

CONFIDENTIAL!

*Advance Information
on the 1954 Chryslers*

THE POWER OF

Leadership

IS YOURS WITH

Chrysler



*America's
First
Family
of
Fine Cars!*

A Great Line for 1954!



E. M. BRADEN
General Sales Manager

The 1954 Chrysler Models are a *fine Line of fine automobiles*. And, from what we know about them – and from what we also know about the cars competition is bringing out – we can assure you that in **CHRYSLER** – America's First Family of Fine Cars – you will have the most *saleable merchandise* in the Industry next year.

With the 235 horsepower engine, the PowerFlite Transmission, Power Brakes, and Power Steering, we are confident there is not a car made, either here or abroad, that will outperform the

Imperial and the New Yorker Deluxe. The same can be said for the 195 horsepower New Yorker in its class. And the Windsor Deluxe, too, with the PowerFlite Transmission, has a performance that will be noticeably outstanding in its price class.

Performance sells automobiles, as you well know. And when you add beautiful styling, both inside and out; comfort and roominess; safety, in the greatest measure; and the prestige of the Chrysler name, you have a combination of sales features that cannot be beaten, if they are presented right and demonstrated right.

There isn't an engine in any car today comparable to the FirePower Engine. The same can be said about the amazingly smooth, quiet, efficient PowerFlite Transmission. These two remarkable engineering achievements combine to make the greatest, the most efficient power-train that has been developed in the industry. And, to Chrysler Dealers and Chrysler Salesmen, they represent a source of sales and profits, limited only by the aggressive, intelligent effort that is put behind them to sell them to the millions of competitive owners, and Chrysler owners who will be in the market for new cars in 1954.

On the following pages of this Advance Information Book you will find many other sales features of the 1954 Models—features which, we hope, will help you make 1954 one of your biggest and most profitable years.



General Sales Manager

5 Beautiful MODELS!

20 Smart BODY STYLES!

3 Great ENGINES!

America's First Family of Fine Cars—the Windsor Deluxe—the New Yorker—the New Yorker Deluxe—the Custom Imperial—and the Crown Imperial—five beautiful Models—and every one of them the finest automobile—the greatest performing automobile in its class!

Body Styles on each of the different Models are illustrated on the following pages—together with facts and figures about the new engineering, design, and comfort features that make the 1954 Models the greatest of a great line of motor cars.

WINDSOR DELUXE (C-62)

6 Body Styles

NEW YORKER (C-63-1)

3 Body Styles

NEW YORKER DELUXE (C-63-2)

4 Body Styles

CUSTOM IMPERIAL (C-64)

3 Body Styles

CROWN IMPERIAL (C-66)

3 Body Styles

WINDSOR DELUXE (C-62)

1. Six Passenger Sedan
2. Eight Passenger Sedan
3. Club Coupe
4. Convertible Coupe
5. Newport
6. Town & Country Wagon

NEW YORKER (C-63-1)

1. Six Passenger Sedan
2. Eight Passenger Sedan
3. Club Coupe
4. Newport
5. Town & Country Wagon

NEW YORKER DELUXE (C-63-2)

1. Six Passenger Sedan
2. Club Coupe
3. Convertible Coupe
4. Newport

CUSTOM IMPERIAL (C-64)

1. Six Passenger Sedan
2. Six Passenger Town Limousine
3. Newport

CROWN IMPERIAL (C-66)

1. Eight Passenger Sedan
2. Eight Passenger Limousine







WINDSOR DELUXE

—the Finest Car in the
Medium-Price Field!

The Beautiful Chrysler Windsor Deluxe for 1954 is the lowest-priced member of America's First Family of FINE CARS—and, as such, it represents the finest car in the medium-priced field today.

It is a *big* car—with the smartness, style, and beauty of line made possible by the long wheelbase of 128½ inches—longer than any car in its class.

It is a *big* car—with the comfort; the wide, full-swinging doors; the spacious interiors that have as much, and, in some cases, even more headroom, legroom, and elbowroom than higher priced cars of other makes.

It is a *big* car—with roadability, easy riding, and easy handling that is such a pleasure, such a satisfaction to the owner.

It is a *big* car—from a performance standpoint. With the famous Spitfire engine and the amazing new PowerFlite fully-automatic transmission, it has an agility, smoothness and all-around performance that rank it with the finest performing cars, regardless of price.

And, it is also a *big* car from a Prestige standpoint. First of all, it is a Chrysler, which is recognized and respected as the finest engineered car today. And secondly, it has the size, the smartness of line, the beauty and luxury that place it in the fine car field in every respect other than price.







Major Specifications

WINDSOR DELUXE

Body Styles: 6 Passenger Sedan, Club Coupe, Newport, Convertible Coupe, Town & Country Wagon and 8 Passenger Sedan.

Engine: High compression Spitfire L-head 6 cylinder; Bore & Stroke 3-7/16 in. x 4 1/4 in.; Displacement 265 cu. in.; Compression Ratio 7.0 to 1; Brake Horsepower 119 at 3600 r.p.m. Torque 218 ft. lbs. at 1600 r.p.m.

Transmission: Standard manual shift; Three Forward and One Reverse speed; *PowerFlite* is optional at extra cost on all Windsor Deluxe body styles.

Brakes: Safe-Guard Hydraulic 12 in. diameter internal expanding, *East-Lock* independent parking brake, *Power Brakes* standard equipment on 8 Pass. Sedan and Town & Country Wagon and optional at extra cost on all other body styles.

Steering: Center arm with equal length tie rods. *Power Steering* available at extra cost on all body styles equipped with *PowerFlite*.

Fuel Tank Capacity: 17 gallons.

Crankcase Capacity: 5 quarts.

Cooling System Capacity: 15 quarts.

Electrical System: 43 amp. Generator; 17 plate, 6 volt, 120 amp. hr. capacity Battery.

Dimensions: Wheelbase 125 1/2 in. (139 1/2 in. 8 pass. Sedan); Overall Length 215 1/2 in. (226 1/2 in. 8 Pass. Sedan); Overall Width 77 1/2 in. (80 1/2 in. 8 Pass. Sedan); Overall Height (Loaded) 62 1/2 in.; Tread, Front 56-5/16 in., Rear 59 1/2 in.

Tire Size: 7.60 x 15 (8.00 x 15 8 Pass. Sedan).

The NEW YORKER and NEW YORKER DELUXE

Not just a slogan—but a fact—The Power of Leadership is YOURS with CHRYSLER! And when you drive and "get to know" the 1954 New Yorker and New Yorker Deluxe Chryslers you will realize that here are two cars that give you a sales and profit potential in the fine car field that is without equal in the Industry!

No other car has the FirePower Engine with the Hemispherical Combustion Chamber—235 horsepower in the New Yorker Deluxe and 195 horsepower plus in the New Yorker. No other competitive car has the new Chrysler Power-Flite fully-automatic transmission that was developed, over a long period of years, expressly for the great FirePower engine—making the smoothest, quietest, most efficient, and greatest performing power-train that has been developed in the Industry.

This combination of FirePower and PowerFlite gives the New Yorker Models PERFORMANCE without equal in any car in the world today—with one exception, and that is the *Imperial*, by Chrysler.

Add to these two great features, the ease of handling with full-time Power Steering; the safety and confidence of Chrysler Power Brakes; the sure-footedness and comfort of the Chrysler Safety-Level Ride, and you have a car that competition cannot touch—a car that gives you the Power of Leadership with Chrysler in 1954.







Major Specifications

NEW YORKER

Body Styles: 6 Passenger Sedan, Club Coupe, Newport, Town & Country Wagon and 8 Passenger Sedan.

Engine: FirePower 90° V8 with Overhead Valves; Bore & Stroke 3-13/16 in. x 3 3/4 in.; Compression Ratio 7.5 to 1; Displacement 331.1 cu. in.; Brake Horsepower 195 at 4400 r.p.m.; Torque 320 ft. lbs. at 2000 r.p.m.

Transmission: PowerFlite fully-automatic torque converter with planetary gear set; Upshift automatic from 11 to 65 m.p.h.; Downshift automatic at 11 m.p.h. Instantaneous passing gear.

Brakes: Safe-Guard Hydraulic 12 in. diameter internal expanding, *East-Lock* independent parking brake. *Power Brakes* standard equipment.

Steering: Center-arm with equal length tie rods. *Power Steering* available at extra cost.

Fuel Tank Capacity: 20 gallons.

Crankcase Capacity: 5 quarts.

Cooling System Capacity: 25 quarts.

Electrical System: 45 amp. Generator; 19 plate, 135 amp. hr. capacity, 6 volt Battery.

Dimensions: Wheelbase 125 1/4 in. (139 1/4 in. 8 Pass. Sedan); Overall Length 215 1/4 in. (226 1/4 in. 8 Pass. Sedan); Overall Width 77 1/4 in. (80 1/4 in. 8 Pass. Sedan); Overall Height (Loaded) 62 1/4 in. (68 1/4 in. 8 Pass. Sedan). Tread, Front 56-5/16 in., Rear 59 1/4 in.

Tire Size: 8.00 x 15 (8.20 x 15 on 8 Pass. Sedan and 7.60 x 15 on Town & Country Wagon).





Major Specifications

NEW YORKER DELUXE

Body Styles: 6 Passenger Sedan, Club Coupe, Newport and Convertible Coupe.

Engine: FirePower 90° V8 with Overhead Valves, Four Barrel Carburetor and Dual Exhaust; Bore & Stroke 3-13/16 in. x 3 3/4 in.; Compression Ratio 7.5 to 1; Displacement 331.1 cu. in.; Brake Horsepower 235 at 4400 r.p.m.; Torque 330 ft. lbs. at 2600 r.p.m.

Transmission: PowerFlite fully-automatic torque converter with planetary gear set. Upshift automatic from 11 to 65 m.p.h.; Downshift automatic at 11 m.p.h. Instantaneous passing gear.

Brakes: Safe-Guard Hydraulic 12 in. diameter internal expanding; *Easi-Lock* independent parking brake; *Power Brakes* standard equipment.

Steering: Center-arm with equal length tie rods. *Power Steering* available at extra cost on all body styles.

Fuel Tank Capacity: 20 gallons.

Crankcase Capacity: 5 quarts.

Cooling Capacity: 25 quarts.

Electrical System: 45 amp. Generator; 19 plate, 135 amp. hr., 6 volt Battery.

Dimensions: Wheelbase 125 1/2 in.; Overall Length 215 1/2 in.; Overall Width 77 1/2 in.; Overall Height (Loaded) 62 1/2 in. Tread, Front 56-5/16 in., Rear 59 1/2 in.

Tire Size: 8.00 x 15.

The IMPERIAL

by Chrysler

the Finest Car in America today!

You will not find, we believe – and our belief is founded on exhaustive research and comparison – any car in the world today, that has the distinctive charm – the distinguished beauty of line, and contour, and silhouette – the engineering and mechanical excellence – and the superb, thrilling performance you will find in the 1954 Imperial, By Chrysler.

It has 133 1/2 inch wheelbase – and, in wheelbase, there is rideability, roadability, distinction, and elegance. Compare the wheelbase of both your American and foreign competition – if any!

Compare, also, any engine with FirePower – any transmission with the Chrysler PowerFlite – any Power Steering with Chrysler full-time Power Steering – any Power Brakes with the original Chrysler Power Brakes – and, any ride with the Chrysler Safety-Level Ride. It is a comparison of these things that make the Imperial so superior – so outstanding – and the more thorough your comparison, the more complete and final will be your realization that the Imperial is the *finest* car produced in America today – and, we think, *American-built* cars are the best in the world.





Major Specifications

CUSTOM IMPERIAL

Body Styles: 6 Passenger Sedan, Newport and Town Limousine.

Engine: FirePower 90° V8 with Overhead Valves, Four Barrel Carburetor and Dual Exhaust; Bore & Stroke 3-13/16 in. x 3 3/4 in.; Compression Ratio 7.5 to 1; Displacement 331.1 cu. in.; Brake Horsepower 235 at 4400 r.p.m.; Torque 330 ft. lbs. at 2600 r.p.m.

Transmission: PowerFlite fully-automatic torque converter with planetary gear set. Upshift automatic from 11 to 65 m.p.h.; Downshift automatic at 11 m.p.h.; Instantaneous passing gear.

Brakes: Safe-Guard Hydraulic 12 in. diameter internal expanding; *Easy-Lock* independent parking brake; *Power Brakes* standard equipment.

Steering: Center-arm with equal-length tie rods; *Power Steering* available at extra cost on all body styles.

Fuel Tank Capacity: 20 gallons.

Crankcase Capacity: 5 quarts.

Cooling Capacity: 25 quarts.

Electrical System: 50 amp. Generator; 19 plate, 135 amp. hr., 6 volt Battery. Electric Window Lifts standard equipment.

Dimensions: 133 1/4 in. (131 1/4 in. Newport); Overall Length 223 3/4 in. (221 1/4 in. Newport); Overall Width 77 1/4 in.; Overall Height (Loaded) 63 in.; Tread, Front 57-13/16 in., Rear 60 1/4 in.

Tire Sizes: 8.20 x 15, White Sidewall.

The CROWN IMPERIAL

—the Finest Car in
the World today!

With all due respect to the big, fine cars built in England, Italy, and France, we present the Chrysler Crown Imperial as the finest car in the world today. And, when you consider luxuriousness, performance, ease of handling, safety and reliability, we are perfectly willing to place the Crown Imperial in competition with any car in the world today.

The Crown Imperial is, literally, a custom-built creation—hand-crafted by artisans, skilled in the traditions of the custom-body builders who know coach-work and perfection of detail.

Like the Custom Imperial, by Chrysler, the Crown Imperial has such outstanding features as the 235 horsepower FirePower Engine; PowerFlite Transmission; the exclusive Disc Brakes; full-time Power Steering; Chrysler Air-temp Air Conditioning; Electric Window Lifts; and a long list of engineering and design features, the equal of which you will not find on any car in the world today.

It has a wheelbase of 145 1/2 inches and an overall length of 19 feet, 8 inches. There are two Body Styles—the Eight Passenger Sedan and the Eight Passenger Limousine—identical Body Styles, with the exception of the Glass Partition in the Limousine.

CROWN—IMPERIAL 8 PASSENGER SEDAN AND LIMOUSINE



Major Specifications
CROWN IMPERIAL

Body Styles: 8 Passenger Sedan and 8 Passenger Limousine.

Engine: FirePower 90° V8 with Overhead Valves, Four Barrel Carburetor and Dual Exhaust; Bore & Stroke 5-13/16 in. x 3 3/4 in.; Compression Ratio 7.5 to 1; Displacement 331.1 cu. in.; Brake Horsepower 235 at 4400 r.p.m.; Torque 330 ft. lbs. at 2600 r.p.m.

Transmission: PowerFlite fully-automatic torque converter with planetary gear set. Upshift automatic from 11 to 65 m.p.h.; Downshift automatic at 11 m.p.h.; Instantaneous passing gear.

Brakes: Chrysler Disc Brakes; Self-adjusting, self-energizing, fade-free molded asbestos linings with 12 lining segments per wheel.

Steering: Power Steering standard equipment; center-arm with equal-length tie rods.

Fuel Tank Capacity: 20 gallons.

Crankcase Capacity: 5 quarts.

Cooling Capacity: 25 quarts.

Electrical Systems: 25 amp. Generator; 13 plate, 65 amp. hr. Capacity, 12 volt Battery. Electric Window Lifts standard equipment.

Dimensions: Wheelbase 145 1/2 in.; Overall Length 236 1/4 in.; Overall Width 82 3/4 in.; Overall Height (Loaded) 68 1/4 in.; Tread, Front 57 1/4 in., Rear 66 in.

Tire Size: 8.90 x 15 6 Ply. White Sidewall.

**NEW—Engineering Style,
and Comfort Features make
these the FINEST CHRYSLERS IN
OUR 30 YEARS OF BUILDING
FINE CARS!**

The more you know about your competition, the greater will be your knowledge and conviction that Chrysler Cars are the best engineered cars—the best performing cars—the best buy on the market today. And, the many improvements, refinements, and big engineering features that are included in the 1954 Models make them the Outstanding Cars in 1954—the Cars that give YOU the Power of Leadership with Chrysler.

NEW FEATURES 1954

1. New 235 Horsepower FirePower Engine in the New Yorker Deluxe and Imperials.
2. New 195 Horsepower FirePower Engine in the New Yorker.
3. New PowerFlite Transmission—the best fully-automatic transmission today.
4. New Safety-Level Ride—all models.
5. New 25% heavier outer frame side rail.
6. New Front Frame Cross Member, 15% thicker.
7. New Body Mountings—Front and Rear.
8. New larger diameter Rubber Bushings on front eye of Rear Springs.
9. New heavier insulation on sides and top of Cowl. Also on the Dash, and heavy backing on Floor Mat—for quieter performance.

10. New Front Bumpers—on All Models.
11. New Front Bumper Guards on All Models.
12. New Grilles for the Imperials, the New Yorker Deluxe and the Windsor Deluxe and New Yorker.
13. New Chrysler Script in New Yorker Deluxe and Windsor Deluxe—New Yorker Grilles.
14. New Chrysler Medallion above V emblem on New Yorker Deluxe—Front and Rear.
15. New Windsor Deluxe Medallion on the Rear Deck.
16. New Hood Lip Moulding—All Models.
17. New Parking Light—All Models.
18. New Headlight Design with Heavy Bezel on New Yorkers and Windsor Deluxe.
19. New Directional Signal Design.
20. New Imperial V Design.
21. New Front Fender and Door Mouldings—All Models.
22. New Rear Fender Moulding—All Models.
23. New Front Fender Stone Shields on New Yorker Deluxe and Windsor Deluxe and New Yorker.
24. New Rear Fender Stone Shields—All Models.
25. New Chrome Wheel Covers—All Models.
26. New Tail Light Assembly—All Models.
27. New Rear Bumpers—All Models.
28. New Rear Bumper Guards—All Models.
29. New Wider Chrome Belt Moulding—All Models.
30. New Heavier Chrome Sill Moulding—All Models.
31. New Rear Fender Nameplates on Windsor Deluxe, New Yorker and New Yorker Deluxe.
32. New Crown and Imperial Nameplate on the Imperial.
33. New Chrysler Nameplate on all models.
34. New One-piece Clearbac wrap-around Rear Window.
35. New Chrome Door Reveal Moulding on Imperials and New Yorker Deluxe.

36. New Custom Imperial Newport Roof Quarter Panel Moulding.
37. New Chrome Door Sill Scuff Plates—All Models.
38. New Safety Crash Instrument Panel.
39. New Double-Dial Instrument Cluster.
40. New "Edge-Lighting" on all Instruments.
41. New Recessed Flush Instrument Controls.
42. New Flasher Warning Gauges for Ammeter and Oil Pressure.
43. New Safety Crash Pad Design.
44. New Safety-Selector Quadrant for PowerFite.
45. New Handbrake Warning Signal.
46. New Headlight Beam Indicator.
47. New Cowl Ventilator Regulator.
48. New Door Armrest Design.
49. New Trunk Compartment Rubber Mat in Windsor Deluxe and New Yorker.
50. New Trunk Compartment Side Panel Trim in all models.
51. New Four-Barrel Carburetor on New Yorker Deluxe and Imperials.
52. New Dual Exhaust on New Yorker Deluxe and Imperials.
53. New Polynomial-design Cam on FirePower V8s.
54. New Shear-type Engine Front Mountings on all FirePower V8s.
55. New Design Full-Flow Oil Filter on all models.
56. New Front Suspension and Steering Arm Mountings.
57. New Interior Trim Designs in all Models.
58. New Nylon, Gabardine, Wool Broadcloth, Flaid, Leather and Vinyl Materials in all Interiors.
59. New Exterior Paint colors—both Single and Two-Tone Combinations.
60. New Matched Exterior Paint and Interior Trim Ensembles.
61. New Dual Exhaust Extensions Baffles.









INTERIORS

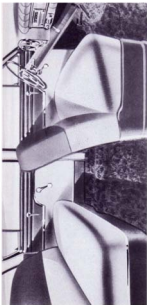
— of incomparable style,
elegance, and good taste

Chrysler has, for many years, had a fine reputation for beautiful interiors, but the 1954 Models are, by far, the most beautiful, stylish, and luxurious interiors we have ever had.

Chrysler designers, stylists, and color experts have gone all out in their efforts to create interiors of impeccable good taste and beauty, and they have succeeded in a measure that makes the interiors of the New Models a *selling feature* of equal importance to the excellence of Chrysler engineering.

Chrysler's beauty reflects the importance of close color harmony between interiors and exteriors. Each body color has a color-related interior trim. The instrument panel and garnish moldings are painted to match the over-all color scheme in every case.

With a wide selection of exterior colors, both in solid and two-tone, and many choices of fine fabrics, the owner can have tailored-to-taste interiors of sparkling beauty and individuality. Chrysler's new leathercloth is not an ordinary vinyl material. In fact, some fabric experts are saying that it surpasses leather for durability and washability. Leathercloth is a laminate material made from heavyweight vinyl over a stretchable cotton jersey back. It is easier to tailor than leather; it conforms perfectly to seat contours; and its elasticity gives it outstanding flexing characteristics and extra long life.



The beauty and charm of Chrysler's tailored-to-taste interiors are very much in evidence in the illustration of the Windsor Deluxe Sedan shown above. There are a variety of color combinations

available to harmonize with the exterior colors. Complete Upholstery Specifications are listed in the back of this booklet.









235 Horsepower FIREPOWER!

—the Greatest Automobile
Engine in the world today!

The most advanced engine design in any automobile today—is one of the many sales features you have in the 1934 Chrysler cars.

Introduced in 1931, the Chrysler FirePower engine, with the Hemispherical Combustion Chamber and Lateral Valve Arrangement, has won world-wide renown for its efficiency, its durability, its economy, and its incomparable performance.

With no increase in the compression ratio, Chrysler Engineers have increased the horsepower from the original 180 to 235 for the Imperial and New Yorker Deluxe, and 195 plus for the New Yorker Model.

And, even with the higher horsepower ratings, you do not have to use premium grade fuel as you must do if you expect any kind of performance at all from your competitive engines.

The 235 horsepower FirePower has the astonishing torque, or drive at the rear wheels, of 330 foot pounds at 2400 revolutions per minute, which proves the efficiency of this remarkable engine.

Six major engine modifications have resulted in the horsepower increase from 180 to 235. These revisions, all designed to improve the "breathing characteristics" include—

Carburetor—Use of a four-barrel carburetor enables the engine to inhale a greater charge of air at wide-open throttle condition.

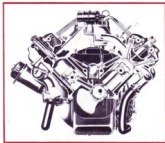
Air Cleaner—Enlarged three inches in diameter and one inch in depth, with the filter case



flared out and deeper, the new air cleaner provides more filter area, which permits more air to flow through the filter.

Intake Manifold—Retaining the principal feature of the original intake manifold, that is, the division of the manifold into two isolated distribution systems, the cross sectional areas of the branches have been increased and a secondary pair of risers added.

Cylinder Head—The intake valve and port diameter is enlarged $\frac{1}{8}$ inch, and the exhaust valve and port diameter increased by $\frac{1}{4}$ inch, permitting a greater unrestricted passage for the

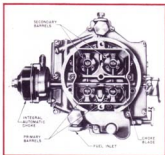


intake of fuel and air and the exhaust of the burned gases.

Exhaust Manifold—The diameter of the outlets of the new exhaust manifold has been increased from $1\frac{1}{4}$ inches to 2 inches.

Exhaust System—To further reduce back pressure and improve silencing, dual exhausts are used. Exhausting each bank of the engine through separate exhaust systems reduces the pumping, or back pressure losses. Silencing is improved by adopting the three-pass reverse-flow type mufflers.

In addition to these major modifications, some minor changes were made, some dictated by design, others to improve operating characteristics. All together, these changes have resulted in



an extremely powerful, durable, efficient engine.

The spectacular gain in performance in the new FirePower engines is evident throughout the entire power range. Developing 135 horsepower at 4400 rpm, the new engine furnishes more than 30% more power than its capable 180 horsepower predecessor. Maximum gross torque has been increased from 312 ft.-lb. at 2,000 rpm to 339 at 2600 rpm. Specific output, the measuring stick used by engineers to determine over-all design effectiveness, is 0.710 brake horsepower per cubic inch, a figure unequalled among production automotive engines.

The basic superiority of the Hemispherical Combustion Chamber, the lateral valve arrangement, and the short-stroke, large-bore design are well exemplified in the new higher horsepower FirePower engines. Once again, these great engines will establish new standards of performance, economy, and durability for the automobile industry—and they are yours! The Power of Leadership is yours with Chrysler!

POWERFLITE

—the Finest Fully- Automatic Transmission in the Industry!

A new engineering feature that is comparable in importance to the 235 horsepower FirePower engine, is the new PowerFlite fully-automatic transmission.

This great new feature was developed and perfected by Chrysler Engineers, over a long period of years, to complement the efficiency and performance of the amazing FirePower engine.

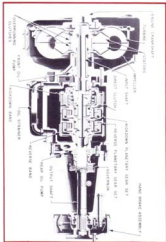
PowerFlite is the smoothest operating, the quietest, the simplest in design, the lightest in weight, and the greatest performing fully-automatic transmission ever developed. Quite a statement—but it is a fact that can be proved beyond all doubt by comparing all other transmissions with PowerFlite!

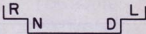
Consisting of a new torque converter and two-speed planetary transmission, PowerFlite represents the culmination of years of research and development work with automatic transmissions.

Its high standard of performance may be largely attributed to its over-all torque multiplication ratio, which is 4.47 to 1, the highest in the industry for passenger car drive range operation.

This is made possible by the high torque converter starting ratio, which is 2.6 to 1, again the highest in the industry for passenger car use, and the 1.72 starting gear ratio furnished by the planetary transmission.

PowerFlite's smooth operation is due to the inherent "cushioning" characteristics of the oil in the torque converter, and to the extremely smooth automatic shifts governed by the hydraulic control system.





The "Safety-Selector" Lever on the steering column features a unique, obvious, easy-to-operate, "fool-proof" shift pattern. The four shift positions Reverse, Neutral, Drive, and Low are arranged to give simple, safe, and sure shifting selection.

Reverse is located adjacent to Neutral, eliminating the possibility of unexpectedly jumping forward when shifting between these two gears as may be done in many other transmissions.

The "gating" of the selector lever makes it possible to shift gears by feel, without even looking at the selector indicator.

Neutral and Drive, the most common positions, are located at left and right hand extremes when the lever is operated in the normal position.

To move the Safety-Selector Lever out of the normal position, that is, to shift to Reverse or Low, it is necessary to raise the lever toward you and you can shift back and forth from Reverse to Low Range, which is very desirable when you want to rock the car to pull out of sand, snow, mud, or gravel.

The engine cannot be started unless the Safety-Selector Lever is in the Neutral Position.

There is no clutch and the shift from the 1.72 starting gear to direct drive is made automatically.

PowerFlite retains the famous kick-down which provides fast pick-up when passing cars. And the car can be started by pushing in case of battery failure. Merely put it in Neutral and shift to Low when the car is going about 25 miles an hour.

It is a great transmission and it will be a great sales feature for you in 1954—one that can be demonstrated to close sales.

