

*A closer look
at the
quiet world of
Imperial*





*Imperial's silence
is unbelievable
even at 100 m.p.h.*

Here is a totally new silence in motion. It is a silence so deep and significant you can experience it only in a totally new kind of luxury car. The incomparable Imperial for 1964.

The silence of Imperial becomes an almost tangible luxury—one which magnifies all others. You sense

this especially at highway cruising speeds; but even at 100 m.p.h. on our proving grounds, the wind and road sounds you might expect are strangely subdued. The effect is startling—and delightful.

Why does this happen? Because the new Imperial is the first car designed to meet the extraordinary

requirements of maximum silence. 154 important refinements—for silence alone—have made this the quietest motorcar produced in America. And the significance of its silence is this: it is permanent evidence of the new precision and performance now built into an incomparable fine car.



*Imperial for 1964
raises exacting
new standards
for craftsmanship
and luxury*

In the quiet world of Imperial, you will sense a change in the deeper qualities of a fine car. This is due to new, more exacting standards for the total automobile. For example:

A new standard for custom handwork. In the modern facilities where Imperials are built, each car receives meticulous hand finishing. Your new Imperial receives scrupulous attention to fit and detail that combines custom coachcraft with the latest scientific assembly techniques.

The standard for spaciousness. Imperial is America's most spacious motorcar—for one reason. Certain comfort for six persons recognizes no compromise for manufacturing convenience—so we have permitted none in the size of our car. Only Imperial's interiors afford seat width and shoulder space exceeding five feet; leg space in the rear seat of our Crown Coupes is as generous as in the LeBaron and Crown Four-Door.

A new standard of warranty protection. Only Imperial, among American luxury cars, is engineered and built so precisely that its vital power train components are warranted for 5 years or 50,000 miles.* Our Imperial warranty is a commitment of performance and owner satisfaction that is unprecedented in automotive history. Another proof that the totally new Imperial is indeed the incomparable choice in fine motorcars.

*The Imperial 5-Year/50,000-Mile Warranty Assesses: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship, and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of all 1964 Imperials, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requires the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.



The Imperial look: Restrained. Elegant. Able. Here is a car that looks like what it is: a luxury car with outstanding performance potential. Its lines have a quiet simplicity and authority all their own; age will not date them, for they are a product of fine proportion and balanced design.



*This is the
private world
Imperial
owners enjoy*

It is first of all the quietest, most spacious personal world available to you in the field of domestic fire cars. That alone would be significant; but from these beginnings, Imperial is further engineered, equipped and finished to provide unparalleled traveling comfort.

Experienced fire car owners, in particular, notice the differences about the new Imperial. Its rich silence is more soothing to the nerves. Posture-design seats lend special support to the back and shoulders; their comfort is extraordinary. You and your guests arrive after a long drive, fresh and relaxed.

Still, Imperial's greatest satisfactions are reserved for the driver. It handles more precisely and responds with more sensitivity than you'd expect. Its feeling of control is exhilarating. Complete power equipment plays a part in this, of course; power steering and brakes, the push-button automatic transmission and Imperial's great 413 cu. in. engine combine to provide complete mastery of the road at any speed.

The LaFaron interior, shown here, is the most splendidly appointed of our four models. Only the most luxurious fabrics and carpetings are used—and used unsurprisingly. Rosewood inlays grace the doors and front seat side shield. Special portfolio storage pockets are located on the backs of front seats; reading lights are provided for your convenience.

All Imperials, of course, provide a wealth of thoughtful little touches to make your luxury complete. Power window lifts are standard equipment. Handy storage compartments are hidden in the front door arm rests. Center arm rests fold down from front and rear seat backs. Mechanical conveniences such as an automatic parking brake release and an inside-controlled outside mirror have not been overlooked. And there are lights, lighters and ashtrays always within reach.

The Crown Four-Door. Our lowest priced model for 1964. Fifteen interior decors are offered; most power equipment is standard. Comparison will reveal its outstanding value at \$5,560.*



The Incomparable Imperial for 1964

The Crown Coupe. A new "personal car" in the luxury field. Includes aircraft type seats, reclining front passenger seat, individual power seat controls, and leather upholstery for \$5,718.*



comes in four interesting personalities



The Crown Convertible. The Imperial for those who take outdoor living seriously. Most major power accessories are standard, as are leather upholstery and reclining front passenger seat. \$5,982.*



The LeBaron. Our formal town-car is available as shown, or with an optional vinyl covered roof. 12 color co-ordinated interior schemes are offered in the design shown on a preceding page. From \$6,434 up.*

*Manufacturer's suggested retail price, exclusive of optional equipment, destination charge, title and tax fees. Price set free standard on the LeBaron.

*See your
Imperial dealer
and enter the quiet world
of the
Incomparable Imperial.*

IMPERIAL DIVISION



CHRYSLER
MOTORS CORPORATION