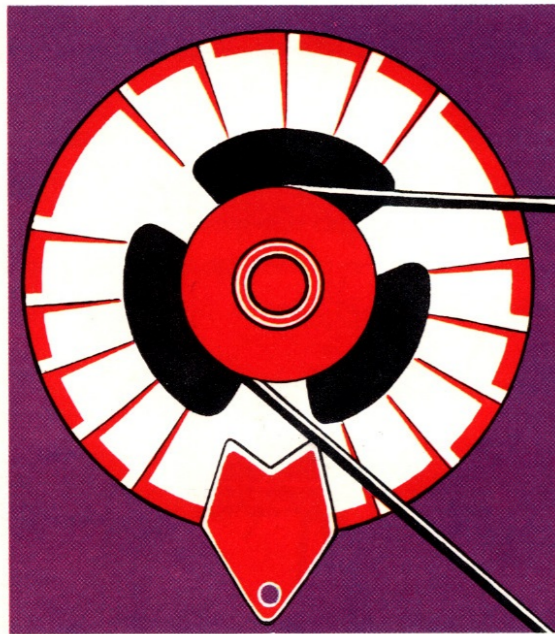
New Yorker Four-Door Sedan



New Yorker Station Wagon

NEW YORKER LEADS THE FIELD! Dramatically ahead of all others in its class, the superb New Yorker is the epitome of good taste. Built especially for those who recognize and appreciate the very best, the New Yorker series is regal in every way. Chrysler craftsmanship is unmatched for care, efficiency and attention to detail. Chrysler engineering is unequalled for development and technical knowledge. Chrysler design is unrivalled for distinctive beauty and graceful appearance. New Yorker's sleek yet imposing lines, the calm dignity of its carriage and the luxury of royally appointed interiors, provide driving's most rewarding experience in 1963. Add to all this the famous Chrysler reputation for reliability, and your confidence is rewarded when you invest in New Yorker's prestige and performance.

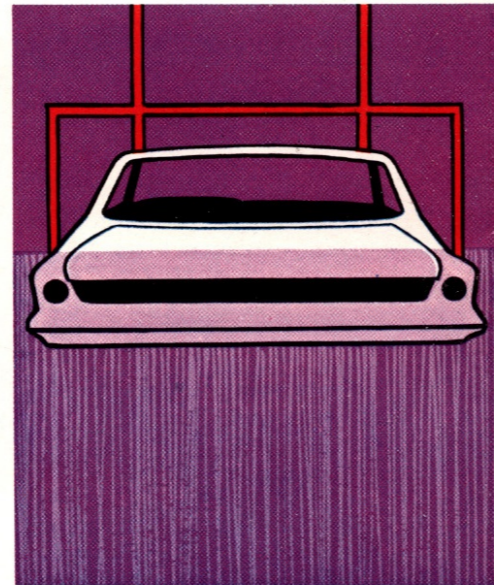
1963 CHRYSLER ENGINEERING FEATURES



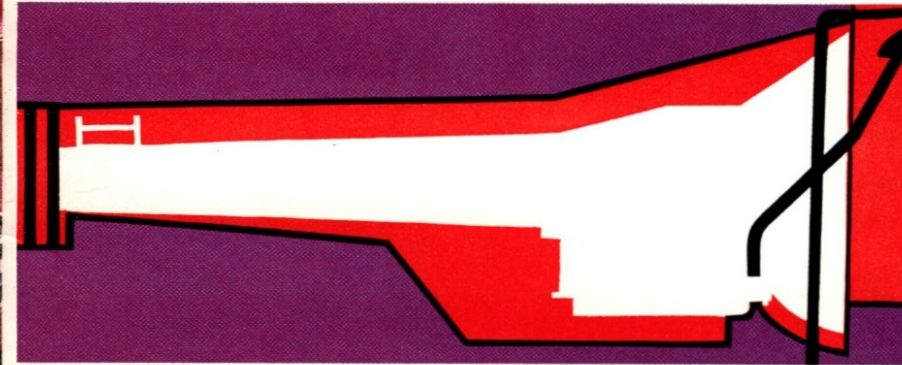
ALTERNATOR: Chrysler in '63 improves the electrical aspects of engine performance with a refined alternator system. By producing current at both slow and idle speeds, unlike conventional generators, Chrysler's new alternator prolongs the life of your battery and ensures continued power-supply to electrical components.



THE POWER BEHIND THE WHEEL: With a big car like Chrysler, you expect smooth, quiet, powerful V-8 performance . . . and that's just what you get with Chrysler. Each series has its own individual power plant. The Windsor has a 265-h.p., 361 cu. in. engine with 2-barrel carburetor. The Saratoga features a 305-h.p., 383 cu. in. engine with 2-barrel carburetor (a 4-barrel carburetor version with dual exhausts is available as an option). The New Yorker is equipped with the ultimate in performance, a 340-h.p., 413 cu. in. V-8 engine with 4-barrel carburetor. For all its power and performance, Chrysler has the gas economy of many lesser cars.



