

**A sound
investment
in better
motoring !**

A personal message to you

Right now, your purchase of a new car may not be in the immediate future. On the other hand, we may be contacting you at an appropriate moment. In either case, we ask the privilege of telling you about our new Australian manufactured Chrysler Royal.

The Chrysler Royal represents the most practical approach to an Australian big car.

Firstly, it is the *only* full size car designed specifically for Australian conditions. It provides full room for six people and generous space for luggage. It has a rugged chassis and suspension, excellent road clearance for country travelling, power that is adequate for any demand. It rides smoothly and holds the road surely. Above all, Chrysler Royal is a dependable car.

Chrysler Royal, too, is a mighty good looking vehicle. It is a car at which people will cast envious glances as you drive along. The lines are sleek and clean cut. Inside and out, its beauty is in impeccable taste . . . A car well dressed with clever touches of modernity in styling but avoiding the look of being "overdressed".

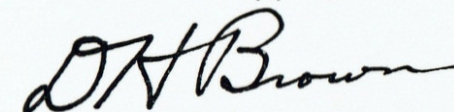
Biggest attraction of all, however, are Chrysler Royal's down-to-earth prices. On any standards of comparison you may care to take, no other make in this class gives you as much car for the money. Where the prices of other big cars have been increasing, Chrysler Royals have been reduced. In fact, this new and finer model is priced much below the first Royal introduced in 1957.

In all, Chrysler Royal is the most economically priced of all prestige cars and the most beautiful Australian styled big car manufactured in this country. We feel you will agree after studying the pages of this brochure.

Very soon, your Chrysler Distributor or Dealer will be inviting you to take the wheel and make your own assessment of this car over any course you may care to nominate. Please accept his invitation which obligates you in no way.

After test driving Chrysler Royal, may we look forward with pleasure to having you as one of our discriminating customer owners?

Cordially yours,

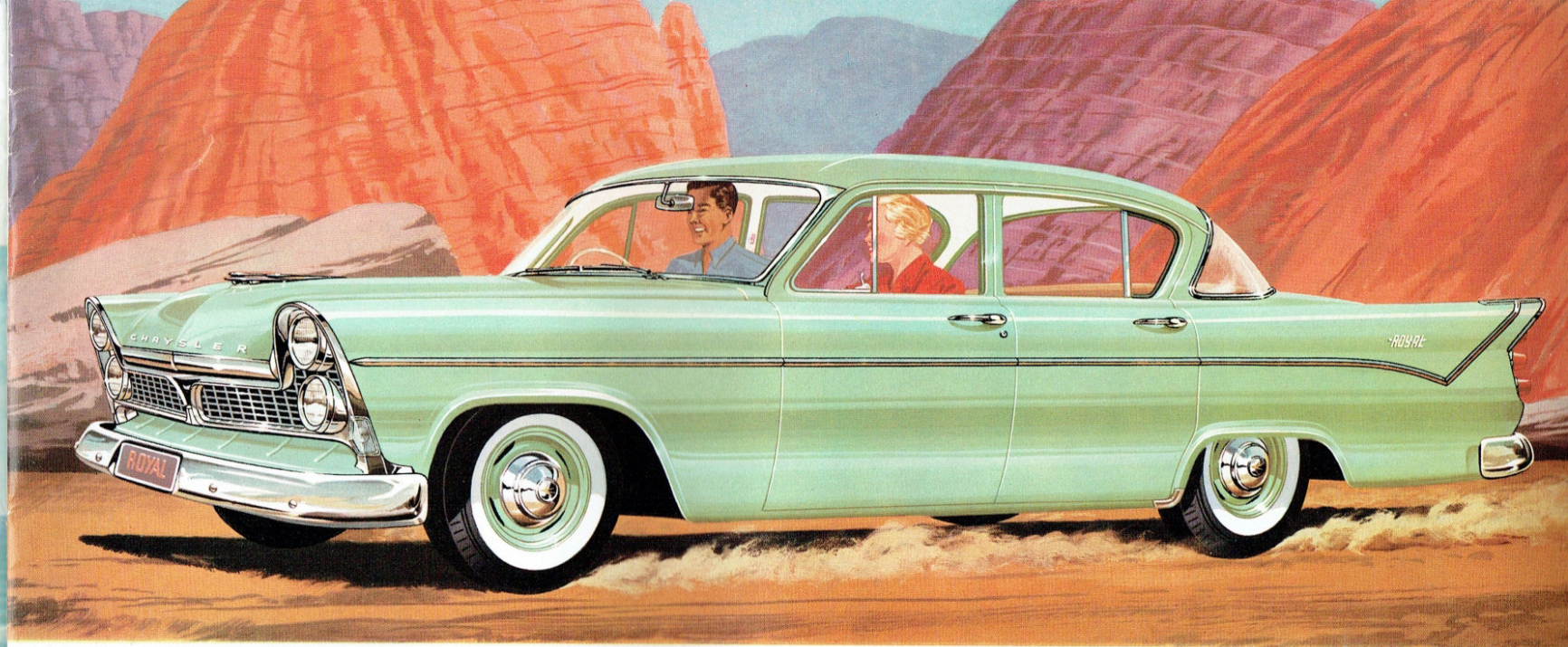
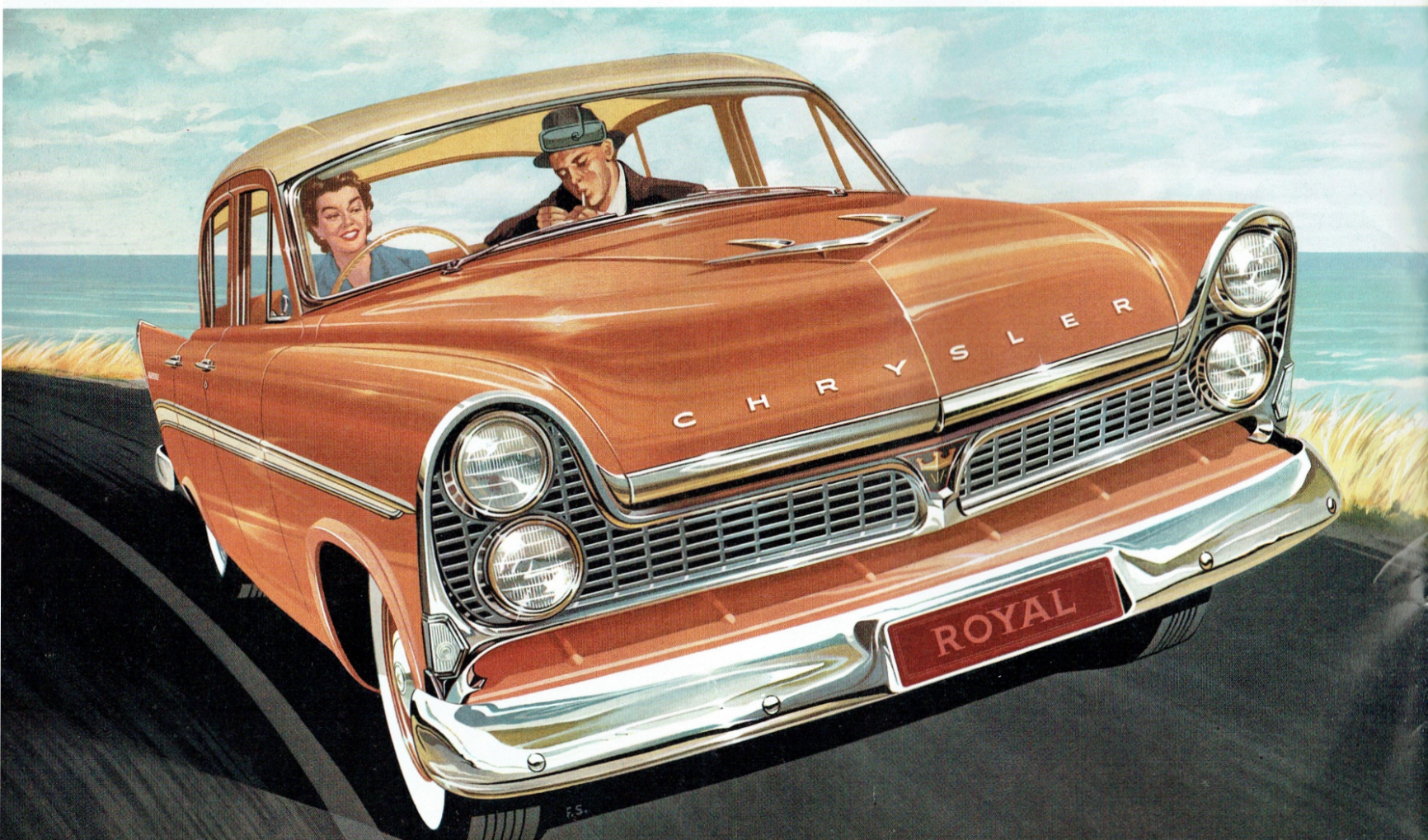


