

From: CHRYSLER-PLYMOUTH PUBLIC RELATIONS
U. S. Automotive Sales & Service
Chrysler Motors Corporation
P. O. Box 857
Detroit, Michigan 48231
Contact: Tony Weiss or Frank Wylie
(313) 956-5344

For Release On or After
6 A.M., Thursday,
August 17, 1972

1973 IMPERIAL -- EMPHASIS ON
SAFETY, COMFORT, SECURITY, CLEANER AIR

DETROIT -- Improvements in the luxury Imperial LeBaron for 1973 emphasize the safety, comfort and security of the driver and his passengers and make important contributions to cleaner atmosphere.

"The 1973 Imperial has dozens of significant engineering improvements and is loaded with the careful extra touches that make it one of the world's real luxury cars," said F. G. Hazelroth, general sales manager of Chrysler-Plymouth Division.

MODELS

The largest car in the Chrysler line, Imperial has a wheel-base of 127 inches and an overall length of 235.3 inches. Overall width is 79.6 inches and overall height is 56.0 inches. There are two models, the two-door hardtop and the four-door hardtop.

SAFETY AND SECURITY

The substantial advances in the development of safety and security features are reflected in the 1973 Imperial.

Structurally reinforced bumpers and larger energy absorbing guards offer greater protection of the lights, exhaust and fuel systems, and the heating and cooling systems. In barrier impact tests, the bumpers withstood forces of 5 mph on the front and 2-1/2 mph on the rear, as required by Federal Motor Vehicle Standards.

(more)

Interior upholstery, trim, seat belts, headlining and carpeting are made of materials which have been treated with fire retardant chemicals. These chemicals form a gaseous layer during combustion which tends to smother flames and form a char on materials to slow burning.

ELECTRONIC SECURITY ALARM

An Electronic Security Alarm, which protects engine and trunk compartments as well as the passenger area, is a factory-installed option. If an attempt is made to force open the doors, trunk, or hood, the horn blows and the headlights, taillights and side marker lights flash. An occupant distress alarm and instant protective locking is another feature of the system.

QUIETER OPERATION

Improvements in quiet operation by use of sound-dampening and sealing materials add new dimension to the Imperial's reputation as a great road car. Power train vibrations have been reduced and there's a quieter exhaust system.

ELECTRONIC IGNITION STANDARD

The electronic ignition system, introduced last year as an Imperial option, is now standard equipment. The system has no breaker points or condenser -- fewer parts to replace at tune-up time. Elimination of breaker points also decreases emissions due to engine misfiring.

LUXURIOUS APPOINTMENTS

Distinctive high style characterizes the interior and exterior appearance of the 1973 Imperial.

Motor Vehicle Standard:

(more)

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CHRYSLER-IMPERIAL MODELS FOR 1973

From: Chrysler-Plymouth Public Relations
P.O. Box 857
Detroit, Michigan 48231

SERIES	2-Door Hardtop	4-Door Hardtop
Imperial LeBaron V-8	X	X

MAJOR SPECIFICATIONS*

WHEELBASE:	127"	SEAT HEIGHT, Front:	9.0"	TIRE SIZE:	L84 X 15
		Rear:	11.5"		(Bias Belted)
TRACK, Front:	62.4"	HEADROOM (Effective)			(Steel Belted - Optional)
Rear:	63.4"	Front:	38.3"		
OVERALL Length:	235.3"	Rear:	37.0"	TIRE PRESSURE:	
Width:	79.6"			Front:	26 lbs.
Height:	56.2"	LEGROOM, Front:	41.9"	Rear:	26 lbs.
		Rear:	41.2"		
TURNING CIRCLE, Curb-to-Curb	44.8 ft.	TRUNK CAPACITY:	20.5 cu. ft.	COOLING SYSTEM CAPACITY:	
				With Air Cond. (Std.)	18 qts.
		CRANKCASE CAPACITY:	4 qts.	FUEL TANK REFILL CAPACITY:	23 gals

*4-Door Hardtop

ENGINES	BORE	STROKE	DISPLACEMENT	INSTALLED NET		COMPRESSION RATIO	FUEL
				HORSEPOWER	TORQUE		
V-8 (4-bbl.)	4.32	3.75	440 cu.in.	215 @ 3600	345 @ 2000	8.2 to 1	Regular

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Editors: The following "filler items" are submitted for possible use in your new-car and auto-show special sections.

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Electronic Ignition

An electronic ignition is standard on the 1973 Imperial. With the electronic system, ignition points and condenser are eliminated from the distributor. So, expensive and time-consuming tune-ups that require these parts are not necessary. Instead of using breaker points, the electronic ignition sends high-voltage current to the spark plugs electronically. This system produces a more consistent spark with the result that spark plugs last much longer and fuel combustion is more efficient. This also reduces emissions.