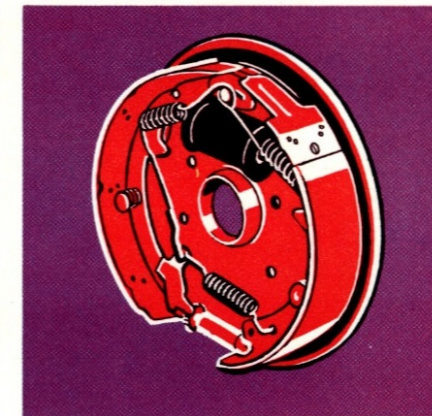
BODYGUARD 1963: The silent, solid strength of Chrysler's all-welded Unibody construction is only part of your guarantee of a long-lasting, rattle-free car. Chrysler's Seven-Stage rustproofing process "deep-dips" all Chrysler bodies to assure complete protection to all body parts—both inside and out. As additional protection, the use of aluminized steel for all muffler parts assures you that your new Chrysler will keep its quietness for many miles of trouble-free driving.



SMOOTH AND SILENT: Chrysler's three-speed push-button automatic transmission is quiet, efficient and smooth operating. It features a parking sprag which provides a positive and convenient method of locking the drive train and offers additional parking security on steep hills.

The replaceable transmission oil filter ensures that the transmission fluid remains free from dirt and contamination. The low front floor hump provides extra leg room and comfort.

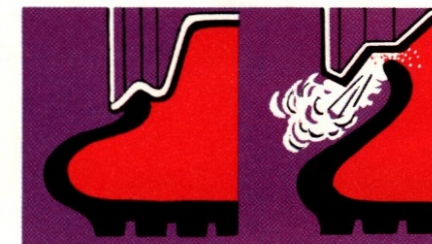
RIDING COMFORT: Chrysler is unmatched in its class for road holding; level cornering; dip-free starts and stops. Chrysler's smooth, cushioned ride is due to Torsion-AIRE . . . a combination of torsion bars, leaf springs, Oriflow shock absorbers—the most advanced suspension system on any car.



CLOSED CRANKCASE VENTILATION SYSTEM: Every Chrysler engine is equipped with a closed crankcase ventilation system which, by clearing the engine of contaminating vapours and providing better crankcase breathing, ensures a cleaner engine . . . less sludge formation . . . less toxic exhaust fumes.

A highly-efficient exhaust silencing system adds to the smooth-running quietness of your new Chrysler.

AIRFOIL WINDSHIELD WIPERS: A windshield wiper with improved wiping characteristics is provided on 1963 Chrysler. Aerodynamic principles are utilized in the design to give improved wiping action under conditions where blades are subject to windlift. For the car owner this means increased safety at expressway speeds as a result of improved vision during wet weather.



PRINTED CIRCUITS: To facilitate easier and quicker electrical servicing, Chrysler installs printed circuits on all instrument panels. Elimination of complicated wiring systems and an easily accessible central fuse box make this another Chrysler standard "extra."

STOPPING POWER: To match its outstanding performance, powerful stopping ability is featured in Chrysler's new Servo-Contact self-adjusting brakes. These new brakes ensure continuous high performance, dependability and maximum stopping safety.

SAFETY WHEN YOU NEED IT: Chrysler's exclusive Safety-Rim Wheels protect you against dangerous swerves and skids caused by tire blow-outs and punctures. Safety-Rim Wheels keep the damaged tire in place—enable you to bring the car to a safe, steady, controlled stop.

CHRYSLER LOOKS AFTER ITSELF Now you can drive 4,000 miles before changing the oil of your 1963 Chrysler! Chrysler's improved lubrication system ensures that your engine is constantly protected by clean oil which circulates efficiently at all times. Your 1963 Chrysler chassis, protected by special seals and advance lubricants, is ready for approximately three years of normal driving! 1963's dependable, progressively engineered Chrysler chassis requires attention *only* at 32,000-mile intervals . . . another time and money-saving feature that is standard on all Chrysler cars!

