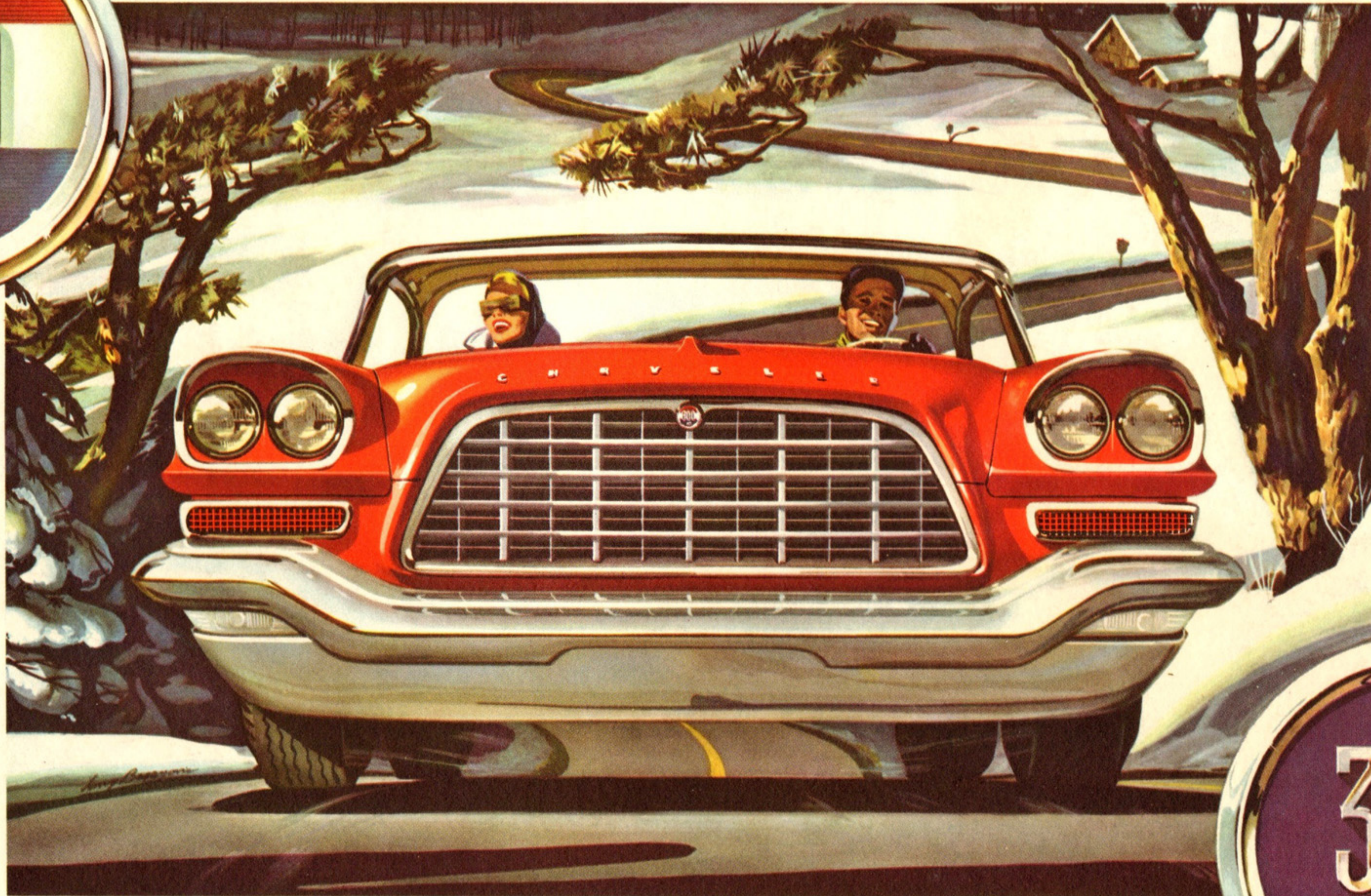
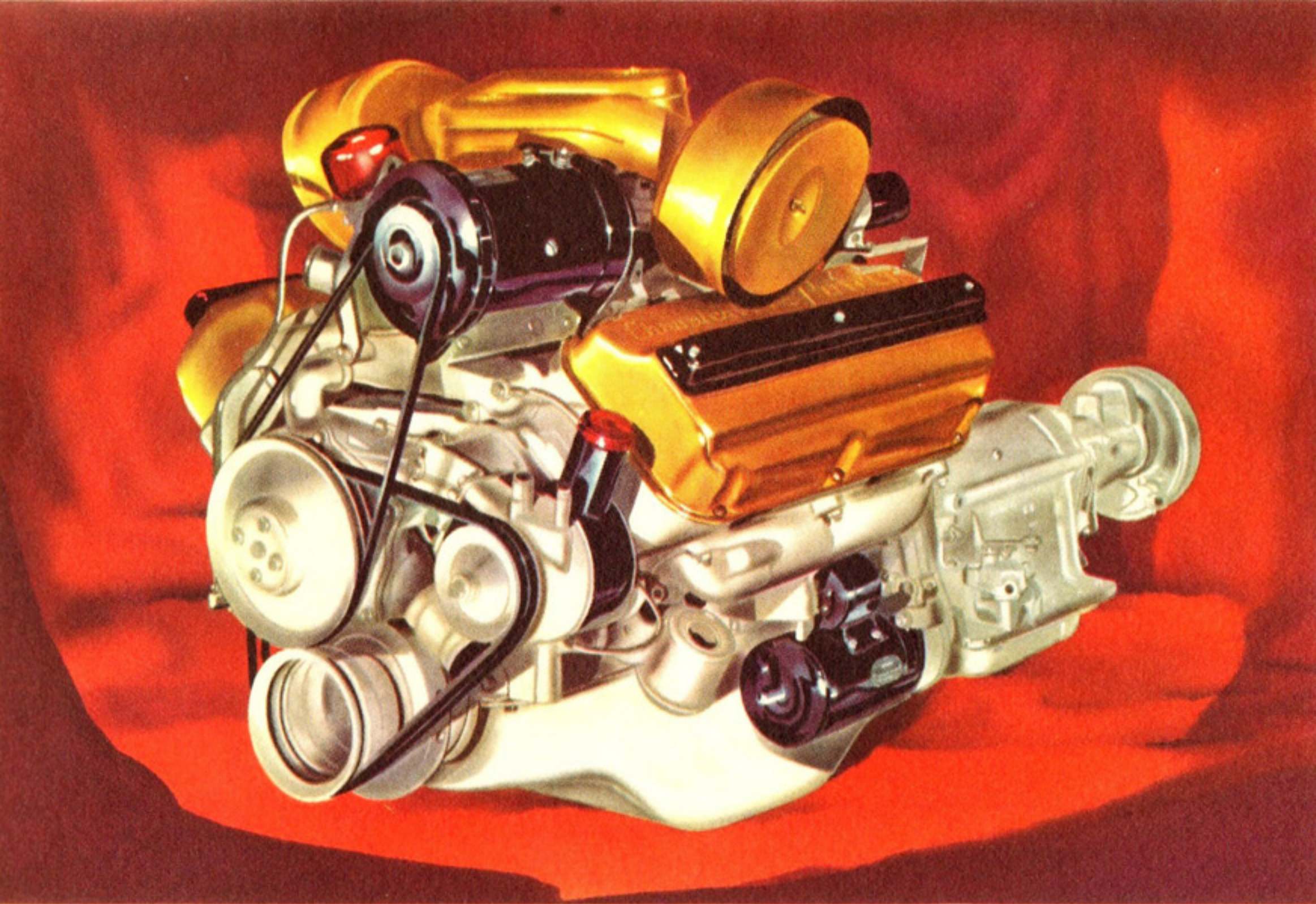


THE CHRYSLER 300C



AMERICA'S GREATEST PERFORMING CAR



America's Greatest Performing Car

The glamour, the glory, the get-up-and-GO of the famous Chrysler 300 and the Chrysler 300 B which created such a furor in racing and sports car circles in 1955 and 1956, assume even greater stature and *exclusiveness* in their brilliant successor for 1957 — the inimitable Chrysler 300 C.

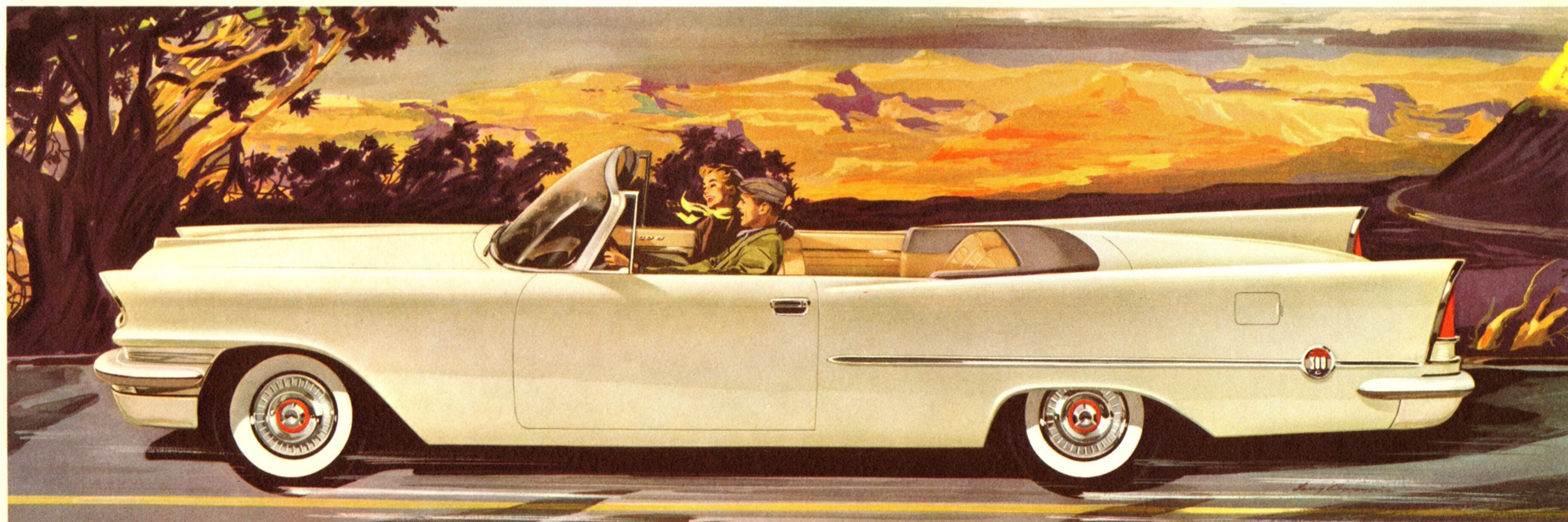
With 375 horsepower in the great FirePower V-8 Engine . . . with the incomparably smooth, fast-acting, new Chrysler TorqueFlite Transmission . . . with the completely new suspension system that keeps the car in level flight and gives it the maneuverability and roadability comparable to the famous sports cars of European make . . . and, with a distinctive styling that is *all its own*, the Chrysler 300 C is, unmistakably, the *outstanding* car in America — and one of the *outstanding* cars in the world today.

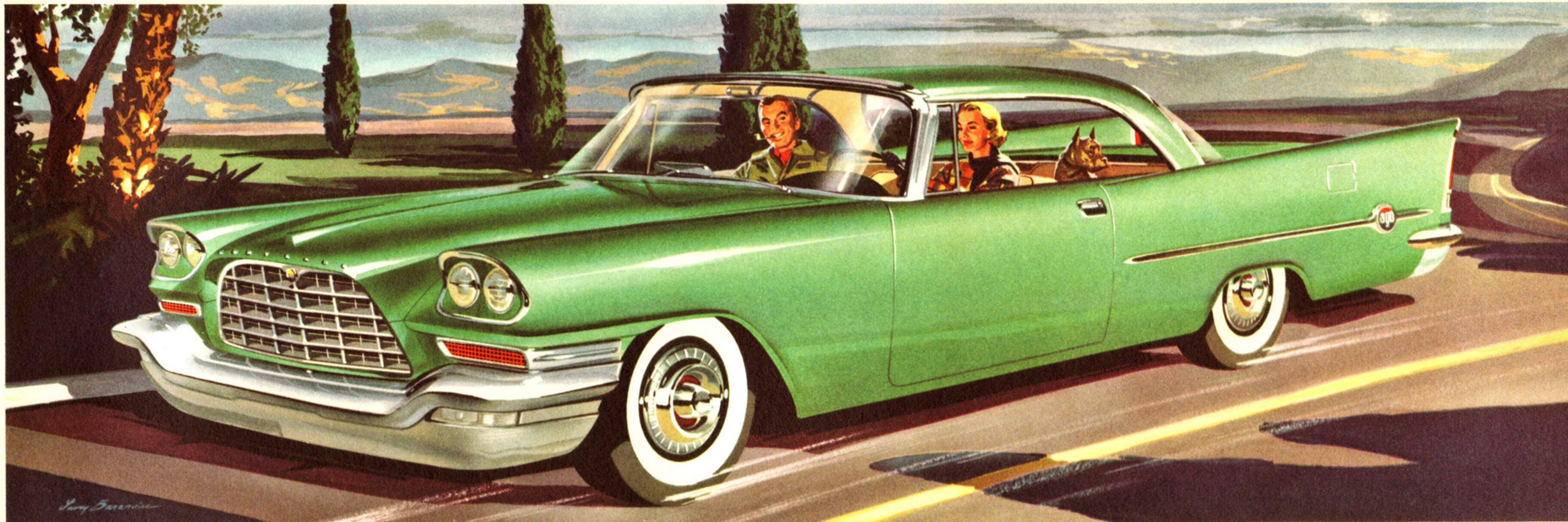
Chrysler 300 C, "America's Greatest Performing Car" — a reputation that has been earned

and proved by a brilliant record of achievement.

In 1955, the first Chrysler 300 was, by an overwhelming margin, both the AAA and the NASCAR Stock Car Champion, winning both of these coveted titles over *all other cars*. Again, in 1956, the 300 B was the NASCAR Champion, with 21 first places in NASCAR Grand National Races. And, the 300 C has several important engineering advancements that give the car even *more outstanding* performance than that of its illustrious predecessors.

The 300 C FirePower V-8 Engine, one of the finest, most efficient engines ever designed, develops 375 horsepower at 5200 rpm. It has two 4-barrel carburetors, a full race camshaft, mechanical valve lifters, adjustable valve rockers, heavy-duty crankshaft, double valve springs, Tri-metal main and rod bearings, and extra-deep exhaust valve seat inserts.





Combined with the FirePower engine is the revolutionary, new, fully-automatic TorqueFlite Transmission to make the finest and most efficient power train that, we believe, has been designed in the industry.

The TorqueFlite Transmission incorporates a high performance torque converter and planetary gears, a combination which gives incredible smoothness and exceptional performance throughout the entire speed range.

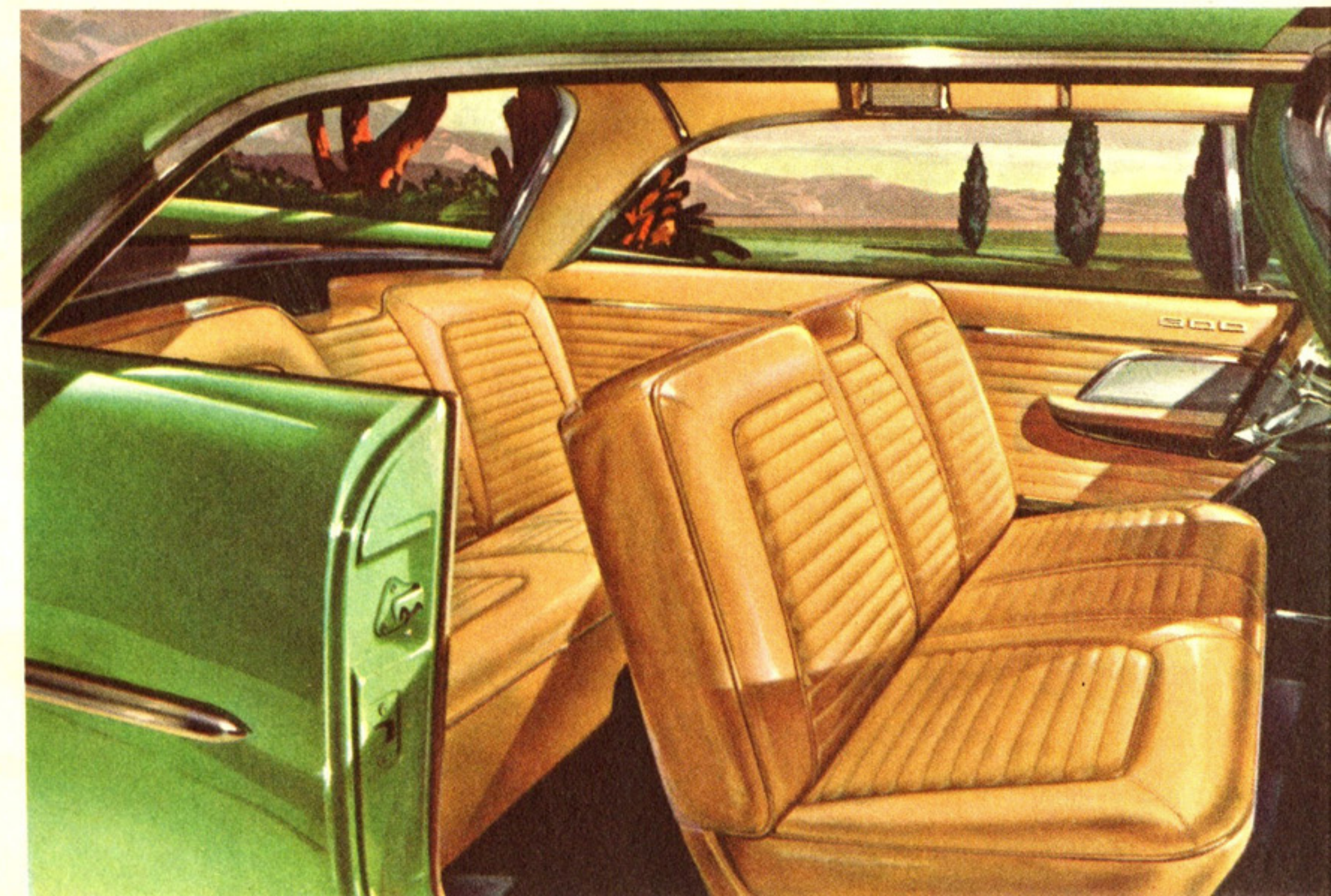
Another great engineering feature of the 300 C is the Torsion-Aire Ride — a revolutionary suspension system with torsion bar front springs, ball joint front wheel suspension, and a host of other suspension design features.

With the greatly lowered center of gravity made possible by the new design, the powerful 300 C hugs the road, takes the corners and the curves with the stability, the safety, and the

maneuverability of a sports car. Wheel fight is greatly minimized. "Nose-diving," when braking the car, is practically eliminated. And out on the highway you will enjoy the most thrilling experience you have ever had behind the wheel of an automobile.

Two beautiful body styles, the Two-Door Hardtop (above) and the Convertible (left) are available in your choice of five exterior single-tone colors — Cloud White, Gauguin Red, Parade Green, Copper Brown, and Jet Black. The interior is handcrafted in genuine natural tan cowhide leather with piped seat cushions and backs. And, inside the car, you will find the same generous proportions — headroom and legroom — that are so characteristic of other Chrysler cars.

The 300 C will, intentionally, be built in limited quantities; therefore, may we suggest that you see your Chrysler Dealer *soon*?





S P E C I F I C A T I O N S

BODY STYLE—Sports Coupe Two-Door Hardtop and Convertible Coupe.

COLORS AVAILABLE—Cloud White, Gauguin Red, Jet Black, Parade Green and Copper Brown. All solid colors, no Two-Tones available.

UPHOLSTERY—Genuine natural cowhide leather with piped seat cushions and backs.

DIMENSIONS

Wheelbase 126"	Width 78.8"
Tread—Frt. 61.2"	Height 54.7" Hardtop
Rr. 60.0"	55.0" Convertible
Over-all Length 219.2"	

ENGINE—FirePower 90° V-8, Hemispherical combustion chamber; overhead laterally inclined, mechanically actuated valves. High speed camshaft. Bore and stroke 4.0 x 3.90. Piston displacement 392 cu. in. Compression ratio 9.25 to 1. Brake horsepower 375 h.p. @ 5200 rpm. Torque 420 lb. ft. at 4,000 rpm.

Optional 390 h.p. engine available at extra cost as part of Optional Chassis Package. Compression ratio 10 to 1. Longer duration high speed camshaft. Low back pressure exhaust system. (This optional engine is not recommended for the average 300C customer as the longer duration high speed camshaft increases idle roughness and reduces low speed engine performance.)

FUEL & LUBRICATING SYSTEM—Two 4-barrel, downdraft carburetors, velocity controlled secondary system, integral automatic choke. Dual paper element air cleaners. Mechanical fuel pump. Full-flow oil filters. Oilite fuel filter in gas tank.

ELECTRICAL SYSTEM—12-Volt Battery, 78-plate, 70 amp-hr.; 30 amp generator.

STEERING—Manual—Symmetrical idler arm steering linkage with three-tooth roller steering gear. Full-Time power steering at extra cost with automatic transmission. Not available with manual transmission.

TRANSMISSION—TorqueFlite. Three-speed fully automatic torque converter and planetary gear type. Push button control on instrument panel. Manual shift transmission is available at extra cost as a part of the Optional Chassis Package.

BRAKES—Chrysler's Total-Contact braking system with power brakes standard equipment with automatic transmission. Power brakes not available with manual transmission.

TIRES—Special racing type, nylon super-cushion tubeless, White Sidewall, 9.00 x 14. Inflation pressure—normal driving, 22 lbs., extended high speed, 30 lbs.

REAR AXLE RATIO—3.36 to 1. Also available 2.92, 3.18, 3.54, 3.73, 3.91, 4.10, 4.30, 4.56, 4.89, 5.38*, 5.83* and 6.17*. *Optional at extra cost.

STANDARD EQUIPMENT—Custom Steering Wheel; Safety Cushion Dash Panel; Prismatic Rear View Mirror; Nylon racing-type White Sidewall Tires; Electric Clock; Directional Signals; Hand-brake Warning Signal; Power Brakes (not available with Manual Transmission); TorqueFlite Transmission; Chrome Stainless Steel Wheel Covers; Windshield Washer; Undercoating; Leather Upholstering; Dual Headlamps; Silent Flite Fan Drive (limits fan speed to 2500 rpm); rear License Plate Frame.

OPTIONAL EQUIPMENT (at extra cost)—Air Conditioning; Electro Touch Tuner or Music Master Radio; Rear Shelf Radio Speaker (Hardtop); Power Antenna; outside Rear View Mirror; Rear Window Defroster (Hardtop); Custom Conditionair or Instant Heat Heater; Power Steering (not available with Manual Transmission); Power Windows; 6-Way Power Seat; Solex Glass; Shaded Backlight (Hardtop); Stone Shields—rear quarter panel; Optional Chassis Package, which includes High Speed Camshaft with longer duration, 10 to 1 Compression ratio, Limited Slip Differential, Low Back Pressure Exhaust System, Manual Transmission, and Manual Steering.

All Specifications, Equipment and Prices subject to change without notice.

CHRYSLER DIVISION

DETROIT