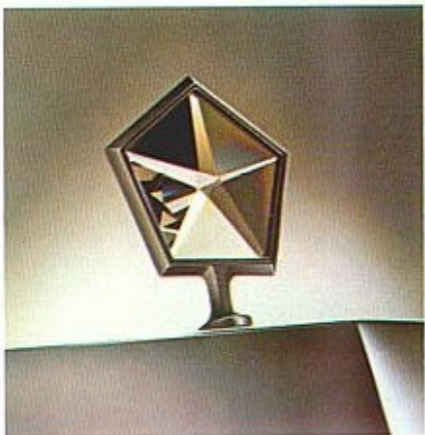


IMPERIAL

It's time for Imperial.



It's time an American luxury car was styled clean and uncluttered.

It's time an American luxury car had electronics engineered in the labs that started the space program.

It's time an American luxury car came one way: totally equipped. And with more luxury features, standard, than any other American automobile.

It's time that a quality built American luxury car was warranted for twice as long as any of its competitors.

It's time for Imperial.

A new two-door personal luxury car is appearing in select showrooms across the country. It is Imperial, America's newest personal luxury car. In several key elements—engineering, equipment, quality—it is an extraordinary automobile. Even its basic limited warranty—two years or 30,000 miles, whichever comes first—is unlike any competitor.

But the first indication of Imperial's new approach to luxury is its styling. Its grille and rear deck are classic, but Imperial's forward-thrusting stance and profile make a totally contemporary statement, reinforced by a virtual absence of decorative chrome. Turn the page and find out why you should purchase or lease a 1981 Imperial.



1981 Imperial in Sterling Silver Crystal Coat



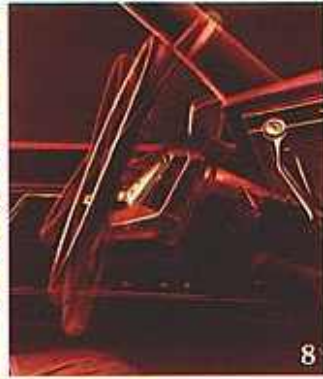
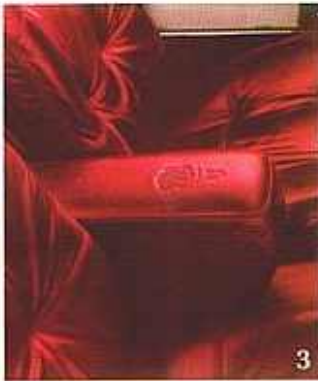
1981 Imperial Mark Cross Interior with leather seating surfaces

It's time an American luxury car came one way: totally equipped. And with more standard personal luxury features than any other American automobile.

No other American automobile offers as complete a list of standard luxury features as Imperial. A choice of four sophisticated sound systems. Speed Control. Power assists. Individually adjustable front power seats, including a passenger recliner. Twin lighted vanity mirrors. Highly sophisticated electronic instrumentation. In fact, Imperial's standard features list is so extensive it fills two, single-spaced, typewritten pages.

Pictured are a few of Imperial's desirable standard features. Equipment that goes beyond that offered by other competitive luxury cars.

1. Dual-beam map/dome light.
2. AM/FM Electronic Search-Tune Radio.
3. Mark Cross interior center armrest.
4. Speed Control.
5. 6-way power driver's seat. (4-way power passenger's seat also standard.)
6. Air conditioning with thermostatic temperature control.
7. Power windows.
8. Tilt steering column.
9. Alternate wheel choice: four wire wheel covers. Or choose four cast aluminum wheels.
10. Halogen headlamps.
11. Alternate sound system choices: AM/FM stereo cassette tape player with Dolby* or
12. AM/FM stereo radio with 8-track stereo tape player.



*Dolby is a trademark of Dolby Laboratories, Inc.



REMINDER SYSTEMS

 FASTEN BELTS	 WASHER FLUID LOW
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FUEL

