

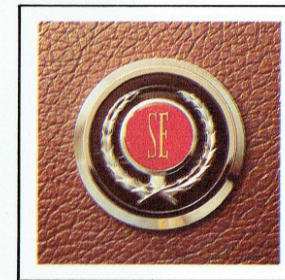
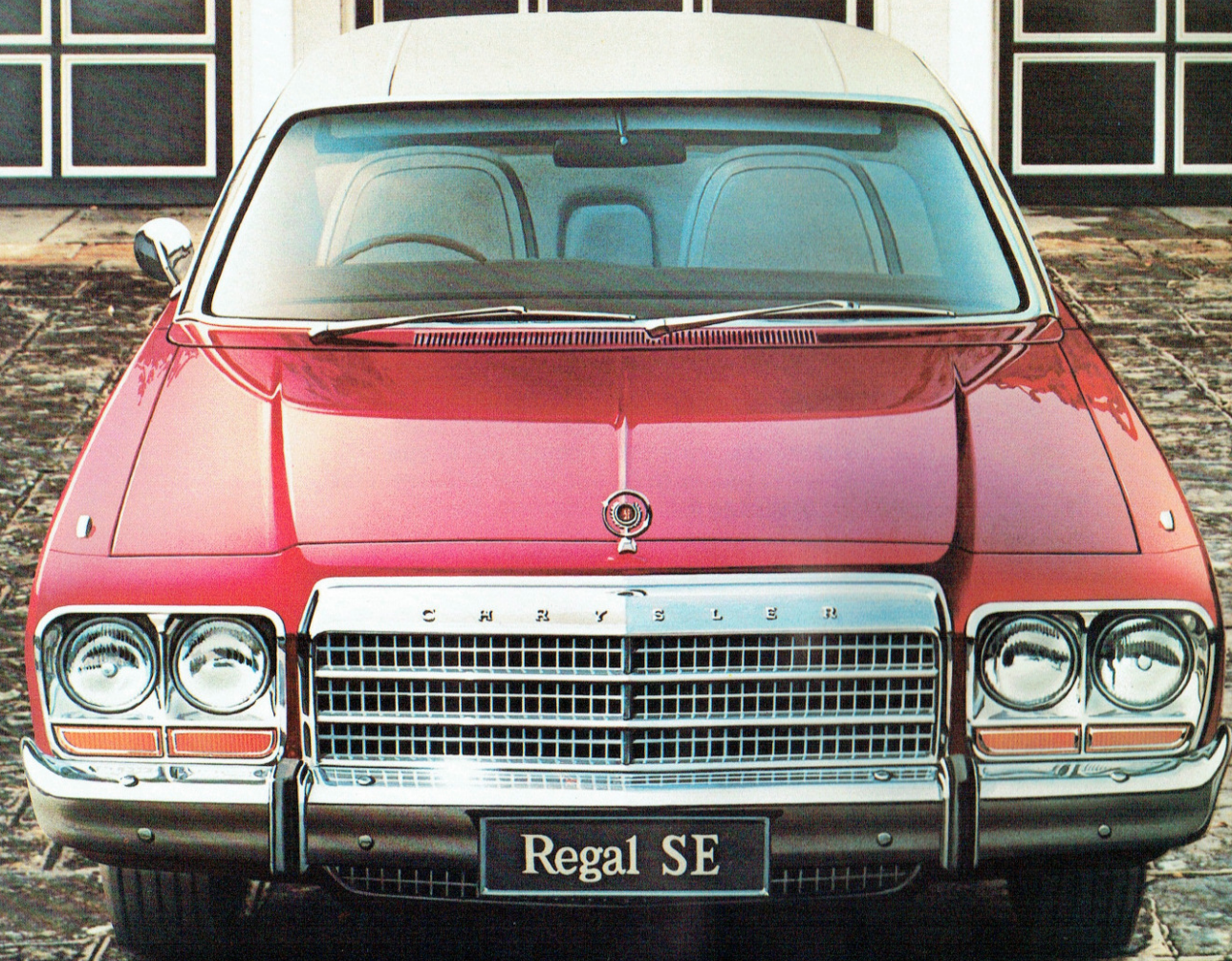
*Motor-car manufacturing in Australia
has always been concerned with the people
who use the products, with providing the
most comfortable environment in which both passengers
and driver alike can travel safely.*

*We at Chrysler believe our Regal SE
offers a level of comfort and care previously attained
only with some imported automobiles.*

*It is with pride that I commend to you
what we consider to be our finest achievement
in design and construction, the SE.*



**Ian Webber,
Managing Director,
Chrysler Australia**



Time passes and our understandings increase. We learn that the worlds we inhabit speak about us more than the words we once trusted.

Accordingly, instead of merely contenting ourselves with the imperfect worlds of others we gradually establish our own.

Acquiring this fine art of careful and wise discrimination, we realise that this is what some call taste.

And in choosing the objects that will surround us, we realize that comfort means something more than mere ease, just as respect means something more than mere obedience.

It is with this knowledge that Chrysler have created Regal SE, a car that establishes new standards in travelling comfort.

Beginning with the same raw materials used by other manufacturers, Chrysler designers have produced a superior automobile to complement and extend your world.

The refinements that others can offer only as options have with the SE become standards.

Air conditioning, laminated windscreen, tinted glass, power steering and power windows, V8 engine, optional leather upholstery, automatic transmission, vinyl roof, rear window defroster, roof console with map and cabin lamps, front and rear retractable seat belts, hand-stitched instrument pad. A mere listing of some aspects of the SE can only hint at its standards.

And these new standards of comfort, of luxury, of engineering excellence speak volumes of one's discernment and taste.







In a familiar arm-chair, worries turn into mere problems, solutions become clear, and peace returns once again.

Similarly, in the richly appointed interior of the Regal SE, travel becomes once more a pleasure, an enjoyment.

Cradled in cloth-covered seats so plush they seem to have come from a less hurried era and from a richer realm.

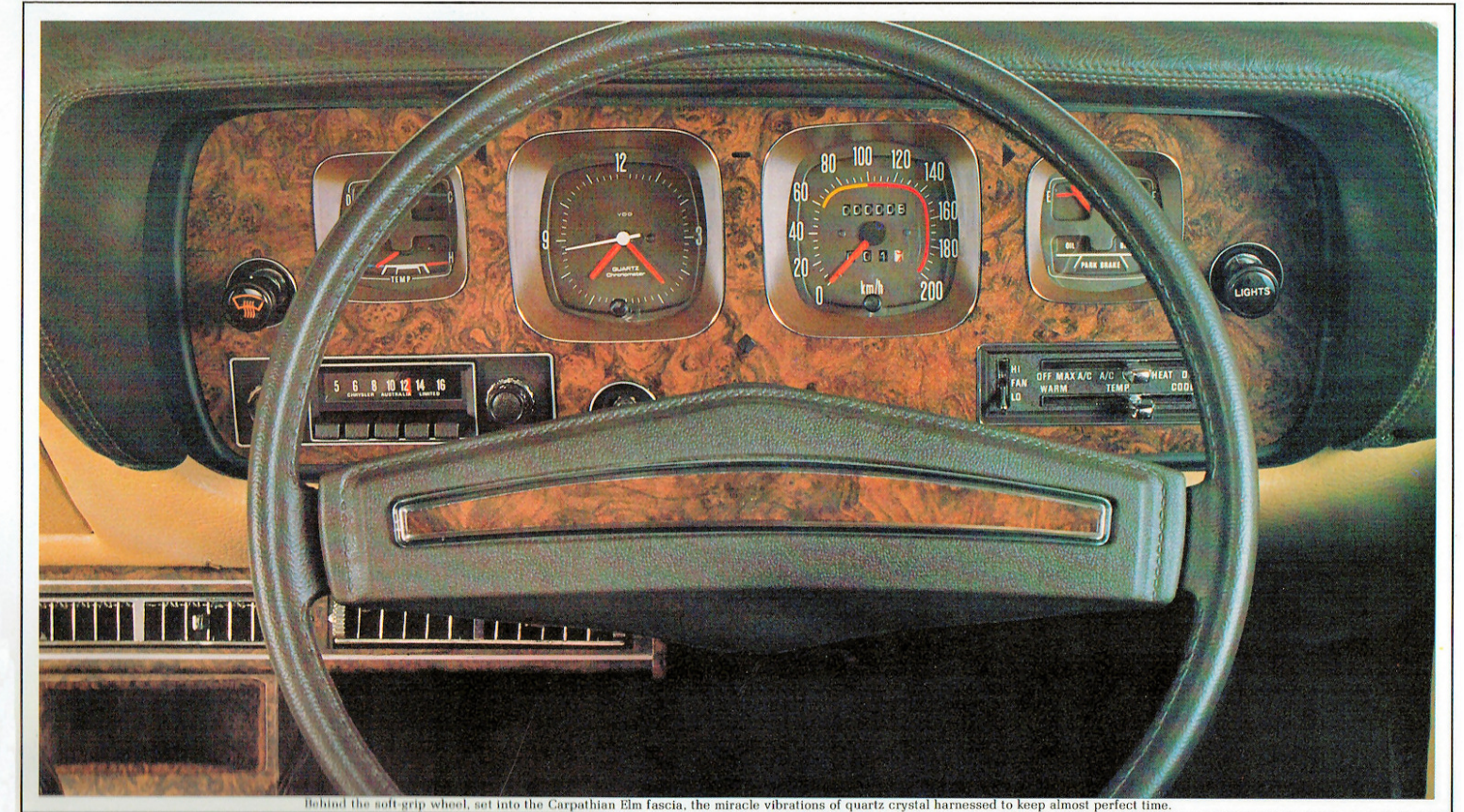
Seats upholstered in the matchless elegance of leather, should you choose.

Noise: another travel hazard to which most cars offer a simple solution. Either drown it with music, or suffer.

The SE is different. Notice that conversation is easy on your throat, on your ear, on your mind. Because Chrysler surround you with sound-deadening insulation. Standard.

And Chrysler put rich deep-cut pile carpet under your feet, and even line the boot with carpet. Standard.

Then, very quietly, listen.



Behind the soft-grip wheel, set into the Carpathian Elm fascia, the miracle vibrations of quartz crystal harnessed to keep almost perfect time.

Listen to the whispering coolness (or warmth) of the air conditioning system. Standard.

Listen to the hushed tick of the electric clock, designed around the miracle of quartz crystal for unbelievable accuracy. Standard.

Or listen to the push button radio with power antenna. Standard. Or optional stereo cassette player.

Let your hands feel the padded 2-spoke steering wheel, and be reminded of the ease of power steering. Standard.

Let your key be guided to the ignition lock by the light that shines for 30 seconds after you've closed your door. Standard.

Reach for the controls of the electrically operated windows, and open or close any windows from the driver's seat. (Passengers may still control their own.) Standard.

Touch the extra padding of the upholstery on the doors, and the hand-stitched dash surround. Feel the soft cloth roof lining. Standard.

Then consider the faultless lines of the SE's body shape accented with a coach line. The classic simplicity of the grille and the dual headlights which flank it.

Familiarize yourself with the mechanical specifications of this masterpiece of motor manufacturing. With the power of the 5.2 litre V8 engine. Standard.

With the safety and handling benefits of the steel-belted radial ply tyres. Standard.

With the intelligence of solid-state Electronic Ignition: no condenser or points to wear. Standard.

With the 3-speed automatic transmission and its floor mounted console. Standard.

And finally when you have actually driven this enormously comfortable automobile, realize that it establishes the criterion by which others of its ilk will come to be judged.

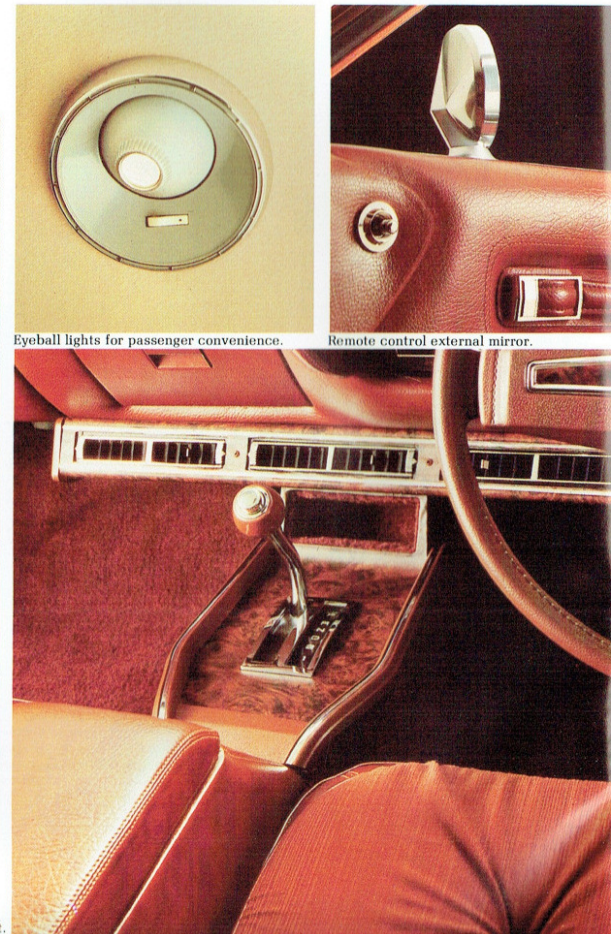
Chrysler's Regal SE.
The Standard.



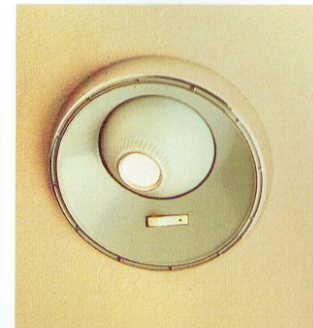
The matchless elegance of genuine leather upholstery can be selected.



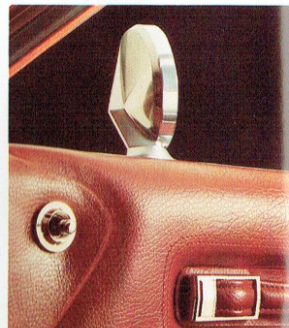
Roof console containing dome lamp and eyeball navigation light.



3-speed automatic console shift.



Eyeball lights for passenger convenience.



Remote control external mirror.



Thickly padded driver's door and window controls.



Push-button transistor radio.



The cushioning of Ivanhoe cloth and vinyl.



Full width air-conditioning vents.

The in-built benefits of Chrysler advanced engineering.

First, Electronic Ignition

Ignition points and condensers have always had the problem of eventually wearing out.

But the Regal SE is fitted with an exclusive electronic ignition system.

The condenser and points have been eliminated. So they'll never need to be replaced.

Spark plug life is extended. And the timing won't have to be touched for 80,000 kilometres.

But most importantly, the electronic ignition delivers 35% more starting voltage for sure starts in wet and cold.

And helps to ensure efficient combustion.

Next, Torsion Bar suspension, and unibody construction.

Torsion bar suspension has been a feature of Chrysler products for over a decade. And so has unibody construction.

The two systems complement each other.

Torsion bars capture the energy of road shock with a twisting action.

In the event of a bad pothole causing a violent shock, any vibration runs up against unitized construction.

There are no body bolts to shake loose or rattle.

Thousands of welds form an incredibly strong unit. Like an air-frame.

Hot Air Intake.

This device simply pre-heats air before being mixed with fuel in the carburettor.

If you combine this Hot Air Intake with Chrysler's electronic ignition it results in more efficient combustion and a minimisation of exhaust emission.

Painting with electricity.

The Electrophoretic dip is the process used to prime the Regal SE bodies.

The body is placed in a tank-full of primer which has an electric current running through it.

It greatly improves rust resistance because the primer bonds with the body and penetrates into every little crevice.

Dimensions, Weights and Capacities.

Overall Length: 5017 mm (197.5"), Overall Width: 1901 mm (74.8"), Overall Height: 1407 mm (55.4"), Wheelbase: 2819 mm (111.0"), Track Front: 1481 mm (58.32"), Rear: 1491 mm (58.72"), Turning Circle: 11.8 metres (38.6 ft.)

Trunk Capacity: 0.821 cu. metres (29.0 cu. ft.), Kerb Weight V8: 1653 kg. 6 cylinder: 1542 kg. Fuel Tank Capacity: 77.4 litres (17.0 galls).

Transmission
3 Speed Console Shift Automatic.

Rear Axle
Type: Semi Floating Hypoid Gear Drive.

Suspension
Front: Independent with Torsion Bar, Dual action hydraulic telescopic shock absorbers and anti-sway bar.

Rear: Leaf Springs with Dual Acting Hydraulic Telescopic Shock Absorbers. Rear Spring Isolators.

Steering
Power Steering: Constant control (Co-axial) Turn lock to lock—3.5.

Brakes
Power boosted with pressure sensitive proportioning valve. Disc front. Drum rear. Tandem master cylinder.

Wheels and Tyres
Wheels 14" x 5.5 JJ. Tyres FR78S 14" BSW Steel Belted Radials.

Instrumentation
Speedometer, Odometer, Trip Odometer, Ammeter, Fuel Gauge, Oil pressure warning light, Water temperature gauge, Brake system and hydraulic warning lights. High beam warning light, Turn signal indicators, Quartz clock.

Colour Information.
Separate literature is available.

Regal SE Standard Equipment Includes:

Comfort/Convenience Items:
Luxurious cloth seating. Reclining front bucket seats. Ignition delay

ENGINE DETAILS	8 cylinder 5.2 litre (Standard)	6 cylinder 4.3 litre (Optional)
Type	8 cyl. "Vee" OHV	6 cyl. OHV
Capacity	5211 cc (318 cu. ")	4345 cc (265 cu. ")
Compression Ratio	8.2:1	9.1:1
Carburettor	Two barrel with automatic choke	Two barrel with automatic choke
Ignition System	Electronic	Electronic
Fuel	Regular	Premium

lamp. Push-button radio. Quartz clock. Centre floor console with armrest and storage locker. Fully trimmed instrument panel. Soft grip steering wheel. Ash receiver and glovebox lights. Front floor level lighting. Glovebox vanity mirror. Roof console with dome lamp and reading lamp. Rear compartment reading lamps. Air conditioning. Power operated windows. Laminated tinted graded windshield. Retractable rear seat belts. Deep pile carpet. Door pull handles. Pockets on front of back seats. Fully carpeted trunk. Tinted side glass. Tinted heated rear window. Vinyl roof. Locking fuel filler cap. Front and rear overriders. Quartz halogen high beam headlamps. Extensive sound deadening. Remote control exterior mirror. Power radio antenna. Rear seat centre armrest. Front fender turn signal indicator lamps.

Standard Safety Features

Seat belts (4 retractable in front and rear). 360° energy-absorbing steering column. Tandem master cylinder power assisted braking system, front disc. Pressure proportioning valve. Front disc brakes with heavy duty lining. Rear Brakes—25.398 cms (10.0") 5.079 cms (2.0") Finned Drums. Clear plastic master cylinder to check fluid level. Steel belted radials, and anti-sway bar. Flush fitting door handles, side impact protected, non override. Door reflectors. Power operated

Optional Equipment	
Leather trim	O
Stereo cassette tape player, 4 speaker system	O
Cast alloy 7" road wheels	O
Heavy duty suspension	O
Fuel pacer	O
2.92:1 Sure grip rear axle	O
4.3 litre (265 cu. in.) 6 cylinder engine	O
Towing package—medium duty	O
—heavy duty	O
Air conditioning with 6 cyl. engine	O

windscreen washers. Padded steering wheel hub. Two speed windscreen wipers. Non-glare windscreen wiper arms and "speed" blades. Safety padded sunvisors. Padded armrest door handles. Cushioned instrument panel (all controls behind steering wheel). Break-away interior rear view mirror. Reversing lamps. Double engine hood latch with interior release. Laminated windscreen. Double-sided safety wheel rims. Fusible link wiring. Anti-glare recessed instrument panel, with variable lighting. Solid unibody construction. Hazard warning system.

Our 12 month/unlimited kilometres warranty.

And the Regal SE is covered by a 12 months/unlimited kilometres warranty.

So you can drive as far as you want in the first year with full warranty protection.

We're the first Australian car manufacturer to show this kind of confidence in its products.

It just goes to show how deeply Chrysler is committed to your driving pleasure.

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