

ROSS ROY

DATA

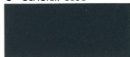
BOOK

FOR CHRYSLER-IMPERIAL SALESMEN

# CHRYSLER 1963



C—GLACIER BLUE



E—NAVY BLUE



H—FOREST GREEN



L—TEAL



N—MADISON GRAY (1)



T—CLARET (1)



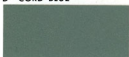
X—FAWN



B—FORMAL BLACK (1)



D—CORD BLUE



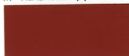
G—SURF GREEN



K—HOLIDAY TURQUOISE



M—ALABASTER (1)



P—FESTIVAL RED (2)



W—OYSTER WHITE (1)



Y—CYPRESS TAN

(1) ONLY COLORS AVAILABLE 300J

(2) NOT AVAILABLE FOUR DOOR SEDANS

## 1963 CHRYSLER

## INTERIOR ACCENTS

| Trim Code | Trim Mat'l | Color Cushion | Bolster    | Flooring  | Steering Wheel | Crash Pad  |
|-----------|------------|---------------|------------|-----------|----------------|------------|
| 101       | V-F        | Blue          | M. Blue    | D. Blue   | D. Blue        | D. Blue    |
| 102       | V-F        | Green         | M. Green   | D. Green  | D. Green       | D. Green   |
| 103       | V-F        | Tan           | M. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 105       | V-F        | Claret        | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 108       | V-F        | Turquoise     | M. Turq.   | D. Turq.  | D. Turq.       | D. Turq.   |
| 111       | V-F        | Blue          | L. Blue    | D. Blue   | D. Blue        | D. Blue    |
| 112       | V-F        | Green         | L. Green   | D. Green  | D. Green       | D. Green   |
| 113       | V-F        | Tan           | L. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 115       | V-F        | Claret        | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 121       | V-F        | Blue          | M. Blue*   | D. Blue   | D. Blue        | D. Blue    |
| 123       | V-F        | Tan           | L. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 125       | V-F        | Claret        | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 126       | V-F        | Black         | Alabaster  | Black     | Black          | Black      |
| 141       | V-F        | Blue          | M. Blue    | D. Blue   | D. Blue        | D. Blue    |
| 142       | V-F        | Green         | M. Green   | D. Green  | D. Green       | D. Green   |
| 143       | V-F        | Tan           | M. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 144       | V-F        | Gray          | M. Gray    | Black     | Black          | Black      |
| 148       | V-F        | Turquoise     | M. Turq.   | D. Turq.  | D. Turq.       | D. Turq.   |
| 201       | V-V        | D. Blue A.    | L. Blue    | D. Blue   | D. Blue        | D. Blue    |
| 203       | V-V        | D. Tan A.     | L. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 205       | V-V        | D. Claret A.  | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 206       | V-V        | Black A.      | Alabaster  | Black     | Black          | Black      |
| 208       | V-V        | D. Turq. A.   | L. Turq.   | D. Turq.  | D. Turq.       | D. Turq.   |
| 221       | V-V        | D. Blue A.    | M. Blue*   | D. Blue   | D. Blue        | D. Blue    |
| 223       | V-V        | D. Tan A.     | L. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 225       | V-V        | D. Claret A.  | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 227       | V-V        | Alabaster A.  | Alabaster  | Black     | Black          | Black      |
| 228       | V-V        | D. Turq. A.   | M. Turq.   | D. Turq.  | D. Turq.       | D. Turq.   |
| 231       | V-V        | D. Blue A.    | M. Blue    | D. Blue   | D. Blue        | D. Blue    |
| 233       | V-V        | D. Tan A.     | M. Tan     | D. Tan    | D. Tan         | D. Tan     |
| 235       | V-V        | D. Claret A.  | M. Claret* | M. Claret | M. Claret*     | M. Claret* |
| 236       | V-V        | Black A.      | Black      | Black     | Black          | Black      |
| 245       | Leather    | Claret        | M. Claret* | M. Claret | M. Claret*     | M. Claret* |

## SYMBOLS:

F=Fabric  
V=Vinyl

M=Medium  
D=Dark

L=Light  
A=Textured

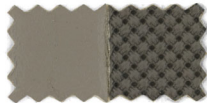
\*=Metallic

# CHRYSLER 1963

NEW YORKER  
TRIM #144  
MADISON GRAY  
VINYL & FABRIC



"300"  
TRIM #223  
TAN  
VINYL & VINYL



"300"  
TRIM #126  
ALABASTER  
VINYL &  
BLACK FABRIC



## BODY TYPE ORDER CODES

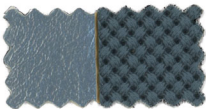
| BODY TYPE                      | NEWPORT | 300 | NEW YORKER | 300J |
|--------------------------------|---------|-----|------------|------|
| 2 DOOR HARDTOP                 | 812     | 822 | —          | 842  |
| 4 DOOR SEDAN                   | 813     | —   | 833        | —    |
| 4 DOOR HARDTOP                 | 814     | 824 | 834        | —    |
| CONVERTIBLE                    | 815     | 825 | —          | —    |
| TOWN & COUNTRY WAGON — 6 PASS. | 858     | —   | 878        | —    |
| TOWN & COUNTRY WAGON — 9 PASS. | 859     | —   | 879        | —    |

| CONVERTIBLE TOPS |              |
|------------------|--------------|
| CODE             | TOP COLOR    |
| 396              | Formal Black |
| 397              | Oyster White |
| 398              | Glacier Blue |

Black and White Tops available with all exterior colors.  
 Blue Top available with Formal Black-B, Oyster White-W, Glacier Blue-C, Cord Blue-D and Navy Blue-E exterior colors only.

# CHRYSLER 1963

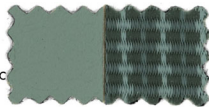
"300"  
TRIM #221  
300 BLUE  
VINYL &  
VINYL



NEWPORT  
TRIM #101  
BLUE  
VINYL & FABRIC



NEWPORT  
TRIM #112  
GREEN  
VINYL & FABRIC



300J  
TRIM #245  
CLARET  
LEATHER



| 160 CHARLES<br>EXTERIOR<br>COLORS | SOLID   |             |       |     |             | 2-TONE  |              |             |              | TWO-TONE    |     |     | 2000 |      |
|-----------------------------------|---|-------------|-------|-----|-------------|---|--------------|-------------|--------------|-------------|-----|-----|------|------|
|                                   | Sea.  | 2nd<br>Sea. | Cont. | T&C | 2nd<br>Sea. | Sea.  | 2nd<br>Cont. | 2nd<br>Sea. | 2nd<br>Cont. | Sea.<br>2nd | T&C | 2nd |      | Sea. |
|                                   | S-1   | S-2         | C-1   | T-1 | S-3         | S-4   | C-2          | S-5         | C-3          | S-6         | T-2 | S-7 |      | S-8  |
| Blue                              | 101   | 111         | 201   | 201 | 201         | 121   | 221          | 221         |              | 1-11        | 211 | 221 |      |      |
| Green                             | 102   | 112         |       |     |             |   |              |             |              | 1-12        |     |     |      |      |
| Red                               | 103   | 113         | 203   | 203 |             | 123   | 223          | 223         |              | 1-13        | 213 |     |      |      |
| Gray                              |   |             |       |     |             |   |              |             |              | 1-14        |     |     |      |      |
| Claret                            | 104   | 114         | 204   | 204 | 204         | 124   | 224          | 224         | 244          |             | 214 | 214 | 244  |      |
| Alabaster<br>& Black              |   |             | 204   | 204 | 204         | 124   |              |             |              |             |     |     |      |      |
| Black                             |   |             |       |     |             |   |              |             |              |             | 214 | 214 |      |      |
| Alabaster                         |   |             |       |     |             |   | 227          | 227         |              |             |     |     |      |      |
| Turquoise                         | 105   |             | 205   |     | 205         |   | 225          | 225         |              | 1-15        |     |     |      |      |
| <b>INTERIOR<br/>COLOR</b>         | <b>USED WITH EXTERIOR<br/>SINGLE COLORS</b>                   |             |       |     |             | <b>TWO-TONE FOR<br/>TOWN &amp; COUNTRY ONLY</b>                                       |              |             |              |             |     |     |      |      |
| Blue                              | B, C, D, E, H, W  |             |       |     |             | WC, WD, CE, WH, DW  |              |             |              |             |     |     |      |      |
| Green                             | B, G, H, M, W   |             |       |     |             |   |              |             |              |             |     |     |      |      |
| Red                               | B, H, T, W, X, Y *N/A Town & Country                          |             |       |     |             | MS, SM, TM, XW, XC, YX, MY, XY  |              |             |              |             |     |     |      |      |
| Gray                              | B, E, H, T, W   |             |       |     |             |   |              |             |              |             |     |     |      |      |
| Claret                            | B, M, N, T, W   |             |       |     |             | MS, SM, TM, WH, WL, TW  |              |             |              |             |     |     |      |      |
| Alabaster & Black                 | With Any of the Colors (1-15)<br>Colors Except Medison Grey—H |             |       |     |             | SM, WC, WD, CE, MC, MY, WH, WL, SM, TM,<br>TW, WP, MT, DW, TW, XW, XC, YX, MY, XY     |              |             |              |             |     |     |      |      |
| Black                             | With Any of the Colors (1-15)<br>Colors                       |             |       |     |             | MS, WC, WD, CE, MC, SM, WH, WL, SM, TM,<br>TW, WH, WP, WL, DW, TW, XW, WH, YX, MY, XY |              |             |              |             |     |     |      |      |
| Alabaster                         | With Any of the Colors (1-15)<br>Colors Except Medison Grey—H |             |       |     |             |   |              |             |              |             |     |     |      |      |
| Turquoise                         | B, E, I, M, N, W  |             |       |     |             |   |              |             |              |             |     |     |      |      |