FULL

ENGINE SYSTEMS

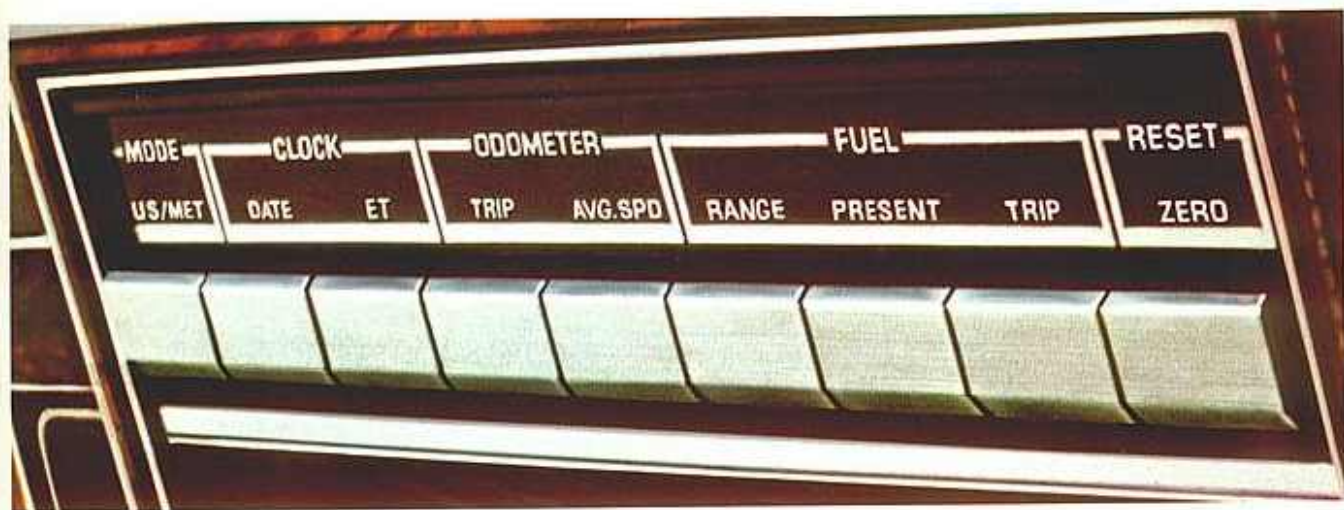
 OIL	 VOLTS
 OIL	 TEMP

ODO MI

45

A/T. S/D

Imperial's electronic instrumentation. Preceding page: top, electronic instrument panel; from left to right, seat belt/washer-fluid reminder system; remaining fuel; engine operating conditions; odometer. Below, 9-button electronic module.



It's time an American luxury car had electronics engineered in the labs that started the space program.

A personal luxury car with two electronic systems that are unmatched by any other American automobile.

One system is an electronic communications center that tells you, at a glance, just about everything you need to know to drive your car safely and efficiently.

The other is EFI, Imperial's unique Electronic Fuel Injection system, that gives you better driveability and better efficiency, at the same time. Both are manufactured at Chrysler's Huntsville, Alabama, Electronics Division, in cooperation with engineers at Chrysler Headquarters. One of the most advanced electronics operations in North America, Huntsville has been a prime aerospace contractor in the Redstone and Saturn Apollo programs.

Imperial's Electronic Communications Center.

If the driver did not know how advanced the design of Imperial was, its instrument panel would tell him. It is the first fully electronic

digital instrument cluster in America, supplying all necessary information in either standard or metric terms. Yet it's easy to read. Easy to understand. Its nine button module answers almost any question a driver is likely to ask.

Three digital displays activated by the nine button module instantly provide information as to speed, fuel supply, time and date.

There are also three systems that supply important information automatically: the Safety System, the Reminder System, and the Engine System. The Safety System provides brake condition warning and door ajar indication. The Reminder System gives a fasten-seat-belt alert and indicates low windshield washer fluid. The Engine System warns of low oil pressure, high engine temperature and low battery voltage.

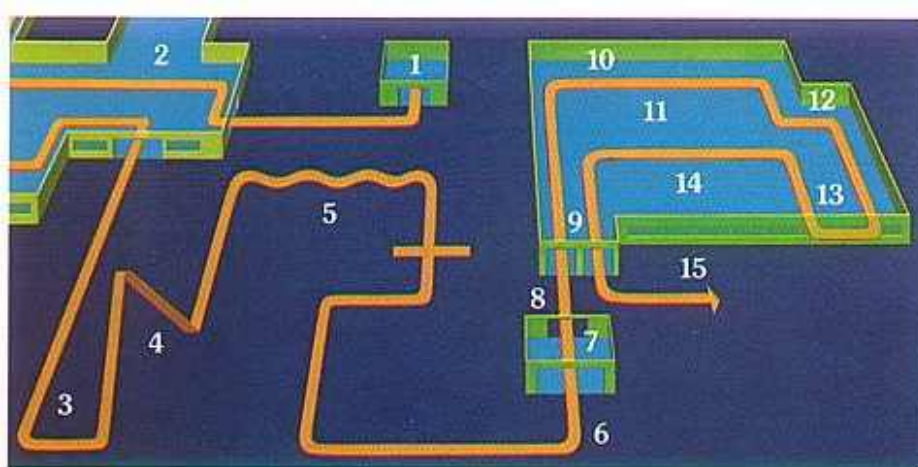
EFI: Electronic Fuel Injection.

Another Engineering innovation manufactured at Huntsville is EFI: Electronic Fuel Injection for Imperial's 5.2 liter V-8 engine, the first continuous flow fully electronically controlled

fuel injection for any production automobile built anywhere in the world.

