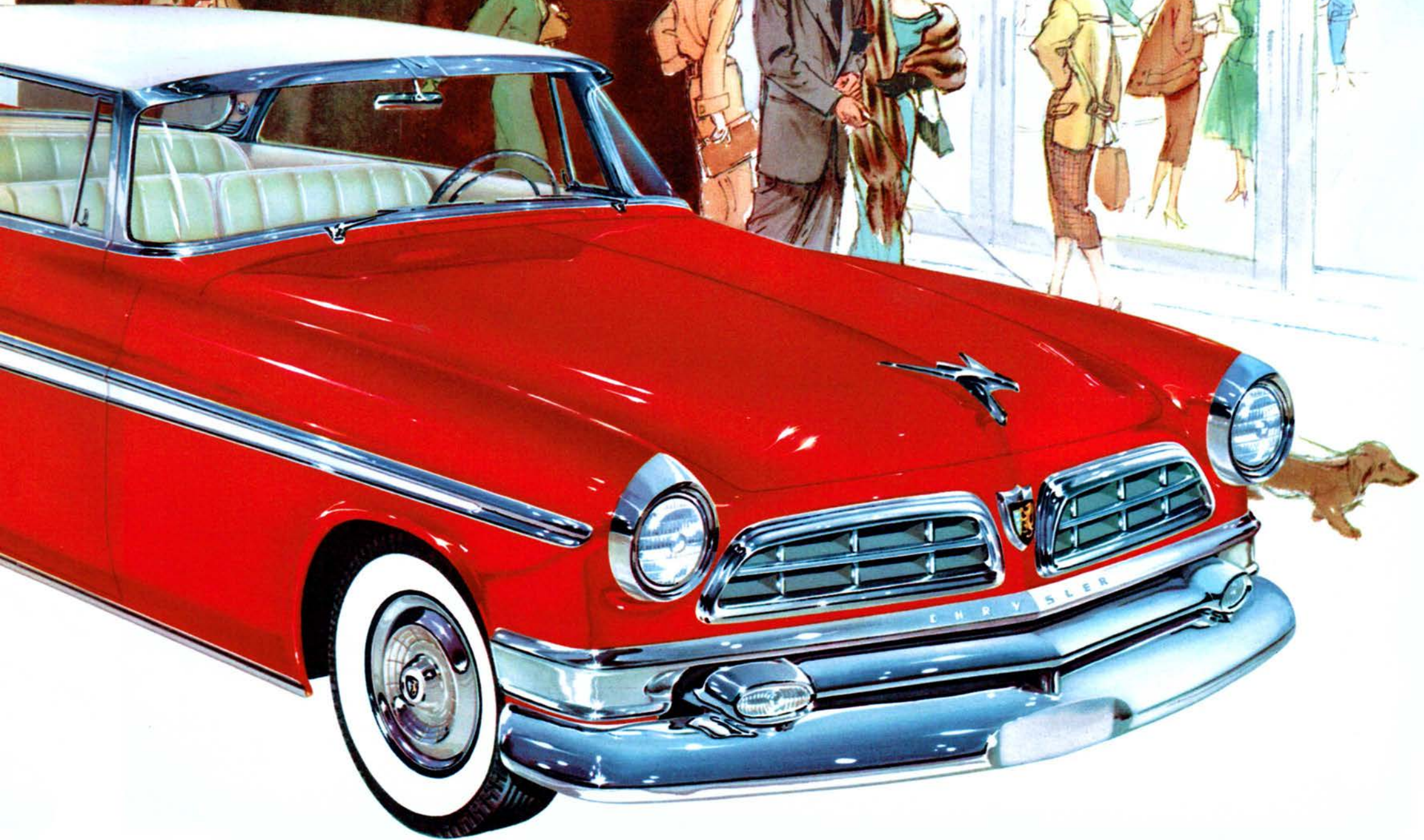
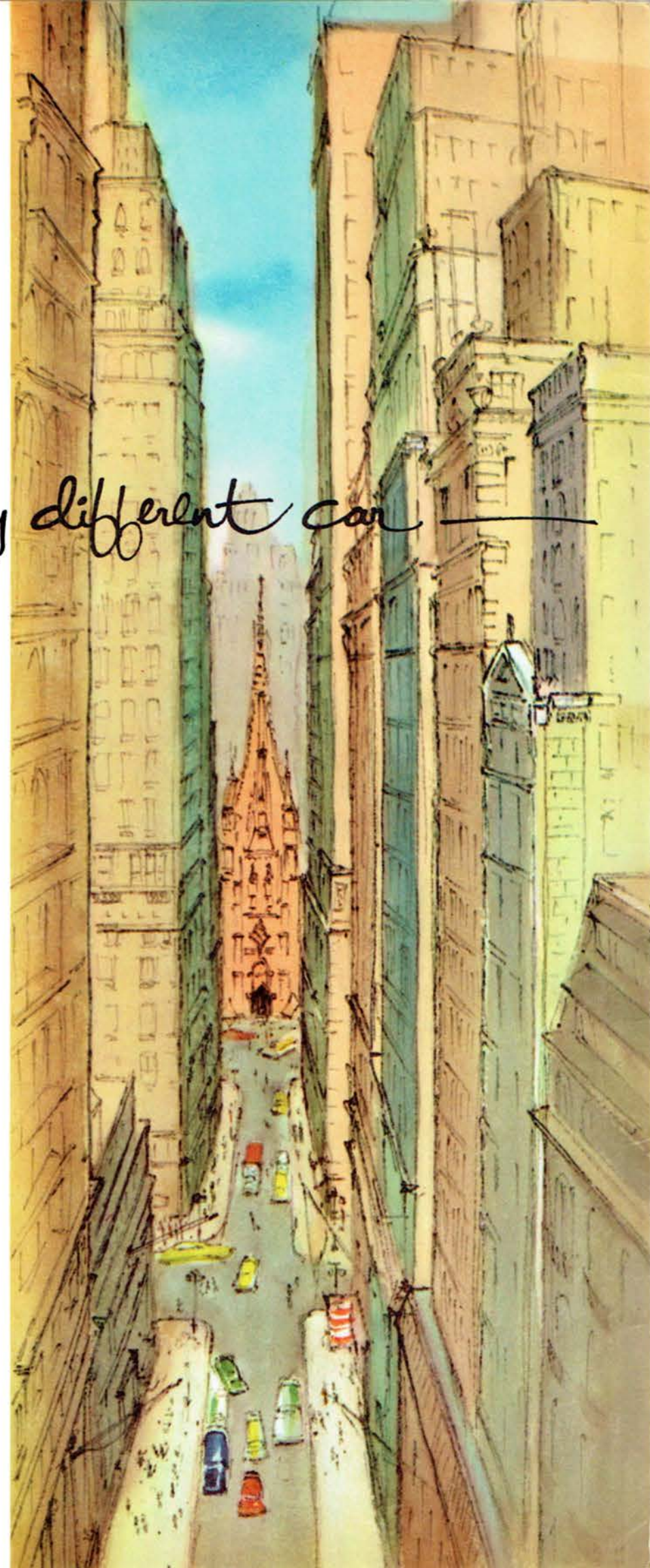


1955 CHRYSLER NEW YORKER DELUXE



America's most smartly different car



THE CHRYSLER NEW YORKER DELUXE

When you see it you'll realize immediately that a thrilling new direction in modern automobile styling begins with the Chrysler New Yorker Deluxe for 1955.

Call it what you will . . . "high fashion" . . . or just pure "good looks." In either case, this is not only the most beautiful of all Chryslers *but the first regular production car to achieve all the slimness, tautness, and feeling of motion that should be the natural marks of a fleet, land-borne vehicle.*

We call this new Chrysler styling the "100 Million Dollar Look," and when you see this dramatically different motorcar you'll readily understand why.

Its breathtaking new beauty points the way for all cars to follow. It is long and sinewy and low: a sleek, clean length of steel that looks as if it might have been born in a wind tunnel. Inches lower in its sweeping silhouette. Washed free of clutter and knick-knacks. An exciting contrast to the square, boxy look of so many of today's other big cars.

For 1955, Chrysler interiors present all-new thrills to the eye and to the touch . . . fabrics, upholstery, and trim that surpass in richness and luxury anything you've ever seen in a car before. A perfect galaxy of dazzling new exterior colors and two-tone combinations have been created to delight your fancy and enlarge your area of choice. And, as the following pages will show, famous Chrysler

engineering brings you an exciting roster of *new driving advantages* that assures a performance as thrilling and satisfying as the beautiful new design and styling.

In every way this magnificent new Chrysler stands out from all other cars, because Chrysler's new beauty is far more than a "face lift." Everything is new; everything is different. And this beautiful difference is so basic . . . so *complete* . . . that we feel it's no exaggeration to say that the 1955 Chrysler is a milestone in the history of automotive design and styling.

But, far more important, this new Chrysler can be a milestone *in your own motoring life.* We are perfectly confident that once you see this car . . . and particularly, once you drive it . . . you'll know that no other car on the road can offer you such a deep sense of personal *power*, personal *pride*, and personal *satisfaction.*

The Chrysler New Yorker Deluxe comes in the following body styles—Six-Passenger Sedan; the Newport convertible-type body with solid steel top; the St. Regis — a wholly *new* addition to the "hardtop" field; the smart, new Convertible Coupe; and the Town & Country Wagon.

We cordially invite your inspection of these wonderful new automobiles. We invite you to experience the thrilling performance, with you behind the wheel, and with 250 horsepower at your command. We invite you to come see how *you* look . . . in Chrysler's new "100 Million Dollar Look!"

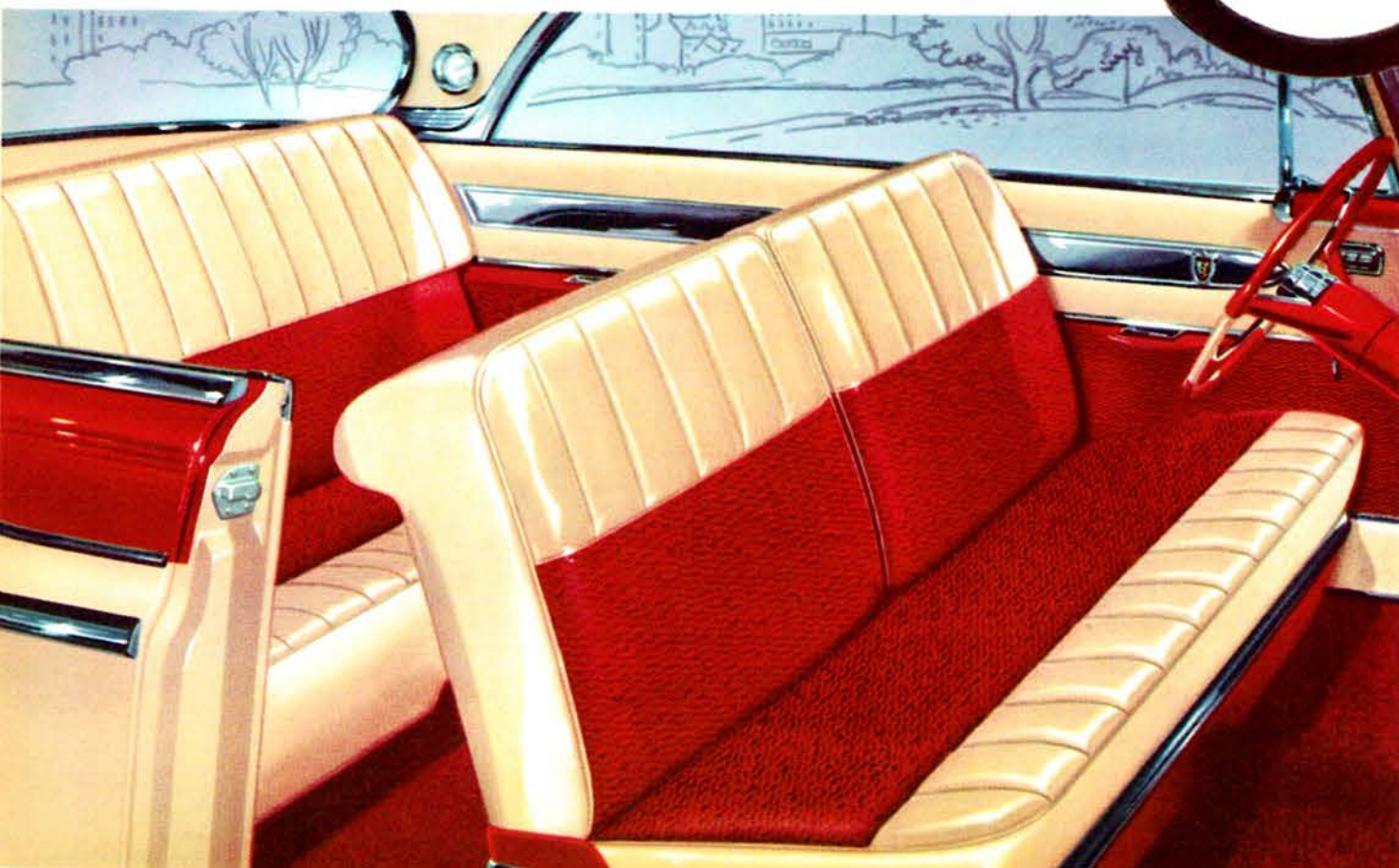
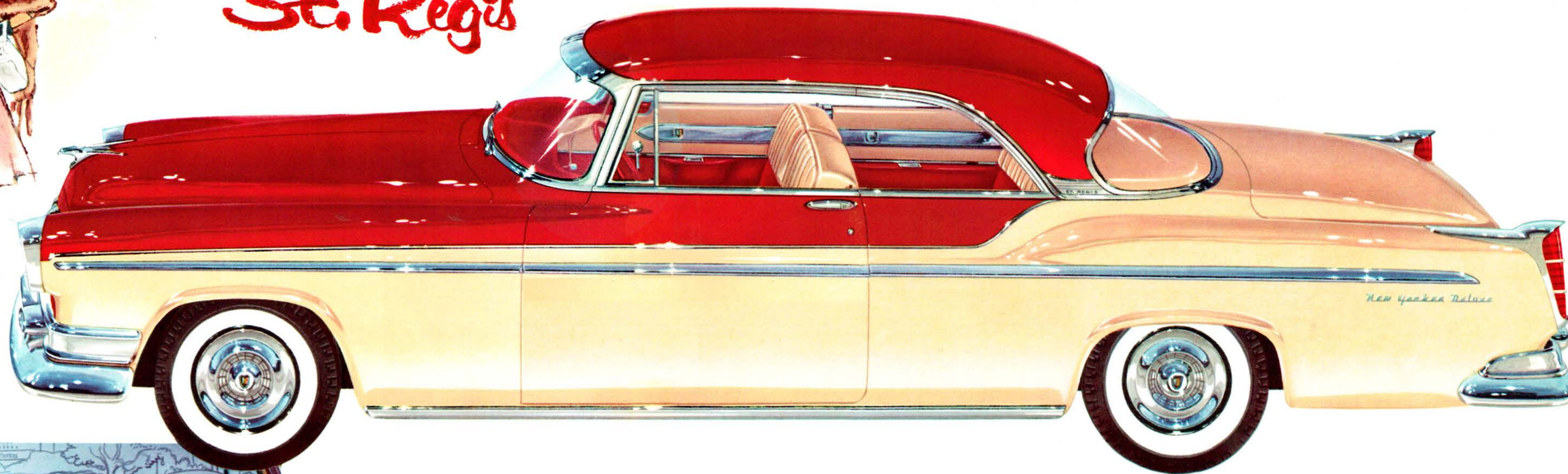
THE POWER OF LEADERSHIP IS YOURS IN A CHRYSLER





New Yorker Deluxe

St. Regis



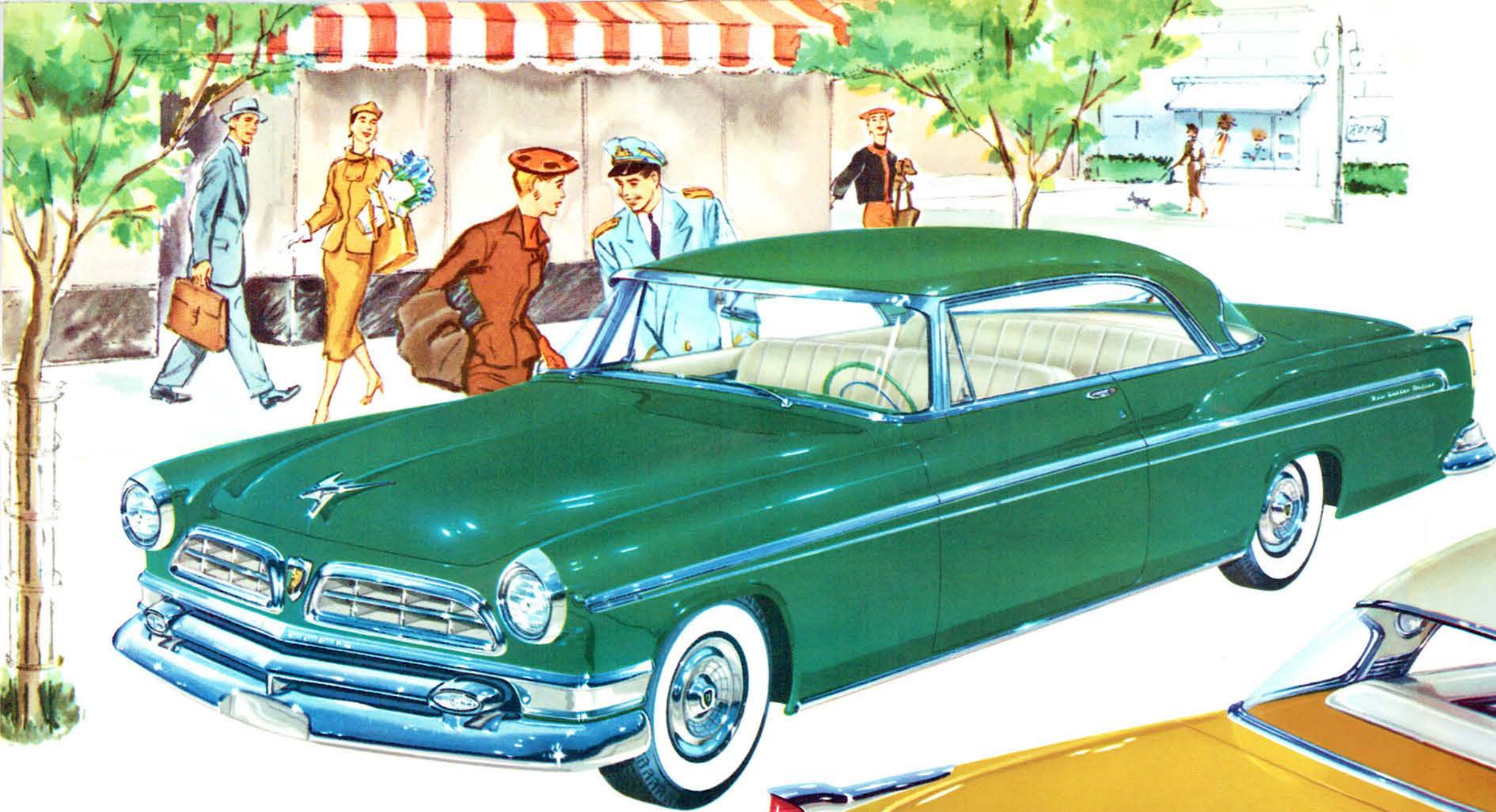
Most glamorous of motorcars, the 1955 New Yorker Deluxe St. Regis brings you interiors of unequalled finery . . . with luxurious Nylon and Leather upholstery in colors that harmonize perfectly with the exterior body colors of your choice.