CHRYSLER AUSTRALIA LIMITED

D. H. Brown
MANAGING DIRECTOR

AUSTRALIA'S CAR OF DISTINCTION

Introducing Chrysler Royal V8 and "Big Six"



Here is a picture of beauty, comfort and ACTION! Chrysler Royal is long and sleek, looks low to the ground but still gives you the practical features of excellent ground clearance and lots of head room inside. The forward thrusting front end silhouette and the typical Chrysler "fins" at the rear capture the feeling of smooth, swift flight. The look of a car in motion, even when standing still is carried through by the side chrome mouldings. Front end is styled with the modern, dual headlights combining the smart and practical. Even from the rear, the lines carry through the idea of beauty . . . on the move. Swept-Wing airfoil rear fenders, smoothly contoured rear deck and dramatic triple lights incorporated into the jet fins. Royal has a big advantage in that it is the *only* car providing you with a choice of power to meet your particular needs or preferences. There is the "Big Six" developing 117 b.h.p. and Australia's top performing V-8 with the 220 b.h.p. "Fury" engine. Three-speed, TorqueFlite automatic transmission is standard on the V-8 and optional extra on the "Big Six". Apart from these points and the use of distinctive side mouldings, the two models are almost identical. All models offer the options of Full-time Power Steering and Safety-sure Power Brakes.



Consider the matter of Lower Prices

CHRYSLER ROYAL "BIG 6" STANDARD TRANSMISSION WAS £1,697 NOW

£1667

(INCLUDING SALES TAX)

"BIG 6" AUTOMATIC WAS £1,883 NOW

£1817

(INCLUDING SALES TAX)

V8 AUTOMATIC WAS £2,059 NOW

£1967

(INCLUDING SALES TAX)

Mainland capital city prices

As you well know, other big cars have been subjected to sharp increases in prices. To many motorists accustomed to this type of vehicle, the purchase of a new model of his existing make can thus become a luxury. For these people, the change to a Chrysler Royal presents a satisfactory and economical solution.

For motorists who pay well over £2,000 for their cars, a Chrysler Royal V-8 provides worthwhile savings in initial cost and these owners lose nothing in the standards of style, comfort, and roominess. A gain in performance over that to which they have been accustomed will be an added benefit.

The low price of the Chrysler Royal "Big 6" provides an easy and attractive way for owners in the "medium" field to step up into the wonderful world of big car motoring.

Owners of vehicles costing over £1,800 will get more, much more car for their money when they choose Chrysler Royal "Big Six". Comparisons will definitely confirm this.

Now let's look at some figures:

Chrysler Royal V-8 with AUTOMATIC TRANSMISSION is priced £211 below a competitive V-8 which is equipped only with STANDARD TRANSMISSION.

Comparing Chrysler Royal V-8 automatic with the same competitive V-8, also equipped with automatic transmission shows Chrysler Royal to be £375 lower in price.

• Comparing Chrysler Royal Big Six automatic with three other six-cylinder cars offering automatic transmission, Royal has the price advantages of £177, £448, and £1,051, and, in every case, Royal is a bigger car and has more power.

• The 115" wheelbase, 117 b.h.p. Royal "Big 6" with standard transmission is £180 below a 110" wheelbase, 110 b.h.p. six, also with standard transmission.



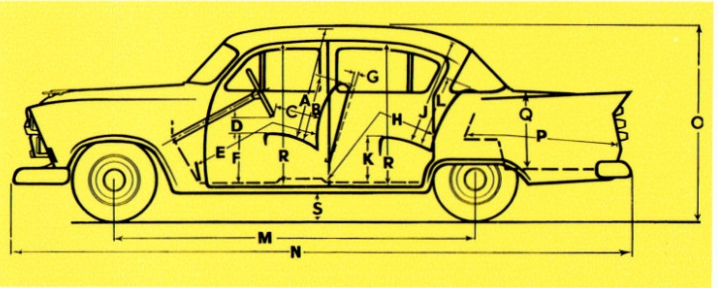
...and at these lower prices Chrysler Royal is much more car for the money !

When comparing relative makes, the automobile industry uses the rule of thumb of retail price per pound of kerb weight. The following comparisons are significant.

MAKE	LIST	RETAIL PRICE PER POUND OF KERB WEIGHT
Chrysler Royal 6 Std. transmission	£1,667	10/1
Chrysler Royal 6 Automatic	£1,817	10/9
Chrysler Royal V8 Automatic	£1,967	11/3
Car "HS" 6 cyl. Automatic	£1,994	11/11
Car "C" V8 Standard	£2,476	13/4
Car "W" 6 cyl.	£2,265	13/4
Car "F" V8 Automatic	£2,463	13/8
Car "R" 6 cyl. Automatic	£2,868	16/-

Another valuable comparison is the overall size of various cars. From the practical aspect, such things as useless bonnet length should be disregarded, the true measure being the room *inside* the body and the luggage boot capacity.

CHRYSLER ROYAL DIMENSIONS



A ... 37.5"	E ... 41" Max.	H ... 41.2"	N ... 199.6"
B ... 21"	F ... 36.5" Min.	J ... 36"	O ... 63.4"
C ... 14" Max.	G ... 15" Max.	K ... 14"	P ... 49"
D ... 9.5" Min.	H ... 14" Min.	L ... 23.5"	Q ... 22"
	I ... 1.5"	M ... 115"	R ... 43"

S ... 7.6" (V-8), 8.8" (6-cyl.)

Overall width	73.2"
Shoulder width, front seat	55.6"
Shoulder width, rear seat	54.2"
Luggage compartment width	68"
Luggage compartment opening width	51"

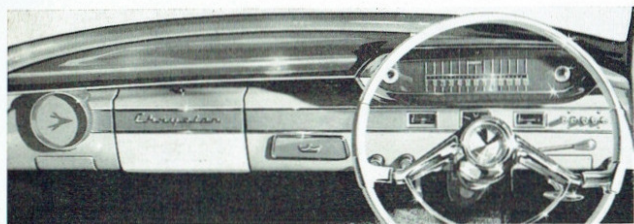


Chrysler Royal is the car that thrives on frank comparisons be they artistic, mechanical or downright mercenary



A VERY ROOMY REAR COMPARTMENT

Although Chrysler Royal has that low, sleek look, it is designed first, for comfortable travel. The rear compartment is a perfect example. There's no cramping here in a Chrysler Royal. No other 4 door sedan can match the Chrysler Royal dimensions for head-room and rear seat leg-room. A very tall person can actually wear a hat, sit up and stretch out his legs. The lower part of the front seat back has been recessed to give those valuable extra inches of leg room.



SAFETY DASHBOARD AND STEERING WHEEL

The two-spoke steering wheel gives an unimpeded view of all instruments, which are grouped for "flick-of-an-eye" vision. As a safety precaution, the wheel is of "dished design". The top of the instrument panel is padded for safety, and is in a neutral color in matt finish to eliminate reflections which can be so distracting to the driver.

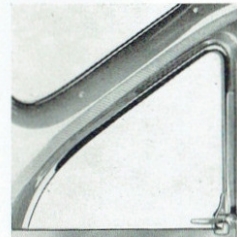
Step inside... (YOU'LL BE MIGHTY HARD TO PLEASE IF CHRYSLER ROYAL DOES NOT PLEASE YOU)

Inside, as well as out, Chrysler Royal creates an inspiring picture of modernity and luxury. Restful, exquisite colors with two-tone ensembles predominating in the color range. Upholstery faultlessly tailored, the material being heavy vinyl which is long wearing, does not scratch easily or stain permanently. The color is right through the material, not just on the surface. The floor of the Royal V-8 is carpeted, rubber mats are used in the "Big Six", carpets being optional extra. V-8 owners can have rubber mats instead of carpets if they so desire. A beautiful, silvery door panel trim adds a touch of elegance.

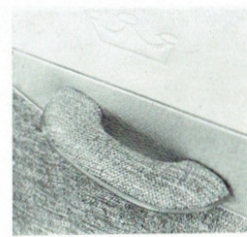
Chrysler Royal seats are at "chair height" for the most restful posture. Seats provide natural support for legs, thighs and back. For additional driver comfort the front seat moves a full 5 inches back and forth. As it comes forward, it raises up to provide better vision for the short driver. The angle of the front seat back can be adjusted to provide the most comfortable setting for the driver. Additional comfort for the driver is provided by a thick foam rubber pad in addition to the seat springs. It is very noticeable in Chrysler Royal that there is no "hard" area in the centre of the front or rear seats. The low transmission tunnel does not protrude into the seating and the springs are used right across the seat.



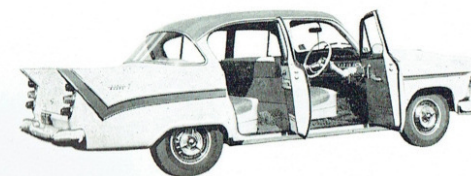
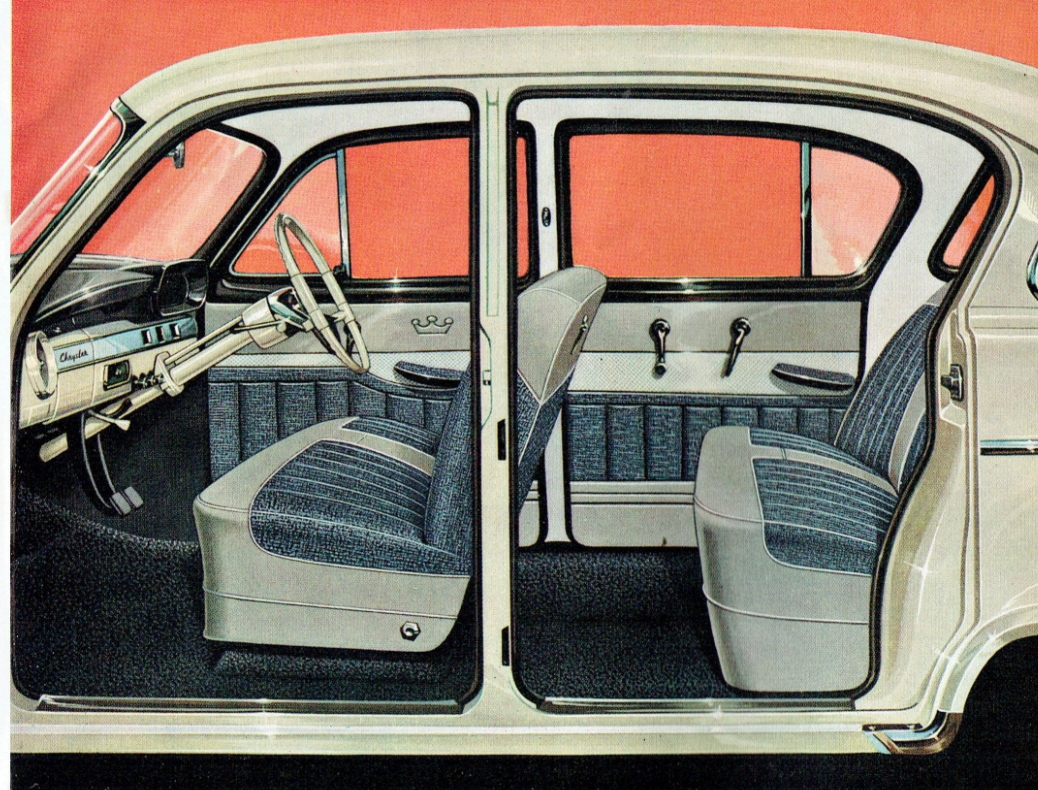
ROTARY DOOR LATCHES keep doors firmly closed under all driving conditions. The motion of the car tends to tighten rotary type latches for safety and silence.



CONTROLLED VENTILATING WINDOWS AT FRONT—These hold their set position to give a full flow of air or just a gentle breeze. Theft-proof locks are fitted for your protection.



ARM RESTS—Another "comfort" feature on Chrysler Royal is the provision of rubber-padded arm-rests on all four doors. Rear-seat centre arm-rest is special equipment.



DOORS OPEN WIDE, YOU STEP IN, NOT CRAWL IN Chrysler Royal doors are high and wide, and open to a straight out position, so you don't have to edge sideways or stoop right down when getting in or out. Royal's unimpeded entry and exit for the driver is a particularly noteworthy feature.

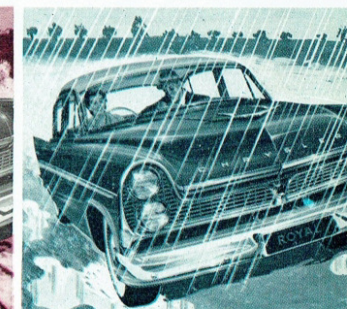


FOR YOUR CONVENIENCE There's really usable space in the wide and deep glovebox—not only for minor items, but also for parcels. Chrysler Royal also provides two ash trays in the front compartment, one for rear seat passengers.



PANORAMIC VISION FOR DRIVER AND PASSENGERS

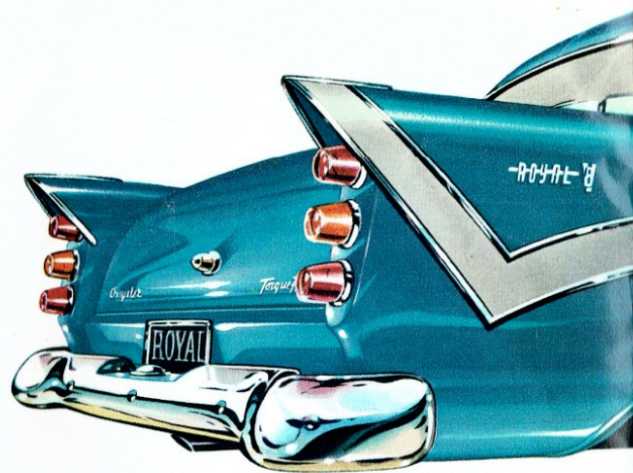
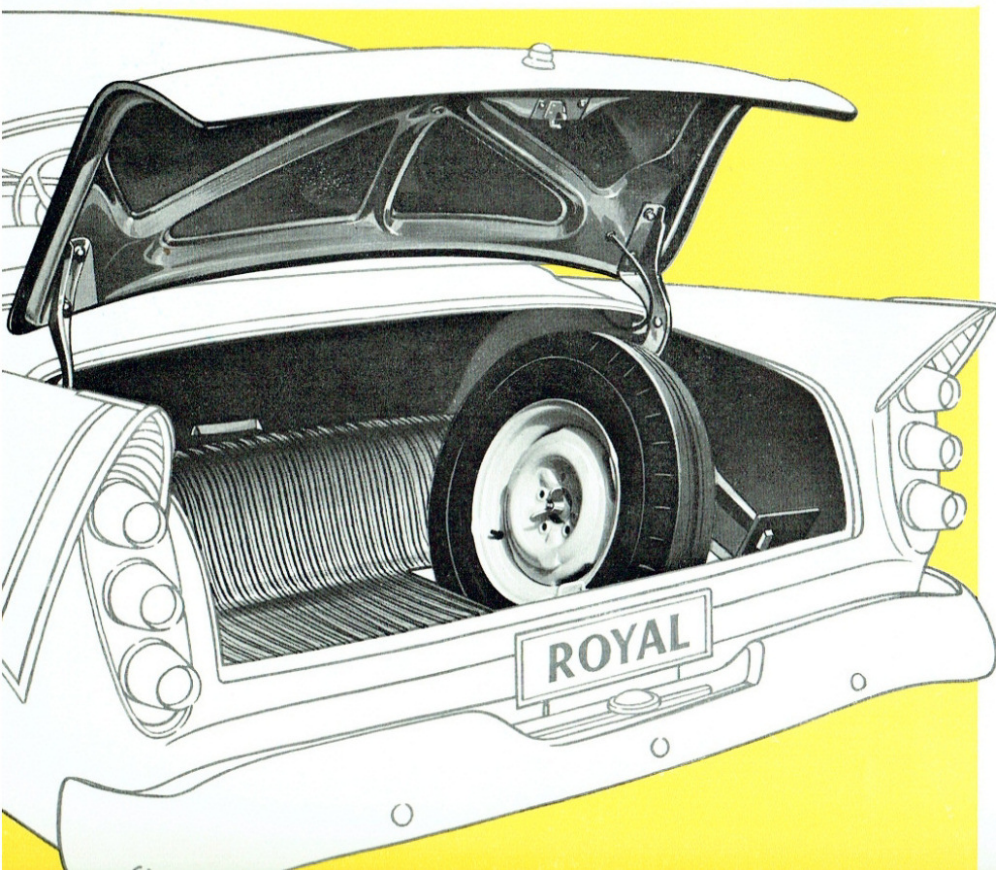
Full wrap-around rear window leaves no blind-spots for the driver. The contour of the rear door which extends the glass area well back into the rear quarter panels greatly increases side visibility for rear seat passengers. Windscreen pillars are swept back and set far apart to give the driver maximum visibility at eye level. The pillars, however, are not set so far apart as to impair the roof strength at the front, or impede entry into the front seat. It is worth noting that the latest American automotive styling trend, exemplified in cars such as "Valiant," "Falcon" and others is away from the wrap-around windshield.



BODY WELL INSULATED AND SEALED AGAINST DUST AND WATER Lavish use is made of material which eliminates metal drumming, insulates the roof against heat, insulates the front compartment against engine heat and noise. Every joint in the body has been effectively sealed against dust and water leaks. Special precautions are also taken to keep the doors and deck lid dust and water tight.

Family-size luggage boot..

Chrysler Royal's luggage compartment has 35 cubic feet of storage space. The whole floor area is covered with a rubber mat. Spare tyre is set upright and tilted to gain extra storage room. The fuel tank filler pipe is located behind the centre of the rear body sill panel, and does not restrict luggage space. The boot lid, opens high, and is perfectly counterbalanced, staying open where placed without danger of falling. The lid can be latched and opened with an easy acting turn button, or locked so it opens only with the key.

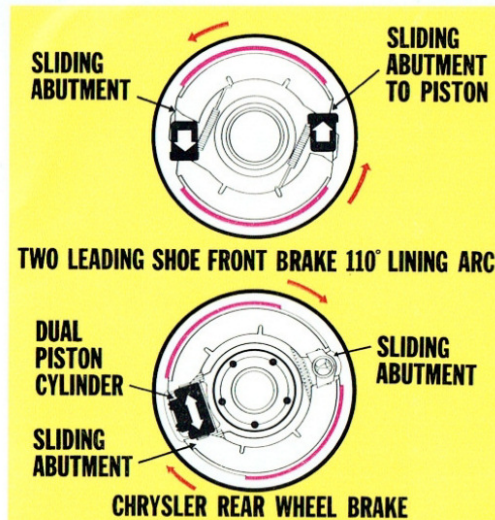


Styling with a purpose..

The smart, rear end styling incorporates three lights. The upper red lamp houses both the tail and stop lamps. The centre, amber lamp houses the back-up lamp and the rear, flashing turning light. The lower, red lamp is a further tail light. While adding extra smartness to the front-end appearance, dual headlights have added advantages for night driving. The two upper front headlights are double-filament sealed beam units giving a low and high beam driving range. The lower headlights are single filament sealed beam units used for high beam operation only. The front and rear turn signal lights are located so that they are also visible from the side for added safety.

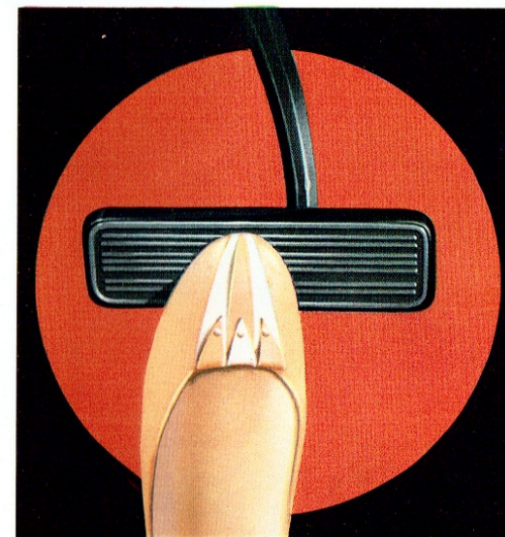


Chrysler Royal is engineered with your safety in mind



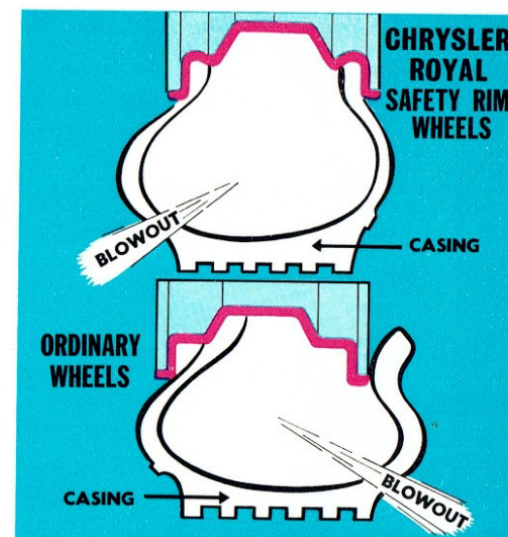
SAFEGUARD HYDRAULIC BRAKES

You are assured of smooth, sure, straightline stops with Royal's Safeguard Hydraulic Brakes. Front wheel brakes each use two hydraulic cylinders instead of the usual one cylinder. This balances the distribution of braking effort to take advantage of the forward weight shift caused by the momentum of the car. Rear wheel brakes are provided with an efficient, double-acting piston and hydraulic cylinder for quick, positive application of braking force. In combination with the two-cylinder front wheel brakes, this gives balanced braking effort on all four wheels. Chrysler Royal's parking brake acts on a drum at the rear of the transmission. Its braking force is multiplied by the rear axle ratio. Chrysler Royal owners, therefore, have the outstanding safety of two braking systems which act independently of each other.



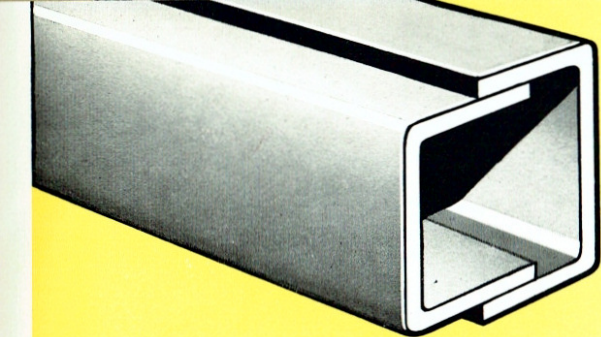
SAFETY SURE POWER BRAKES

If your regular driving is "stop-and-go" in heavy traffic, you will appreciate the ease of Power Brakes, which can be fitted as an optional extra. Power Brakes reduce by approximately 60% the amount of pedal pressure needed to bring the car to a quick, safe stop. As a result, there's much less strain when driving in heavy traffic. Even though the Power Brake unit furnishes so much of the total braking effort, the pedal "feel" is little different from the conventional braking system. There is instant response to the slightest pedal pressure. Application of power is smooth, with no jerk or catch. The brake booster unit is so designed that the regular hydraulic system will work in the unlikely event that the booster system should fail.

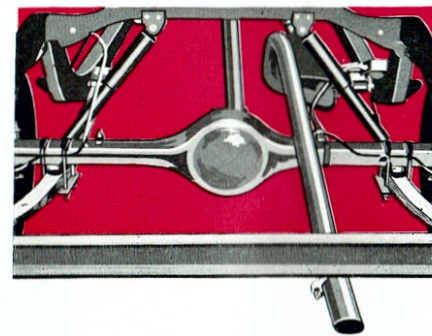


SAFETY-RIM-WHEELS

Chrysler Royal's Safety-Rim wheels give added protection in the event of tyre blowout—possibly the most serious driving hazard of all. When a tyre blows out, the only thing that holds the tyre on conventional wheels is the friction between the rim and tyre bead. Usually one tyre bead slips down into the rim well, the other slips off outside of the wheel allowing the tyre to twist and whip, which often causes the driver to lose control of the vehicle. Should a blow-out occur on a Chrysler Royal with its Safety-Rim wheels, the tyre remains securely on the rim because the protective ridges on the rim hold it in place.

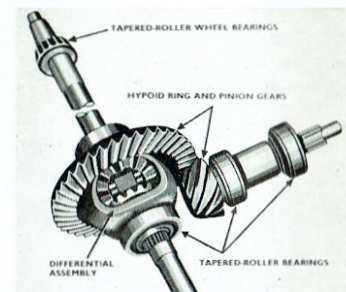


A solid foundation for lasting value and smooth, safe riding...



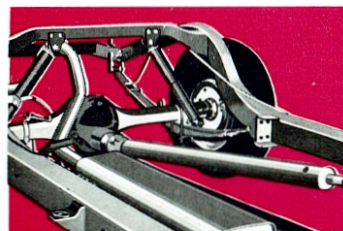
REAR SUSPENSION

Spring action is synchronised to make up for the fact that the front springs flex before the rears when going over a bump. Rear springs react faster to catch up with front springs action, eliminating a see-saw motion of the car body. Rear springs are exceptionally wide to resist twisting, and are mounted in a splayed or non-parallel position for added rear end stability. For extreme operating conditions, auxiliary springs are available as special equipment on both models.



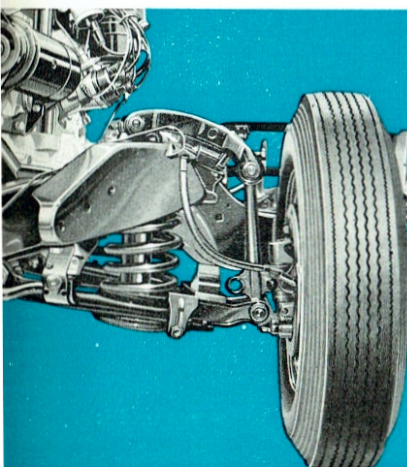
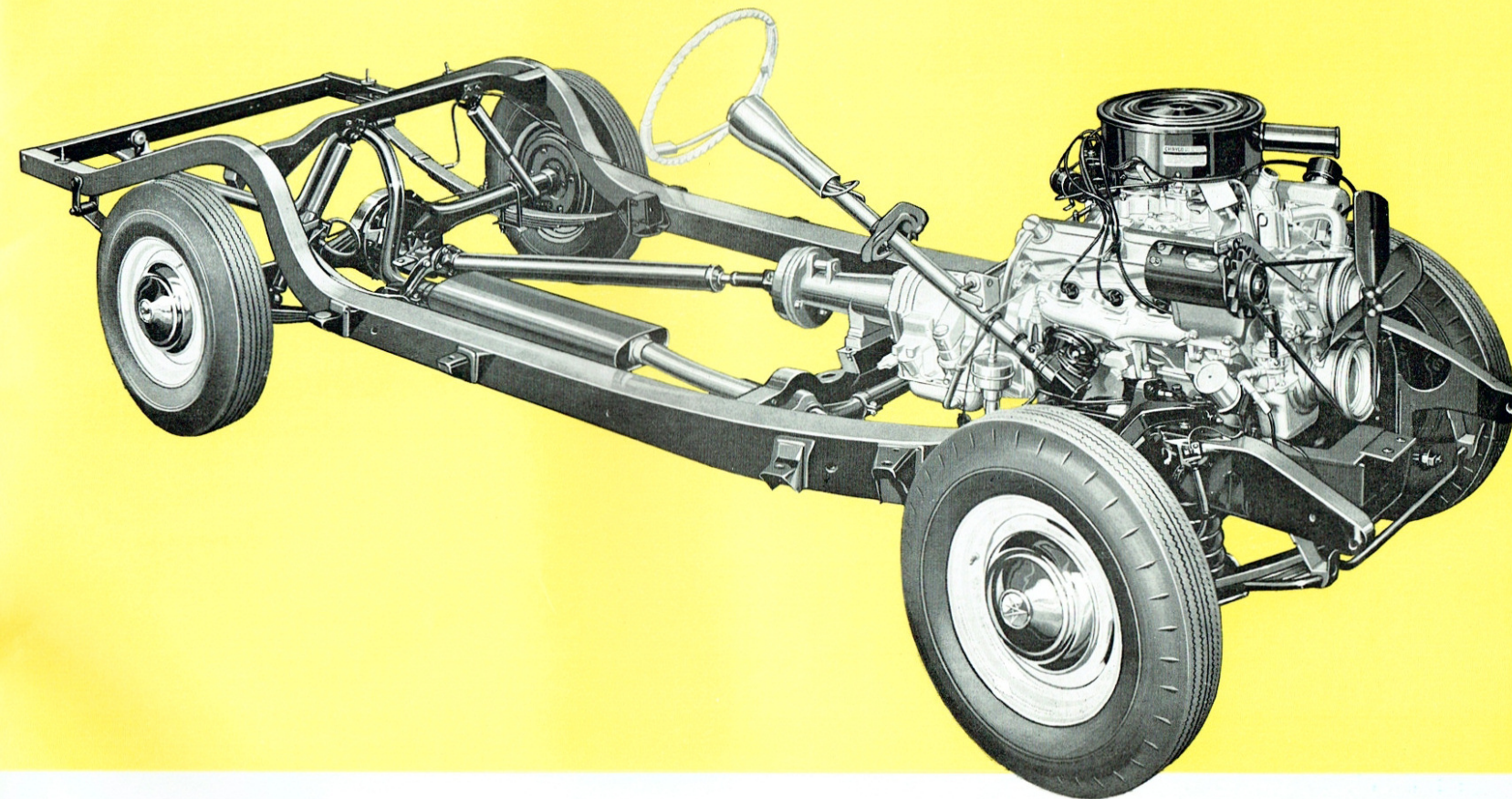
REAR AXLE

Chrysler Royal's trouble-free rear axle assembly is a rugged, precision mechanism. Hypoid gears give maximum drive tooth contact for greatest strength and longest life. Pinion and ring gear both revolve on tapered-roller bearings, ideal for carrying heavy loads and maintaining precise gear alignment. Tapered roller wheel bearings are also used, which firmly withstand side thrusts at the wheels, and give best load carrying capacity.



HOTCHKISS DRIVE

This drive provides outstanding benefits in performance, longer life, economy and ride comfort, as the shocks of starting, changing speeds and braking are cushioned by the rear springs. This lessens the wear on the power train units. Another benefit of Hotchkiss drive is that it permits unsprung weight to be held to a minimum.



FRONT SUSPENSION FEATURES

Big coil springs with a soft, easy action to ensure good cushioning on bumps. Shock absorbers installed inside the springs for best control over spring action. Limit rubber bumpers furnish extra cushioning action when needed. One piece sway eliminator bar helps keep front end level on turns and bumps. Non-parallel control arms help keep body level and tyres riding squarely on the tread on curves. Wide front track further assists in giving the front end a surefooted stability on turns.

CHASSIS FRAME—Chrysler Royal uses frame members of box-section construction, one of the strongest of structural steel forms, to give trouble-free ruggedness to the complete car. Each side rail consists of two massive channel members, overlapped and arc-welded at close intervals. This forms an extremely strong box-section girder. The side rails are joined by four cross members. The high "kick-up" at the rear allows more room for up and down movement of the rear axle, minimising the possibility of "bottoming". The side rail continues horizontally beyond the rear seat before it arches upward. This makes room for deep springs across the full width and depth of the rear seat cushions. It also allows the floor to be lower which, in turn, permits a lower roof without compromising seat height or head room. Body mountings are of thick, moulded rubber, designed to prevent metal to metal contact, insulating the car body from the frame.

Push-button driving..

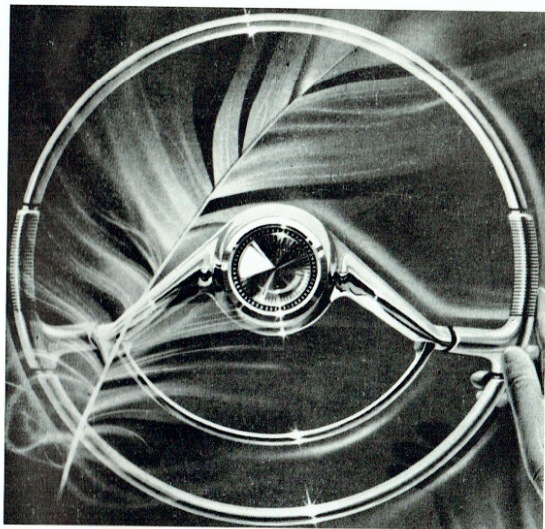


NEW 3-SPEED TORQUEFLITE AUTOMATIC TRANSMISSION

TorqueFlite transmission is a completely automatic 3-speed transmission, which is controlled by the accelerator pedal and the five push-buttons mounted on the instrument panel. Push-button "N" (neutral) is for starting or idling, push-button "D" (drive) is for all normal driving needs. All upshifts or downshifts are made automatically according to throttle opening.

Pushbutton "2" is for use in congested traffic where quick acceleration is desired in the lower gears or on long medium upgrades, especially if towing a caravan or trailer. It also can be used for downhill braking in moderate grades. Pushbutton "1" (low) is for steady power for climbing exceptionally steep grades or driving in deep mud, sand or snow. It is also used to provide engine braking down very steep grades. In this gear the transmission will not shift to any other gear. In the 2 (Second Range), the transmission will not upshift to direct gear. For emergency acceleration (kick down) in the D (Drive) range between speeds of 13 and 65 m.p.h. pressing the accelerator right to the floor automatically downshifts the transmission to second gear.

TorqueFlite is unusually smooth and extremely quiet. Three speeds in combination with the hydraulic torque converter give a greater flexibility of operational uses.

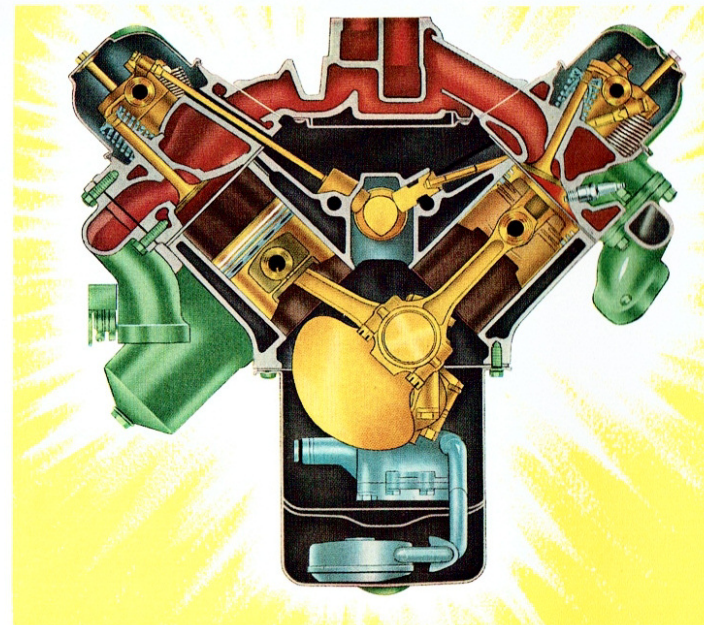


Power steering..

This is special equipment on all models. Actually, it is hydraulic steering, designed to take the majority of physical effort out of steering the car, while the driver still retains normal "feel" of the road. The amount of assistance supplied by the power system increases in proportion to the "pull" applied by the driver.

The first advantage of Power Steering is that the driver can be relaxed, yet have sure control over the car. Another very important feature is that of safety, even when the unexpected things occur, such as a blow-out, striking a pot-hole, or leaving the edge of a surfaced road. With Power Steering, the driver is able to maintain full control of the car with a light grip on the steering wheel. Power Steering, too, makes it very easy to turn the wheels when the car is stationary, and when driving over rough roads, roadshocks are not transmitted to the steering wheel. In the unlikely event that the hydraulic unit should fail, normal steering control is instantly resumed.

Dependable V8 or 6 cylinder power at its best

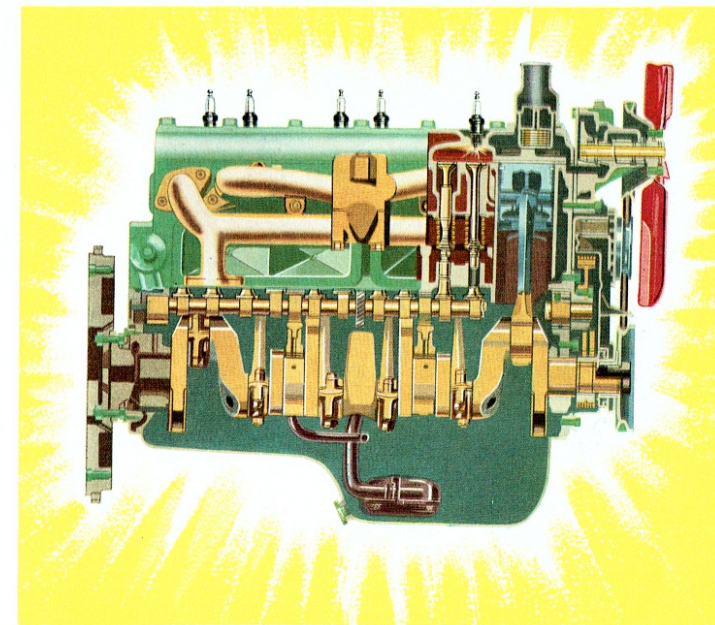


220 b.h.p. FURY O.H.V. V8: Bore 3.875"; Stroke 3.312"; Piston displacement 313 cu. ins. Taxable horsepower 48.05 (R.A.C.). Compression ratio 9.0 to 1. Max. b.h.p. 220 @ 4000 r.p.m.

Mechanical highlights of the "Fury" V-8 are:

"Oversquare" design; large, wide opening valves for better intake and exhaust; rounded combustion chambers for lasting power without "ping"; high compression ratio; each cylinder supplied with fuel-air mixture from a separate manifold section—no "starved" combustion chambers; by-pass system speeds engine warm-up.

If you want to use it, the Chrysler Royal V-8 has a top speed of 100 m.p.h. plus. Alternatively, you can use Royal V-8 as an extremely docile car with a flexibility of performance that gives you command of every road.



"POWERFLOW BIG SIX." Bore 3.4375", Stroke 4.5, Piston displacement 250.6 cu. ins. Taxable horsepower 28.3 (R.A.C.). Compression ratio 7.25 to 1. Max. b.h.p. 117 @ 3600 r.p.m.

Mechanical highlights are: 4 ring pistons, exhaust valve seat inserts, floating power engine mountings; oil bath air cleaner; automatic choke; automatic manifold heat control.

Self cleaning, sintered bronze fuel filter, dual automatic spark control; Thermostat control for engine temperature; positive pressure lubrication system; floating oil intake. Sealed oil filter; rotary type oil pumps; filtered crankcase ventilation.

This engine provides power (with something in reserve) to maintain good cruising speeds. In addition, high torque (205 lbs. ft.) is available at low engine revs for fast get-away and brisk acceleration in all speed ranges.

Performance..



CHRYSLER ROYAL V-8 AUTOMATIC: Acceleration, 0-30 m.p.h. in 4.1 seconds; 0-50 m.p.h. in 8.7 seconds; 0-60 m.p.h. in 12.2 seconds. Maximum speed, 105 m.p.h.; Turning circle, 38 feet; Power-weight ratio (lbs. for BHP), 15.9.

CHRYSLER ROYAL "BIG SIX" STANDARD TRANSMISSION: Acceleration, 0-30 m.p.h. in 6.45 seconds; 0-50 m.p.h. in 14.4 seconds; 0-60 m.p.h. in 20.5 seconds; Maximum speed, 98 m.p.h.; Turning circle, 38 feet; Power-weight ratio (lbs. for BHP), 29.

..and important details

For increased strength and safety, the body is a unit steel structure formed of sturdy steel body panels welded to a rugged steel framework and all openings are surrounded by box-like reinforcements.

Petrol filler cap concealed behind fold-down number plate. Centre location gives easy filling from either side.

As a double precaution, the engine hood is held closed by a latch and safety catch, both easily released with fingertip pressure.

Twin sun visors. Visor on passenger side has vanity mirror.

Remote locking control buttons for rear doors.

15½ gallon capacity fuel tank.

Regulators fully open or close window glass in approximately 2½ turns.

Screened air intake built into cowl, well above road dust and fumes. Cover fits snugly for perfect sealing. Lever below instrument panel opens lid.

Clutch and brake pedals suspended from above for clear floor space. Pedals are of good length so that you don't have to "grope" for them.

Warning, flashing turning lights front and rear and which can be seen from the side.

Pull-out type handles open doors with one easy action.

Chrysler Royal is fitted with dual *electric* windshield wipers.

Cigar lighter standard fitment.

Oil pressure and generator warning lights.

SO MANY WAYS IN WHICH YOU CAN "PERSONALISE"
YOUR CHRYSLER ROYAL
A fine range of MoPar Accessories styled specially for Chrysler Royal.

- Heater and Demister
- Windshield Washer
- Exterior Rear View Mirror
- Fuel Tank Locking Cap
- Front Sun Shade
- Rear Venetian Blind
- Front Door Weathershield

- Wheels, Discs or Covers
- Exhaust Deflectors
- Glove Box, Engine Compt., or Trunk Lights
- Trouble Lamp
- Power Brakes
- Power Steering
- Buffer Plates

- Sill Mouldings
- Rear Auxiliary Spring Leaf
- Driving Lights
- Fog Lights
- Radio
- Rear Speaker
- Car Care Materials

**The significance
of Chrysler Royal's
12 months or
10,000 miles warranty**

It is obvious that a manufacturer must have complete confidence in the dependability of his product to give to owners a warranty that far exceeds that given by other manufacturers in other similar types of cars. The Chrysler Royal warranty of 12 months or 10,000 miles is a tangible expression of the confidence we of Chrysler Australia have in the solid construction and continued good performance of our car. We suggest that the warranties given provide a good point of comparison for prospective purchasers.



The service slogan of Chrysler Australia is, "We aim to take care of our own," and this is carried out thoroughly in so many ways. Firstly, there is the establishment of a trained, properly equipped dealer service organisation spread throughout Australia. Then, genuine Chrysler MoPar parts are always readily available. Now, this new certified Car Care Plan provides the correct inspections, adjustments and services at the correct intervals and at low-cost fixed charges. In all, we aim to make sure that owners get, at lowest possible cost, the full measure of good motoring, built into Chrysler Royal.



**..and Chrysler's 30,000
miles certified car
care plan to help
protect your
investment.**



CHRYSLER AUSTRALIA LIMITED

ADELAIDE, SOUTH AUSTRALI