





CHRYSLER-PLYMOUTH NEWS PHOTO

LONG, LOW and LUXURIOUS -- The Chrysler Imperial LeBaron enters 1972 as an all-new luxury car with simplified but elegant lines. In two and four-door hardtops. Wheelbase: 127 inches. Standard engine: 440 V-8.

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1972 CHRYSLER IMPERIAL FEATURES
CLEAN, ELEGANT STYLING

DETROIT...While industry trends are dictating reduced styling and appearance change, Chrysler's top of the line Imperial LeBaron emerges as an all-new luxury car with simplified but elegant lines for 1972.

In addition, Imperial includes a number of engineering innovations to improve safety, ecology, and driver and passenger comfort that will complement the over-all in ultimate luxury.

"Chrysler Corporation's objective for the 1972 Imperial LeBaron was to realize the maximum in quality, reliability, and maintainability and still retain the distinction of tasteful high style," said

An exclusive wheelbase in the Chrysler line, Imperial is 127 inches with an overall length of 229.6 inches. Two models will be offered -- the four-door hardtop and the two-door hardtop. Overall width is 79.6 inches; height, 56 inches; front track, 62.4 inches; and rear track 63.4 inches.

STYLING

Styling emphasis encompasses a complete change in sheet metal. However, the stylists included functional and safety features along with establishing a new contemporary and appealing look.

Bumpers have design features, which include protection against damage to lights, exhaust, heating and cooling systems during light contact. Color keyed body side mouldings provide added protection.

Grille, headlamps, taillights, backup lights, and ornamentation blend to the long, low and elegant lines. Fiberglass fender skirts are standard.

Standard engine is the 440 CID V8, which utilizes a single snorkel air cleaner. Engine improvements include a new, longer service life water pump, redesigned, improved performance alternator, and synthetic lubricant, which provides an anti-scuff protection during engine break-in.

LUXURY INTERIORS

Fifty-fifty bench seats with individual center arm rests and reclining passenger seat are used on the four-door hardtop. On the two-door Imperial, seat backs unlatch automatically when the doors are opened. The latch reengages when the seat is returned to an upright position and the doors are closed.

A padded instrument panel with an easy-to-read instrument cluster and simplified controls, is part of Imperial's 1972 interior. Shoulder and lap safety belts are changed to provide more comfort and ease in fastening. They feature a single buckle, three-point system. Both belts are unfastened simultaneously.

SAFETY, QUALITY

Numerous safety and quality features are new for 1972. Redesigned, low-beam headlights provide increased candlepower for improved night driving visibility. Brighter backup lamps have a higher candlepower, also, for improved lighting direction. The four-wheel Sure-Brake Skid Control system, exclusive to Imperial, continues as an option.

Aside from each Imperial being road tested by Quality Control engineers prior to shipment, new electronic equipment has been designed for 1972 to assure top quality.

A unique electronic ignition system is standard on all Imperials for 1972. It eliminates the need for breaker points, a common cause for increased emissions due to the engine misfiring, and excluding spark plugs, is essentially maintenance free.

COMFORT

The many small features that typify luxury in automobiles, keeps Imperial at the top of its category in providing the ultimate in comfort and convenience.

Greater driver and passenger comfort is provided by improvements in both heating and air conditioning. The Chrysler Air Temperature Control system makes automatic adjustment to the interior temperature by merely setting the dial.

AM-FM radios, as well as stereo tape decks for playing or recording, are optional. A long list of standard equipment includes power steering, power disc brakes, automatic transmission and vinyl roof.

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