You can count on it—Chrysler has taken over style leadership, not only for this year but for years to come. Here, in all its perfect proportioning, is Chrysler's new 100 Million Dollar Look. Here, for the first time, is a car that expresses in its very self the most exciting of themes . . . the look of pure motion, even when at rest.

Ornamentation is used here, not to create "highlights," but to accentuate those inherent in the car . . . the low, long, sweeping silhouette . . . the gracefully sloping hood, roof, fender, and rear deck lines . . . the remarkable, new, swept-back "New Horizon" super-scenic windshield . . . the bold and authoritative new Twin-Tower taillights.

THE POWER OF LEADERSHIP IS YOURS IN A CHRYSLER





New Yorker Deluxe
Newport

The harmony and balance of Chrysler's new concept of stylish design is very graphically portrayed in the two illustrations of the smart Newport body style shown on these pages. From the front, from the side, and from the rear, the gracefully flowing lines blend perfectly, each complementing the other to create a car of exquisite charm and good taste. Interiors are color-keyed to harmonize with the exterior body color. And, with the wide selection available, your Chrysler can be tailored to your taste.



For 1955, Chrysler presents a personality that's wholly new — yet in full harmony with its proud and honored traditions. Its new beauty stems from fleet, low lines and perfect proportioning from end to end. When you personally inspect these magnificent new cars, we believe they will strike you like a breath of fresh air.

Detail by detail, your eye will catch unexpected facets of the new "100 Million Dollar Look." Fenders, for example, are clearly defined . . . not only to add interest and break up any suggestion of bulk . . . but also because they have always been a characteristic part of an automobile. As no other car, the new Chrysler has been conceived as a whole unit . . . not simply created around the concept of a longer rear deck or a new windshield.



AMERICA'S MOST SMARTLY DIFFERENT CAR
—WITH THE "100 MILLION DOLLAR LOOK"



New Yorker Deluxe **Sedan**

Smart comfort surrounds you at every point in the '55 New Yorker Deluxe. Not only is interior decor completely new, and fabrics and tailoring richer than ever . . . but you ride relaxed on chair-high seats with headroom and legroom to spare. And you see more, thanks to Chrysler's extra-generous glass area in both front and rear.



Perhaps the most remarkable thing about the 1955 Chrysler is the fact that everything you see is so totally *new* . . . so dramatically different, not only from all other Chryslers but from all other *cars*.

Massive and powerful, the new front end with its striking divided grille is identifiable a mile away.

The long, tapered "character line" along the side of the car . . . formed in the body metal itself . . . serves to enhance Chrysler's new slim vigor of beauty.

The prominent wheel openings and the smart new chrome wheel covers add a sportive dash of youthfulness.

And, very important to you as the driver, Chrysler's "New Horizon," super-scenic Windshield gives you the advantage of *sweptback* corner posts . . . eliminating dangerous eye-level blind spots and affording maximum vision at all times—a significant advance in safety over some of the so-called "wraparound" windshields you see in other cars today!

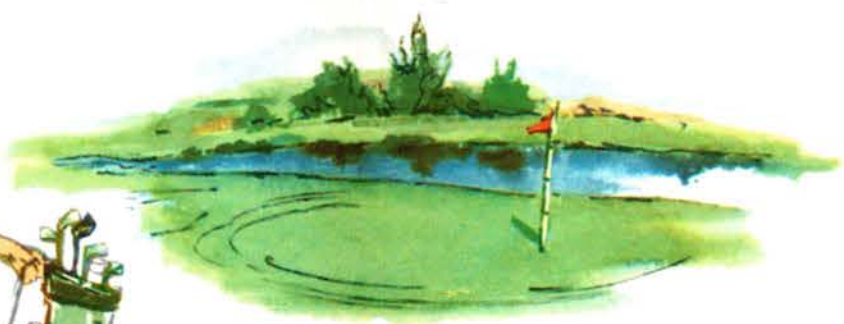
THE POWER OF LEADERSHIP IS YOURS IN A CHRYSLER



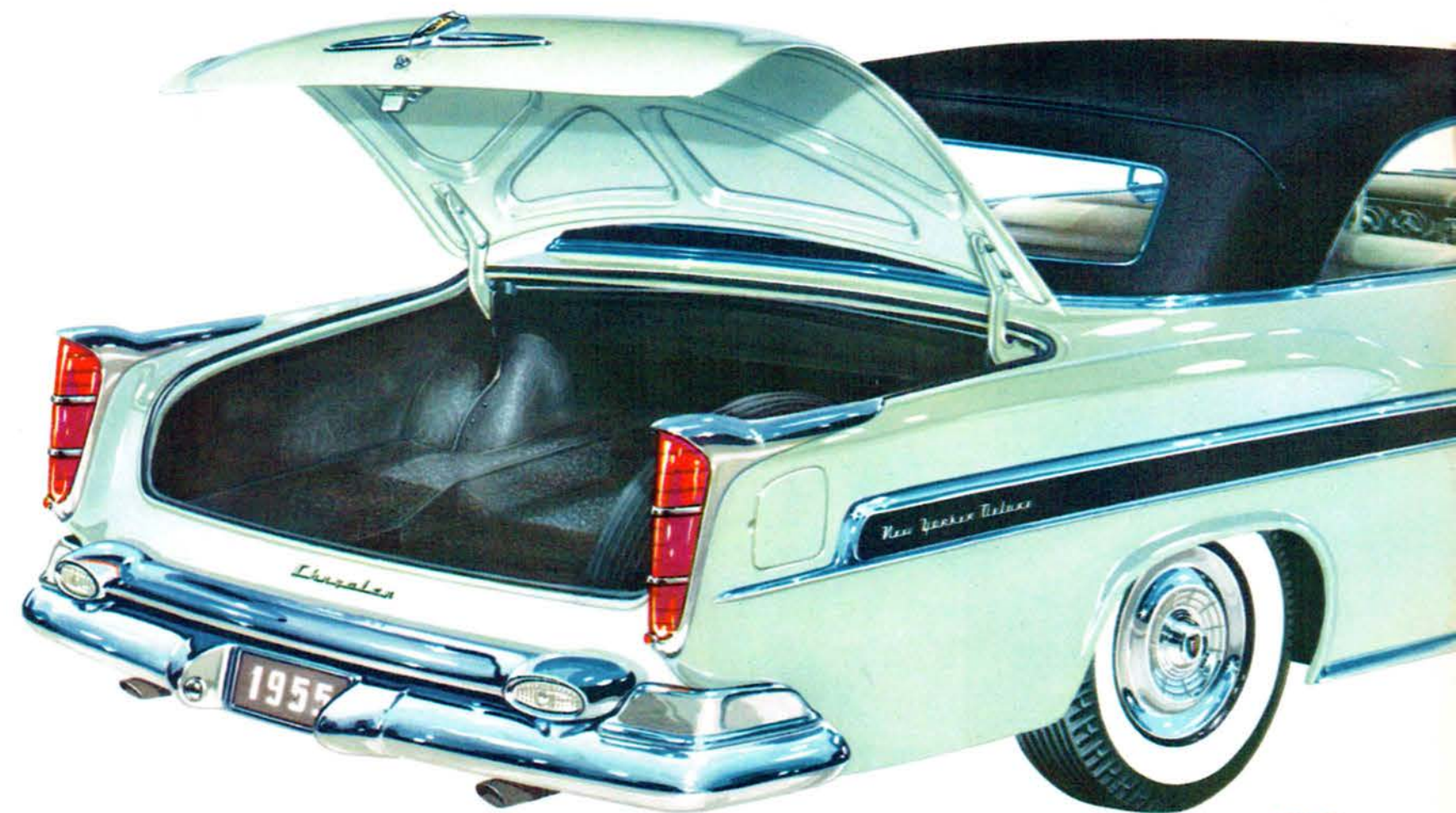


New Yorker Deluxe
Convertible

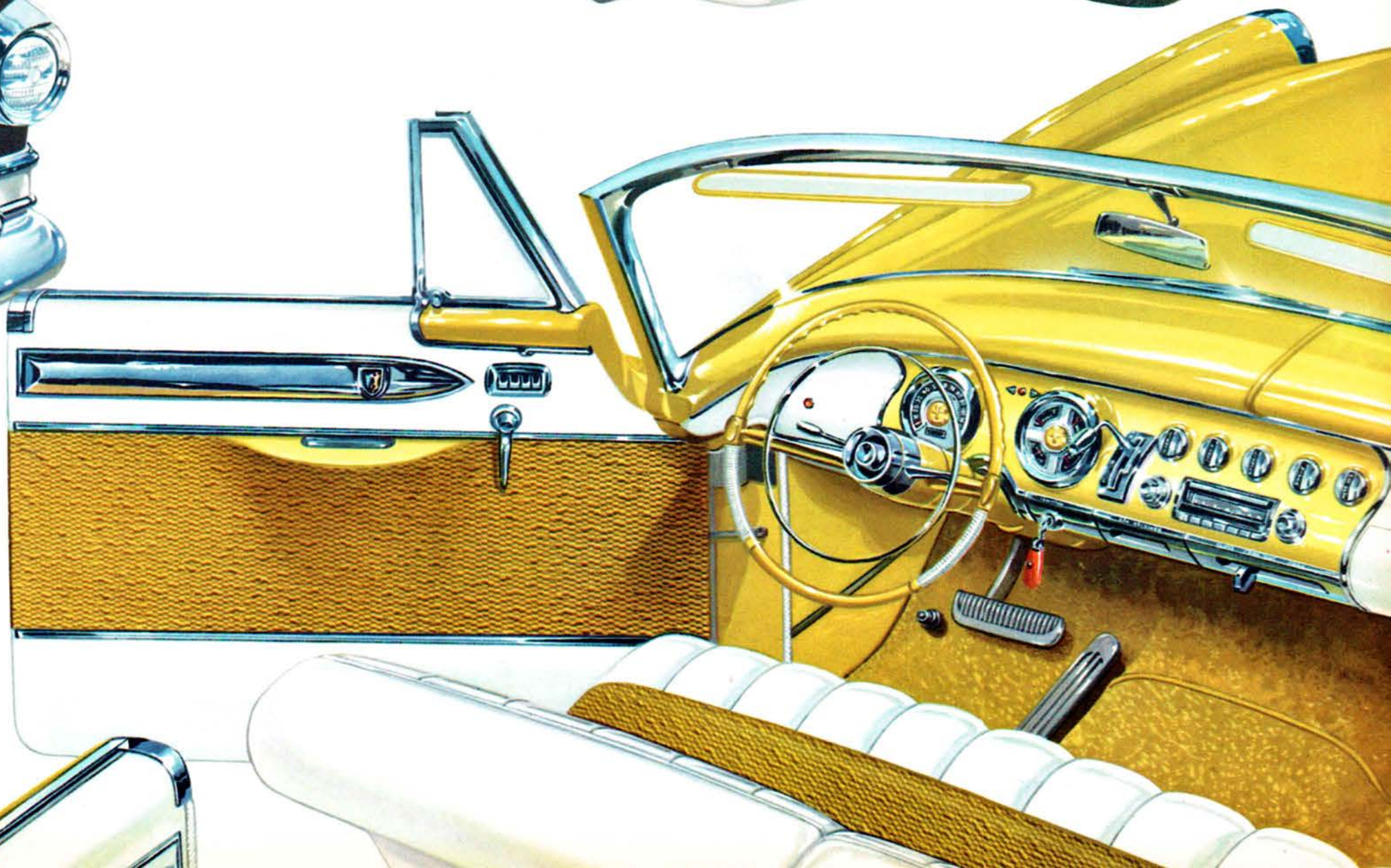
No matter which body style you choose from among these beautiful new Chryslers, you will have the satisfaction of knowing you're in the very forefront of automotive fashion. Long, low, and sleek . . . the '55 Chrysler has a longer wheelbase than ever (126 in.) . . . wider front wheel tread . . . yet it's actually almost two inches *lower* in height, with no sacrifice of headroom. Over-all length, 218-4/5 in.; over-all width, 79-1/10 in.



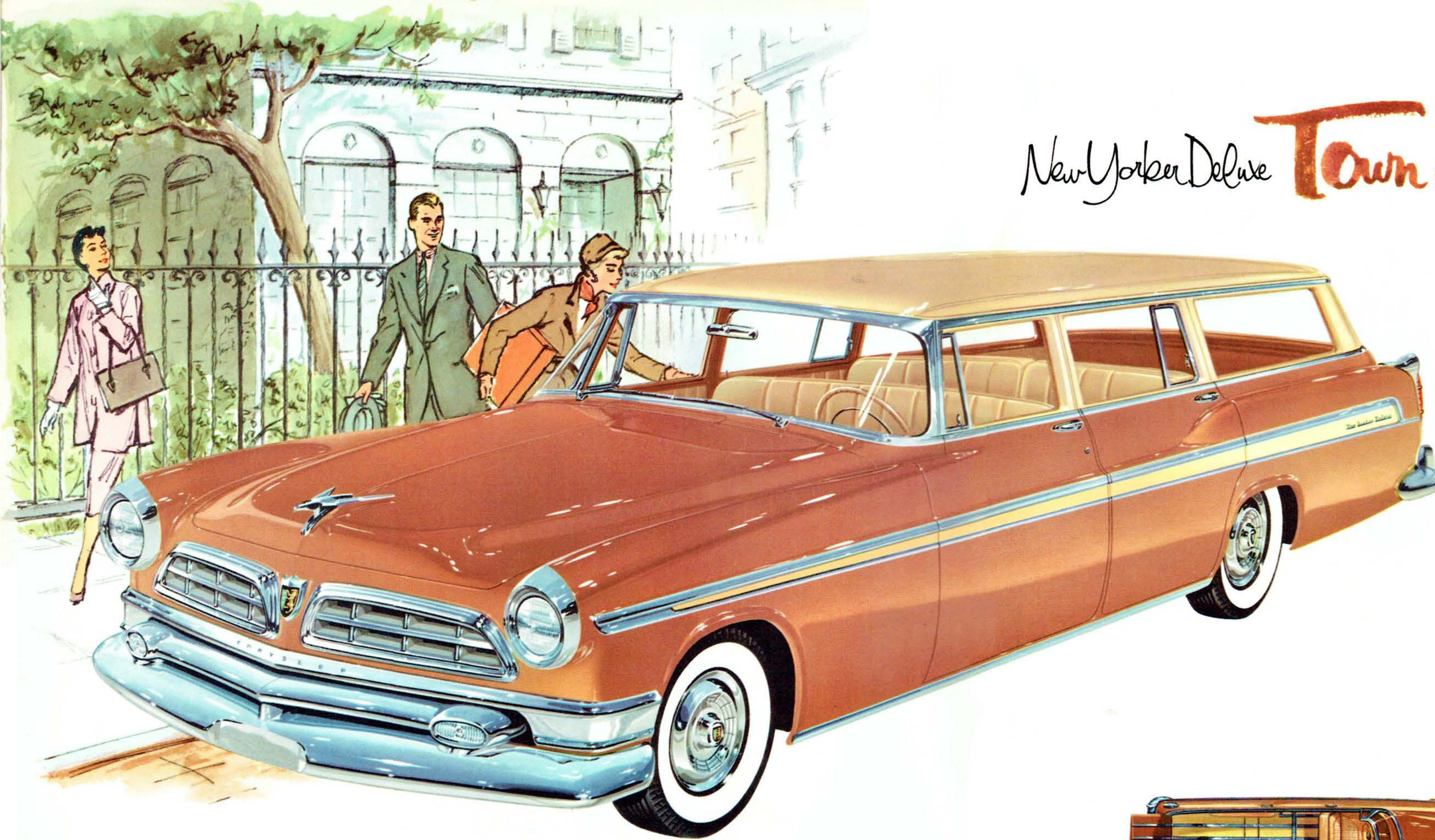
In the spacious rear deck there is plenty of luggage space . . . with easier loading and unloading! Broader rear deck and wider trunk opening. New "torsion-bar" hinge saves trunk space . . . provides smoother deck-lid operation.



Famous Chrysler safety pad over dash has been extended to flow around into doors . . . creating a definite "cockpit" feeling in the front compartment. Comfort-level armrests are faired into door panels.



New Yorker Deluxe *Town and Country*

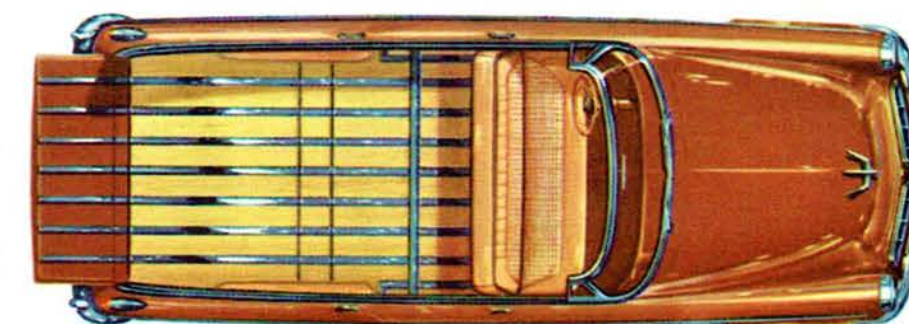


For those who want the *look* of leadership, as well as the power of leadership, there is no other car today that can match a Chrysler. It looks longer and *is* longer . . . it looks lower and *is* lower. It's the first car to bring you the bold purposeful cleanliness of the sweeping silhouette . . . the dramatic new fashion in motorcar styling that creates a truly *new style tradition*.

The stunning Town & Country Wagon, shown here, illustrates a style feature common to *all* the new Chryslers. It's the in-sloping of the sides which gives a pronounced road-hugging effect to the entire car. Chrysler designers term this treatment "tumble-home" . . . and it is achieved without sacrificing any of Chrysler's traditionally generous interior space.

All-steel in construction, the New Yorker Deluxe Town & Country Wagon is as smart as it is serviceable . . . combining the utility of the station wagon with the style, roominess and comfort of the conventional body types. Always a popular body type, it brings you for 1955, as never before, the sleek beauty of true tailored steel . . . still another version of Chrysler's new *100 Million Dollar Look*.

THE POWER OF LEADERSHIP IS YOURS IN A CHRYSLER



Swank plaid linen and leathercloth tailoring lend unique elegance and good taste to Town & Country interiors which can carry six passengers. All or half, the rear seat can be folded forward . . . making storage space 46 in. wide, 30½ in. high, and 90¾ in. long (121¾ in. long with the tailgate open). A special removable rear seat . . . ideal for children . . . available on special order.



A *Masterpiece*
OF SKILLFUL DESIGNING
AND STYLING

Head-on, the new 1955 Chrysler presents an entirely new, wider appearance . . . massive, imposing and supremely smart. Dominating all is the distinctive new divided grille with new oval parking lights built in. The long graceful sweep of hood is unadorned save for the famous Chrysler eagle; a distinguished new Chrysler shield-and-crest is located between the grille openings . . . while below, the new sturdier bumper curves back around the fenders clear to the front wheel openings. New headlight design features heavy sculptured chrome bezels that project boldly forward to enhance the car's look of motion. The broad arc of the new super-scenic sweptback windshield, with the smart, new chrome SunCap visor, surmounts all.

For 1955, Chrysler introduces a refreshing new rear-end treatment as well. The gently crowned rear deck is completely free of all clutter and "gadgets" . . . a triumph of clean-cut simplicity, bearing only a handsome new deck-lid handle plus the Chrysler name in chaste chrome centered below the rear deck lock. Chrysler's new, more massive bumper design is repeated here . . . with recessed back-up lights. New Twin-Tower taillights add a dramatic and bold note of elegance wholly in keeping with the youthful spirit of the new '55 Chrysler.

From any angle there's no mistaking the sleek new 1955 Chrysler. Your neighbors on the road will spot that front end a mile away . . . while, as you move out and ahead, the new Chrysler rear end shows other motorists how your car sets the style!



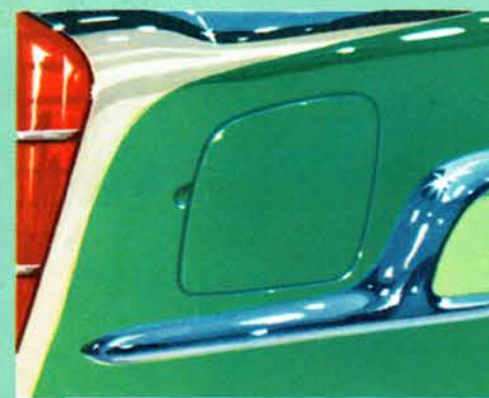
Originated by Chrysler, the handsomely designed "Clearbac" rear window curves around to afford the greatest possible . . . and therefore the safest possible . . . vision. It also eliminates hazards from glare and reflection.



Close-up of Chrysler's new grille, headlight, and parking light design. A heavy chrome flaring circles the headlights . . . adding an extra note of distinction to Chrysler's easy-to-identify front-end styling.



Bold new Twin-Tower taillights say "Stop!" with greatest authority . . . add dash and distinction to Chrysler's new rear-end beauty. Turn-signal lights are incorporated in new taillight unit. Back-up lights are above the bumper.



New gas tank filler is located on right rear fender for more convenient filling. Provides more trunk space.



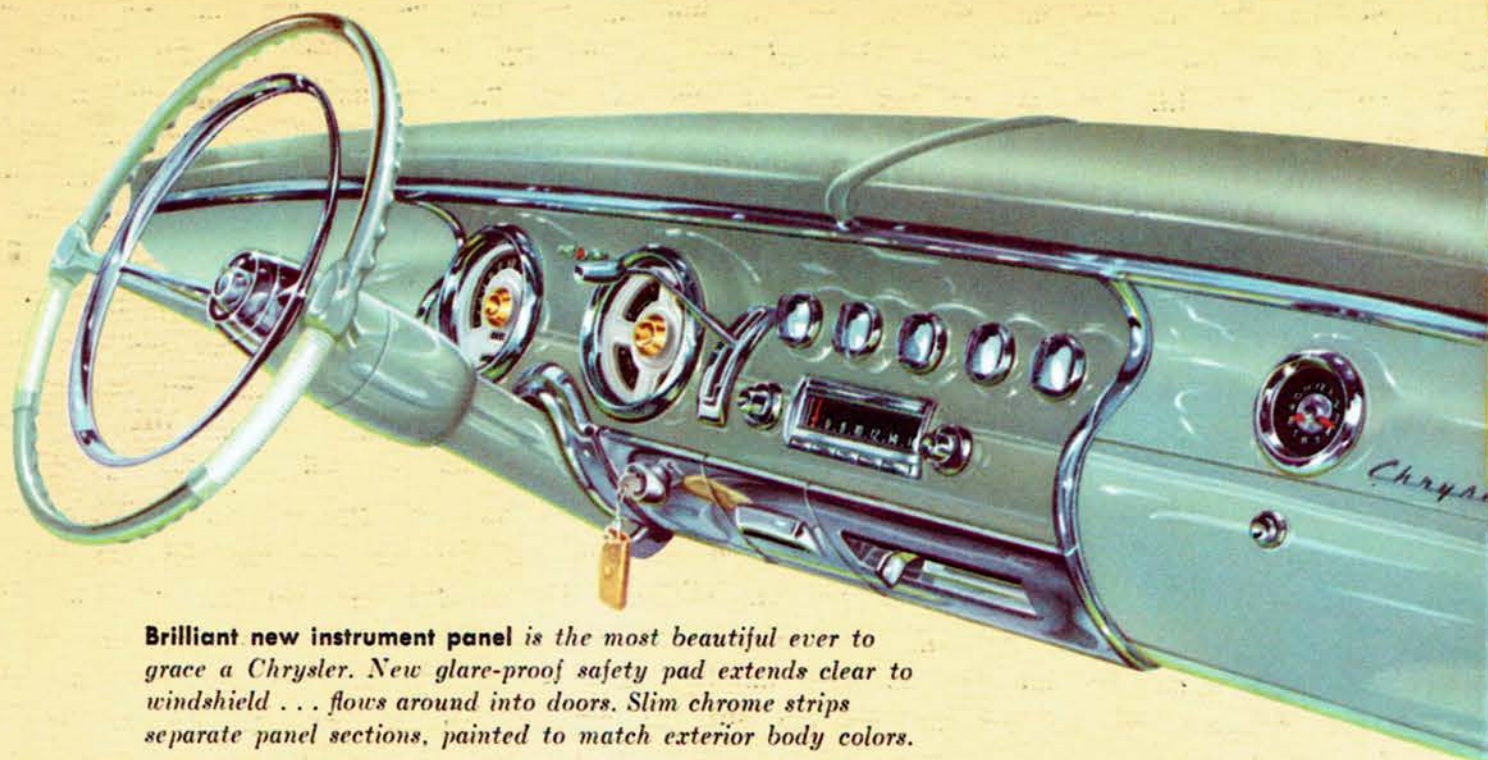
With its slim, gently tapering roof line and increased glass area throughout, Chrysler's new sweeping silhouette concentrates the car's apparent mass close to the ground . . . an appreciably lower, longer, more graceful appearance than in most other big cars.



Sparkling new wheel covers feature embossed radial lines and new Chrysler medallion.



Stunning new chrome SunCap visor extends full width of the beautifully designed "New Horizon" super-scenic windshield. Corner posts are swept back for maximum vision and to accent car's look of motion. Constant-speed electric windshield wipers "park" off-the-glass against lower molding.



Brilliant new instrument panel is the most beautiful ever to grace a Chrysler. New glare-proof safety pad extends clear to windshield . . . flows around into doors. Slim chrome strips separate panel sections, painted to match exterior body colors.