The brain of Imperial's EFI is the Combustion Computer, which determines the correct proportion of air and fuel delivery based on functional and environmental conditions, driver demands, vehicle load and weather. The mixture of fuel and air is precisely measured, electronically, to maintain top performance and low emissions. The Combustion Computer also controls the spark advance, aided by remote sensors that provide it with still more information.

Imperial's continuous-flow Electronic Fuel Injection improves driving efficiency in three important areas. Starting is simpler, quicker, surer. Efficient engine performance is immediate since EFI controls the engine idle for smooth performance even on coldest mornings. Balks and stalls are virtually eliminated, even in heavy, stop-and-go traffic. Imperial's unique Electronic Fuel Injection represents another exclusive feature which sets Imperial apart from all other personal luxury cars.



The Imperial Quality Assurance Center. It's what every Imperial must pass through before it can be warranted for two years or 30,000 miles, whichever comes first.

The Imperial basic limited warranty extends for twice as long as any competitor.

Imperial's quality assurance begins long before it rolls off the assembly line. Many major parts and components are specially designed for Imperial alone, or receive special handling.

Our Goal: Best in Class Quality. The first step toward Imperial's goal: "Best in class, bar none," is in the pre-selection of quality parts and the fabrication of the body (1). Major panels are built of a special grade of steel that is not only resistant to dents and damage, but also provides excellent surface quality for finishing.

Special Assembly Line Care. Imperial is assembled at the Windsor, Ontario Assembly Plant (2). Special care is given to every detail in building Imperial. For example, special attention is given to door closing mechanisms to assure smooth opening and closure. As the assembly process is com-

pleted and approved, test equipment from the Huntsville Electronics Division monitors steering column and trim-line electrical items. Instrument clusters, previously tested at Huntsville, are again tested after installation.

Every Imperial Road Tested. Leaving the assembly plant, each Imperial must pass a rigorous 5.5-mile road test. A trained technician-driver takes each car over different terrain at varying speeds.

Over straight stretches of smooth pavement (3). Up and down hills (4). Across bumps and potholes (5). The driver also tests air conditioner, heater and electronic cluster controls during the test.

Running Temperature Engine Checks. While still hot from the test drive, the Imperial is placed on a hydraulic hoist in a special checkout building (6). Fifteen items are checked and re-checked. These include exhaust system clearances and fluid-leak inspections. Fittings for oil pan,

coolant, transmission, rear axle and brake fluid must be tight (7).

Imperial Quality Assurance Center. After Imperial has passed all checks and is signed off by the technician, it is driven to Chrysler's new Imperial Quality Assurance Center (8).



Here, the vehicle receives a 5-minute water test for body tightness (9). As 42

high-pressure nozzles spray the car from top to bottom, the technician inside checks by hand for possible leaks in floorpan, glass areas,



doors and trunk. Imperial is then hand-washed and examined for front-end alignment

and wheel balance (10). The Quality Assurance Center then readies Imperial for shipment.



Underbody components and the engine compartment are inspected and given needed

adjustments (11). Thirty checks are made in an hour-long inspection. They include the upper and lower control arm ball joints. All torque specifications. Exhaust system clearances and clamps. Shock absorbers, bumpers and gas tank. Upon com-

pletion the inspection is signed off.

Electronic Systems Check.

The next check is of Imperial's engine and electrical systems utilizing a Huntsville tester. This is a



computer that uses electrical current to assure reliability (12). Arriving at its final checkpoint,

the car's body metal is inspected for possible dents and other damage (13). After body and paint are approved, accent stripes are applied. Paint surfaces are wheel-buffed and polished (14).

Quality Audit Sign-off.

With procedures completed, the Imperial is visually inspected by a member of the Chrysler Quality Audit Staff. When he signs the car off as approved, it is released for shipment according to Imperial's special handling procedures (15).

The Imperial Warranty.

Only now does Imperial receive its limited warranty: two years or 30,000 miles, whichever comes first. And covering all labor, all scheduled maintenance, every part, except tires, Imperial's rust warranty extends beyond the vehicle warranty to a full three years.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Chrysler Corporation reserves the right to make changes from time to time without notice or obligation in prices, specifications, colors and materials and to change or discontinue models. See your dealer for the latest information.

Exterior Colors

Imperial offers a choice of eleven exterior colors, including Pearl White and Formal Black.



Sterling Silver Crystal Coat



Day Star Blue Crystal Coat



Light Auburn Crystal Coat



Light Seaspray Green Crystal Coat



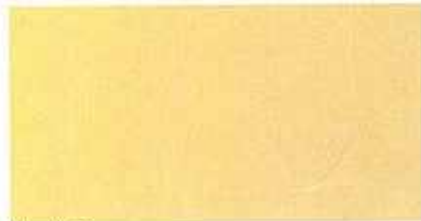
Mahogany StarMist



Spice Tan StarMist



Nightwatch Blue



Manila Cream



Morocco Red



Pearl White



Formal Black

It's time for Imperial.



The New Chrysler Corporation