

make your move

MOVE UP TO CHRYSLER '68



NEW YORKER

This is the ultimate Chrysler.
In detail, and by design.

The quiet performance.
The look of burlled walnut.
The smooth feel of nylon-knit upholsteries.
The grain of optional leather trim.

All the latest new car features.
That's how New Yorker is when
it comes to luxury.



**Nowadays, everybody has a luxury model.
We have 15.**

The most luxurious is the New Yorker 4-door hardtop.

Power steering and power brakes. A 3-speed TorqueFlite automatic transmission. Interior paneling—across the instrument panel and along the doors—with the look of burl walnut.

5-foot wide seats with fold-down center armrests. Outside, textured vinyl appliques on the rear roof pillars.

And silence. On the underside of the body, full undercoating. In the roof area, a layer of fiber insulation. In the trunk, wall-to-wall carpeting.

You can tell a luxury car by the silence it keeps.



New Yorker 4-Door Hardtop



New Yorker caters to you. Never vice versa.

And always by design.

Inside standard seats of soft-knit nylon and Cologne-grain vinyl, you'll find deep coil springs. Not one but two layers of foam padding.

Around you, other standard conveniences. An ignition switch light comes on whenever you open the door. It remains lighted while you insert your key. And goes off in approximately 60 seconds. Automatically. (Time it with the sweep second hand of the standard electric clock.)

There are 16 other standard convenience lights in every New Yorker. A map light helps you check where you're going. A lighted trip odometer tells you how far you've come. And there's even a lamp in the trunk to help you find that suitcase when you reach your destination.

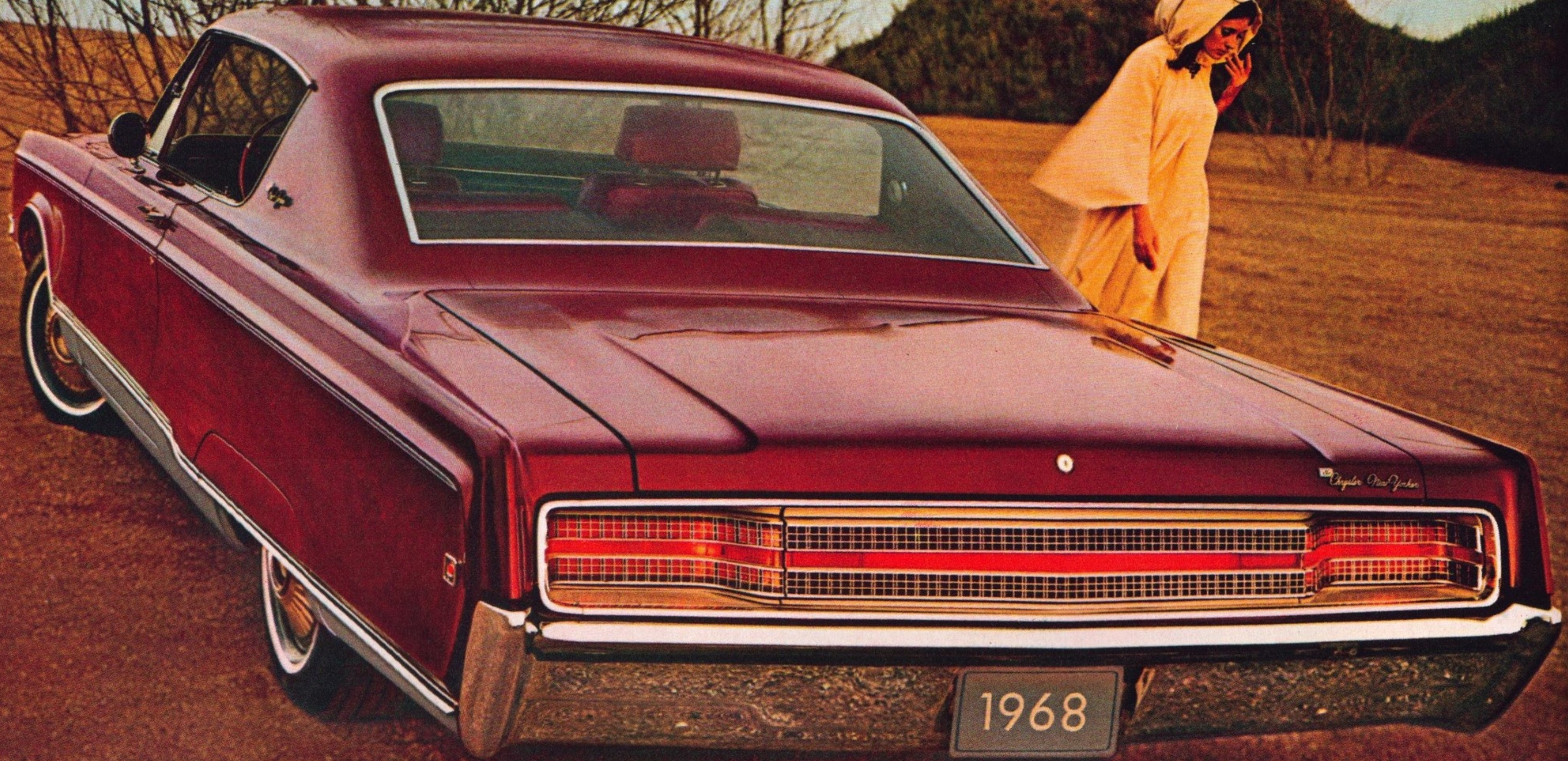
**New Yorker's got a lot going for it.
Besides elegance.**

A 440 cubic inch V-8 is standard. With 4-barrel carburetor and 480 foot-pounds of torque.

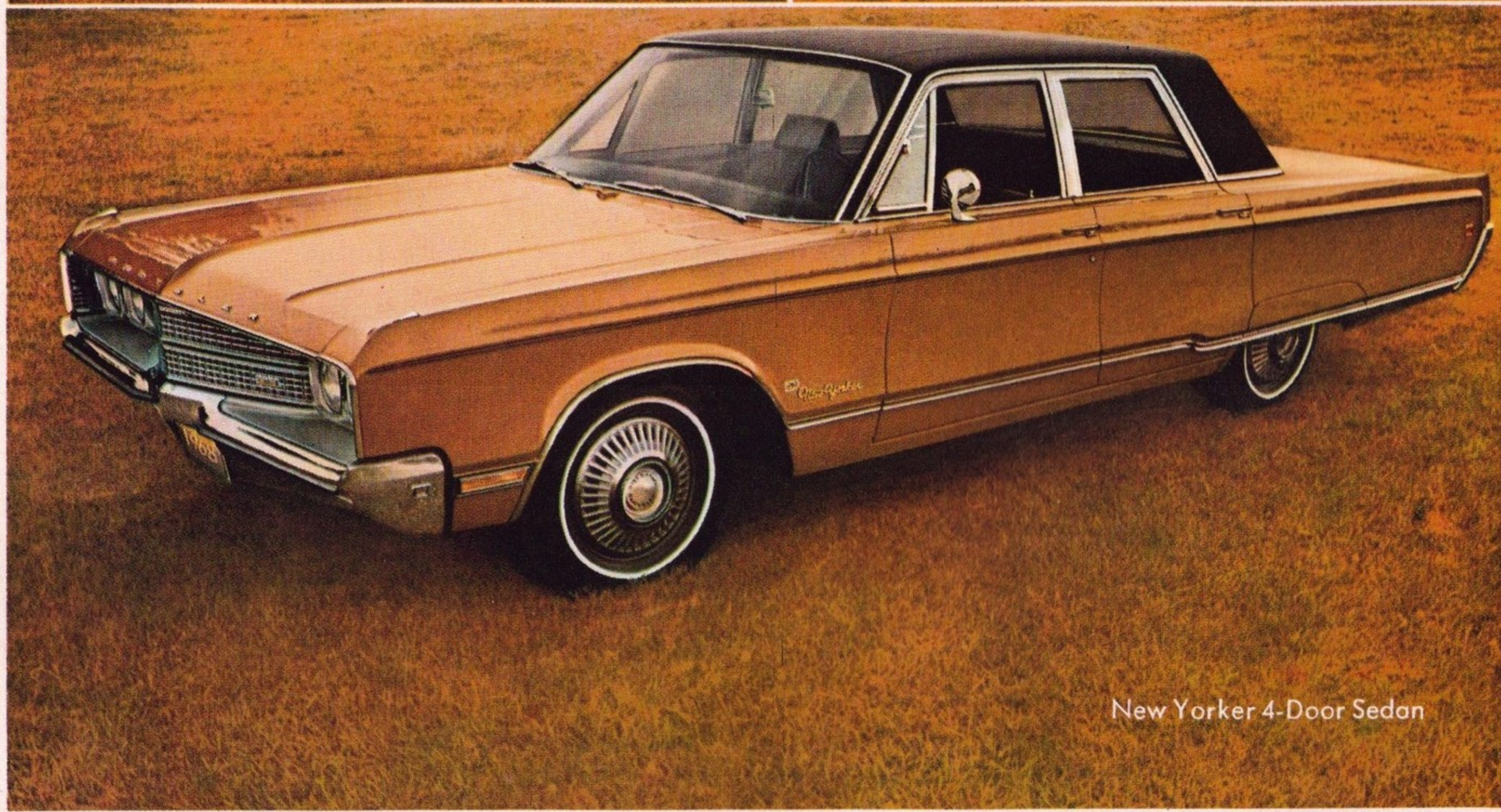
One luxury that's quite an addition is an option called "TNT". A refinement of the already powerful 440, mentioned above.

This sportiest of New Yorker hardtops gets the full luxury treatment inside. With optional contoured bucket seats of vinyl or leather. And an optional center console with the look of burl walnut.

Underneath it all, Chrysler's unique suspension system of front torsion bars and rear, multiple-leaf springs temper the roughest of terrains.



New Yorker 2-Door Hardtop



New Yorker 4-Door Sedan

The New Yorker 4-door sedan could well be your soundest investment.

The same good looks of other New Yorkers are there. And yet, it's even more spacious inside.

The same quiet luxury is there. And yet, one feature stands alone. Price. The 4-door sedan is the most affordable in the series.

And, the same wide choice of options is available to 4-door investors. Like 6-way power seat control. Even on the most luxurious interior offering, the 3-in-1 divided front seat. (A whole page on it, next.)

Other options include power window lifts and a 7-position Tilt-A-Scope steering wheel. AM radio with 8-track stereo tape system or AM/FM Stereo Multiplex Radio.

Even a Safeguard Sentinel system that turns on headlights at dusk. And guides you to your front door at night. Headlights remain lighted for up to 2 minutes after you leave your car. Then shut off automatically.

A man's favorite chair should be in the car he drives.

