



FOR USE IN AUTO SHOW SECTIONS

THE 1969 IMPERIAL -- Five inches longer than last year, totally new in styling and available with a wide range of luxury options and accessories, the Imperial for 1969 embodies dignified contemporary design in a classic tradition. Aerodynamically exciting but still formal in effect, the new Imperial is available in three models, featuring in hardtop LeBaron models a limousine-inspired rear window, and in all models massive but graceful bumpers and grille treatments. Pictured is the LeBaron four-door hardtop.

From: Chrysler-Plymouth Public Relations
P. O. Box 1658, Detroit, Mich. 48231

(68-4010)