* * *

Security Alarm System

An electronic Security Alarm System is a new option for the 1973 Imperial. Should a prowler tamper with any door, the hood or trunk, the Security Alarm System will sound the horn intermittently and flash the car's lights. Locking or unlocking either front door with the ignition key will arm or disarm the system. The trunk can be opened with the proper key without setting off the Security Alarm System.

A special "panic button" can be operated from inside the car to set off the alarm system and lock all the doors simultaneously.

* * *

Extra-Protection

Extra-protection bumpers are standard on the 1973 Imperial. Front bumpers are designed to withstand barrier impact forces of 5 m.p.h. and rear bumpers 2½ m.p.h. with no significant damage to the car body. To meet these standards, the bumper has been moved away from the sheet metal so there is at least a two-inch space at the closest point. Also, a full-width steel reinforcement bar has been installed behind the bumper face for extra structural strength, and heavier gauge steel and deeper section support bars extend from the car body to support the bumper. Bumper guards, made of rubber, three to four inches thick and mounted on bright bases, are standard.

* * *

Digital Clock

A new electronic digital clock is standard on the 1973 Imperial. The digital clock tells the time in numerals that can be seen at a glance. A precision quartz crystal with an electronic power source keeps the clock accurate within one minute per month or about two seconds a day.

* * *

Torsion-Quiet Ride

Imperial's Torsion-Quiet Ride is standard on the 1973 Imperial. This quiet ride results from a suspension system that is completely rubber-isolated from the car body; extensive insulation and sound deadeners applied to Imperial's Unibody; rubber mounts for the engine and a silent exhaust system. Torsion-bar front springs with an anti-sway bar and multi-leaf rear springs combine to keep the ride smooth and controlled.

* * *

Sentinel Lighting

A unique option on the 1973 Imperial is Safeguard Sentinel Lighting. The sentinel lighting system automatically turns the headlights and taillights on at twilight or during a heavy overcast, then automatically turns them off when there is enough daylight or safe driving. A sensing unit mounted on top of the instrument panel beneath the windshield, contains a photocell that reads light intensity. The photocell transmits the signal that turns the car's lights on and off.

* * *

Reclining Seat

A luxurious cloth-and-leather front seat with passenger-seat recliner, individual seat adjustment for driver and passenger seats and twin folding center armrests is standard on the LeBaron 4-Door Hardtop. A cloth-and-leather bench seat with folding center armrest is standard on the LeBaron 2-Door Hardtop. Both 2-Door and 4-Door Hardtops have a folding center armrest for the rear seat. Leather bucket seats with a passenger-seat recliner is optional on the LeBaron 2-Door Hardtop.

* * *

"Check Gauges" Light

A Sentry Signal warning light on the instrument panel of the 1973 Imperial flashes a "CHECK GAUGES" reminder to the driver when gasoline level or oil pressure is low or when engine water temperature is too high.

* * *

Auto-Temp Air

An Auto-Temp II Air Conditioner, standard on every 1973 Imperial, automatically maintains a pre-set temperature. The temperature in the passenger compartment is controlled by a thermostat which can be set at any temperature between 65° and 85° F. The air conditioner cools, dehumidifies and filters the air before it reaches the passengers. When the outside air turns cool, the automatic temperature control adds heat to the conditioned air to keep passengers comfortable.

* * *

Rear Heater

An optional rear heater and defroster system is available on the 1973 Imperial. The rear heating system increases the overall heating capacity and keeps rear passengers warm even on the coldest days. The rear heater system includes an additional heater core mounted beneath the rear package shelf, a rear fan, rear-seat warm-air outlets, a rear-window defroster outlet and an air-flow control door that directs the air for heating or defrosting.

* * *

Sun Roof

The 1973 Imperial offers an optional power-operated sun roof on both 2-Door and 4-Door LeBarons. At the touch of a central button, the steel sun roof slides back to give an open-air ride. Excellent ventilation, with an almost complete absence of drafts, can be achieved by opening the sun roof just a few inches.

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Anti-Skid Brakes

Four-wheel, anti-skid brakes are an Imperial option designed to prevent the wheels from locking and skidding during panic stops, or when braking on slippery surfaces. This Sure-Brake System automatically "pumps" the brakes at least as effectively as the most expert driver. This "pumping" maintains maximum braking power at each wheel until the skid condition is suppressed. Under normal braking conditions, the Sure-Brake System applies the brakes at all four wheels without the "pumping" action.

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Public Relations
P.O. Box 857
Detroit, Michigan 48231
Contact: Tony Weiss/
Frank Wylie
(AC 313) 956-5344



CHRYSLER-PLYMOUTH NEWS PHOTO

PRIDE OF THE FLEET -- The 1973 Chrysler Imperial LeBaron four-door and two door hardtops contain a long list of engineering refinements and extra touches that make it one of the world's true luxury cars. Emphasis is placed on safety, comfort, and security of driver and passengers.

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CHRYSLER-PLYMOUTH NEWS PHOTO

1973 CHRYSLER IMPERIAL LeBARON

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