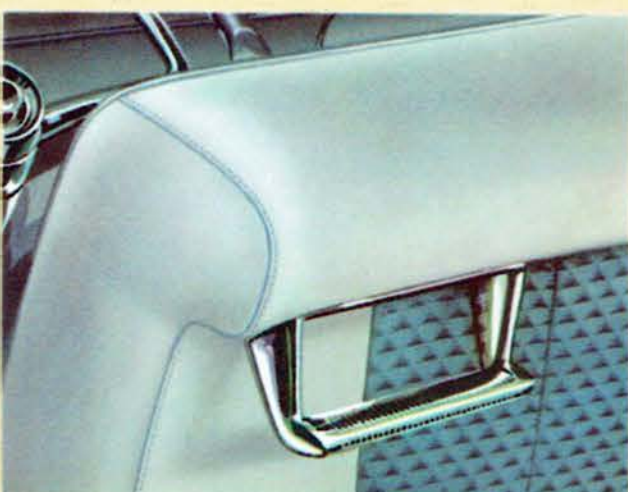
Unique new PowerFlite Range Selector shift lever, mounted on the dash, replaces old-style lever on steering column . . . a flick of the finger allows you to select whatever drive range you wish.



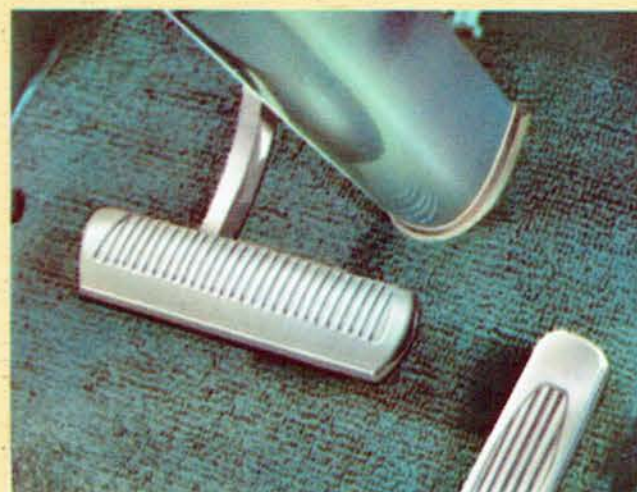
Every last detail of the '55 Chrysler is all-new and all-beautiful! . . . just pull the flush-laid door handles toward you and the doors swing open easily.



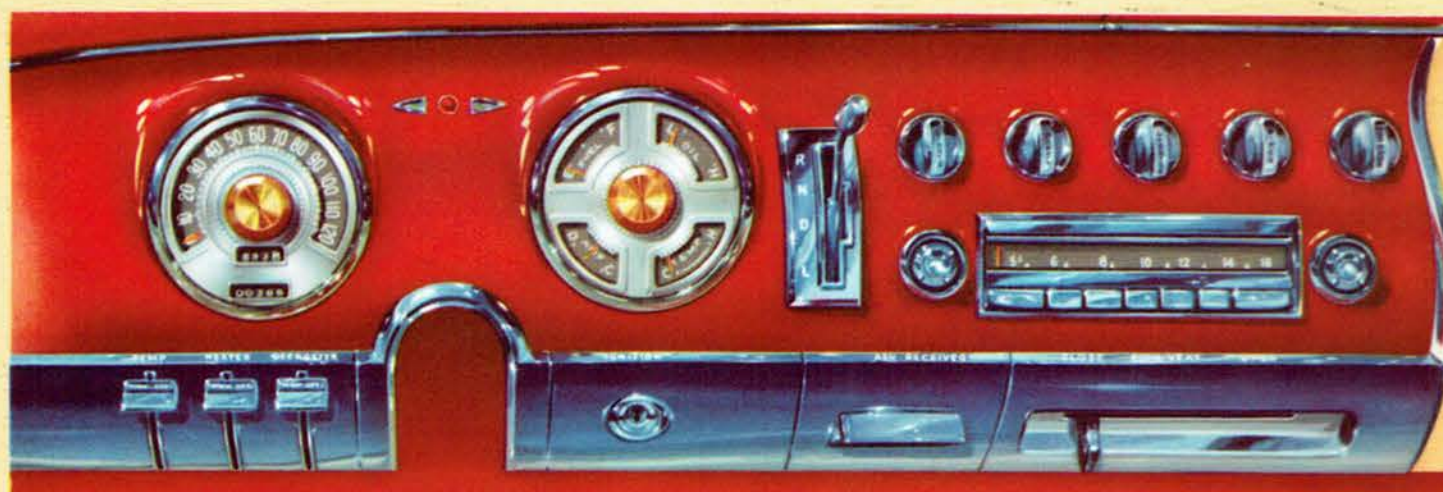
New 4-way power seat control moves front seat up, down, back or forth . . . at a finger touch you can position yourself for safest, most comfortable driving!



Handsome new chrome assist handles on back of front seat provide extra convenience and safety when entering or leaving car.



New double-width suspended brake pedal . . . equally easy to apply with either foot . . . provides important extra stopping safety.



Safety keynotes Chrysler's new dash panel styling. Large dials straddling steering column can be read at a glance; controls and switches are within instant reach . . . and, for the first time, the hand-brake is mounted on panel to the left of the dials.

THE FINEST ENGINEERED CAR IN THE WORLD TODAY

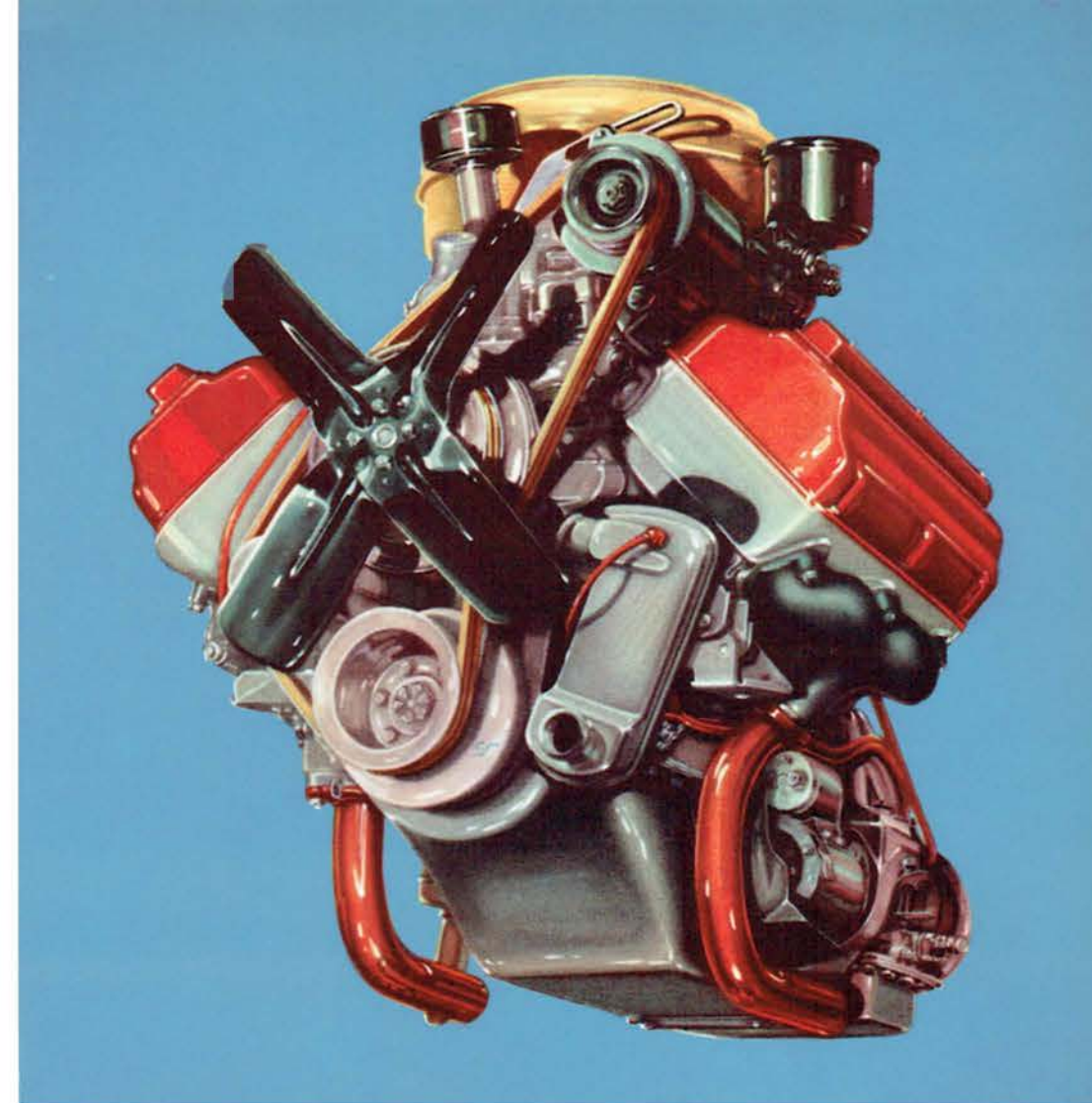
During the past few years Chrysler Engineering has introduced a host of wonderful new driving advances to the American motoring public . . . including power steering and power braking. Now, for 1955, Chrysler continues to point the way . . . and proudly presents the greatest-driving car it has ever built.

Chrysler's great new FirePower V-8 engine with famous hemispherical combustion chamber now brings you a full 250 HP in the world's most powerful engine design.

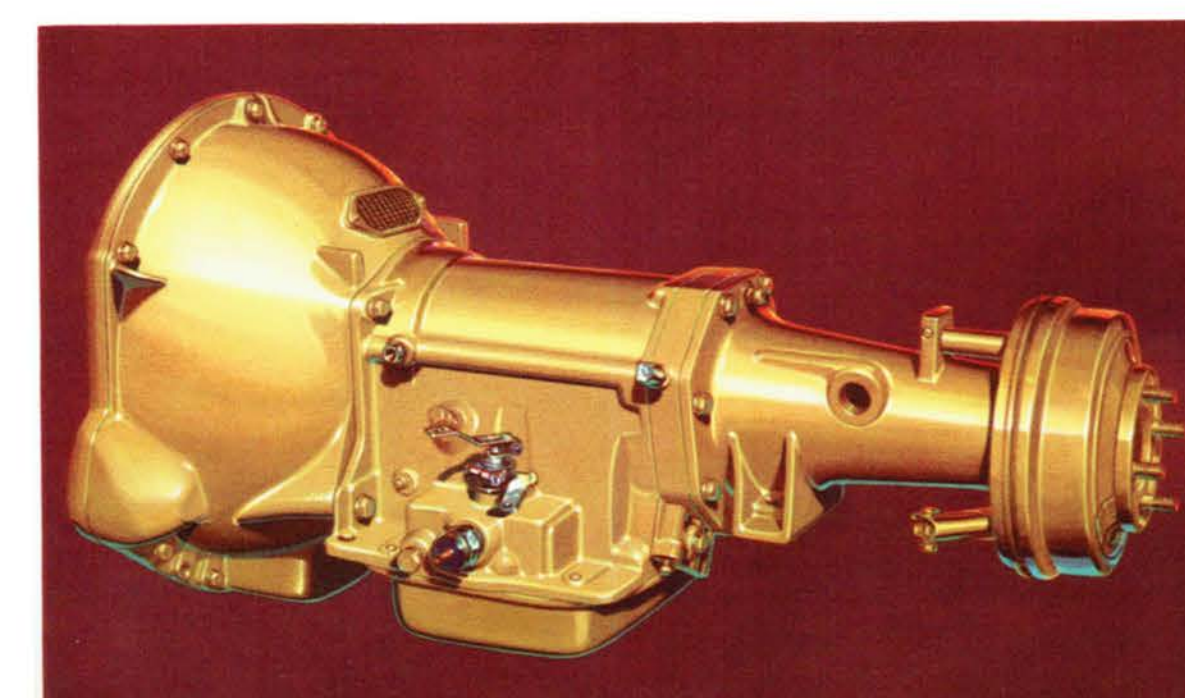
Chrysler's amazing PowerFlite fully-automatic transmission is the one no-clutch drive that gives you instant response without whine, click, jerk, or "time-lag."

Chrysler's new Coaxial Full-time Power Steering is not only easier in your hands than any "competitive" type . . . but is the only genuine power steering that operates all the time you're driving . . . giving you a constant and comforting sense of road-feel. And Chrysler's improved Safety-Pedal Power Brakes have no equal for smooth, swift stopping power under all conditions, and with the least driver effort.

We believe you will agree, when you drive the new Chrysler, that it is without question the finest engineered car you have ever known; for we promise you that you will find here, as in no other car, the thrilling power . . . as well as the beautiful look . . . of true driving LEADERSHIP.

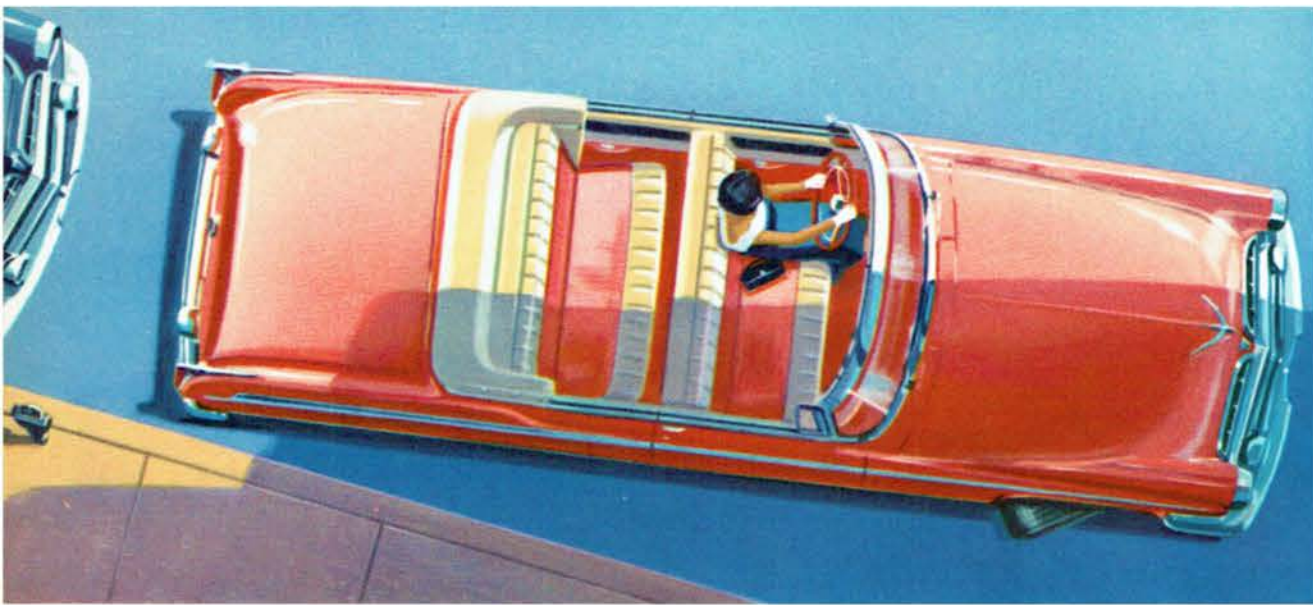


250 HP FirePower V-8 — most advanced engine in any passenger car and the most exciting to drive. Hemispherical combustion chambers . . . known to engineers as the ideal design . . . get maximum power from every drop of fuel. Smoother, quieter performance . . . with far less carbon formation . . . than any other type of engine can deliver.

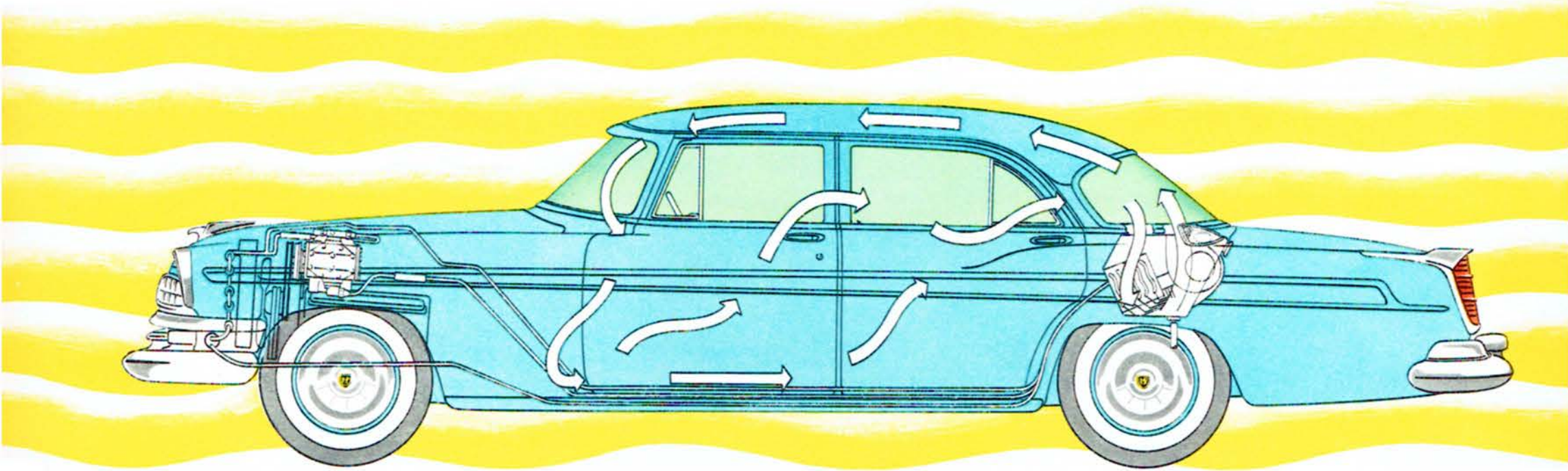


PowerFlite no-clutch drive — Chrysler's remarkable new fully-automatic transmission multiplies engine power over 400% to give you unexcelled break-away and acceleration. With PowerFlite's almost telegraphic response to your commands, you enjoy the utmost in driving ease and safety . . . when passing . . . on hills . . . and in traffic.

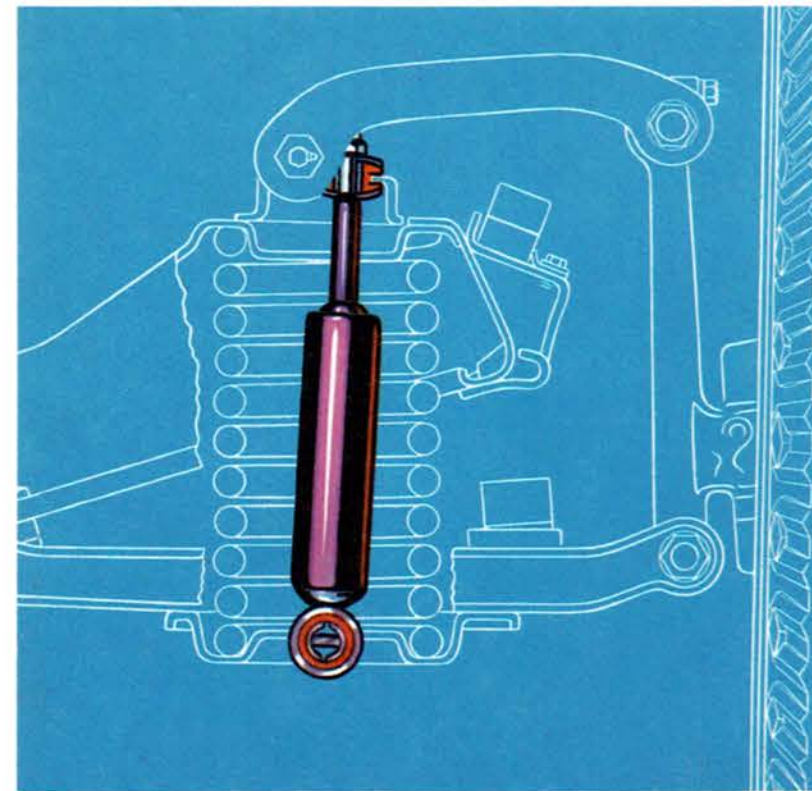
Safest of all, Chrysler Full-time Power Steering does 80% of the work for you. You can drive all day without fatigue; parking becomes simplicity itself. In mud, snow, sand . . . or on soft shoulders . . . power unit holds car steady in your hands. And far fewer wheel turns are needed to park or maneuver the car in tight spots.



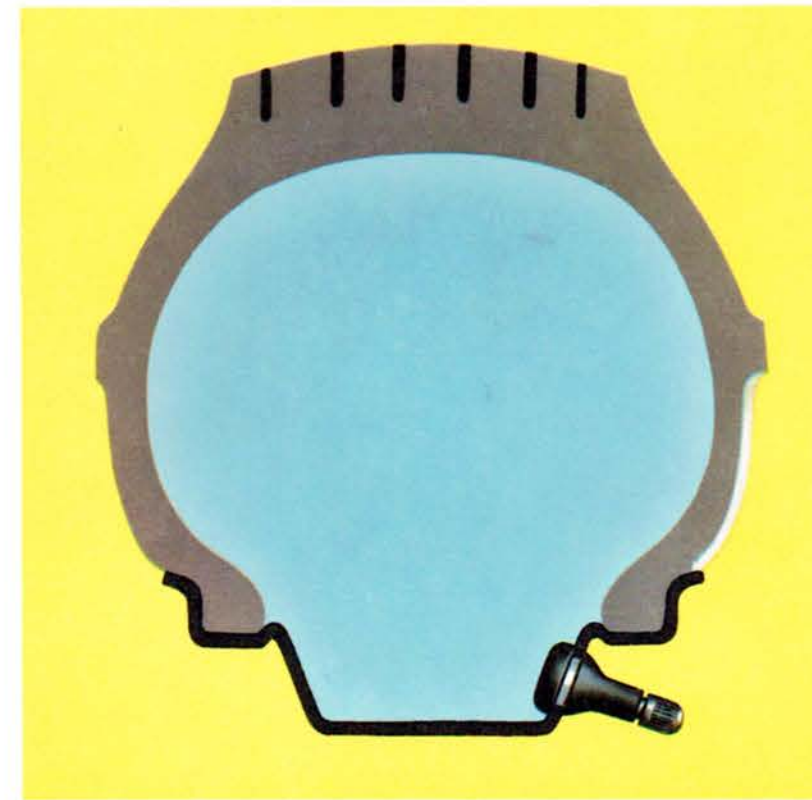
Safe, swift, straight-line stops every time! . . . with Chrysler Power Brakes you enjoy complete peace of mind. Just 1/3 the pedal pressure required by ordinary brakes lets you halt smoothly and surely. Independent Parking Brake, working on driveshaft, gives reserve holding power when desired.



Chrysler Airtemp car air conditioning is compactly designed to provide exceptionally fast cooling and a continuous flow of clean, fresh dehumidified air. Available as extra equipment.



New-type Chrysler Oriflow shock absorbers actually have double the cushioning power of ordinary types. Over even the roughest roads your Chrysler rides smoothly, without jar or jounce.



Still another important safety feature is the new Super-Cushion Tubeless Tire and the famous Chrysler Safety-Rim wheel . . . designed to grip a punctured tire securely and prevent it from slipping off the wheel.

SPECIFICATIONS

STANDARD

Body Styles: Four Door Sedan; Newport; Convertible Coupe; St. Regis; Town and Country Wagon.

Engine: FirePower 90° V-8 Overhead laterally inclined Valves; Bore and Stroke 3.81 in. x 3.63 in.; compression ratio 8.5 to 1; Displacement 331.1 cu. in.; Brake Horse Power 250 at 4600 rpm.; Torque 340 ft. lbs. at 2800 rpm.; Four Barrel carburetor; Hemispherical combustion chamber. Floating Power Engine Mountings; Full pressure lubrication; Full length water jackets; Oil bath Air Cleaner and Silencer; Full Flow Oil Filter; Floating Oil Intake; Dual Exhaust System; 5 quart crankcase capacity; Integral Automatic Choke.

Electrical: High capacity generator, 45 ampere; battery capacity 6 volts, 19 plate, 135 amp. hr.; 14mm "Long-Reach" resistor Spark Plugs; Waterproof Ignition; Ignition key starter; Electric two-speed windshield wiper; Electric clock; Cigar Lighters; Dual directional signals; Lights - Sealed beam bulls-eye headlights, back-up, automatic entrance, rear dome and automatic switch, glove compartment, handbrake warning flasher, rear license plate, luggage compartment, and map light.

Brakes: Hydraulic, internal expanding with cycle bonded lining; Power brakes; Easi-Lock independent parking brake; Parking brake handle on instrument panel.

Cooling System: Thermostatic by-pass control; four bladed fan (six bladed with air conditioning); fin and tube type; pressure vent radiator cap; radiator capacity 25 quarts.

Dimensions: Wheelbase 126 in.; tread front 60.2 in.; Tread rear 59.6 in.; over-all length 218.8 in., width 79.1 in., height 60.9 in. (loaded).

Fuel System: Four barrel down-draft carburetor; Water-jacketed throttle body; Oilite fuel filter in gas tank; fuel tank filler cap location right rear fender; fuel tank capacity - 20 gallons (18.5 gallons for Town and Country Wagon).

PowerFlite Transmission and Drive: Fully automatic Torque converter with planetary gear set; Torque converter starting ratio 2.6 to 1 combined with planetary ratio to give 4.47 to 1 breakaway ratio; upshift from 15 to 65 mph.; automatic downshift at 11 mph.; Instantaneous passing gear; Hotchkiss drive through rear springs; Hypoid rear axle; Rear axle ratio 3.36 to 1.

Steering: Symmetrical idler arm steering linkage; Steering wheel turns required, from full right to left, with manual - 5.5 turns, with Full-Time Power Steering - 3.75 turns; Full-Time Power Steering available at extra cost.

Suspension: Front - independent lateral control coil springs with Oriflow shock absorbers mounted in center; rear suspension - parallel longitudinal leaf, semi-elliptic, steel springs; direct acting straddle mounted Oriflow shock absorbers; 14 body mounts (18 on Convertible Coupe); welded double-channel box section frame rails extending all the way to the rear; stronger lateral cross members.

Tires: Tubeless 8.00 x 15, 4-Ply.

Interior Appointments: Air foam seat cushions and seat backs; rear center folding arm rest; arm rests on doors; ash trays front and rear; assist handles in rear (Sedan); carpet in front and rear compartment; coat hooks (Sedan); fixed foot rests; chrome horn ring; lock on glove box; Safety cushion instrument panel; manual front seat adjustment; two inside sun visors; manual window control handles; luggage compartment lining - flocced carpet.

Exterior Appointments: Two outer front and two outer rear bumper-fender guards; Visor - "SunCap" outside (Sedan, Newport, and St. Regis); ventilator cowl; undercoating; chromed stainless steel wheel covers.

OPTIONAL AT EXTRA COST

Air Conditioning (except Town and Country, Convertible Coupe); Solex Glass; Heater; "Music Master" radio (with or less rear seat speaker on Sedans, Newport and St. Regis); "Electro-Touch" Tuning radio with or less foot control; Four-way or two-way electric front seat adjustment; Full-Time Coaxial Power Steering; Tubeless white sidewall tires; Wire wheels (with tubes); Electric window lifts; Custom accessory group-exhaust pipe Deflectors (except Town and Country Wagon), Outside rear view mirror on left side, Custom steering wheel, Windshield washer.

CHRYSLER DIVISION • DETROIT

ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

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