DETAILED SPECIFICATIONS

	New Yorker C-43-1	New Yorker Deluxe C-43-2	Cadillac Imperial C-61	Cadillac Imperial C-66
Dimensions * * * Wheelbase.....	125 1/2 in.	125 1/2 in.	130 1/2 in.	140 1/2 in.
Track—Front.....	56 1/4 in.	56 1/4 in.	57 1/4 in.	57 1/4 in.
—Rear.....	55 1/4 in.	55 1/4 in.	56 1/4 in.	56 1/4 in.
Overall Length.....	235 1/4 in.	235 1/4 in.	223 1/4 in.	233 1/4 in.
Overall Width.....	77 1/4 in.	77 1/4 in.	77 1/4 in.	82 1/4 in.
Height—Rearbush.....	42 1/4 in.	42 1/4 in.	43 1/4 in.	43 1/4 in.
Hiproom—Front.....	41 1/4 in.	41 1/4 in.	41 1/4 in.	41 1/4 in.
—Rear.....	40 1/4 in.	40 1/4 in.	40 1/4 in.	40 1/4 in.
Seat Height—Front.....	14 1/4 in.	14 1/4 in.	14 1/4 in.	14 1/4 in.
—Rear.....	14 1/4 in.	14 1/4 in.	14 1/4 in.	14 1/4 in.
Lapover*—Front.....	43 1/4 in.	43 1/4 in.	43 1/4 in.	43 1/4 in.
—Rear.....	41 1/4 in.	41 1/4 in.	41 1/4 in.	41 1/4 in.
Headroom—Front.....	36 1/4 in.	36 1/4 in.	36 1/4 in.	36 1/4 in.
—Rear.....	36 1/4 in.	36 1/4 in.	36 1/4 in.	36 1/4 in.
Engine Type.....	4-cyl.	4-cyl.	4-cyl.	4-cyl.
No. of Cylinders.....	4	4	4	4
Bore & Stroke.....	3 1/4 in. x 4 1/4 in.	3 1/4 in. x 4 1/4 in.	3 1/4 in. x 3 1/4 in.	3 1/4 in. x 3 1/4 in.









WINDSOR DELUXE MODELS

STANDARD EQUIPMENT

The following items are standard equipment at no extra cost on all Windsor Deluxe Models:

Air Foam Seat Cushions	Glove Compartment Light and Lock
Arm Rests in rear of Club Coupes (hide panels)	Ignition Key Starter
Arm Rests on all doors	Luggage Compartment Light
Automatic Entrance Lights	Oil Bath Air Cleaner
Back-up Lights (Two)	Overflow Shock Absorbers
Bumper Guards (Two front and four rear)	Power Brakes (8 Pass. Sedan and Town & Country Wagon)
Bumper Jack and Tools	Safety Collision Crash Pad
Chrome Wheel Covers	Two Outside Rear View Mirrors on Convertible and Newport
Cigar Lighter and Two Ash Receivers	Two-speed Electric Windshield Wipers
Coat Hooks (in Sedan)	Two Sun Visors
Counter-balanced Hood and Trunk Lid	Understeering
Dome Light	Waterproof Ignition
Dual Directional Signals	Windshield Defrosting Vents
Full-Flow Oil Filter	

WINDSOR DELUXE MODELS

OPTIONAL EQUIPMENT (Extra Cost)

The following equipment is available on the Windsor Deluxe Models at extra cost:

Electric Clock	Power Brakes (Standard on 8 Pass. Sedan and Town & Country Wagon)
Electric Window Lifts	Power Steering
Folding Center Arm Rest in Rear of Sedan	Removable Kiddie Seat (Town & Country Wagon)
Heater (All-Weather Comfort System)	8 Tube Radio
Map Light (Standard on 8 Pass. Sedan, Convertible and Newport)	Six-Ply Tires
PowerPile Transmission	Solex Glass
	White Sidewall Tires
	Wire Wheels

NEW YORKER MODELS

STANDARD EQUIPMENT

The following items are standard equipment on the New Yorker Models:

Air Foam Seat Cushions	Luggage Compartment Light
Armrests on all doors	Map Light (Standard in Newport and 8 Pass. Sedan)
Ash Trays	Oil-bath Air Cleaner
Aspir Handles	Overflow Shock Absorbers
Automatic Entrance Lights	Plastic Steering Wheel
Back-up Lights (Two)	Power Brakes
Bumper Guards (Two in front and four in rear)	PowerPile Transmission
Bumper Jack and Tools	Safety Crash Pad
Chrome Wheel Covers	Super cushion Tires
Cigar Lighter	Two Outside Rear View Mirrors on Newport
Coat Hooks in Sedan	Two Sun Visors
Dome Light	Two-speed Electric Windshield Wipers
Dual Directional Signals	Understeering
Electric Clock	Waterproof Ignition
Floor Carpet in both compartments	Windshield Defrosting Vents
Full-Flow Oil Filter	
Glove Compartment—with light and lock	

NEW YORKER MODELS

OPTIONAL EQUIPMENT (Extra Cost)

In addition to the items listed above, the following equipment is available on the New Yorker Models at extra cost:

Air Conditioning	Power Steering
Electric Window Lifts	Radio
Folding Center Armrest in rear compartment of 8 Pass. Sedan	Removable Kiddie Seat for Town & Country Wagon
Heater (All-Weather Comfort System)	Six-ply Tires
Map Light (Standard in Newport and 8 Pass. Sedan)	Solex Glass
	White Sidewall Tires
	Wire Wheels

NEW YORKER DELUXE MODELS

STANDARD EQUIPMENT

The following items are standard equipment on the New Yorker Deluxe Models:

Air Foam Seat Cushions
Armrests on all doors
Ash Trays
Assist Handles
Automatic Entrance Lights
Back-up Lights (Two)
Bumper Guards (Two in front and four in rear)
Bumper Jack and Tools
Chrome Wheel Covers
Cigar Lighter
Coat Hooks in Sedan
Dome Light
Dual Directional Signals
Electric Clock
Floor carpet in both compartments
Folding Center Armrest in front and rear compartments
Folding Louvered window control handles
Full-Flow Oil Filter
Glove Compartment—with light and lock

Horn Ring
License Plate light in rear bumper
Luggage Compartment light
Luxurious Two-Tone Broadcloth upholstery (Deluxe)
Map Light (Standard in Newport and Convertible)
Oil-bath Air Cleaner
Driftless Shock Absorbers
Power Steering Wheel
Power Brakes
PowerRite Transmission
Safety Crash Pad
Supercushion Tires
Two Outside Rear View Mirrors on Convertible and Newport
Two Sun Visors
Two-speed Electric Windshield Wipers
Undercoating
Waterproof Ignition
Windshield Defrosting Vents

NEW YORKER DELUXE MODELS

OPTIONAL EQUIPMENT (Extra Cost)

In addition to the items listed above, the following equipment is available on the New Yorker Deluxe Models at extra cost:

Air Conditioning
Electric Window Lifts
Heater (All-Weather Comfort System)
Map Light (Standard in Newport and Convertible)
Power Steering
Radio
Six-ply Tires
Solex Glass
White Sidewall Tires
Wire Wheels

CUSTOM IMPERIAL MODELS

STANDARD EQUIPMENT

The following items are standard equipment on the Custom Imperial Models:

Air Foam Seat Cushions and Backs
Armrests on doors
Ash Trays (Three)
Assist Handles
Automatic Entrance Lights
Back-up Lights (Two)
Bumper Guards (2 Front—4 Rear)
Bumper Jack and Tools
Carpet in front and rear compartment
Chrome Wheel Covers
Cigar Lighters—one in front—two in rear
Dome Light
Dual Directional Signals
Electric Clock (Town Limousine also has one in rear compartment)
Electric Window Lifts
Folding center armrest in both front and rear of Sedan, Rear only on Town Limousine.
Four Passacocks in rear compartment (except on Newport)
Full-Flow Oil Filter

Front Seat adjustment, electrically operated (Sedan and Town Limousine)
Glass Partition (Town Limousine)
Electrically Operated
Glove Compartment—with light and lock
Map Light
Oil-bath Air Cleaner
Driftless Shock Absorbers
Power Brakes
PowerRite Transmission
Radio, 8 tube, with rear seat speaker (Town Limousine only)
Reading light in rear compartment
Rope Cord
Safety Crash Pad
Super-Cushion White Sidewall Tires
Two sun visors
Two-speed Electric Windshield Wipers
Undercoating
Wax impregnated interleaved springs
Waterproof Ignition
White Sidewall Tires
Windshield Defrosting Vents

CUSTOM IMPERIAL MODELS

OPTIONAL EQUIPMENT (Extra Cost)

In addition to the items listed above, the following items are available on the Custom Imperial Models at extra cost:

Air Conditioning
Heater (All-Weather Comfort System)
Power Steering
Radio—8 tube (Standard on Town Limousine)
Six-ply Tires
Solex Glass

CROWN IMPERIAL MODELS

STANDARD EQUIPMENT

The following equipment is standard on the Crown Imperial Models:

Air-Foam seat cushions and backs	Folding Foot rests—two
Ash trays—one in front, two in rear	Full-Flow Oil Filter
Assist Straps and cords in rear compartment	Glass Partition between front and rear compartment of Limousine—electrically operated
Automatic Entrance Lights	Glove Compartment—with light and lock
Automobile Robes—two in Limousine	Heater
Back-up Lights (two)	Map Light
Black leather upholstery in front compartment of Limousine	Oil-Bath Air Cleaner
Bumper Guards (2 Front—4 Rear)	Overflow Shock Absorbers
Bumper Jack and Tools	Outside locks on all doors of Limousine
Butler-Finish Hardware	Overhead lights in both front and rear compartments
Carpet in front and rear compartment (except front of Limousine)	Power Steering
Carpet lined luggage compartment	PowerFiltre Transmission
Chrome Wheel Covers	Radio, 8 tube, with rear compartment speaker
Cigar lighters—one in front, two in rear	Safety Crash Pad
Disc Brakes	Super-Cushion Tires, 6-ply, White Sidewall
Dual Directional Signals	Two outside rear view mirrors
Electric Cloaks in front and rear	Two Sun Visors
Electric Window Lifts	Two-speed Electric Windshield Wipers
Folding Auxiliary Seats	Undercoating
Folding center armrests—front and rear Sedan, Limousine, rear only	Waterproof Ignition
	Wax impregnated interleafed springs
	Windshield Defroster

CROWN IMPERIAL MODELS

OPTIONAL EQUIPMENT (Extra Cost)

In addition to the above items, the following items are available at extra cost:

Air Conditioning	Solar Glass	Wire Wheels
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