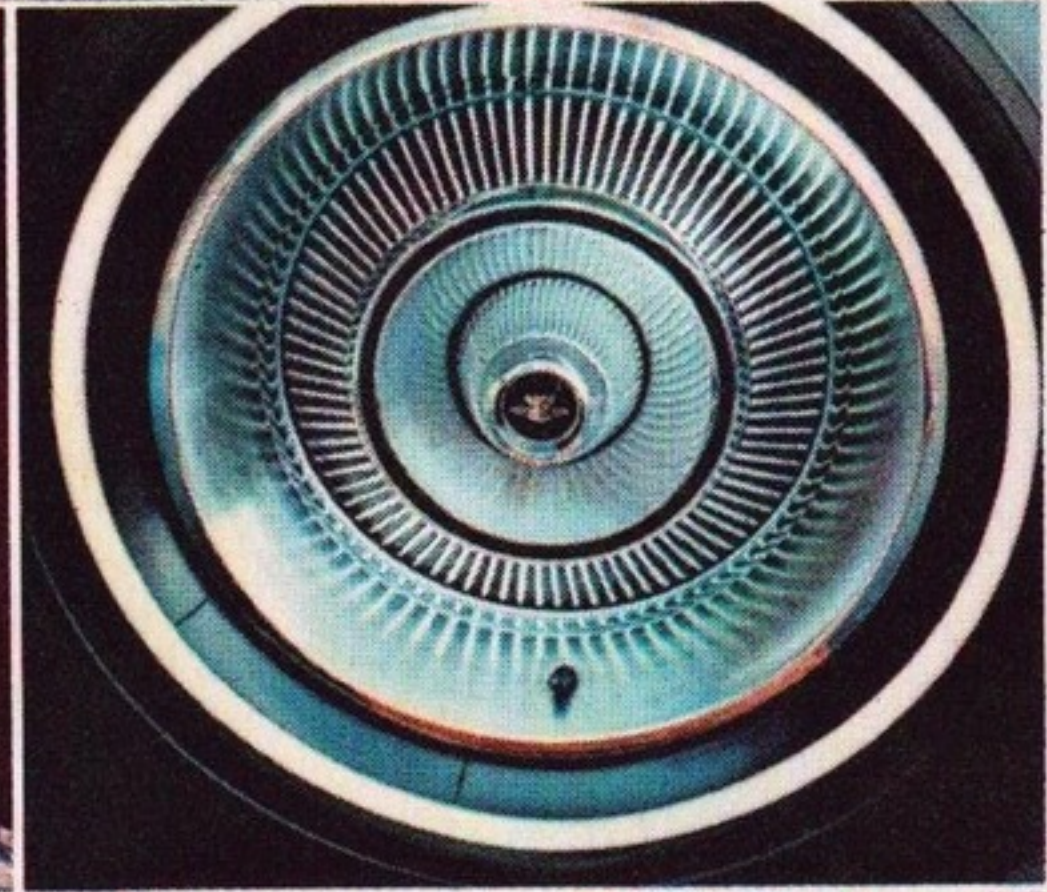
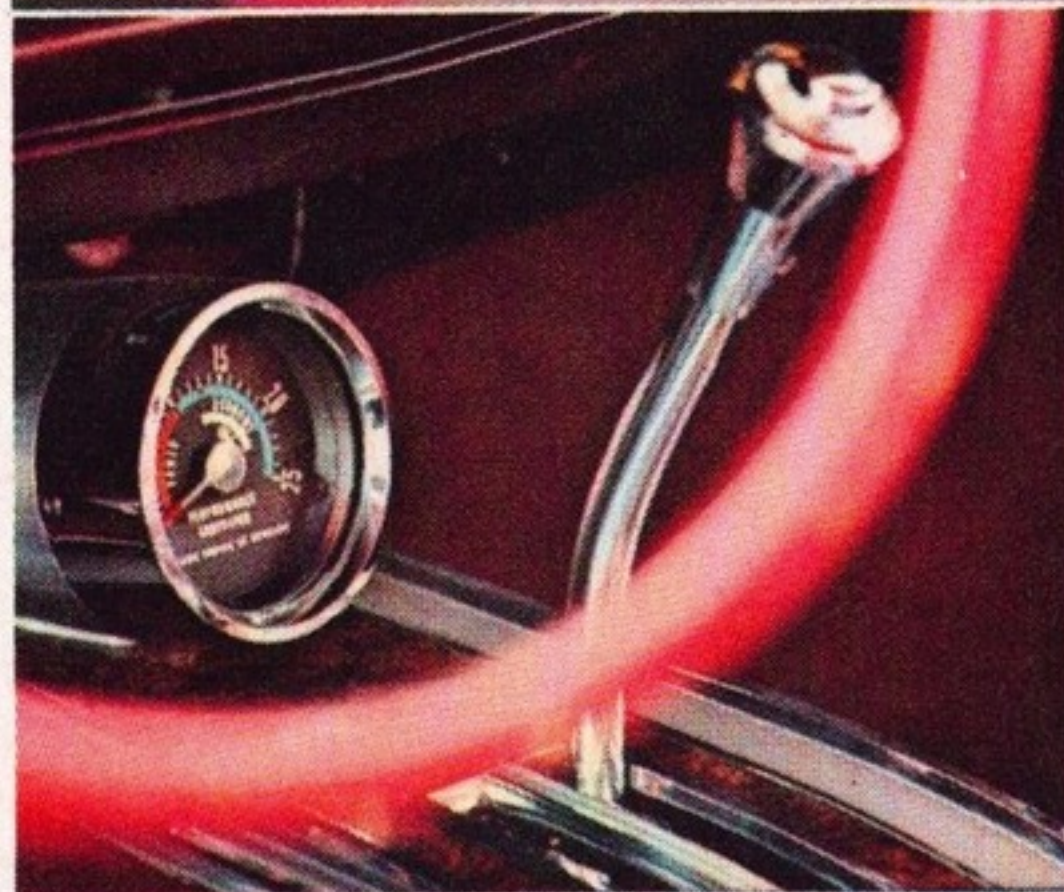
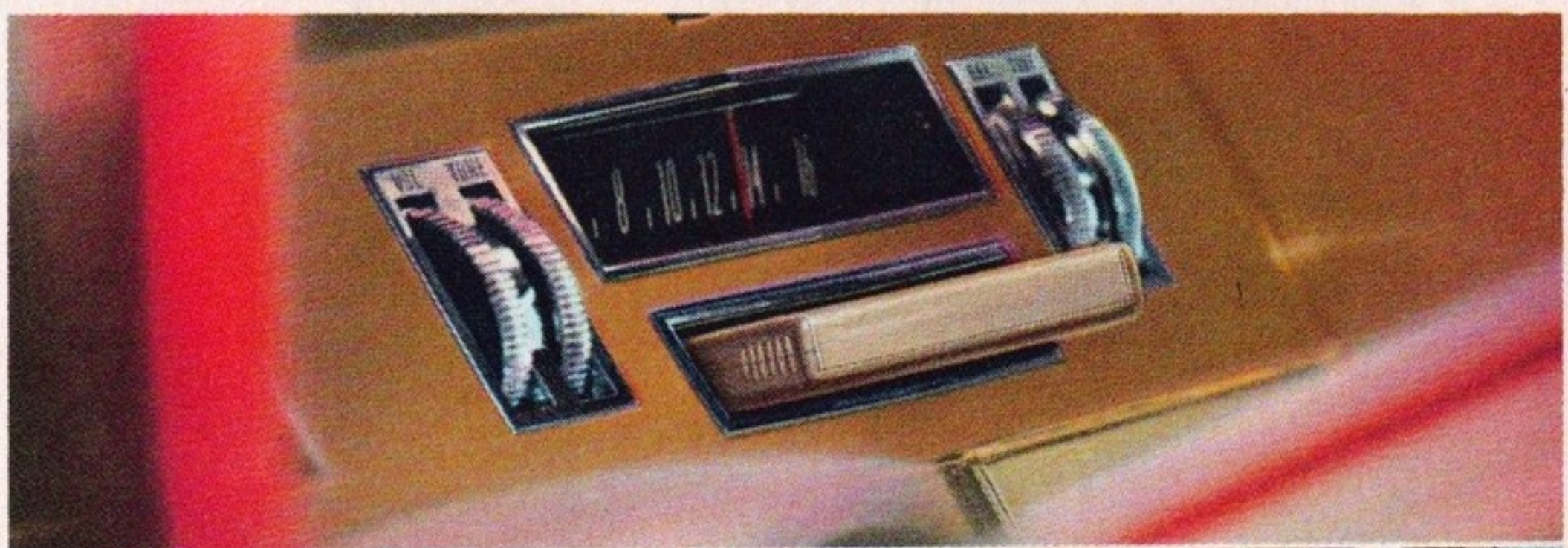
So we designed the optional 3-in-1 divided front seat. And made it available in all New Yorker 4-door models. With individual armrests up, the 3-in-1 is as spacious as the regular New Yorker seat it replaces. Armrests down and it becomes 2 individual armchairs with the flavor of bucket seats.

The passenger seat reclines. All the way back to 45° from normal. A specially fitted head restraint must be specified for the passenger side.

If a man spends more time in his car than in his favorite chair, maybe his favorite chair should be in his car.

New Yorker Buyer's Guide/Standard Equipment • Control

& Performance: 440 cu. in. V-8 with 4-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust emission control • TorqueFlite 3-speed automatic transmission • Power steering • Power brakes • Torsion-Aire suspension • Self-adjusting brakes • 8.55 x 14 tires **Safety:** See listing, Page 43 **Lighting:** Door-actuated interior lights • Rear pillar interior lights (hardtops only) • Dome light (4-door sedan only) • Time delay ignition switch light • Glove box light • Map and courtesy light • Trunk light • Twin ashtray lights (front) **Instrumentation:** Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light **Interior features:** Heater with defroster (4 blower speeds) • Center convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • Electric clock • Instrument panel appliqué with the look of walnut • Pleated cloth-and-vinyl bench seats with pull-down center armrests, front and rear • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Carpeted lower door trim panels • Two rear seat ashtrays • Rear seat lighter (4-door models) • Crank-type vent windows • 3-spoke steering wheel with integrated horn bar **Exterior features:** Textured-vinyl roof pillar appliqué (4-door hardtops only) • Stainless steel wheel covers • Fender-mounted turn signal indicators • Weather-protected door locks • Full-length body accent paint stripes • Wraparound bumpers with integrated styling • **Optional Equipment • Control & Performance:** 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • Power disc brakes up front with 15 inch wheels & tires • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty brakes and suspension • Automatic Speed Control • Trailer-towing package (see page 43) **Safety:** Front and rear shoulder belts • Front seat head restraints • Center lap belts, front and rear **Lighting:** Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) **Instrumentation:** Performance Indicator (standard with console) **Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic control • All-vinyl contoured bucket seats with passenger recliner & center cushion armrest (2-dr. models) • Leather bucket seats, passenger recliner, and center cushion armrest • Cloth-and-vinyl or all-vinyl 3-in-1 divided front seat with passenger recliner and individual armrests • Center console with simulated walnut paneling and lockable storage compartment • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • AM Radio with 8-track stereo tape unit complete with remote speakers • Front power-operated antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system **Exterior features:** Tinted glass • Remote trunk release



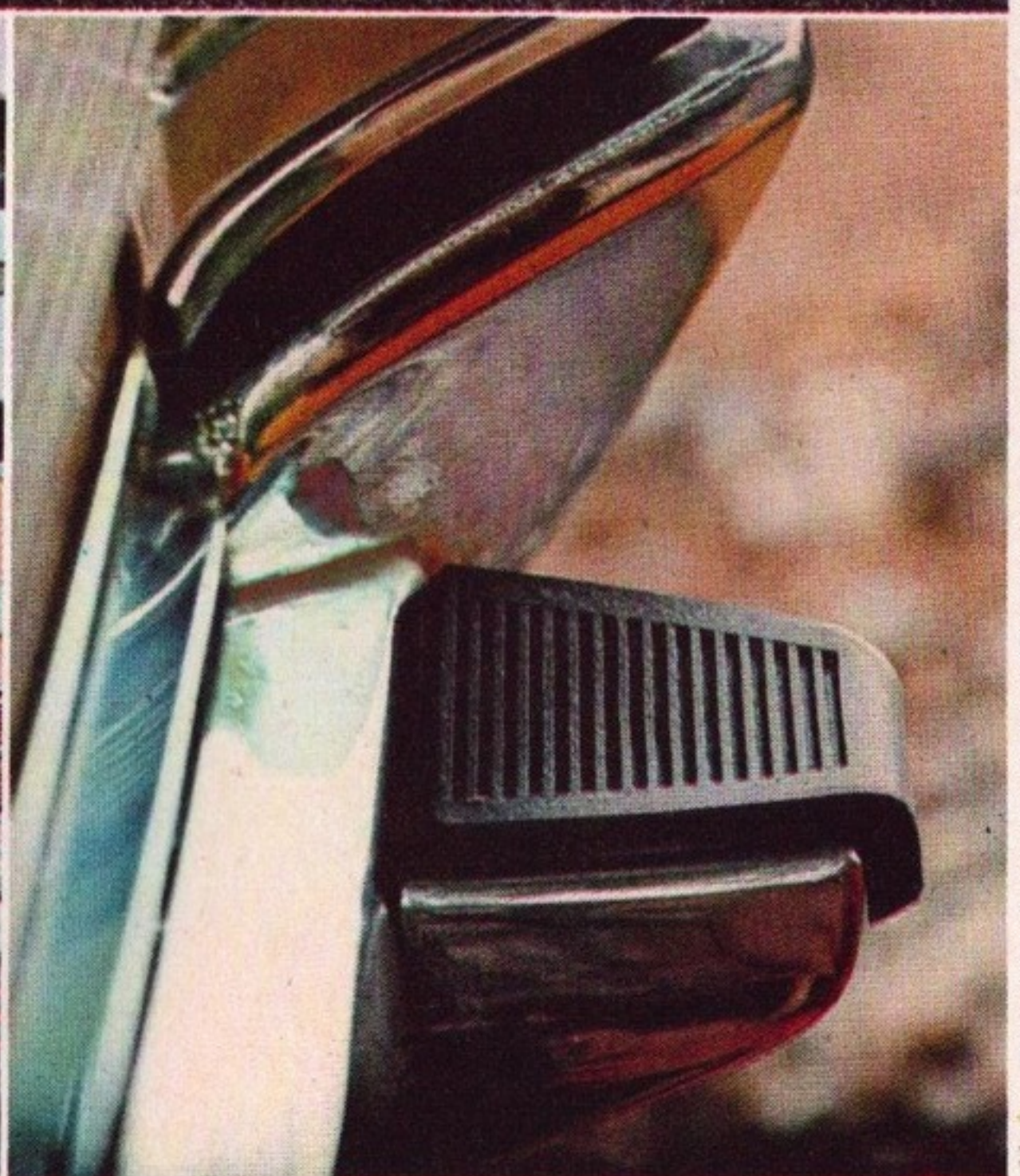
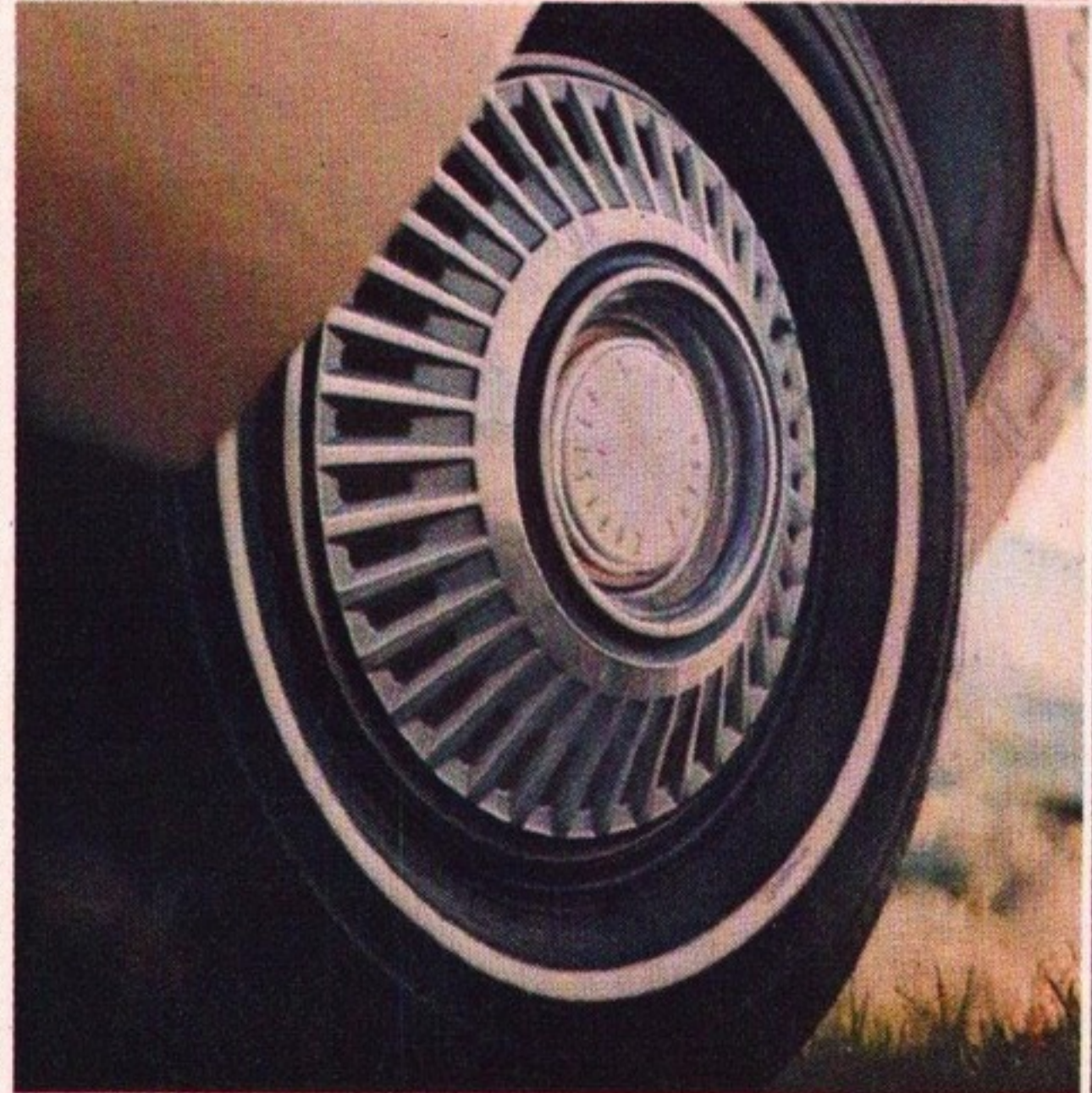
TOWN & COUNTRY

This is no ordinary wagon.
It has the paneled look. Inside and out.

Standard power steering and brakes. Automatic transmission.
All-vinyl interiors with the look of leather.
Even an optional rear window wiper/washer
concealed in the tail gate.

This one musters up the kind of luxuries
most other wagons can only dream of.

Which is why it's simply the most elegant
wagon about town. Or country.



**The well-tailored
way to carry things
. . . or people.**

Every wagon has a
luxury or two,
but Town & Country
has them all.

Power steering and power
brakes. A big regular-gas
383 cubic inch V-8.
TorqueFlite automatic
transmission. An
instrument panel with
the look of walnut.

The same type of paneling
turns up outside, too. Light,
mahogany-textured,
from grille to tail gate.
Then there are all those
little extras that aren't
extra. A time-delay
ignition switch light. Map
and courtesy lights.
Fender-mounted turn
signal indicators.

Choose an optional 383
cubic inch 4-barrel V-8 or
440 V-8 with dual exhausts,
if you've a need for extra
pulling power. Or optional
Airtemp dual
air conditioning
units. The first up front.
The second, in back, to
further cool rear
passengers. Specify the
front unit with Auto-Temp
automatic control. Then
recline the passenger side
of an optional 3-in-1
divided seat. Getting
comfortable? Read on.



Town & Country 2-seat Station Wagon



Town & Country 3-seat Station Wagon

**It's a sort of paneled limousine,
complete with tail gate.**

And a rear window that goes up and down electrically. It's another standard. And you can wash that back window without leaving the wheel. An optional wiper/washer inside the tail gate does it. Down. Up. Cleaned.

These luxury wagons come two ways. In two- and three-seat versions. The "2"-seater features a 10 cubic foot lockable storage compartment.

The "3's" rear seat makes room for additional passengers. And step pads on the bumper to help everyone climb in from the back.

Getting the spare tire out—if you ever have to—is no problem. Lower the tail gate and remove the tire from its special compartment behind the right rear wheelwell. Town & Country tires are 8.85 x 14s to handle extra wagon weight with ease.

Car about town . . . and country.

That Cologne-grain material is washable. The carpeting is nylon blend. Meant to act tough. And look beautiful. To keep it that way, stainless steel ribs hold all bulky cargo $\frac{1}{8}$ th inch off the deck.

Seats fold flat to provide a cargo hold $10\frac{1}{2}$ feet long with tail gate down. Up, and there's 97 cubic feet of nothing. Ready to be filled.

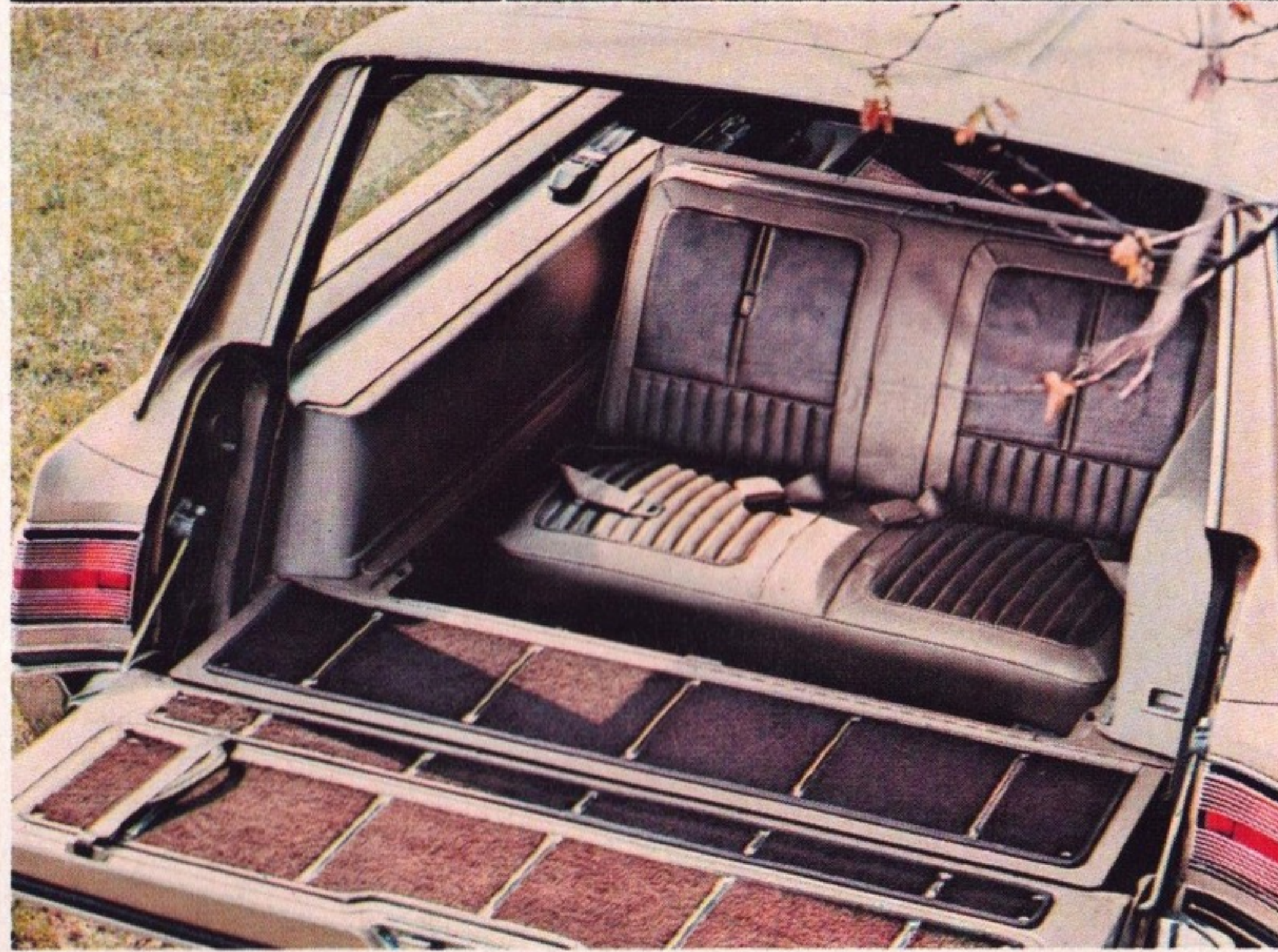
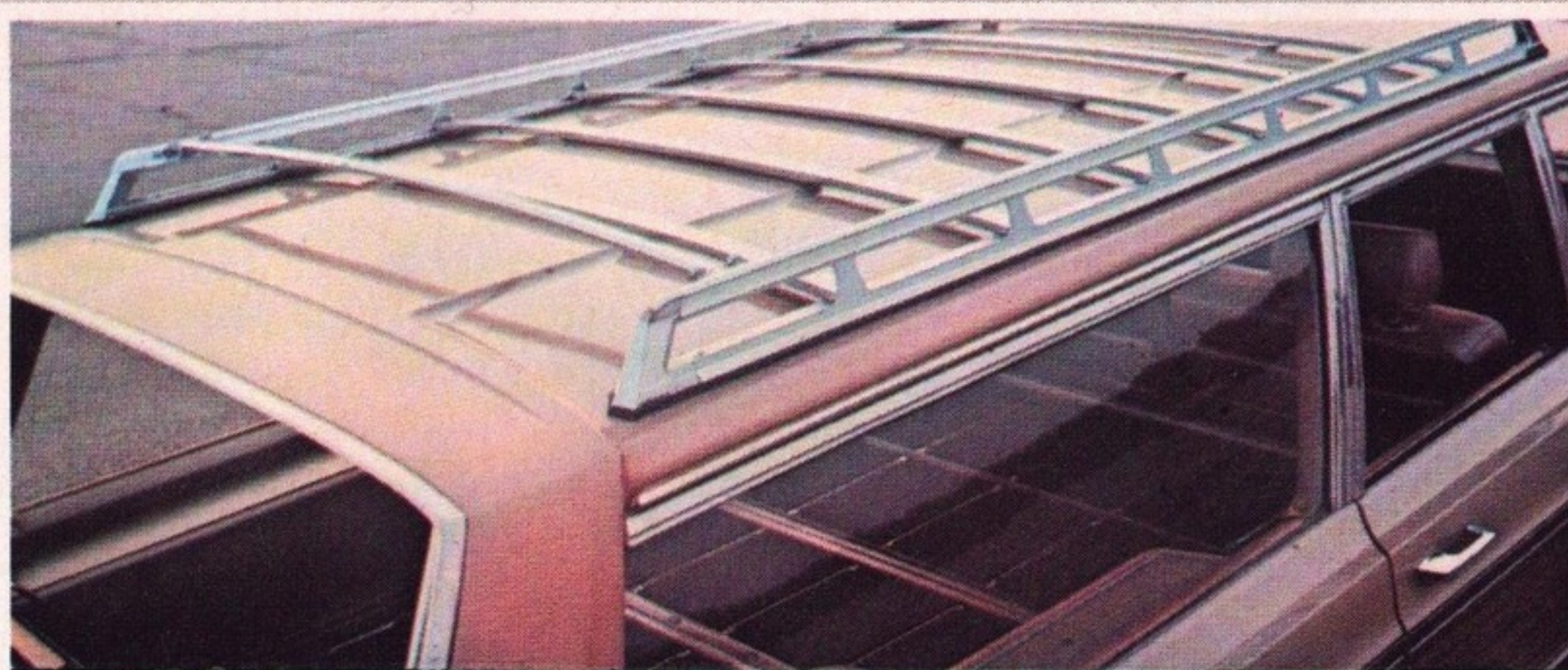
Once it is, left-over gear can go one more place. Up to an optional roof-mounted luggage rack with over 23 square feet of load space. Cinch everything tight with an adjustable tie-down bar.

And if you're a trailer-tower, there's an optional trailer-towing package that'll let you pull up to 5,500 pounds (see page 43). Just add a hitch, 8 pounds of air per tire, and go!



Town & Country Buyer's Guide/Standard Equipment •

Control & Performance: 383 cu. in. V-8 with 2-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust emission control • TorqueFlite 3-speed automatic transmission • Power steering • Power brakes • Torsion-Aire suspension • Self-adjusting brakes • 8.85 x 14 tires **Safety:** Safety features (see listing, page 43) including: Energy-absorbing steering column • Recessed-center steering wheel with padded hub **Lighting:** Door-actuated interior lights • Time delay ignition switch light • Map and courtesy light • Glove box light • Front and rear dome lights **Instrumentation:** Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light **Interior features:** • Power tail gate window • Heater with defroster (4 blower speeds) • Center convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • Instrument panel appliqué with the look of walnut • All-vinyl bench seats with front seat center armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Crank-type vent windows • Carpeted cargo deck • Stainless steel cargo skid strips • Lockable 10 cubic foot hidden storage compartment (2-seat models only) • 2-spoke steering wheel with semicircular horn ring **Exterior features:** Simulated wood body side ornamentation • Stainless steel wheel covers • Weather-protected door locks • Rear step pad/bumper guard combination (3-seat model only) • Wraparound bumpers with integrated styling • **Optional Equipment • Control & Performance:** 383 cubic inch V-8 with 4-barrel carburetor, twin exhausts • 440 cubic inch "Special Wagon" V-8 with 4-barrel carburetor, twin exhausts • Power disc brakes up front with 15 inch wheels and tires • Trailer-towing package (see page 43) • Automatic Speed Control **Safety:** Front and rear shoulder belts • Front seat head restraints • Center lap belts, front and rear **Lighting:** Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) **Instrumentation:** Electric clock **Interior features:** Airtemp air conditioning with heater (single or dual unit) • Auto-Temp automatic control • Cloth-and-vinyl or all-vinyl 3-in-1 divided front seat with passenger recliner and individual armrests • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • AM radio with 8-track stereo tape unit with remote speakers • Front power-operated antenna • 7-position Tilt-A-Scope steering wheel • 3-spoke steering wheel with integrated horn bars • Electric door locks • Rear window defogger **Exterior features:** Rear window wiper/washer concealed in tail gate • Tinted glass • White sidewall tires • Deep-dish wheel covers • Remote control outside mirror (left side) • Outside mirror (right hand side) • Roof luggage rack with adjustable tie-down bar • Tail gate assist handles

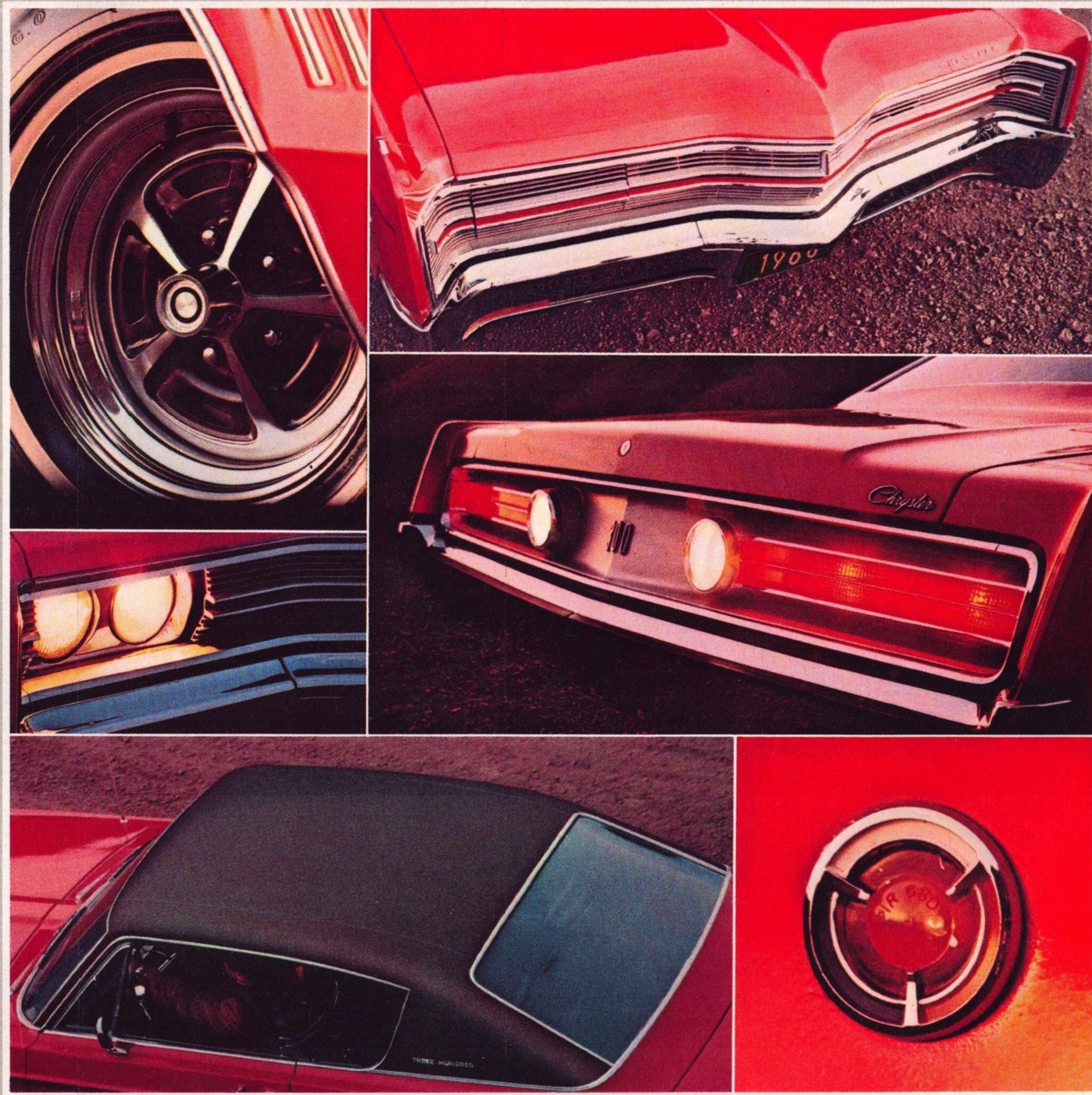


300

Behind concealed headlights,
a heritage. Of brute strength.
Sure control, total comfort.

The kind of gone-with-the-wind
performance that could only come
from Chrysler. And does.

300: The Sports-bred Chrysler.
The Genuine Article.





300 Convertible

This year Chrysler's got your number.

The 300 convertible for '68. 4-barreled 440 cubic inch V-8. 10.1-to-1 compression ratio. Safety-Rim wheels. The biggest brakes in the class. And a very sophisticated transmission called TorqueFlite. 3-speed, fully automatic, and copied by just about everybody else.

Choose an optional 440 TNT V-8. Twin exhausts, Twin snorkel air cleaner, high-performance camshaft, and 480 foot-pounds of torque.

Or optional power disc brakes up front. Standard accent stripes. Optional 3-spoke steering wheel.

In all convertibles, a power-operated top and "zip-in" glass rear window. On all 300s, one very convertible item. Concealed headlights. And the most important feature. A sports-bred reputation.

The next move is yours.



Saddle up.

Deep-pleated bucket seats tell you what 300 is all about. They're standard. Assembled with contour-molded cushions and seat back shields. And covered with soft-grained vinyl.

If you prefer, specify the same buckets in black Jacquard weave and vinyl. And, for the very hard-to-please, genuine leather trim is also optional.

No matter which you choose, divide them with an optional center console, complete with a performance gauge, lockable storage compartment, extra courtesy lights, and the look of burl walnut.

It's your move.

**Only parking problem
you'll have
is not wanting to.**

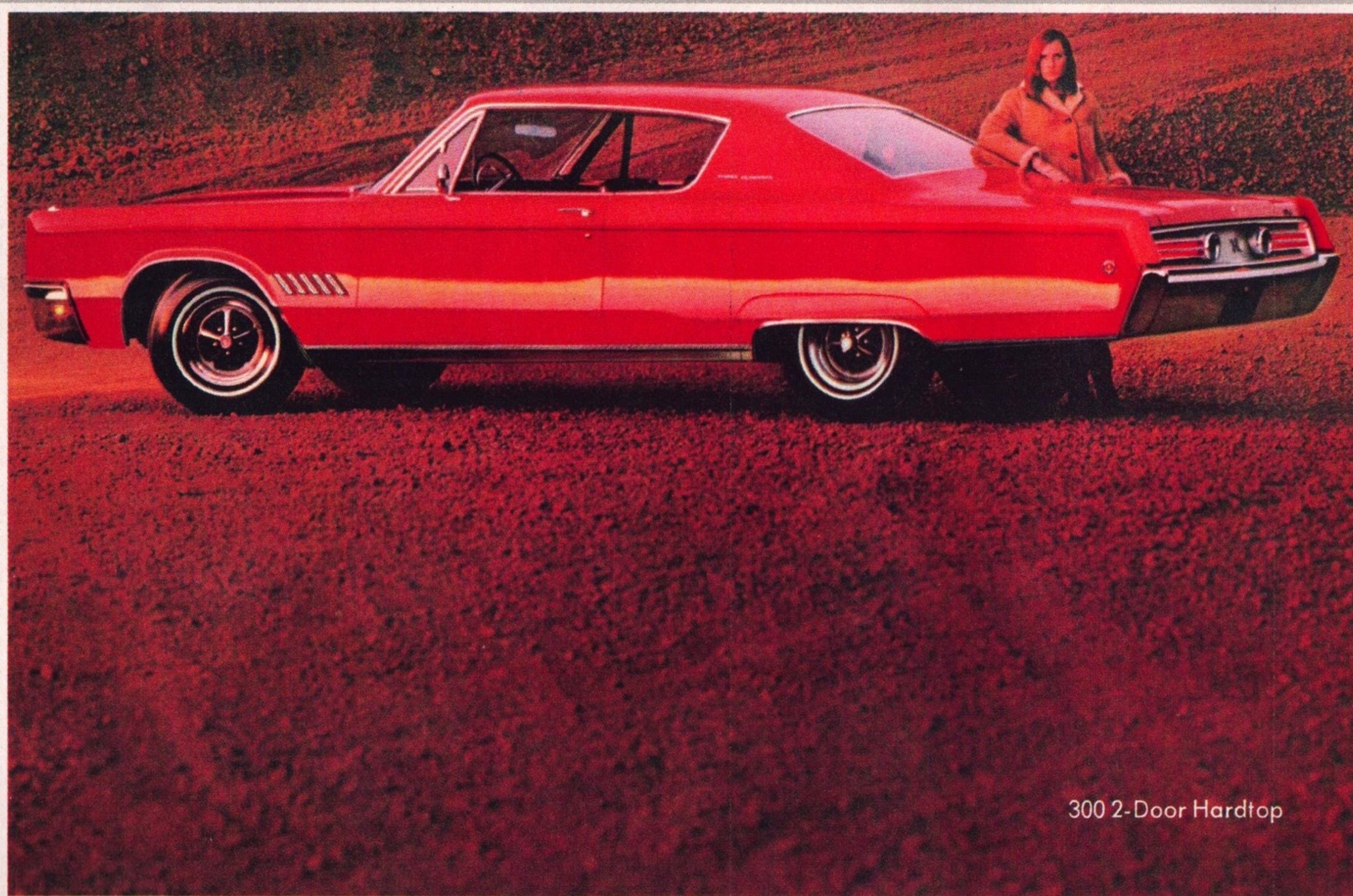
For the hardtop buff:
300's 2-door version.
The 14th edition of this
close-cornering, smooth-
handling Chrysler.

Credit goes where
credit's due. To a refined
suspension system that
combines racing-type
chrome steel torsion bars
up front, with leaf springs
trailing. The results of
this design, with a few
modifications, are in the
record books. Just look
under Daytona. Utah Salt
Flats. The National Rally
Championships.

Little things mean a lot in
300. Like a 24-gallon gas
tank, 2-speed electric
windshield wipers, and
optional remote
control outside mirror.

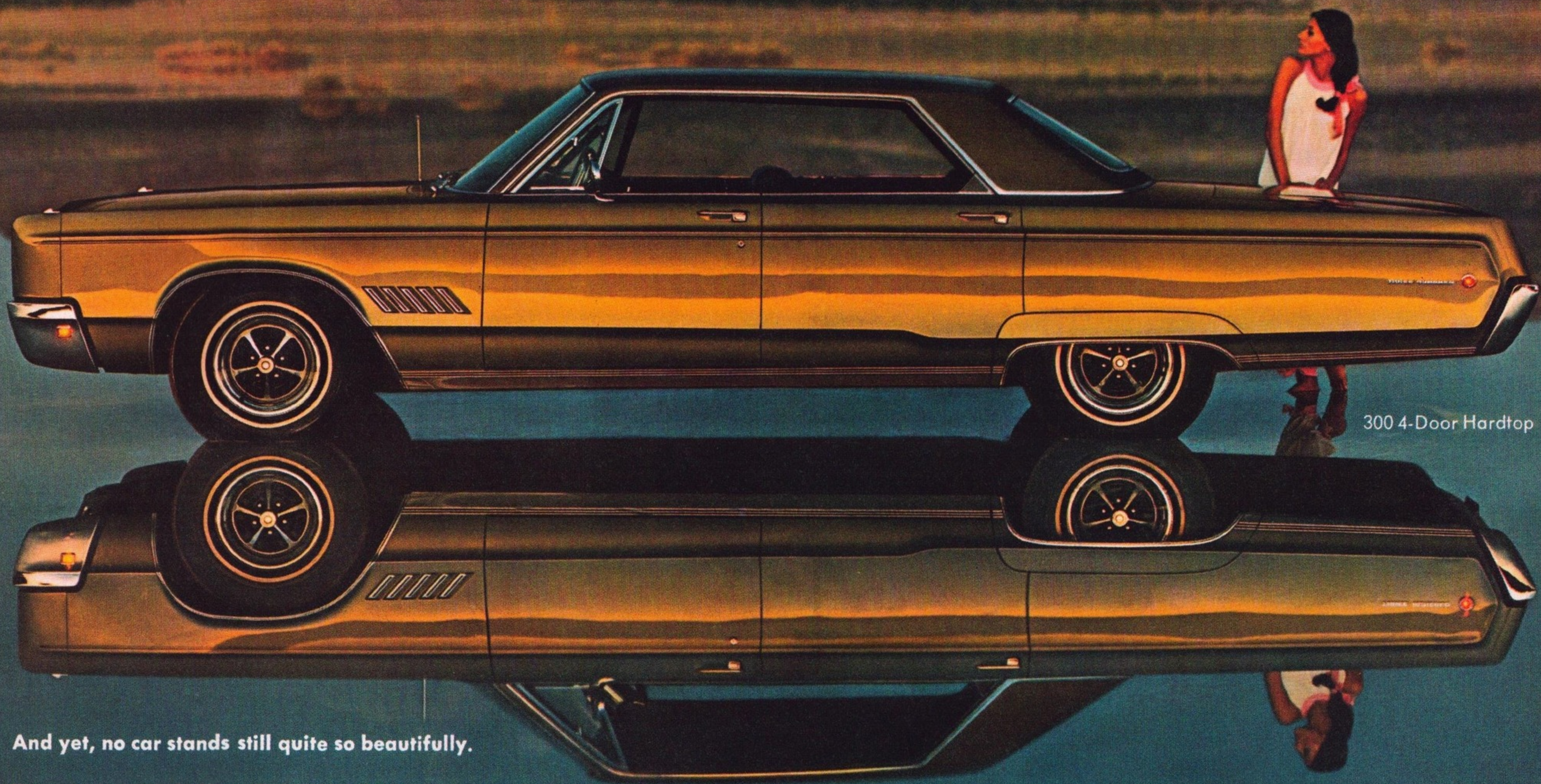
A few well-chosen
handling options can be
ordered with any 300.
15-inch wheels. Sure-Grip
differential. Heavy-duty
suspension. Styled
road wheels.

In short, the works.



300 2-Door Hardtop





300 4-Door Hardtop

And yet, no car stands still quite so beautifully.

From new concealed headlights to sculptured taillights, the 4-door hardtop is the roomiest of the sports-bred 300s.

Unibody construction's 5,000 separate welds combine to make the body into a strong, rigid, one-piece passenger shell. Inside, sound-absorbing carpeting runs underfoot. And up the doors.

