



## **V.I.P. The Right Investment for all the Right Reasons.**

In the some 45 years since building its first automobile, Chrysler Corporation has developed a global reputation for creating fine luxury cars. The achievement of that reputation is no accident. The premier product of a corporation is naturally the chief concern of its best talents—from product planners to stylists and engineers. In short, it is a matter of pride that Chrysler produce a luxury automobile that will be held in esteem by our most demanding owners. But tradition can be a dangerous trap. Luxury cars, too, must meet the constant flux of consumer needs. The new VIP has been designed to accommodate the tide of changing requirements. Specifically, it has been carefully designed for prestige motoring in the burgeoning metropolitan and suburban areas of the Commonwealth. It is spacious in every dimension. Yet is not unwieldy, or so extreme as to be out of place for everyday motoring. As always, VIP by Chrysler offers the ultimate in comfort and convenience for both driver and passengers. In fact, it is the first and only car in Australia to offer air conditioning as standard. In total, VIP is not just a fine automobile. It is also a fine investment. We urge you to carefully consider the Right Reasons detailed in this prospectus. We know you will find the new VIP to be consistent with your personal—and financial—convictions. After you've digested the information, Chrysler Australia Ltd. refers you to your nearest Chrysler Dealer. He will gladly arrange an unhurried evaluation drive.





## Performance

A true luxury car has a singular atmosphere that sets it apart from everyday cars. It is a totally restful place to be. It has the ability to turn even the most mundane trip into a thoroughly exhilarating experience. It is a responsive, exciting possession, with the ability to dissolve cares, relax pressures. Such a car is the new VIP. With much of the credit due to its traditional, highly durable 318 cu. in. V-8, the most respected V-8 engine in Australia. And for the first time VIP by Chrysler gives you the alternative of a six cylinder model equipped with the revolutionary Hemi six power plant.

As with most great break-throughs, the new Hemi six is the result of investment. An investment of 5 years and 150,000 man-hours by an Australian/American team of engineers. Plus an outlay of some \$33,000,000.

A full briefing on the Hemi principle would take pages. But the critical fact is this: The better an internal combustion engine breathes, the better it will perform. Which can only be accomplished through bigger intake and exhaust valves.

By adopting the use of hemispherical combustion chambers, we have attained this ultimate "free-breathing" advantage. At the same time, the mixture of atomized fuel and air swirls smoothly in the domed chamber. And the power impulse from the spark plugs travels a shorter distance. As a consequence petrol burns evenly and completely. The results are dramatic. The new Hemi delivers up to 20% more economy, plus the performance of a V-8. The additional responsiveness it imparts to the new VIP is more than a little remarkable. Especially for a car that is over 16 feet long and weighing over 3000 pounds.

Your engine selection will be coupled with a transmission that is the result of 30 years of refinement. The 3-speed Torqueflite automatic, with column or console mounted selector. Today, this transmission is generally regarded as the most highly-developed in the industry.

Your VIP's ability to perform smoothly is only surpassed by its ability to stop. It has been fitted with new ventilated disc brakes with floating-head caliper. These front disc brakes are power-assisted, and teamed with large drum brakes in the rear. The 482 sq. ins. of swept area assure superb stopping ability under the most difficult road conditions. You may even forget that your VIP brakes are self-adjusting. And that these disc brakes will stay cool even under extreme braking conditions. But you'll be reminded of these advantages the first time you encounter a hazard.

The VIP's stopping and going abilities are underscored by the most sure-footed suspension in the industry.

Chromium alloy steel torsion bars up front; 4-leaf longitudinal springs and telescopic shock absorbers in the rear. While the road surface may be uneven, VIP cruises along unruffled. Poised and composed under all circumstances.

The rear axle is mounted asymmetrically, forward of the spring centres. This helps keep the rear end on a more even keel during hard stops and fast takeoffs.

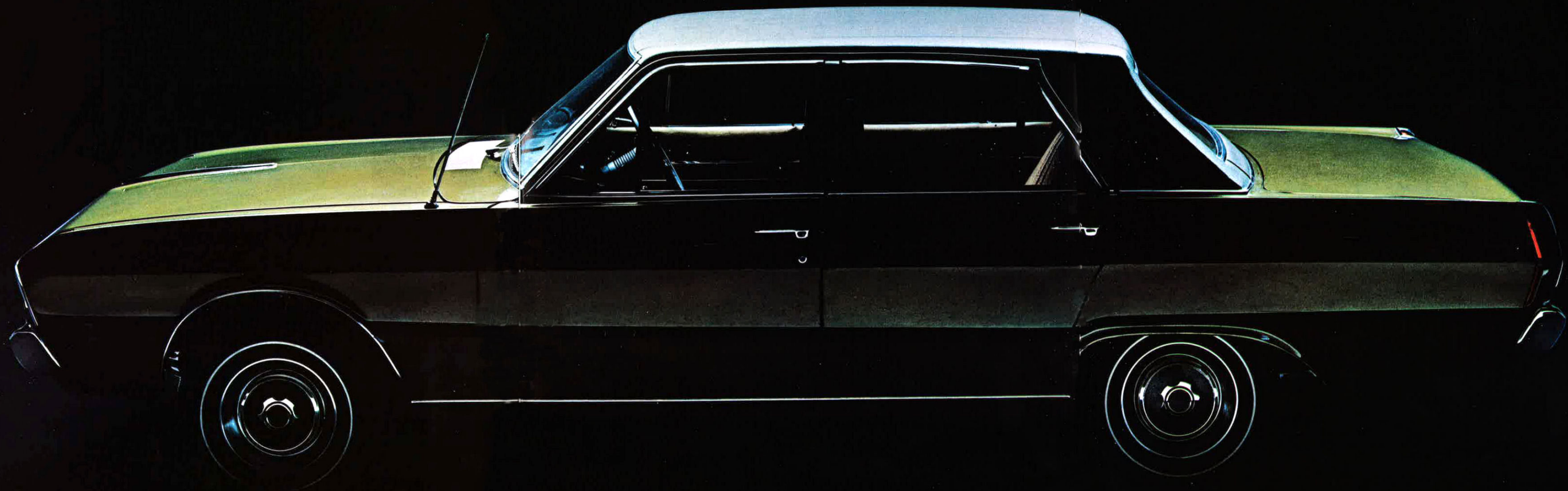
Exactly what you'd expect from one of the world's best-engineered motor cars.







2 barrel Fireball V-8





## Design Concept

The modern man of good taste is not a man of pomposity. He requires a pleasant place to go to when he's weary of the place he's been. A vehicle that's therapeutic just to look at and sit in. A private retreat, away from heavy pressures.

That, condensed and simplified, is the VIP design concept.

To execute this personal, luxury-car philosophy, we first selected a 112" wheelbase for the vehicle. An ideal length to take advantage of VIP's sophisticated suspension, without making the car too cumbersome for urban usage.

The rear passenger compartment is spacious, assuring rear seat passengers the same overall room as those in the front. One has but to sit in the



rear to discover the limousine-like comfort that is unique to VIP by Chrysler.

Next we gave the new VIP wide door openings to facilitate entry and exit. When you open any of the doors, you immediately sense that placid atmosphere at the soul of our design concept. Consistent with our philosophy, VIP by Chrysler offers you a choice of three seating alternatives. Full-width bench seats are done in soft, luxuriant vinyl, with a selection of 6 hues co-ordinated to 12 exterior colours. Foam-padded armrests pull down at a touch.

Deep foam-padded Buffalo grain vinyl bucket seats are standard when you choose the V-8 engine. They recline to assure complete comfort, even on the longest journey. And there is a centre cushion armrest to cradle your free arm. Or you may wish to choose VIP's new cloth and vinyl buckets with

centre armrests. Armrests on all doors are standard. The rear window is somewhat smaller for privacy, yet affords excellent rear visibility.

Interior environment is controlled by Chrysler Airtemp air conditioning, standard on 6 cylinder and 8 cylinder models. The unit is unique in that it is integrated into the dash panel, and operates on outside air. You are assured of fresh, clean air—cooled and dehumidified—for complete comfort in the most intemperate weather. Ventless door glass plus tinted side and rear glass are included with the air conditioner.

VIP silence is assured because the passenger compartment is completely insulated with blankets of heavy sound-absorbent material.



The instrument panel is fully padded, with recessed instruments and floor-level lighting. The boot is large and has a flat bottom for greater luggage capacity. There are automatic light switches at all four doors; lights in the engine compartment, in the boot; and for reversing. All standard.

Also standard is a new remote control outside mirror which adjusts from the inside. The inside mirror has a prismatic lens to filter out glare from following headlights.

These features, then, are representative of the thoughtful attention to detail that makes VIP a bit like a private island. A car that eases tensions through luxury and comfort. A right investment, supported by right reasons.

And there are many more attributes. They require an additional page.

## Assets

VIP is the Right Investment because it is a *complete* luxury car. To wit:

Once again, Chrysler Airtemp air conditioning is standard on all models.

The four headlamps compliment a new aluminium grille that can never rust.

When you slip behind the wheel after dark, there is no need to fumble with your keys to find the ignition. After opening the driver's door the ignition switch remains illuminated up to 30 seconds then turns off automatically.

An electric clock is standard, of course. More surprisingly, a 13-transistor radio and power steering are also standard when you specify the V-8 engine.

The roof is covered in padded vinyl, either black, green or parchment. Not only does the vinyl covering lend distinctive looks to the VIP, it assists in keeping out extraneous noise.