SYMBOLS

F=Fabric

V=Vinyl

L=Leather

a=Extra Cost

B=Bucket Seats

# 1963 IMPERIAL



B—Formal Black



C—Glacier Blue



D—Cord Blue



E—Navy Blue



H—Forest Green



K—Holiday Turquoise



L—Teal



M—Alabaster



N—Madison Gray



O—Charcoal Gray



R—Mayan Gold



S—Ivory



T—Claret



W—Oyster White



X—Fawn



Z—Mahogany



# 1963 IMPERIAL INTERIOR COLOR ACCENTS

NET...NETALIC

V...DURA VINYL

F...FABRIC

L...LEATHER

LT...LIGHT

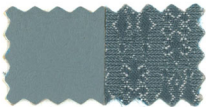
DK...DARK

M...MEDIUM

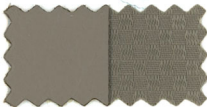
| TRIM CODE | SEAT MATERIAL | CUSHION COLOR  | FABRIC NAME | BOLSTER COLOR  | FLOORING COLOR | STEERING WHEEL | INSTRUMENT CRASH PAD |
|-----------|---------------|----------------|-------------|----------------|----------------|----------------|----------------------|
| 901       | V-F           | BLUE           | PATTERN     | LT. BLUE       | DK. BLUE       | DK. BLUE       | DK. BLUE             |
| 903       | V-F           | FAWN           | PATTERN     | LT. FAWN       | DK. FAWN       | DK. FAWN       | DK. FAWN             |
| 904       | V-F           | GRAY           | PATTERN     | LT. GRAY       | DK. GRAY       | DK. GRAY       | DK. GRAY             |
| 908       | V-F           | TURQUOISE      | PATTERN     | LT. TURQUOISE  | DK. TURQUOISE  | DK. TURQUOISE  | DK. TURQUOISE        |
| 909       | V-F           | GOLD           | NYLON       | LT. GOLD       | M. GOLD        | DK. GOLD       | DK. GOLD             |
| 921       | L-F           | BLUE           | CHECK       | LT. BLUE       | M. BLUE        | DK. BLUE       | DK. BLUE             |
| 923       | L-F           | FAWN           | CHECK       | LT. FAWN       | M. FAWN        | DK. FAWN       | DK. FAWN             |
| 924       | L-F           | GRAY           | CHECK       | LT. GRAY       | M. GRAY        | DK. GRAY       | DK. GRAY             |
| 925       | L-F           | CLARET         | NYLON       | M. CLARET MET. | M. CLARET      | M. CLARET MET. | M. CLARET MET.       |
| 928       | L-F           | TURQUOISE      | NYLON       | LT. TURQUOISE  | M. TURQUOISE   | DK. TURQUOISE  | DK. TURQUOISE        |
| 929       | L-F           | GOLD           | NYLON       | LT. GOLD       | M. GOLD        | DK. GOLD       | DK. GOLD             |
| 939       | L-F           | GOLD           | CHECK       | LT. GOLD       | M. GOLD        | DK. GOLD       | DK. GOLD             |
| 941       | L-F           | BLUE           | CHECK       | LT. BLUE       | M. BLUE        | DK. BLUE       | DK. BLUE             |
| 943       | L-F           | FAWN           | CHECK       | LT. FAWN       | M. FAWN        | DK. FAWN       | DK. FAWN             |
| 944       | L-F           | GRAY           | CHECK       | LT. GRAY       | M. GRAY        | DK. GRAY       | DK. GRAY             |
| 949       | L-F           | GOLD           | CHECK       | LT. GOLD       | M. GOLD        | DK. GOLD       | DK. GOLD             |
| 951       | L-L           | LT. BLUE       | —           | LT. BLUE       | M. BLUE        | DK. BLUE       | DK. BLUE             |
| 953       | L-L           | M. CLARET MET. | —           | M. CLARET MET. | M. CLARET      | M. CLARET MET. | M. CLARET MET.       |
| 956       | L-L           | CHARCOAL       | —           | CHARCOAL       | CHARCOAL       | CHARCOAL       | CHARCOAL             |
| 957       | L-L           | ALABASTER      | —           | ALABASTER      | CHARCOAL       | CHARCOAL       | CHARCOAL             |
| 975       | L-L           | M. CLARET MET. | —           | M. CLARET MET. | M. CLARET      | M. CLARET MET. | M. CLARET MET.       |
| 976       | L-L           | CHARCOAL       | —           | CHARCOAL       | CHARCOAL       | CHARCOAL       | CHARCOAL             |
| 977       | L-L           | ALABASTER      | —           | ALABASTER      | CHARCOAL       | CHARCOAL       | CHARCOAL             |