For extra passenger comfort, order a front bench seat of either all-vinyl or cloth-and-vinyl. The choice is yours. It comes with fold-down center armrests to keep that bucket flavor.

In such surroundings, it's possible to forget you're in a sporting 300. But just for an instant. The optional choices keep reminding you. 7-position Tilt-A-Scope steering wheel. 500 candlepower cornering lamps. Newly designed Automatic Speed Control unit.

A complete accessories list? Coming up.



Inside the Genuine Article.

Open the door. On goes an optional ignition switch light. Automatically. Flick a toggle switch. Scan the gauges. Set the tripometer on zero.

Slide into optional shoulder harness and standard lap belt. Buckle. 60 seconds are up. Ignition light goes off. Automatically. Turn the key. Shift a lever. Toe the throttle. And head for open places.

Tune in an optional stereo unit. AM radio with 8-track tape system or AM/FM Multiplex radio. With up to 5 separate speakers. Turn on optional Airtemp air conditioning and regulate 300's interior climate with Auto-Temp automatic control.

By this time, you should be getting somewhere. Somewhere far away.

Arrive there in 300. And disturb the peace. In quiet.



Chrysler 300 Buyer's Guide/Standard Equipment • Control & Performance: 440 cu. in. V-8 with 4-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System • TorqueFlite 3-speed automatic transmission • Torsion-Aire suspension • Self-adjusting brakes
Safety: See listing, page 43 **Interior features:** Heater with defroster • All-vinyl contoured bucket seats with center cushion armrest • Foam-padded seat cushions • Door-to-door carpeting • Center convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • 2-spoke steering wheel with horn ring • **Exterior features:** Stainless steel wheel covers • Power-operated concealed headlights • **Optional Equipment • Control & Performance:** 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • Power disc brakes up front with 15 inch wheels and tires • Power steering • Power brakes • Trailer towing package (see page 43) • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty suspension and brakes • Automatic Speed Control **Safety:** Front and rear shoulder belts (except convertibles) • Front seat head restraints • Center lap belts, front and rear • 3-speed electric windshield wipers **Lighting:** Time delay ignition switch light • Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) **Instrumentation:** Performance Indicator (standard with console)
Interior features: Airtemp air conditioning with heater • Auto-Temp automatic control • Leather bucket seats, passenger recliner, and center cushion armrest • Cloth-and-vinyl bucket seats, passenger recliner, and center cushion armrest (except convertibles) • All-vinyl or cloth-and-vinyl bench front seats with pull-down center armrests (except convertibles) • Center console with simulated walnut paneling and lockable storage compartment • 6-way power front seat adjuster • Power windows • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speaker • AM radio with 8-track stereo tape unit with remote speakers • Front power-operated antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system (except convertible) **Exterior features:** Vinyl roof covering (except convertible) • 14 inch styled road wheels • 14 inch Sport wheel covers • Deep-dish wheel covers • Fender-mounted turn signal indicators • Tinted glass

NEWPORT CUSTOM

The Do-It-Yourself luxury car.

We start with a full-sized automobile and all the basic Chrysler luxuries. In size, seating, and performance.

You take it from there.

With a list of options that numbers well over 50.

And you build it the way you want it. Exactly.

Which is why the last name is Custom.





Newport Custom 2-Door Hardtop

**It kind of grows on you.
In about 3 seconds flat.**

2 seconds for the looks. And one to catch the price. This full-sized Chrysler is priced just above our lowest-priced series.

Look it over. New grille. Custom body paint stripes. New taillight treatment. And special Newport Custom medallions and trim. Outside and in.

5-foot-wide seats of Cologne-grain vinyl and Jacquard weave fabrics. Thick door-to-door carpeting. Even a center convenience drawer in the dash with coin sorter, twin ashtrays, a storage compartment, and a lighter.

The standards are just a start. From here on out, get ready to make your Newport Custom even more custom. With a list of well over 50 options.



With 25 seat and trim combinations, no wonder it's called a Custom.

3 seat types. 6 colors. And 3 upholstery styles. In all, 25 different combinations to choose from.

Starting with the standard Jacquard weave and Cologne-grain vinyl front seat. It comes with a fold down center armrest. And turns up here in pale gold.

In hardtops, optional contoured bucket seats come in all-vinyl. You can specify them with a passenger recliner, provided you add a special passenger side head-restraint.

The Newport Custom 4-door sedan also gets our most unique seating option: an all-vinyl 3-in-1 divided front seat. (More on it, soon.)

And, while you're at it, you can add head restraints to any Newport Custom front seat.

And optional 6-way power seat adjustment as well.

We didn't mean to embarrass the competition. It just turned out that way.

When we introduced the Newport Custom last year, we planned on selling a lot.

And we did. Because people took to our idea of a big step up in luxury for a small step up in price.

The one that sold the best was the biggest. The 4-door sedan. And this year, it offers the same kind of interior comforts.

The higher output 383 cubic inch V-8 is still one of the biggest made to run on regular. The brakes are the biggest in the low or medium price class and the suspension is by front torsion bars and rear multiple-leaf springs.

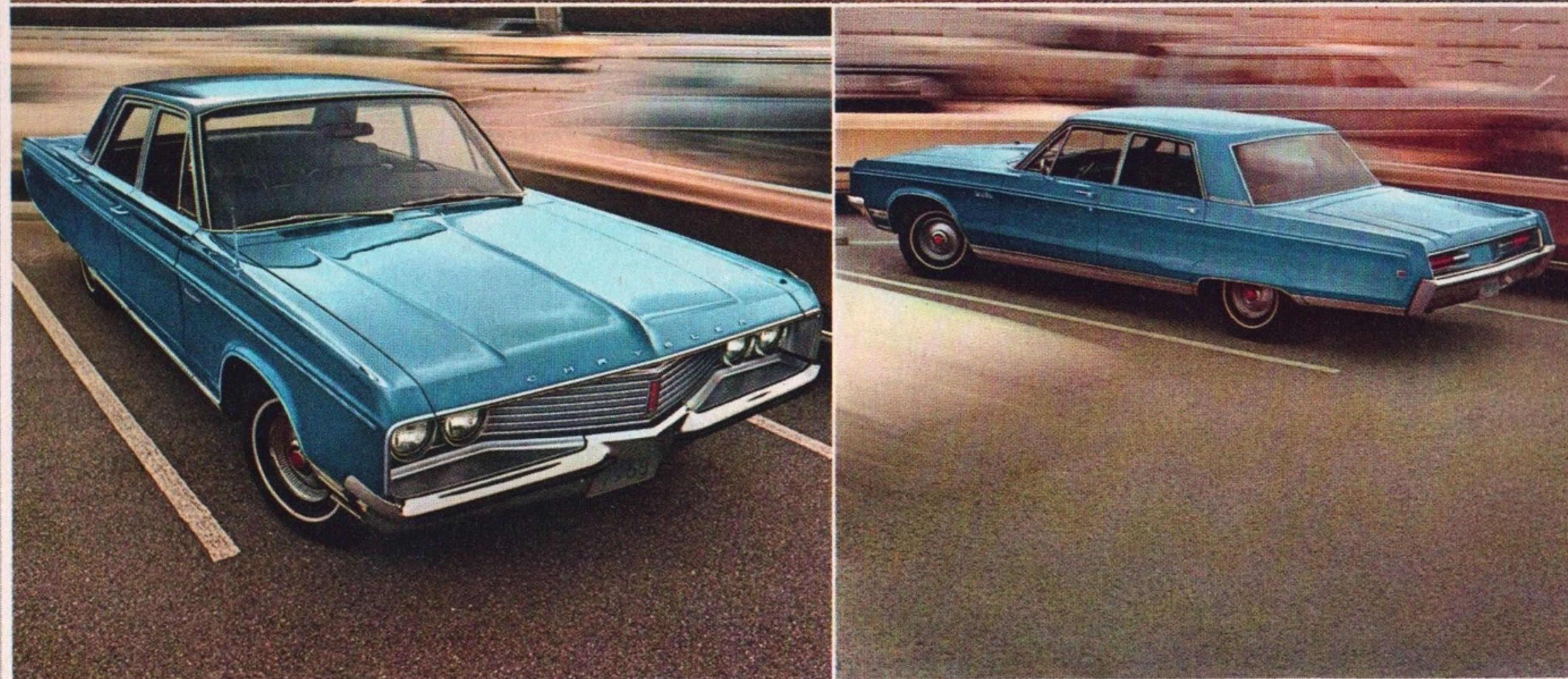
Options? Just exclusives like the 3-in-1 divided front seat. And performance items like power disc brakes up front with 15 inch Wide-Rim wheels.

And then there's price. We seem to keep coming back to it. And why not?

It's probably what embarrasses the competition the most.



Newport Custom 4-Door Sedan





Newport Custom 4-Door Hardtop

Luxury... without being stuffy about it.

Or expensive. Remember, Newport Customs were designed to change your way of living, not the cost of it.

This year's 4-door hardtop gets a new, more rakish roofline. As for the luxury, you can make it as exciting as you like. Just pick up where this one leaves off. And make your move.

Add options like a 4-barreled version of the 383 V-8. Or even the 440 TNT V-8. Just specify. Order electric door locks. Either front seat passenger can lock all doors just by locking his own.

Want to tow a trailer? A boat? Just check off an optional trailer-towing package that's chock-full of heavy-duty components. (There's a complete list of beefed-up parts on page 43.)

Who says luxury has to be dull? Not us. And certainly not our options list.



**The option list continues.
Inside.**

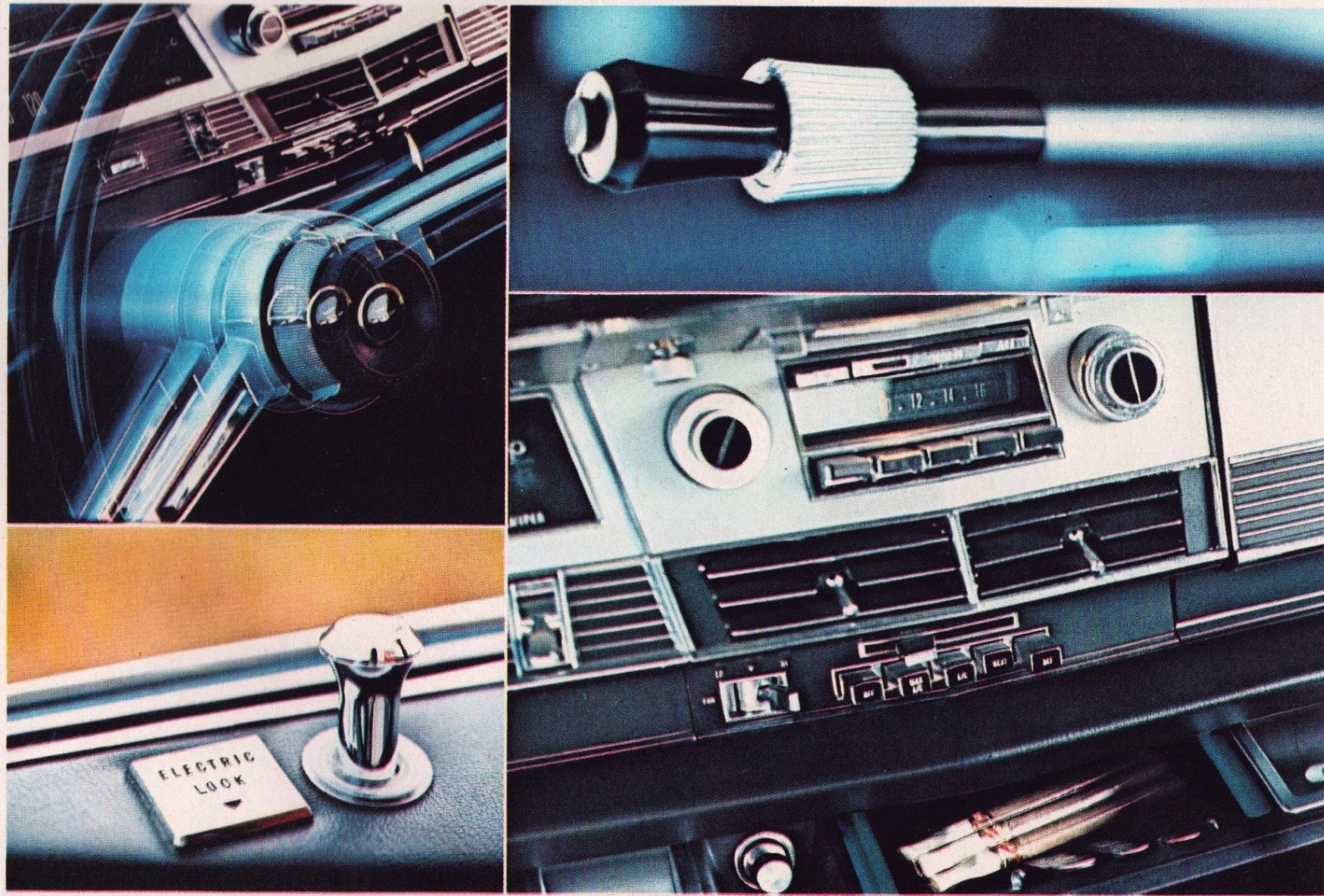
This is the place
to get really comfortable.

Choose a 3-in-1 divided front seat
in the 4-door sedan. This 5-foot-wide
all-vinyl seat converts into adjustable
twin armchairs with individual
fold-down center armrests. And the
passenger side reclines to 45° from normal.

Specify Airtemp air conditioning. With new
Auto-Temp automatic control. Set it, forget it.
That one climate is maintained. Automatically.

There are over 50 more options waiting in the
wings. Count them. On the next page.