There are ash receivers within easy reach of front and rear passengers. Plus reading lamps in the rear compartment.

Personal storage compartments are recessed in each door; a vanity mirror is mounted inside the glove box.

Whitewall tyres and exclusive VIP wheel trim rings are standard.

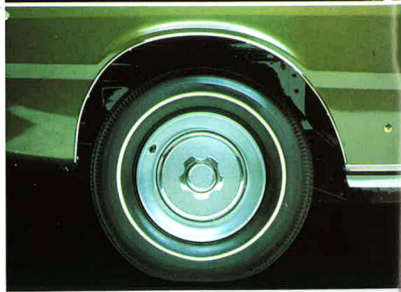
The driver's hands rest on a standard Soft-Grip steering wheel to eliminate slippage and add comfort.

There are 22 standard safety features, including a 360° impact-absorbing steering column.

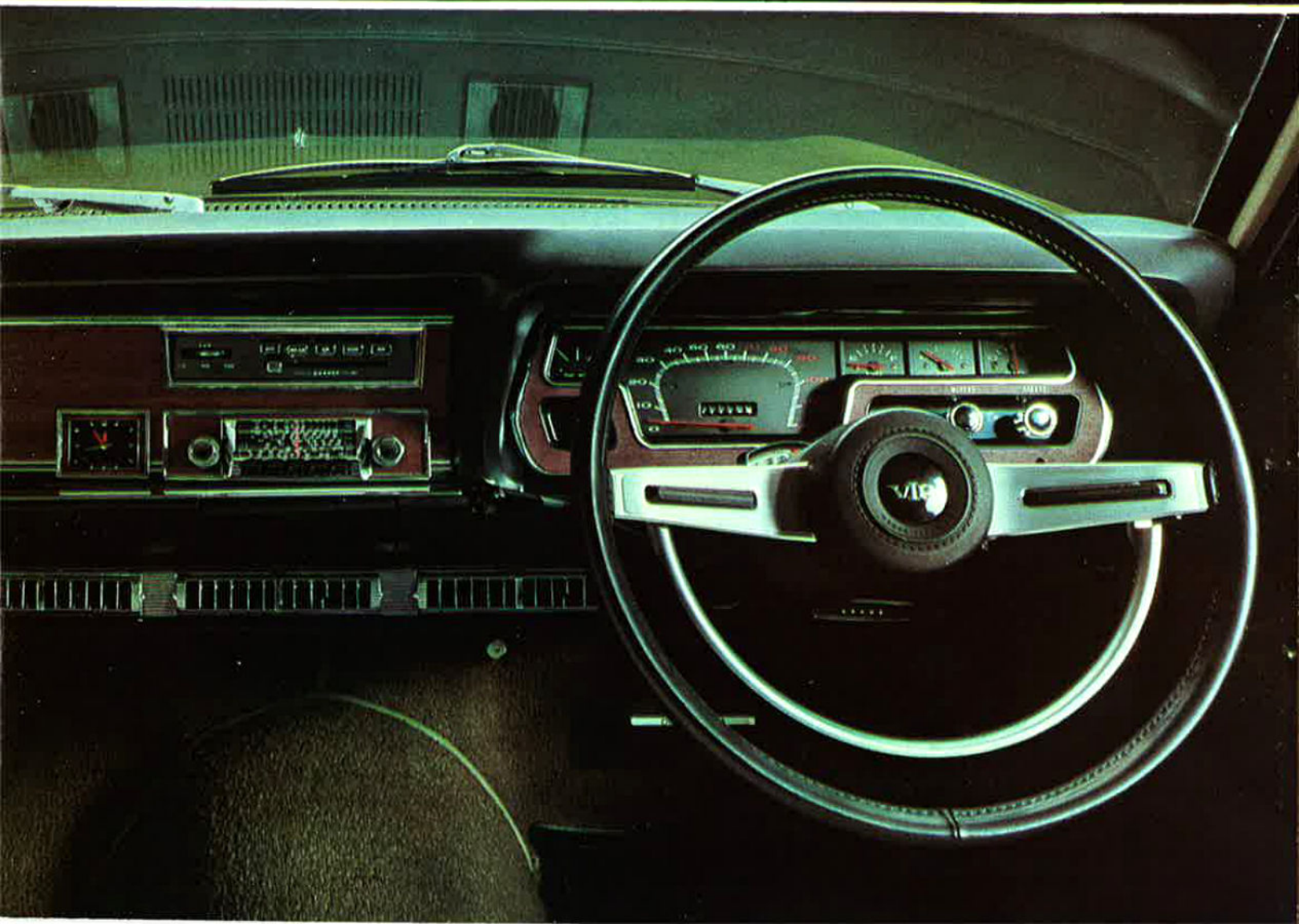
A VIP equipped with optional Sure-Grip differential automatically transfers power to the wheel with traction if the other loses its grip on the road.

Then power is equalized when normal traction is regained.

Nothing has been overlooked. Nearly every comfort and convenience item is standard.









### Exterior colours



Capri Blue



Sky Blue Metallic



Silver Cloud Metallic



Copper Red Metallic



Sandstone



Crystal Turquoise



Spring Gold Metallic



Alpine White



Mahogany Metallic



Ebony Black



Navaho Beige



Chartreuse Metallic

## Additional Assets

**Dimensions.** Wheelbase 112". Front track 58.32".

Rear track 56.3". Overall length 196.32". Overall width 69.7". Overall height (3 passengers) 54.6".

**Engines.** 245 cu. in., 2 barrel 6-cylinder, in-line. Overhead valves. Develops 185 brake horsepower @ 4600 rpm and 240 lb./ft., torque @ 2000 rpm. Compression ratio 9.5:1. Bore x stroke 3.76" x 3.68". 35 amp alternator. Hydraulic tappets.

318 cu. in., 90° V-8. Develops 230 brake horsepower @ 4400 rpm and 340 lb./ft., torque @ 2400 rpm. Compression ratio 9.2:1. Bore 3.91". Stroke 3.31". 35 amp alternator.

**Transmission.** Torqueflite: Torque convertor fully automatic transmission with manual override on 1st. and 2nd., gears. Gear selector lever and quadrant on steering column. Floor console mounted lever optional.

**Rear Axle.** Hypoid, semi-floating type. Gear ratio 2.92:1. Sure Grip differential available with axle ratios of 3.23:1 (6-cylinder only), 2.92:1 (6-cylinder and V-8).

**Brakes.** Power assisted front disc brakes are standard. 11" diameter ventilated discs with floating-lead calipers. Swept disc/drum area 481.8 sq. ins. **Wheels and Tyres.** Pressed steel 5.5" wide. Double-sided safety rims. 6.95" x 14" x 4 ply tyres on 6-cylinder vehicles. 7.35" x 14" x 4 ply tyres on V-8 vehicles. White walls are standard.

**Suspension.** Independent front suspension with chromium alloy steel torsion bars. 4 leaf longitudinal rear springs with telescopic shock absorbers.

**Fuel Tank Capacity:** 15 gallons.

**Instrumentation:** Speedometer. Odometer. Ammeter.

Fuel gauge. Water Temperature gauge. Oil pressure warning light. Clock. Braking system/hand brake warning light. Indicator warning lights. High beam warning light. Variable instrument panel light.

**Curb weight:** (approx.) unladen with petrol and water.

Automatic, 6-cylinder 3120 lbs.

Automatic, V-8 3335 lbs.

**Safety Equipment.** Front lap and sash seat belts. 360° energy absorbing steering column. Padded steering wheel hub. Dual master cylinder braking system. Power-operated windscreen washers. 2-speed windscreen wipers. Non-glare windscreen wiper arms and blades. Safety padded sunvisors. Swing-away interior rear-view mirror. Full width instrument panel padding. Recessed instrument panel. Exterior rear-view mirror. Safety flush-fitting door handles. "Up-top, up-front" park and turn signal lights. Side view tail and turn signal lights. Double-sided safety rim wheels. Safety zone windscreen. Panoramic rear window. Anti-burst door locks. Reversing lights. Fusible link wiring.

**Comfort and Convenience.** Remote mirror. Interior courtesy light. Rear compartment reading lamps. Front floor level lighting. Ignition delay light. 13 transistor push button radio (V-8 only). Under hood lamp. Luggage compartment lamp. Door pockets. Vanity mirror. Prismatic interior mirror. Floor carpet. Heater demister. Soft Grip steering wheel. Fingertip horn tabs with half horn ring. Padded armrests all doors. Recessed cigar lighter. Ashtrays front and rear. Coat hook. Remote control hood lock. Fresh flow ventilation. 26½ cu. ft. trunk space. White wall tyres. Wheel trim rings. Dual horns. Air conditioning with ventless front door glass and tinted side and rear glass.

## Factory-installed options

318 cu. in., V-8 Engine.

Floor Console with Automatic Transmission Selector Lever. Includes Buffalo Grain Bucket Seats with 6 cyl. engine: Sure Grip Differential, Ratio 3.23:1 (6 cyl. engine). Sure Grip Differential, Ratio 2.92:1. Power steering (Standard with V-8). Tinted Side and Rear Glass. Airtemp air conditioning with ventless glass and tinted side and rear glass. Cloth and vinyl reclining bucket seats with centre cushion/armrest.

VIP by Chrysler is the result of fine engineering and assembly which reflects meticulous attention to the smallest detail. Its design concept provides the ultimate in comfort, convenience, and handling. It is not surprising that VIP by Chrysler is the right investment.



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