# 1963 IMPERIAL

CUSTOM  
TRIM #908  
HOLIDAY  
TURQUOISE  
VINYL & PATTERN  
FABRIC



CROWN  
TRIM #923  
FAWN  
LEATHER &  
CHECK FABRIC



CROWN  
TRIM #929  
MAYAN GOLD  
LEATHER &  
NYRON FABRIC



LE BARON  
TRIM #949  
MAYAN GOLD  
LEATHER &  
CHECK FABRIC



LE BARON  
TRIM #975  
CLARET  
LEATHER



| '83<br>IMPERIAL<br>Interior<br>Colors | CUSTOM  |     | CROWN |      |     |      |  | LE BARON |      |  | EXTERIOR COLOR HARMONIES<br>RECOMMENDED WITH SPECIFIC<br>INTERIOR TRIMS: |
|---------------------------------------|---|-----|-------|------|-----|------|--|----------|------|--|--|
|                                       | 4HT   | 2HT | 4HT   |      | 2HT |      | Conv.  | 4HT      |      |  |  |
|                                       | V-F   | V-F | L-F   | Lx   | L-F | Lx   | L  | L-F      | Lx   |  |  |
| Cord Blue                             | 901   | 901 | 931   | 951x | 921 | 951x | 951  | 941      |      | B, C, D, E, H, W                               |  |
| Fawn                                  | 903   | 903 | 923   |      | 923 |      |  | 943      |      | B, H, M, T, W, X, Z                            |  |
| Madison Grey                          | 904   | 904 | 924   |      | 924 |      |  | 944      |      | B, E, H, K, L, N, O, T, W                      |  |
| Holiday Turquoise                     | 908   | 908 | 928   |      | 928 |      |  |          |      | B, K, L, W                                     |  |
| Mayan Gold                            | 909   | 909 | 929   |      | 929 |      |  |          |      | B, H, R, S, W                                  |  |
| Mayan Gold                            |   |     | 939   |      | 939 |      |  | 949      |      | B, H, R, S, W                                  |  |
| Claret                                |   |     | 925   | 955x | 925 | 955x | 955  |          | 975x | B, H, N, O, T, W                               |  |
| Formal Black                          |   |     |       | 956x |     | 956x | 956  |          | 976x | B, C, D, E, H, K, L, M, N, O, R, S, T, W, X, Z |  |
| Alabaster                             |   |     |       | 957x |     | 957x | 957  |          | 977x | B, C, D, E, H, K, L, M, R, S, T, W, X, Z       |  |
| Symbols:                              | 4HT = 4 Door Handtop<br>2HT = 2 Door Handtop<br>Conv. = Convertible |     |       |      |     |      | V = Dura Vinyl<br>F = Fabric (Patterns, Nylon, Check)<br>L = Quality Leather<br>x = Extra Cost |          |      |  |  |

ALL SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE