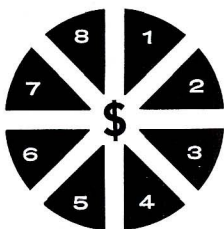


AMERICA'S
FINEST
MOTORCAR



THE 1959
IMPERIAL

**CONTINUOUS
SALES
COME
THROUGH
“THE
SELLING
CYCLE”**



- 1. PROSPECTING**
- 2. QUALIFYING**
- 3. PRESENTING**
- 4. DEMONSTRATING**
- 5. TRADING**
- 6. CLOSING**
- 7. DELIVERING**
- 8. FOLLOW UP**

MY CUSTOMER

MY CUSTOMER is not dependent on me
—I am dependent on him.

MY CUSTOMER is not a cold statistic—
he is a flesh-and-blood human being with
feelings and emotions like my own.

MY CUSTOMER is not someone to argue
or match wits with.

MY CUSTOMER is a person who brings
me his wants—it is my job to fill those
wants.

MY CUSTOMER is deserving of the most
courteous and attentive treatment I can
give him.

MY CUSTOMER is the life-blood of this
and every other business.

1959 IMPERIAL

Manufacturer's Suggested Retail Prices*

MODEL	BASIC VEHICLE	TRANSPORTATION CHARGES	TOTAL*
IMPERIAL CUSTOM			
Sedan.....	\$5,016.00	_____	_____
4-Door Southampton.....	5,016.00	_____	_____
2-Door Southampton.....	4,909.50	_____	_____
IMPERIAL CROWN			
Sedan.....	5,647.00	_____	_____
4-Door Southampton.....	5,647.00	_____	_____
2-Door Southampton.....	5,403.00	_____	_____
Convertible Coupe.....	5,773.50	_____	_____
IMPERIAL LE BARON			
Sedan.....	6,103.00	_____	_____
4-Door Southampton.....	6,103.00	_____	_____

*State and/or local taxes, if any, license, title fees, options and accessories are not included.

These prices are subject to change without notice.

STANDARD EQUIPMENT TABLE

ITEM	IMPERIAL CUSTOM	IMPERIAL CROWN	IMPERIAL LE BARON
Armrest, Folding Center, Front	N.A.	STD.	STD.
Armrest, Folding Center, Rear	STD.	STD.	STD.
Ash Receiver(s), Front and Rear	STD.	STD.	STD.
Carpet, Front and Rear Compartments	STD.	STD.	STD.
Carpet, Luggage Compartment Floor	STD.	STD.	STD.
Clock, Electric	STD.	STD.	STD.
Dual Exhausts	STD.	STD.	STD.
Foam Rubber Seat Cushion, Front	STD.	STD.	STD.
Foam Rubber Seat Cushion, Rear	STD.	STD.	STD.
Gas Tank Fuel Filter	STD.	STD.	STD.
Hand-brake Flasher	STD.	STD.	STD.
Lights, Back-up	STD.	STD.	STD.
Light, Glove Compartment and Map	STD.	STD.	STD.
Mirror, Manual Tilt-type, Inside, Rear-View	EXTRA	STD.	STD.
Mirror, Outside—Left	EXTRA	STD.	STD.
Mirror, Vanity	EXTRA	STD.	STD.
Oil Filter	STD.	STD.	STD.
Power Seat—6-Way	EXTRA	STD.	STD.
Power Steering	STD.	STD.	STD.
Power Brakes	STD.	STD.	STD.
Power Windows	EXTRA	STD.	STD.
Safety-Cushion Dash Panel	STD.	STD.	STD.
Steering Wheel, Custom-Padded	STD.	STD.	STD.
Switches, Interior Light, Front and Rear Door	STD.	STD.	STD.
TorqueFlite Transmission	STD.	STD.	STD.
Undercoating and Hood Insulating Pad	STD.	STD.	STD.
Windshield Washer	STD.	STD.	STD.
Windshield Wipers, Variable-Speed Electric	STD.	STD.	STD.

OPTIONAL ACCESSORY GROUPS

Manufacturer's Suggested Retail Prices**

	IMPERIAL CUSTOM	IMPERIAL CROWN	IMPERIAL LE BARON
GROUP 311	\$689.75	\$424.80	\$424.80
Push-Button Custom Conditionaire Heater			
Radio—Electro Touch Tuner, including Power Antenna and Rear-Seat Speaker			
Mirror—Left, Outside, Remote-Control			
Power Seat, 6-Way, Custom Swivel			
Power Windows			
Accessory Package "A": Dor-Guards, Vanity Mirror, Rear License-Plate Frame			
GROUP 312	588.40	323.45	323.45
Group 311 except:			
Power Seat will be less Swivel			
GROUP 313	974.65	709.70	709.70
All of the items in Group 311 plus:			
Defogger			
Solex Glass			
Flight-Sweep Deck Lid			
Auto-Pilot			
Sure-Grip Differential			
GROUP 314	873.30	608.35	608.35
Group 313 except:			
Power Seat will be less Swivel			

NOTE—Accessory Groups not offered on Convertible.
Groups 313 and 314 are not available with Deluxe-Dual Air
Conditioning Unit.
Prices shown are for 4 door models.

Power Seat less Swivel, Power Windows, Vanity Mirror and Rear License-
Plate Frame are standard on Crown and LeBaron Models.

**State and/or local taxes, if any, are not included.

OPTIONAL EQUIPMENT AND ACCESSORIES

Manufacturer's Suggested Retail Prices**

ORDER CODE NO.		PRICES**		
		IMPERIAL CUSTOM	IMPERIAL CROWN	IMPERIAL LE BARON
341	Air Conditioner w/Cust. Cond. Heater	\$590.20	\$590.20	\$590.20
342	Air Conditioner, Deluxe Dual Unit w/Cust. Cond. Heater	777.75	777.75	777.75
391	Automatic Beam Changer	54.90	54.90	54.90
397	Auto-Pilot	96.80	96.80	96.80
309	Deck Lid, Flight-Sweep	55.45	55.45	55.45
398	Defogger, Rear Window (N.A. Conv. or w/Deluxe-Dual A.C.)	21.45	21.45	21.45
399	Differential, Sure-Grip	57.45	57.45	57.45
335	Electric Door Locks, 4-Door Models (with Power Windows only)	72.10	72.10	72.10
335	Electric Door Locks, 2-Door Models (with Power Windows only)	47.40	47.40	47.40
345	Heater, Push-Button Custom Conditionaire	136.30	136.30	136.30
347	Heater, Instant (N.A. with Air Conditioning)	164.95	164.95	164.95
	Landau, Black (on Southamptons only)	31.20	31.20	31.20
381	License-Plate Frame, Front	6.05	6.05	6.05
405	Mirror-Matic (Auto. Tilt-type Mirror)	22.20	18.20	18.20
404	Mirror, Manual Tilt-type, Inside, Rear-View	4.00	STD.	STD.
401	Mirror, Outside—Left	6.85	STD.	STD.
403	Mirror, Outside—Right	6.85	6.85	6.85
402	Mirror, Outside—Left—Remote-Control	18.75	11.90	11.90
	Paint—Two-Tone	20.45	20.45	N.A.
303	Power Front Seat, 6-Way	124.80	STD.	STD.
304	Power Windows	125.00	STD.	STD.
445	Radio, Electro Touch Tuner (with Foot Control)	168.80	168.80	168.80
329	Roof, Landau—Silvercrest (Southamptons)	139.80	139.80	139.80
466	Solex Glass with Shaded Windshield	53.75	53.75	53.75
362	Swivel Seat, Custom—Front (Power)	226.15	101.35	101.35
19	Tires, Whitewall 9.50 x 14"	55.10	55.10	STD.
29	Tires, Whitewall Nylon, 9.50 x 14"	76.55	76.55	27.50
396	True-Level Torsion-Aire (Rear)	155.90	155.90	155.90

**State and/or local taxes, if any, are not included.

NOTES



This MoPar trademark stands for having the *right* parts and accessories at the *right* place at the *right* time. They are *right* because every MoPar part and accessory is engineered precisely to the original equipment standard of all Chrysler Corporation vehicles. Our customers have purchased the finest products in the automotive industry—they deserve the best in "Bumper to Bumper" parts and service. And the best in service means using MoPar—genuine Chrysler Corporation Parts.

**MoPar Division—Chrysler Motors
Corporation
Detroit 31, Michigan**

THE 1959 IMPERIAL

EXCELLENCE
WITHOUT EQUAL