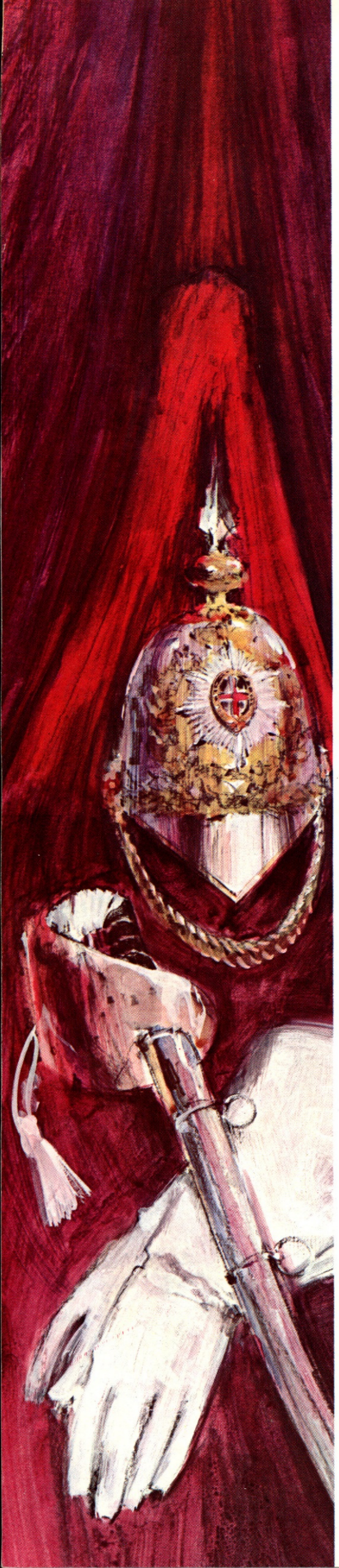
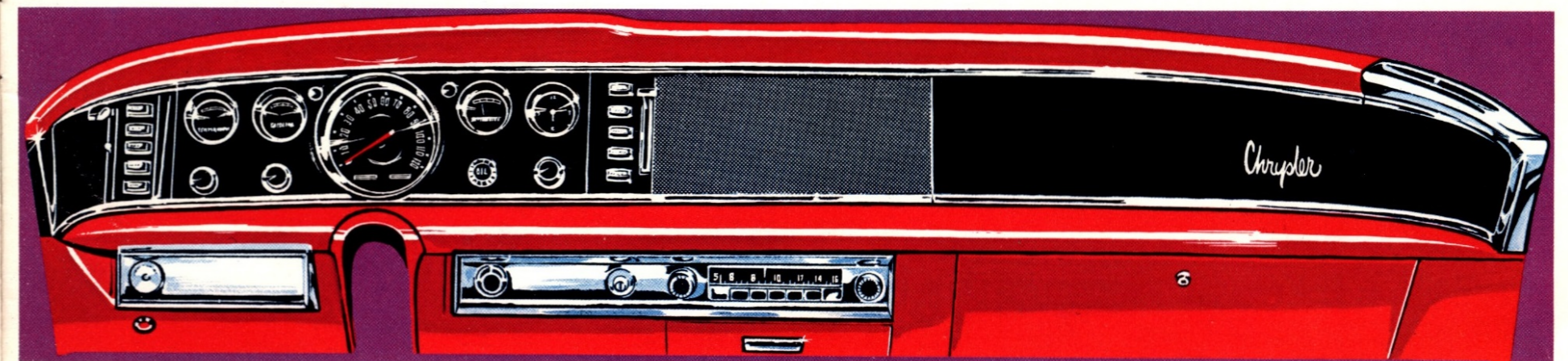
NEW 5-YEAR—50,000-MILE WARRANTY: Another Chrysler "first" . . . the dramatic proof of Chrysler Corporation engineering leadership and determination to offer you the finest, most dependable cars on the road. The principal components of the engine to rear axle power train on all 1963 Chryslers are now backed by a 5-year—50,000-mile warranty. The major components generally covered by the new warranty are the engine, transmission, drive shaft, rear axle and universal joints. See your Chrysler of Canada Dealer for complete details.

IN CONTROL: Driving at its very best . . . all the thrill, safety and convenience that modern progressive engineering can provide is at your command in the '63 Chrysler instrument panel. You'll like Constant-Control power steering—driving and parking are fingertip easy . . . your feel of the road is positive and accurate.

Pushbutton transmission controls—effortless operation is completely reliable and performs instantly with fully mechanical efficiency.

You'll enjoy the Golden Toned fully transistorized radio that requires no warm-up period. Because it's fully transistorized, there's less drain on the battery and no tubes to replace.

Pushbutton heater controls are at your fingertips . . . set the temperature you want and relax. Chrysler's defroster clears the windshield on even the coldest day. Pushbutton windshield washer—clear vision is assured in all weather with this installation . . . mud and slush are quickly removed by wide-sweeping electric wipers.



'63 CHRYSLER STANDARD EQUIPMENT

CHRYSLER WINDSOR STANDARD EQUIPMENT

Full Length Side Moulding • Back-Up Lights • Drip Rail Moulding • Rear Bumper Reveal Moulding • Belt Line Moulding • Wheel Covers • Automatic Transmission Park Lever • Alternator • Front Seat Cigarette Lighter • Front and Rear Seat Ash Trays • Upper Instrument Panel Safety Pad • Six-Way Custom Positioning Front Seat • Unibody Construction • Seven-Stage Rust proofing • Printed Instrument Panel Circuits • Amber Coloured Front Directional Signals • Trip Odometer • Airfoil Windshield Wipers • Plastic Moulding Clips • Underfender Splash Shields • Closed Crankcase Ventilation System • Self Adjusting Brakes • Aluminized Muffler System • Push-button Torque-Flite Transmission • Full Flow Oil Filter • Safety Rim Wheels • Glove Box Light • Parking Brake Warning Light • Trunk Compartment Light • Variable Speed Windshield Wipers • Colour Keyed Floor Carpeting • Seat Belt Attachments • 32,000 Mile Lubrication • 4,000 Mile Oil Change Interval • 12,000 Mile or 12 Month general Warranty, plus 50,000-Mile or 5-Year power train Warranty.

CHRYSLER SARATOGA STANDARD EQUIPMENT

Includes Windsor standard equipment plus the following: High Performance 383 cu. in. V-8 Engine • Sill Moulding • Distinctive Saratoga Grille • Choice of Four Exclusive Pleated Jacquard Fabric Interiors • Electric Clock • Stainless Steel Front Fender Top Moulding • Hood Front Moulding.

CHRYSLER NEW YORKER STANDARD EQUIPMENT

Includes most of the Windsor and Saratoga standard equipment items plus the following: 413 cu. in. V-8 Engine • Full-time Power Steering • Power Brakes • Roof Moulding • Side Chrome Louvres • Exclusive New Yorker Wheel Covers • Full Wheel Opening and Sill Moulding • Exclusive New Yorker Grille • Rubber Cushioned Bumper Guards • Upper and Lower Instrument Panel Safety Pad • Choice of Four Exclusive New Yorker Quilted Jacquard Fabric Interiors • Fold Down Front and Rear Centre Armrests • Windshield Washer • Prismatic Rear View Mirror • Remote Control Outside Mirror • Rear Seat Cigar Lighter • Undercoating and Hood Silencer Pad.

SPECIFICATIONS

BRAKES—Servo-Contact—Self-Energizing Brakes with bonded linings. Drum diameters: 11" on all models. Power brakes standard on New Yorker; available at extra cost on all Windsor and Saratoga models.

COOLING SYSTEM—Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 14.0 Imperial quarts.

DIMENSIONS—Wheelbase: Windsor, Saratoga and New Yorker—122". Over-all length: Saratoga and Windsor—215.3", New Yorker—215.5". Width: 79.0". Tread: Saratoga, Windsor and New Yorker—61.0" (front), 59.7" (rear).

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle with 2.76 to 1 ratio. All models.

ELECTRICAL SYSTEM—Battery: 12-volt, 66-plate, 59-amp-hr. on Windsor and Saratoga; 12-volt, 78-plate with 70-amp-hr. standard on New Yorker, extra on Windsor and Saratoga. 35 amp. alternator on all models. Waterproof ignition. Electric windshield wipers and directional signals.

ENGINES—V-8, 90-degree lateral. Bore and Stroke: Windsor—4.12 x 3.38, 361 cubic inches; Saratoga—4.25 x 3.38, 383 cubic inches; New Yorker—4.18 x 3.75, 413 cubic inches. Compression ratio: Windsor—9.0 to 1; Saratoga—10.0 to 1; New Yorker—10.1 to 1. Horsepower: Windsor—265; Saratoga—305; New Yorker—340.

FUEL SYSTEM—Carburetors: dual down-draft on Windsor and Saratoga, four-barrel down-draft on New Yorker. Automatic intake manifold heat control, automatic choke, dual filtration units. Fuel capacity—19.1 Imperial gallons. 17.5 Imperial gallons for Town and Country Wagons.

STEERING—Manual, worm and 3-tooth roller, standard on Windsor. Constant-Control power steering with quick 3½ turns lock-to-lock, standard on New Yorker, available as mandatory option on Saratoga and optional on Windsor.

SUSPENSION—Time-tested Torsion-AIRE suspension, standard. Ball-joint pivots (front) with Oriflow shock absorbers.

TRANSMISSIONS—Pushbutton Torque-Flite, fully automatic torque converter with 3-speed gear set, standard.

WHEELS AND TIRES—Safety-Rim wheels. Standard tire sizes: Windsor and Saratoga—8.00 x 14; New Yorker—8.50 x 14. Chrome stainless wheel covers standard.

NOTE: Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.

EVERY CHRYSLER IS WARRANTED FOR 5 YEARS OR 50,000 MILES (WHICHEVER FIRST OCCURS) FOR MAJOR POWER-TRAIN COMPONENTS, IN ADDITION TO NORMAL 12-MONTH OR 12,000-MILE (WHICHEVER FIRST OCCURS) WARRANTY. YOUR DEALER HAS FULL DETAILS.

NOTES: