



There are those who consider Imperial a status symbol of the first rank.

Quite possibly they are right.

However, one must also judge its inherent practical worths.

And it is these which make Imperial the incomparable car of the luxury field.

Consider them now.



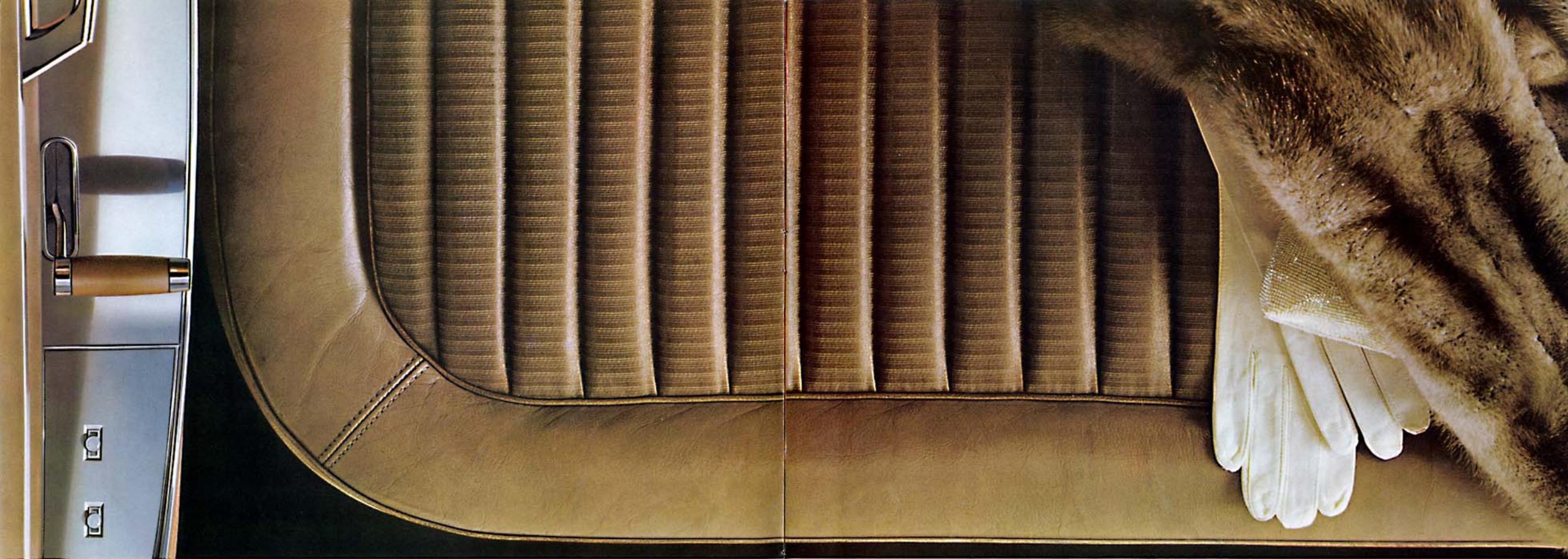
In the quiet expression of good taste, Imperial has no equal.

The softest automotive leathers in the world; inlays of rare 100-year-old walnut; tempered-glass protected headlamps; an unmistakable elegance of line, from distinctive new grille to a striking eagle medallion—these are a few of the reasons the 1965 Imperial is a rather singular automobile.

Nowhere is Imperial's taste for the rich, the simple, and the subtle more evident than in the LeBaron model above. Six-way power seat, power windows, power brakes, power steering—even power-vent windows are included among forty-eight standard equipment features.

There are fourteen different LeBaron interior selections. Four are leather-and-fabric combinations; one is broadcloth; and there are nine choices of leather upholstery. (Six in bench-type seats, three in aircraft-type seats.) LeBaron's obsessive attention to detail is also

worth noting: three cigarette lighters, individual rear-seat reading lamps, and a carpeted spare-tire cover are a few examples. But most impressive of all Imperial luxuries are its size and silence. This is one of America's most spacious luxury cars. It is also the quietest.



For those unwilling to compromise the comfort of others.



From outside, the 1965 Imperial is an impressively luxurious automobile. But, what is more satisfying is the way its luxury is translated—without compromise—into comfort for you and your passengers.

Its interior space is exceptional. There is five feet of shoulder room and hip room, both front and

rear. Pull-down center arm-rests in both compartments assure lounge chair comfort.

You relax upon deep, foam-padded seats.

Imperial upholstery is chosen with equal attentiveness. In the LeBaron, the slim-pleated decor of rich, jacquard-and-leather shown above, is available in four color

combinations. Or, you may prefer LeBaron's new all-broadcloth upholstery. And there are leather upholstery options at extra cost—six in bench-type seats, three in aircraft-type seats.

For Crown Four-Door interiors, a high-fashion jacquard weave stitched in a biscuit pattern is

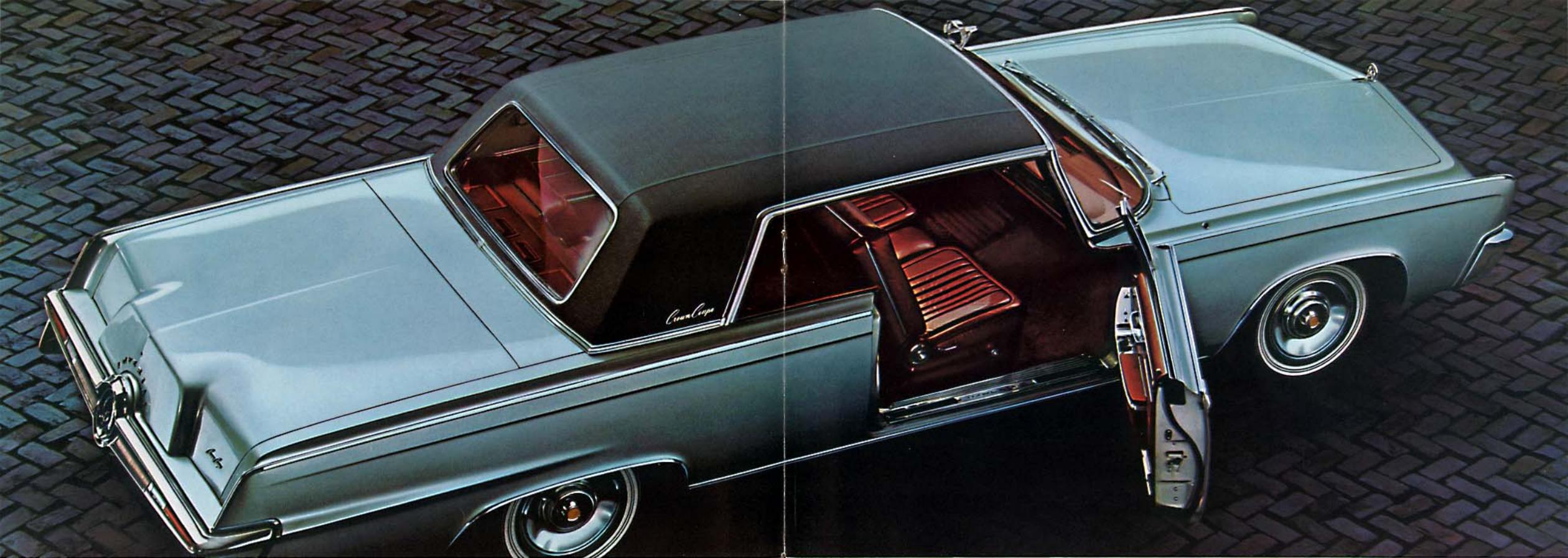
trimmed in top-grain leather (left). There are seven different colors. In addition, leather upholstery is available in eleven choices at extra cost. (Eight are for bench-type seats, three for aircraft-type seats.)

Any fabric or leather you choose for your Imperial has been carefully coordinated by fashion

experts and screened by designers and test engineers.

One test actually employs a set of abrasive wheels which mechanically scrub upholstery surfaces an average of 1,000 times to determine wear resistance.

Clearly, only the most durable fabrics ever see the inside of an Imperial.



Gasoline economy is one of its delightful surprises.

In a luxurious automobile that measures nearly 19 feet, weighs about 5,000 pounds, and delivers 470 ft. lbs. of torque, gasoline economy is indeed a delightful surprise.

There is a good reason for it. The 413 cu. in. V-8 in our '65 models is the most efficient Imperial engine ever built.

A new camshaft design delivers improved acceleration. Tappet plungers are chrome-plated to better resist wear. Pistons and pins are matched for precise engine balance.

In the interest of economy, Imperial cruises city streets and highways on two-barrel carburetion. Yet, any demand for

greater acceleration automatically cuts in two additional barrels. The response is startling.

Imperial's roadability is no less surprising. This is largely due to a suspension system unique among American luxury cars. Torsion bars, synchronized with widely-spaced rear-leaf springs, provide exceptional stability on all

road surfaces.

Performance like this is merely one of the many rewarding aspects of owning an Imperial.

In the Crown Coupe model shown above, executive, aircraft-type seats are standard equipment. Its interior is lavish, with a choice of three leather-and-bedford cord combinations. And

leather upholstery in eight color schemes at no extra charge.

Perhaps the most intriguing effect in the appearance of this informal personal car is its town-car roof and rear window.

It can be further enhanced with a weather-resistant vinyl roof covering in white, black or chestnut at slight extra cost.



Tahitian coconut and whale oils make the leathers unusually supple.



Argentine quebracho wood, bark from the South African wattle tree, the leaf of the Sicilian sumac—these are a few of the ingredients used to give Imperial leathers a softness, strength and patina finer than that of the most costly imported cars.

You might consider finishing leather in this

manner a little extreme; but then, Imperial is an automobile of absolutes.

Even its individual front seats are not of the usual variety, but patterned after executive aircraft seats.

Thick foam cradles you in both front and rear seats. Scientifically shaped seat backs greatly reduce driving fatigue. A set of adjustable front-seat

headrests is available for those who wish this extra-cost option.

Noteworthy, too, is the fact that both front seats are individually power adjusted, and that the aircraft-type seat on the passenger's side can be tilted back in any one of five different positions.

Reclining aircraft-type seats in two-door models

have a rear-compartment foot lever which lowers the seat back forward, allows passengers to exit with complete ease.

Imperial's aircraft-type front seats are standard in the Crown Coupe and Convertible.

They are also available in the LeBaron and Crown Four-Door at slight extra cost.



There are many qualifications for Imperial ownership. Age is not one.



Obviously, an automobile in the luxury car class is not for everyone.

But, have you noticed lately how many of the younger luxury car owners prefer Imperial?

There are excellent reasons for them to do so. Extensive standard equipage, for one thing. Even Imperial's lowest-priced model, the Crown

Four-Door shown at left has automatic transmission, power steering, power brakes, power windows, powered vent windows, and 36 other luxury features.

There is also Imperial's penchant for fine detail. Rare claro walnut accents; a master gauge that tells when the others need attention; even the trunk is carpeted.

The leathers in an Imperial convertible must be able to withstand extreme exposure to natural elements.

Therefore, all must be able to pass unbelievable torture tests. After being boiled, baked, stretched and pummeled, they're thrown into a deep freeze. If the slightest crack appears, the leather is disqualified.

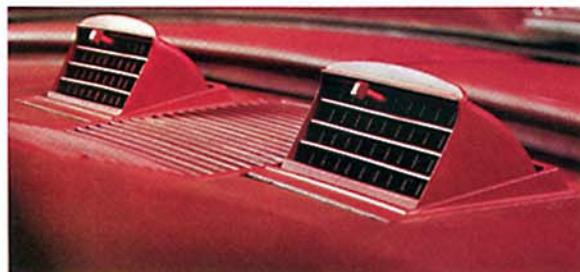
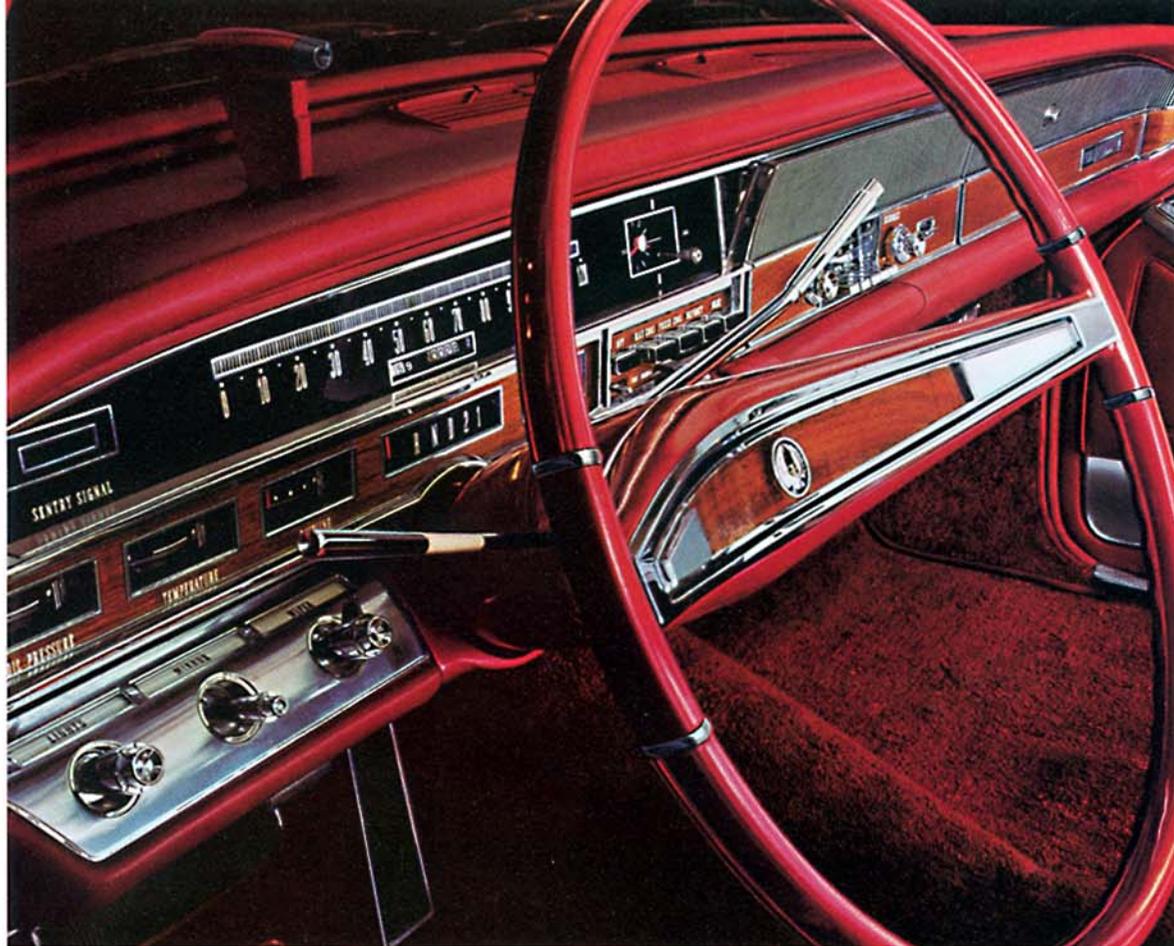
Equal attention is given to the exterior. After a 13-step rust-preventive treatment, the paint finish is six coats deep. The final coat undergoes a special machine buffing to provide a lasting luster.

Imperial models are offered in a wide range of color schemes. 18 exterior colors, 60 two-tone combinations.

Standard equipage even includes a master gauge for watching the other gauges.

Standard equipment and features

1. Power vent windows
2. Power steering
3. Power brakes
4. Power window lifts
5. Power window lock-out switch
6. Automatic transmission (new column-mounted lever)
7. Sentry signal warning system
8. Heater with defroster
9. Retractable safety seat belts (front)
10. Electric clock
11. Windshield washers
12. Back-up lights
13. Dual rear-seat ashtrays with lighters
14. Illuminated front ashtray and lighter
15. Instrument panel safety padding
16. Rear-seat lamps
17. Door-to-door carpeting
18. Luggage compartment carpeting
19. Padded sun visors
20. Remote-controlled left outside rear-view mirror
21. Trunk compartment light
22. Undercoating with hood silencer
23. Center arm rests (both front and rear)
24. Anti-freeze
25. New low-profile tires (And 16 other features.)



Optional equipment at extra cost

1. Vinyl roof (offered on all models except convertible)
2. Air conditioner (Single unit and Dual unit)
3. Six-way power seat (Crown Four-Door only)
4. Auto-Pilot
5. Power door locks
6. AM-FM transistorized radio with power antenna, rear speaker
7. Stereo-reverberator for rear speaker
8. Adjustable steering wheel
9. Sure-Grip differential
10. Tinted glass for all windows
11. Remote deck-lid release
12. Rear-window defogger
13. AM transistorized touch-tuner radio with power antenna, rear speaker
14. Automatic headlight beam changer
15. Headrests (for aircraft-type seats)
16. Right outside rear-view mirror
17. Retractable rear-seat belts
18. Door edge protectors
19. Three-ribbon white wall tires (standard on LeBaron)

Specifications

Engine: Overhead valve 90 degree V-8, 413 cu. in. displacement, 10.1 to 1 compression ratio, 340 hp @ 4600 rpm; torque, 470 lb.-ft. @ 2800 rpm.

Fuel system: Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity 23 gallons.

Electrical system: 12-volt battery; 78 plates, 70-amp-hr. rating, 35-amp. alternator. (46 amp. with air conditioning).

Transmission: TorqueFlite automatic with column-mounted selector lever. Three-speed planetary gear set with increased helix angle. Transmission breakaway ratio . . . 4.90 to 1. Improved torque converter.

Frame: For closed models—perimeter-type ladder frame with six cross-members. Full-length outboard side rails.

Suspension: Chrome-steel torsion-bar independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. Leaf-type rear springs, 60 in. long, mounted 45½ inches apart. Oriflow shock absorbers at all four wheels. Rear axle stabilizer struts.

Steering: Full-time power steering, 3.5 turns, full left to full right . . . Symmetrical idler-arm steering linkage. Hydraulic and mechanical steering reaction systems.

Brakes: Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective braking area 287.2 sq. in. Mechanical parking brake with automatic release.

Wheels and Tires: Low profile tubeless type 9.15 x 15., on Safety-Rim wheels. Stainless steel wheel covers.

Dimensions: For closed models—wheelbase, 129 in. Front tread, 61.8 in.; rear, 61.7 in. Overall length 227.8 in. Width, 80.0 in. Height (loaded) 57.2 in.

As part of Imperial's policy of constant improvement, we reserve the right to make all prices, specifications, equipment, and colors subject to change without notice and without obligation on cars already produced.