Newport Custom Buyer's Guide / Standard Equipment • Control & Performance: 383 cu. in. V-8 with 2-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System • 3-speed manual transmission • Torsion-Aire suspension • Self-adjusting brakes • 8.55 x 14 tires **Safety:** See listing, page 43 **Interior features:** Heater with defroster (4 blower speeds) • Cloth-and-vinyl bench seats with pull-down front center armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • **Optional Equipment • Control & Performance:** 383 cubic inch V-8 with 4-barrel carburetor; twin snorkel air cleaner, twin exhaust system • 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • TorqueFlite 3-speed automatic transmission • Touch-and-Turn lane changer • Power disc brakes up front with 15 inch wheels and tires • Power steering • Power brakes • Trailer towing package (see page 43) • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty brakes and suspension • Automatic Speed Control **Safety:** Front and rear shoulder belts • Front seat head restraints • Center lap belts, front and rear **Lighting:** Time delay ignition switch light • Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) • Glove box light • Trunk compartment light • Map and courtesy light **Instrumentation:** Performance Indicator (standard with console) • Electric clock **Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic control • All-vinyl 3-in-1 divided front seat with passenger recliner, individual armrests (4-door sedan only) • All-vinyl bucket seats with center cushion armrest (hardtops only) • Center console with simulated walnut paneling and lockable storage compartment (hardtops only) • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tune Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • AM Radio with 8-track stereo tape unit with remote speakers • Front power-operated antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system **Exterior features:** Vinyl roof covering • Tinted glass • Remote trunk release • White sidewall tires • 14 inch styled road wheels • Fender-mounted turn signal indicators • Remote control outside rearview mirror (left) • Door-edge protectors



NEWPORT

The lowest-priced Chrysler.
Positive proof that we've something full-sized
—and luxurious—for everyone.
It's the one people are moving up to.
Moving over to. And staying with. Year after year.

Newport: fast becoming
the success car of the Sixties.

The best thing about it is the price.
The next best thing is that there are no
small versions to compromise the Chrysler name.

Everything about every Chrysler is big.

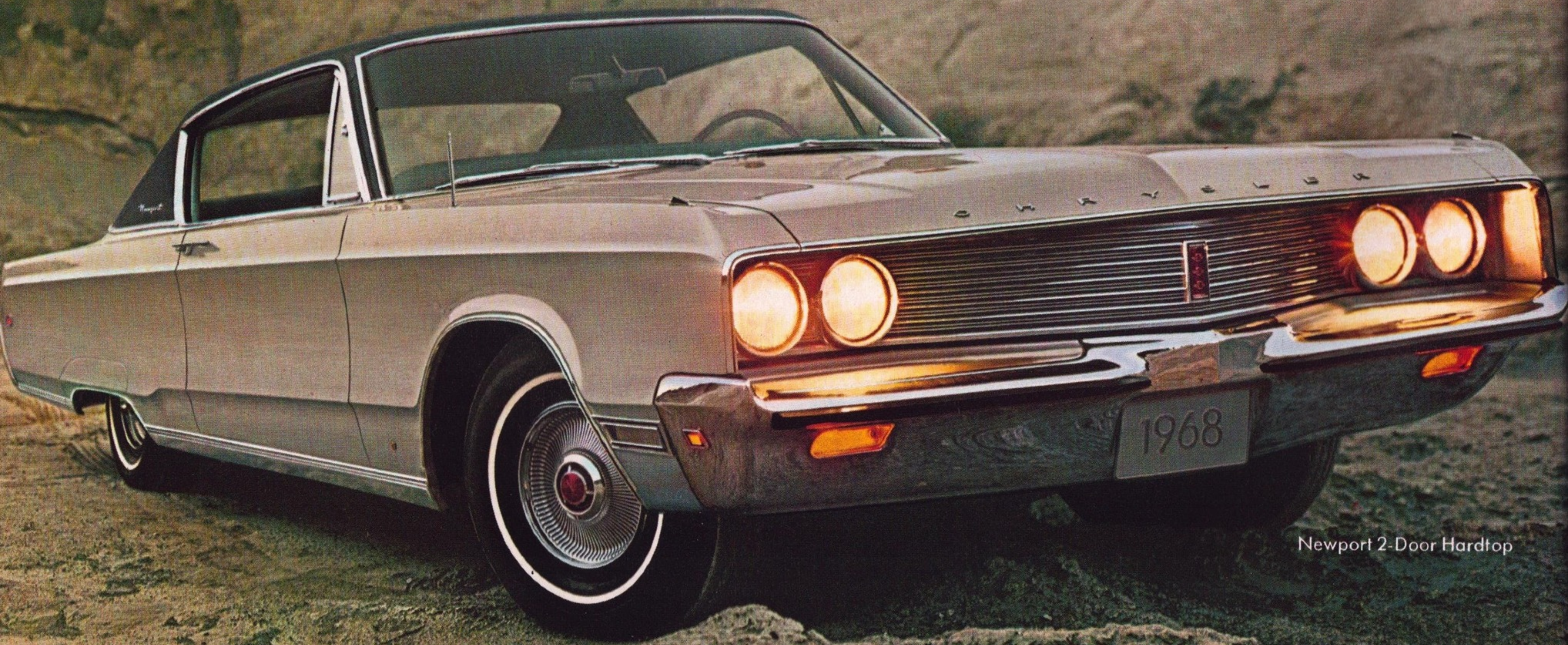


Look what's after last year's sales records.

The full-size 1968 Chrysler Newport. And if looks could do it alone, this latest version of our lowest-priced series is home free.

But there's a lot more than looks going for this one. A 383 cubic inch V-8 is standard. And runs on regular. This year's Newport gets new grille, front end styling, and taillight treatment. Even more beautiful interiors. And a list of new options like AM/FM Stereo Multiplex radio. Or AM radio with stereo tape. With up to 5 separate speakers. Airtemp air conditioning with Auto-Temp control. Set it. Forget it. And cool yourself automatically.

The full-sized 1968 Chrysler Newport. This is what the shouting's all about.



Newport 2-Door Hardtop



Choice seats for the series.

Sit in any Newport front seat and you've found the throne behind the power. In hardtops and sedans, the trim is cloth-and-vinyl. In convertibles, all-vinyl.

The power? Put an optional TorqueFlite 3-speed automatic transmission behind that 383 V-8 energy. Add options like power steering and power brakes to control it. Even power disc brakes up front, if your driving leans to the heavy-duty side.

To get exactly the right driving height and leg room, just order the optional 6-way power seat adjustment for your Newport. And once you're all set, cast an eye on Newport's instrumentation plus. On a panel that's padded above and below —from portal to portal.



Newport Convertible

Your wife will call it The Great Escape.

Buckle her into your Newport Convertible and let her go. We've surrounded her with safety. 5,000-weld Unibody construction. Energy-absorbing steering column. Roadside Warning flashers. Non-override door locks. Front seat-back latches. Brakes, among the biggest in the class. Seat belts, front and rear. Safety-Action inside door handles. Et cetera.

That neatly booted nylon-covered top is power-operated. Comes in black, white, or a new dark green. The rear window is glass, not plastic. It holds up better and it's always easy to see through.

There's really only one snag in lending your wife this full-sized convertible. It's tough to get back.



Convertible seating.

You can have this all-vinyl seat in any Newport. It's standard in the convertible, optional in all others.

The 7-inch-wide center armrest folds down to separate the seat into two bucket-sized sections.

You've still another choice. Optional all-vinyl bucket seats with passenger side recliner. Converts the upright bucket into a lounge. A specially fitted head restraint must be ordered for the passenger bucket. Of course, head restraints can be ordered on all Newport—and Chrysler—front seats. Make your move.



Newport 4-Door Hardtop

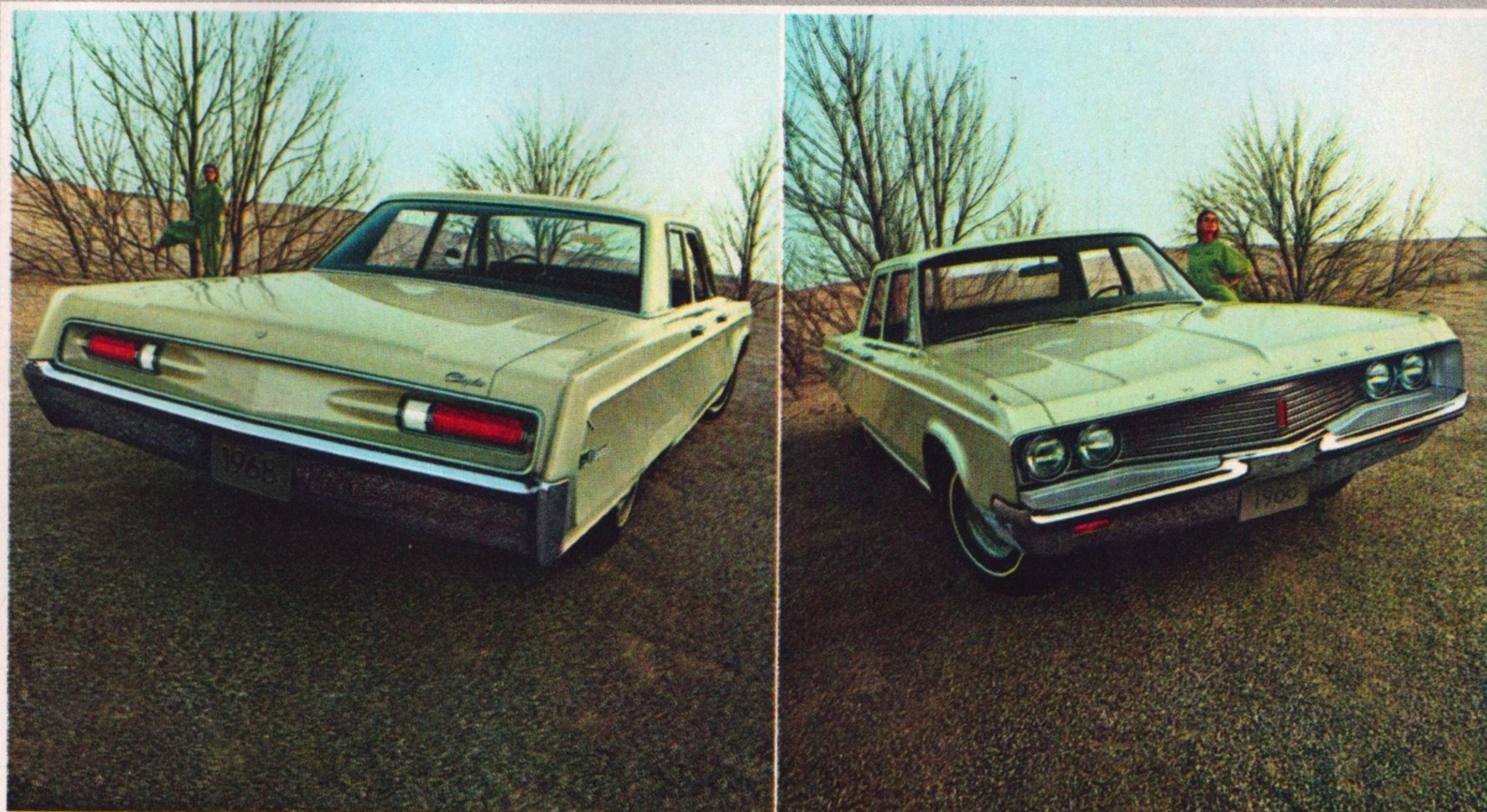
**What have we got against the smaller cars?
Everything.**

A standard 383 V-8 that's up to 100 cubic inches bigger. The biggest brakes in the low or medium price class. Over 223 square inches of effective lining area. All backed up by a dual braking system. And Safety-Rim wheels with a double bead to help keep tires on rims in case of a flat tire.

And room. A look inside a Newport 4-door hardtop confirms it. In headroom. Shoulder-room. Legroom. In the trunk, enough space for a half-dozen pieces of luggage—and a set of golf clubs.

When you come right down to it, we've only got one thing that even resembles the smaller cars. Just one.

Price.



Our prices may be down around the low-priced cars, but that's all that is.

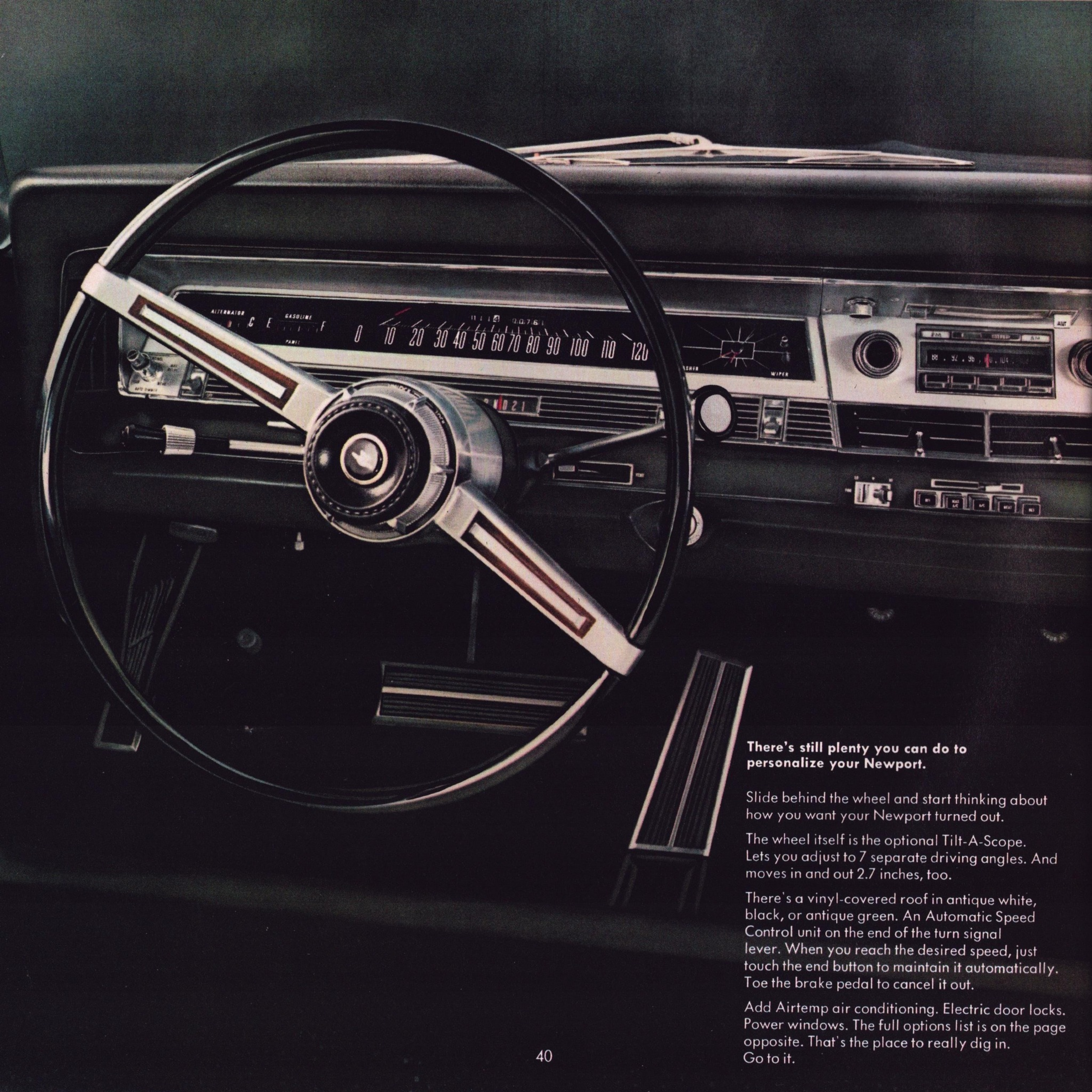
The rest of the Newport story is all full-sized. And yet, all 4 of our Newport models are priced just a few dollars a month more than the most popular smaller cars, comparably equipped.

And that means with power steering, power brakes, radio, heater, white sidewall tires, and automatic transmission. The items most people add anyway.

There's still another side to the bargain. Take our lowest-priced and largest-selling Chrysler—the 4-door sedan. Resale prices have been consistently improving on 2- and 3-year old versions—year after year. It's a new twist on the old trade-in game. We call it "buy low, sell high."



Newport 4-Door Sedan



There's still plenty you can do to personalize your Newport.

Slide behind the wheel and start thinking about how you want your Newport turned out.

The wheel itself is the optional Tilt-A-Scope. Lets you adjust to 7 separate driving angles. And moves in and out 2.7 inches, too.

There's a vinyl-covered roof in antique white, black, or antique green. An Automatic Speed Control unit on the end of the turn signal lever. When you reach the desired speed, just touch the end button to maintain it automatically. Toe the brake pedal to cancel it out.

Add Airtemp air conditioning. Electric door locks. Power windows. The full options list is on the page opposite. That's the place to really dig in. Go to it.

Newport Buyer's Guide/Standard Equipment • Control

& Performance: 383 cu. in. V-8 with 2-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust emission control • 3-speed manual transmission • Torsion-Aire suspension • Self-adjusting brakes

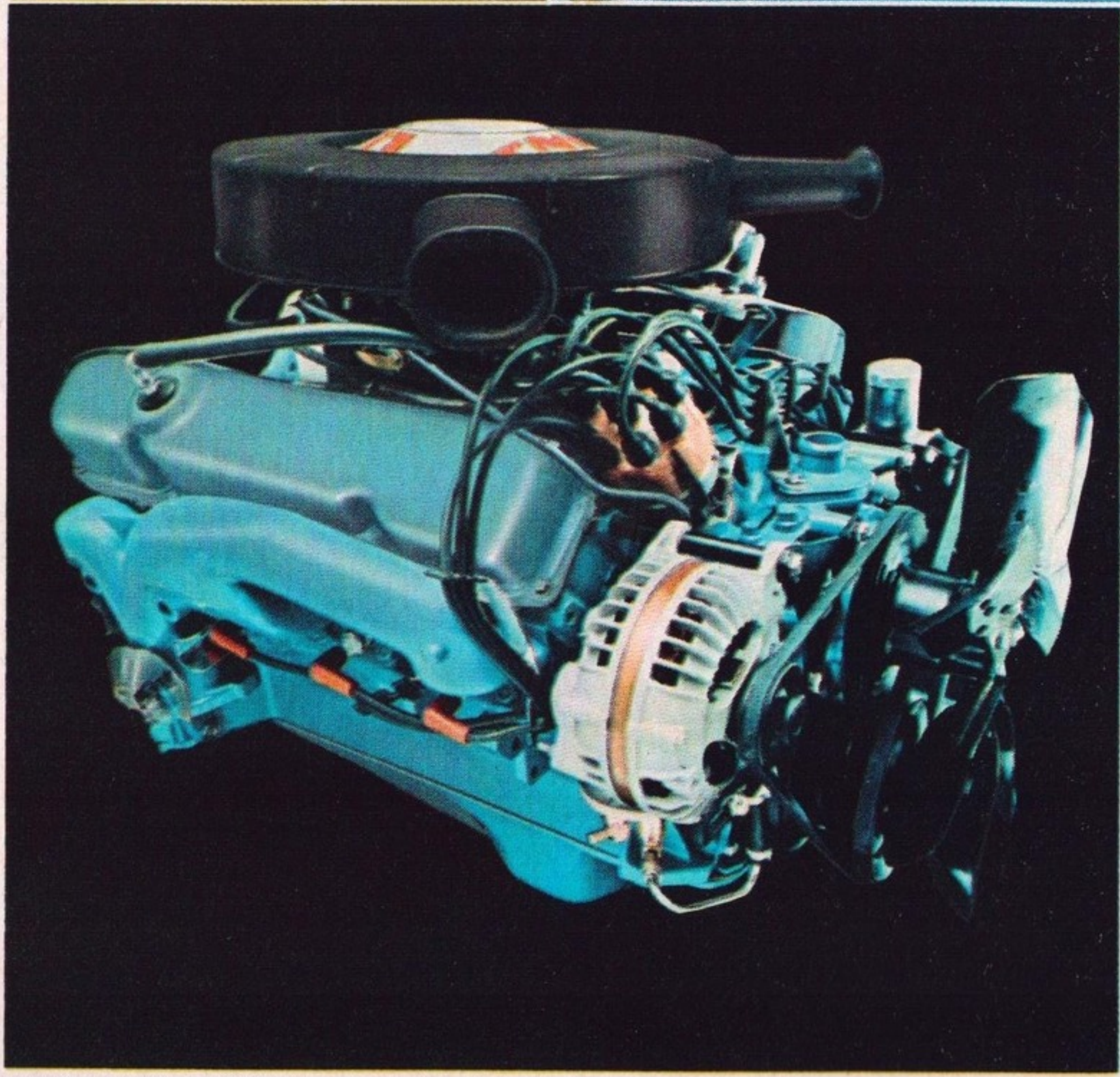
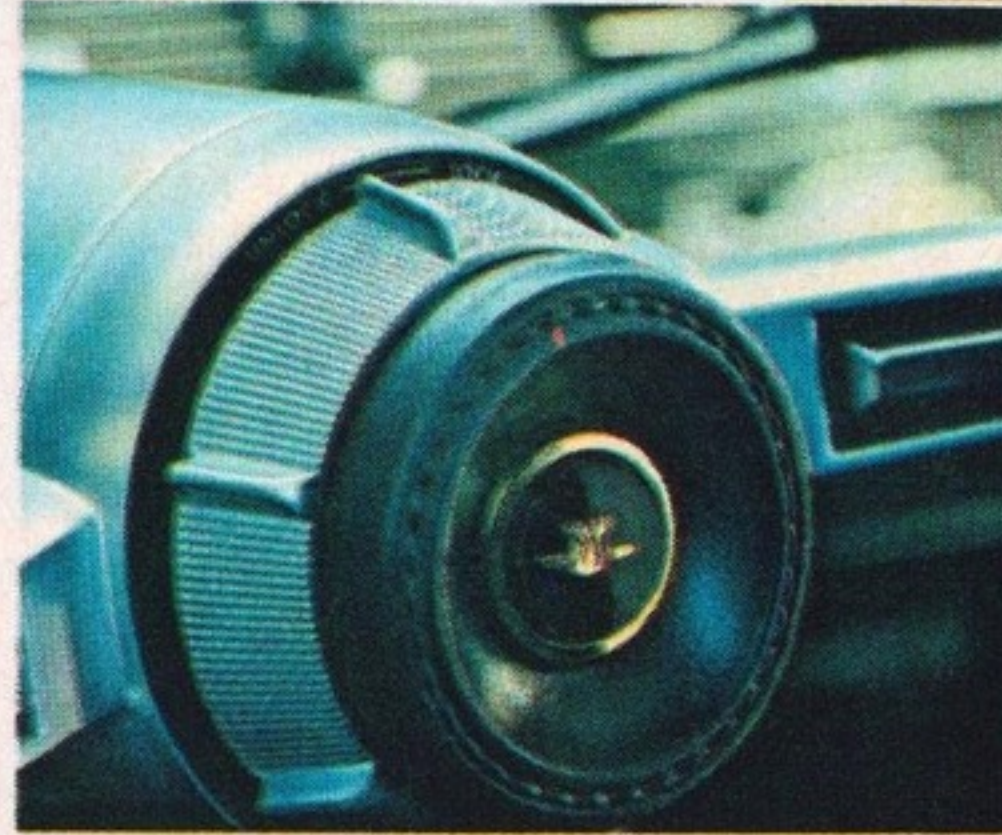
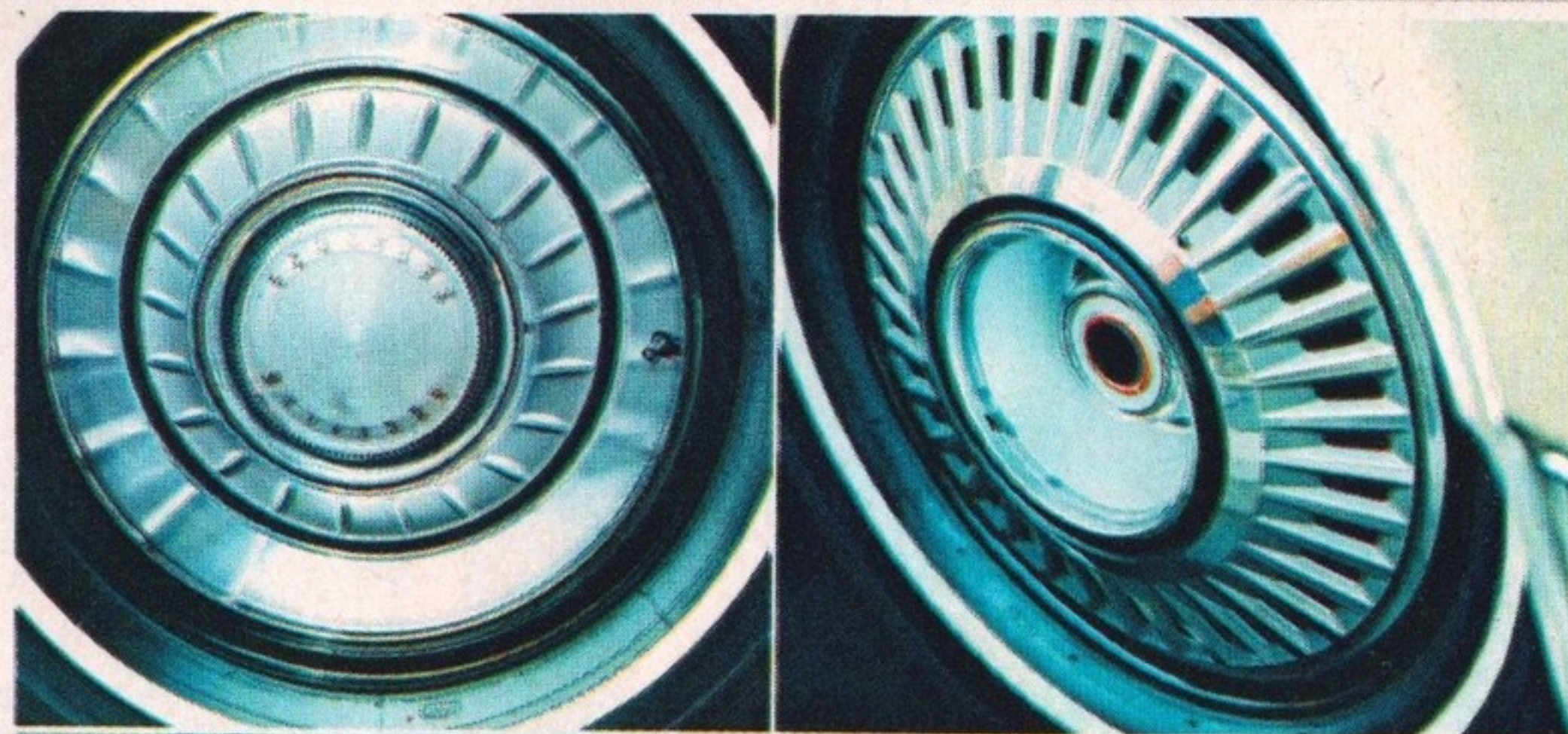
• 8.55 x 14 tires **Safety:** See listing, page 43 **Lighting:** Door-actuated interior lights • Rear pillar interior lights (hardtops only) **Instrumentation:** Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light **Interior features:** Heater with defroster (4 blower speeds)

• Center convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • Cloth-and-vinyl bench seats (except convertible) • All-vinyl bench seats with pull-down front center armrest (convertible only) • Door-to-door carpeting • Two rear seat ashtrays • Crank-type vent windows • 2-spoke steering wheel with semicircular horn ring **Exterior features:** Weather-protected door locks • Wraparound bumpers with integrated styling •

Optional Equipment • Control & Performance: 383 cu. in. V-8 with 4-barrel carburetor, twin-snorkel air cleaner, twin exhaust system • 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • TorqueFlite 3-speed automatic transmission • Touch-and-turn lane changer • Power disc brakes up front with 15 inch wheels and tires • Power steering

• Power brakes • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty brakes and suspension • Automatic Speed Control • Trailer-towing package (see page 43) **Safety:** Front and rear shoulder belts (except convertibles) • Front seat head restraints • Center lap belts, front and rear • 3-speed electric windshield wipers **Lighting:** Time delay ignition switch light • Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) • Glove box light • Trunk compartment light • Map and courtesy light **Instrumentation:** Performance Indicator (standard with console) • Electric clock **Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic control • All-vinyl bucket seats • Passenger seat recliner and center cushion armrest • All-vinyl bench front seats with pull-down center armrests (standard in convertibles) • Center console with simulated walnut paneling and storage compartment • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • AM radio with 8-track stereo tape unit with remote speakers • Front power-operated antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • 3-spoke steering wheel with integrated horn bars • Electric door locks • Rear window defogger • Rear seat heater with defroster system (except convertible model)

Exterior features: Vinyl roof covering (except convertible) • Tinted glass • Remote trunk release • White sidewall tires • Door-edge protectors • 14 inch styled road wheels • Deep-dish wheel covers • Right-hand outside rearview mirror



Colors and Stripes.

Eyes right for the choicest Chrysler color choices ever.

17 exterior paints. All acrylic enamel. They're oven-baked and contain an acrylic resin base to make them up to 40% harder on the surface than regular automotive enamels. Tough enough to be buffed all day. Tough to choose which is the best looking. That's up to you.

5 standard double-thin body accent stripes.

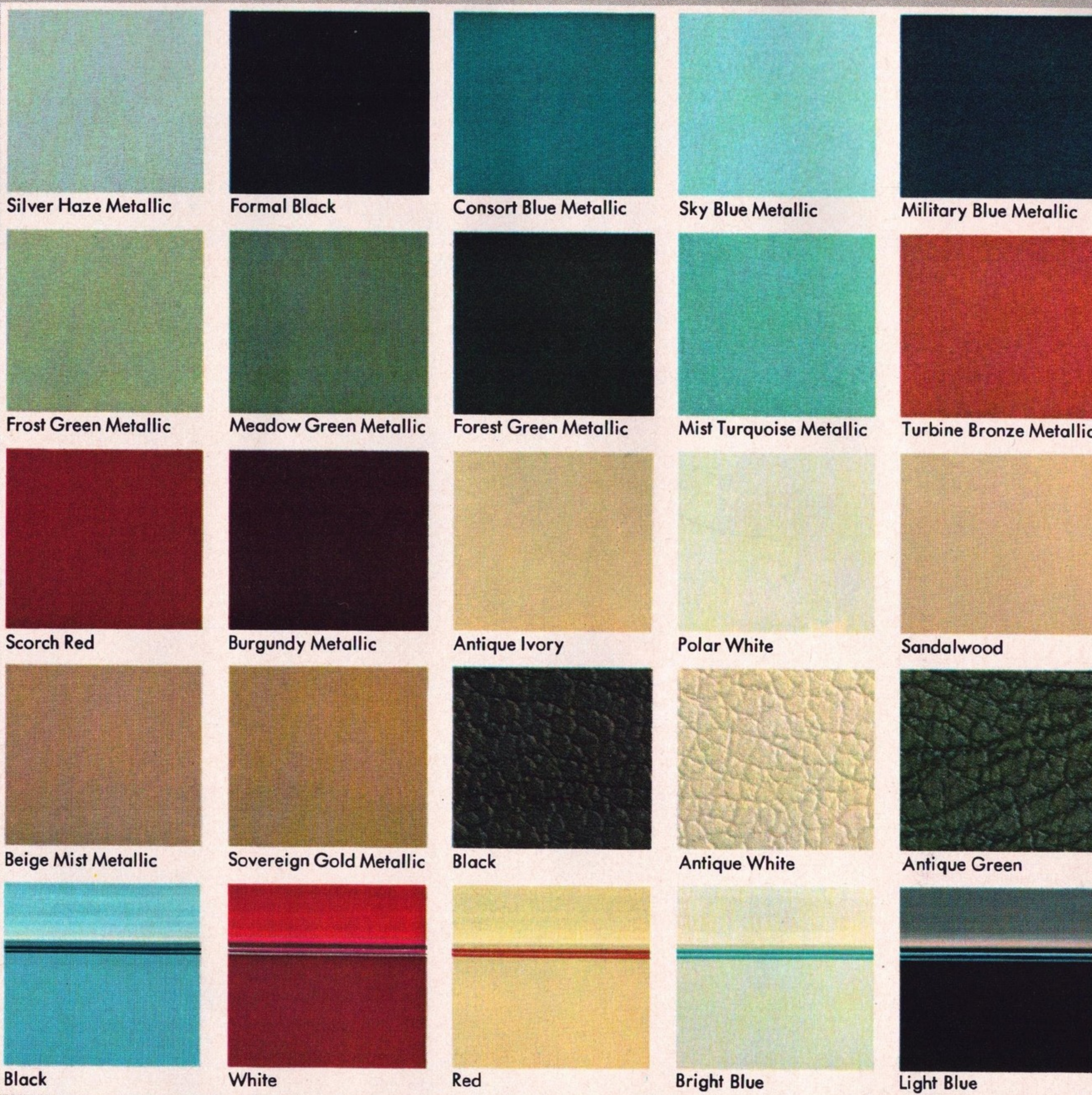
Except on wagons and Newports. An extra flair for your new Chrysler.

Not 2, but 3 optional vinyl-grain roof applications. Antique green joins black and white.

Same goes for convertibles in '68. Medium green, black, or white, are top choices.

When you've finished looking them all over, do it again. If you spend a little extra time, you ought to be able to come up with a Chrysler that's unlike anybody else's.

There are that many choices. Make your move.



1968 Chrysler Specifications

A few thousand words for the man who'd like to know why his Chrysler will be worth more if he ever decides to sell it.

Body Construction: All structural steel frame members, body braces, sills, and metal panels that make up the body have been welded into a single unit. There are over 5,000 individual welds in each Unibody. The result is a solid shell of unusual strength—and silence. Once welded together, all Unibodies are dipped and sprayed 6 times in a series of cleaning, rinsing, and rust-inhibiting chemical baths. A 7th step is immersion in a special corrosion-resistant primer that covers both inside and outside of all lower body sheet metal and structural members.

Brakes: All Chryslers have a dual braking system, one for front wheels, the other for rear wheels. If a hydraulic leak or malfunction should develop in one system, the other serves as a back-up. A warning light on the instrument panel notifies the driver whenever pressure or brake fluid is low in either system.

The parking brake is connected to cables that apply the rear wheel brakes. A warning light notifies drivers when the parking brake is on. Chrysler brakes are self-adjusting whenever they are applied while transmission is in reverse. Chrysler brakes are also the largest standard brakes in the low or medium price class. Effective lining area is 223.4 sq. in. for Newports and Newport Customs, 234.1 sq. in. for all other models. Optional front disc brakes are available on all Chryslers. Total swept area is 437.1 square inches.

Cleaner Air System: This system of engine exhaust emission control provides for a more complete burning of the fuel-air mixture in combustion chambers, and consequently a reduction of unburned hydro-carbons and carbon monoxide concentrated in the exhaust system. The Cleaner Air System consists primarily of: a slightly altered distributor, to retard spark at idle; a modified carburetor for lean fuel/air mixture at part throttle; and other modifications to the combustion chamber design, induction system and exhaust system.

Cooling System: Chrysler's radiator and block, including heater, have a 17 quart

coolant capacity (18 quart with 440 engine).

A thermostatic by-pass control and pressure vent radiator cap regulate temperatures automatically.

Electrical System: Chrysler's 12-volt battery is rated at 59-ampere-hours. (70-ampere-hours with 440 engine). Alternator is rated at 37 ampere. Electric windshield wipers are standard. 2-speeds on Newport, Newport Custom, 300. 3-speeds on Town & Country and New Yorker.

Engines: Chrysler's standard and optional engines are advanced-design, overhead valve V-8s. Combustion chambers are wedge-shaped for efficient fuel burning. Pistons are lightweight aluminum, with steel struts for heat expansion control. Connecting rods and crankshaft are of forged steel. Tappets are operated hydraulically. Exhaust valves of hardened steel-alloy are heat resistant, and rotate to equalize wear and extend valve life. Cleaner Air System reduces air pollution, keeps vital engine parts cleaner.

Mufflers and tailpipes on all engines are aluminized to resist corrosion. (See engine chart below.)

Fuel System: Fuel flow is governed by an automatic choke and manual fuel pump on all Chryslers. Tank capacity is 22 gallons on Town & Country models, 24 on all other Chryslers.

There are two fuel filters. A woven plastic 40-micron filter in the gasoline tank, and a replaceable 15-micron paper filter in the fuel line between fuel pump and carburetor.

Transmission and Rear Axle: A 3-speed manual transmission is standard on Newports and Newport Custom. Outside clutch diameter is 11". The release bearing is a permanently lubricated ball bearing type. Second and third gears are synchronized for smooth, silent upshifting. Synchronizer springs are stainless steel.

The TorqueFlite automatic 3-speed transmission is standard on Town & Country, 300, and New Yorker, and is optional on Newport and Newport Custom. TorqueFlite's torque converter is water-cooled. It combines with a balanced 3-speed gear assembly to provide continued smooth and economical shifting. Special transmission oil, installed at the

factory, stays thin at low temperatures to provide easier cold-weather starting and smoother operation.

Suspension and Handling: Torsion-Aire suspension consists of 2 chrome-steel torsion bars up front, and leaf springs in the rear. The result is a level and responsive ride in all driving maneuvers.

A sway bar in front helps body resist lean. Diagonally-mounted steel struts reinforce the front wheel lower control arms. These arms are slightly angled to prevent front-end "dip" during hard braking. Shock absorbers are hydraulic, double-action type.

There are 5½ rear cushion leaf springs in each rear spring assembly on Newports and Newport Customs, 6½ on all other models.

Tires and Rims:

Tires: Town & Country: 8.85 x 14. All other models: 8.55 x 14.

Rims: Town & Country 6½ in. New Yorker 6.0 in. All other models: 5½ in. Disc-brake equipped models: 6 in.

Trailer-Towing Package: Your Chrysler is built strong enough to pull up to 2500 pounds. All you add is a load-equalizing hitch.

For heavier loads, a trailer-towing package is available as an option and permits towing up to 5,500 pounds. A load-equalizing hitch and TorqueFlite trans. are required.

The components provided in the trailer towing package are: • Maximum Capacity Cooling System, with high capacity radiator and larger trans. oil cooler, 7 blade fan, fan shroud, and yoke-to-hood air seal.

• Heavy-Duty Suspension: Heavy-duty torsion bars. Large sway bars. Heavy-duty rear leaf springs with a higher spring rate. High-control shock absorbers.

• Heavy-Duty Stop Lamp Switch: Increases switch life.

• Heavy-Duty Turn Signal Flasher

• Heavy-Duty brakes: 11 x 3 inch drums, both front and rear. Non-self-adjusting. Special fade-resistant brake linings. 255.4 square inches of effective bonded lining area.

• Wide Safety-Rim Wheels: 6 in. heavy-duty rims.

• Heavy-Duty Performance Axle: 3.23 to 1 ratio.

Here's how Chrysler's customer care coverage protects you: Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filler cap every 6 months and replace ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A.) have an authorized Imperial, Chrysler, Plymouth or Dodge dealer certify on an approved Warranty Validation form (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Transfer of Warranty form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.



The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible, to insure a still finer car. Hence, specifications, equipment and prices are subject to change without notice. Automobile and interior illustrations, in some cases, show optional equipment, available at extra cost.

Safety Features include: Dual braking system • Energy-absorbing front seat backs • Energy-absorbing steering column • Recessed-center steering wheel with padded hub • Padded instrument panel and sun visors • Glare-resistant finish on reflecting surfaces • Roadside Warning flashers • Parking and brake system warning light • Side marker lights • Inside Day/Nite mirror with Safety-Action arm • Outside mirror (left side) • Lap belts, front and rear • 2nd and 3rd seat back-latches • Front seat belt retractors • Soft window control knobs • Safety-Action inside door handles • Non-override door locks • Interlocking safety door latches • Double-thick windshield laminate • 3-speed electric windshield wipers • Electric windshield washers • Windshield defroster and defogger • Safety-Rim wheels • Turn signal indicator lights • Touch-and-Turn lane changer • Back-up lights.

1968 Engine Availability

Displacement	Carb.	ENGINE				MODEL			
		Camshaft	Comp. Ratio	Air Cleaner	Exhaust System	Newport & Newport Custom	300	Town & Country	New Yorker
383	1, 2-bbl.	256-260-32	9.2	Silenced	Single	Std.	•	Std.	•
	1, 4-bbl.		10.0	Double Snorkel	Dual	Opt. (a)	•	Opt.	•
440	1, 4-bbl.	256-260-32	10.1	Silenced	Single	•	Std.		Std.
		268-284-46		Double Snorkel	Dual	•	•	Opt.	•
						Opt.	Opt.		Opt.

(a) With automatic transmission only.

Major Dimensions—1968 Models

	EXTERIOR						INTERIOR								
	Wheel Base	Track		Length	Overall Width	Height (a)	Effective Head Room		Seat Height		Leg Room		Shoulder Room		Knee Room
		Front	Rear				Front	Rear	Front	Rear	Front	Rear			
Newport/Newport Cstm.				219.2	78.6	56.8	39.8	38.5		11.9		38.9			6.5
300 (4-Door Hardtop)	124	62.0	60.7	221.7	78.7	55.6	38.6	37.4	8.4	11.4	41.8	35.9	60.0	60.0	4.0
New Yorker (4-Dr. HT)				219.2	78.6	55.9	39.0	37.3		11.9		38.9			5.7
Town & Country	122	62.2	60.7	219.5 2-Seat 220.3 3-Seat	78.6	57.6	40.1	39.6	8.4	11.9	41.8	37.9	60.0	60.0	4.8

(a) Estimated at design load of five (5) passengers.

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