

Your next car: 1970 Chrysler

with Torsion-Quiet Ride





Your next car: The 1970 New Yorker.

It has always been the most luxurious Chrysler. Now, with Torsion-Quiet Ride, it is even more so. Elegance and tradition are shopworn clichés in describing luxury cars; yet the discriminating buyer searches for these qualities in the pursuit of an exceptional auto-

mobile. The 1970 New Yorker amply rewards such search. It has an indefinable air of refinement. A feeling of sophisticated understatement coupled with modern efficiency.

If any one of the car's qualities is to be singled out for special

mention, it should be Torsion-Quiet Ride, which blends torsion-bar suspension, Unibody, and the Sound Isolation System for performance combined with silence. This in a car sprung from a tradition of silence. The eye runs to quieter styling facets. The new

textured stainless steel body trim creating a longer, lower looking profile. The interior with its exciting new colours and accents. The 1970 New Yorker is Chrysler's heritage of fine engineering and reputation of luxury carried to its tasteful conclusion.

The New Yorker 2 Door Hardtop



Your next car should have this much class ...with this much quiet authority.

The grand trunk. A cornucopia of room. Will hold golf clubs, suitcases, bags, bundles and holiday cheer. It's carpeted, too.

38.7 inches of front head room this year. Room enough to wear your most impressive hat. Tall people, here's to you.

A sigh-deep, five-foot-wide bench seat. Perfect for the chairman. And members of the board.

Chrysler's unibody construction. 5,000 individual welds produce a unit of unusual strength . . . silence . . . and durability.

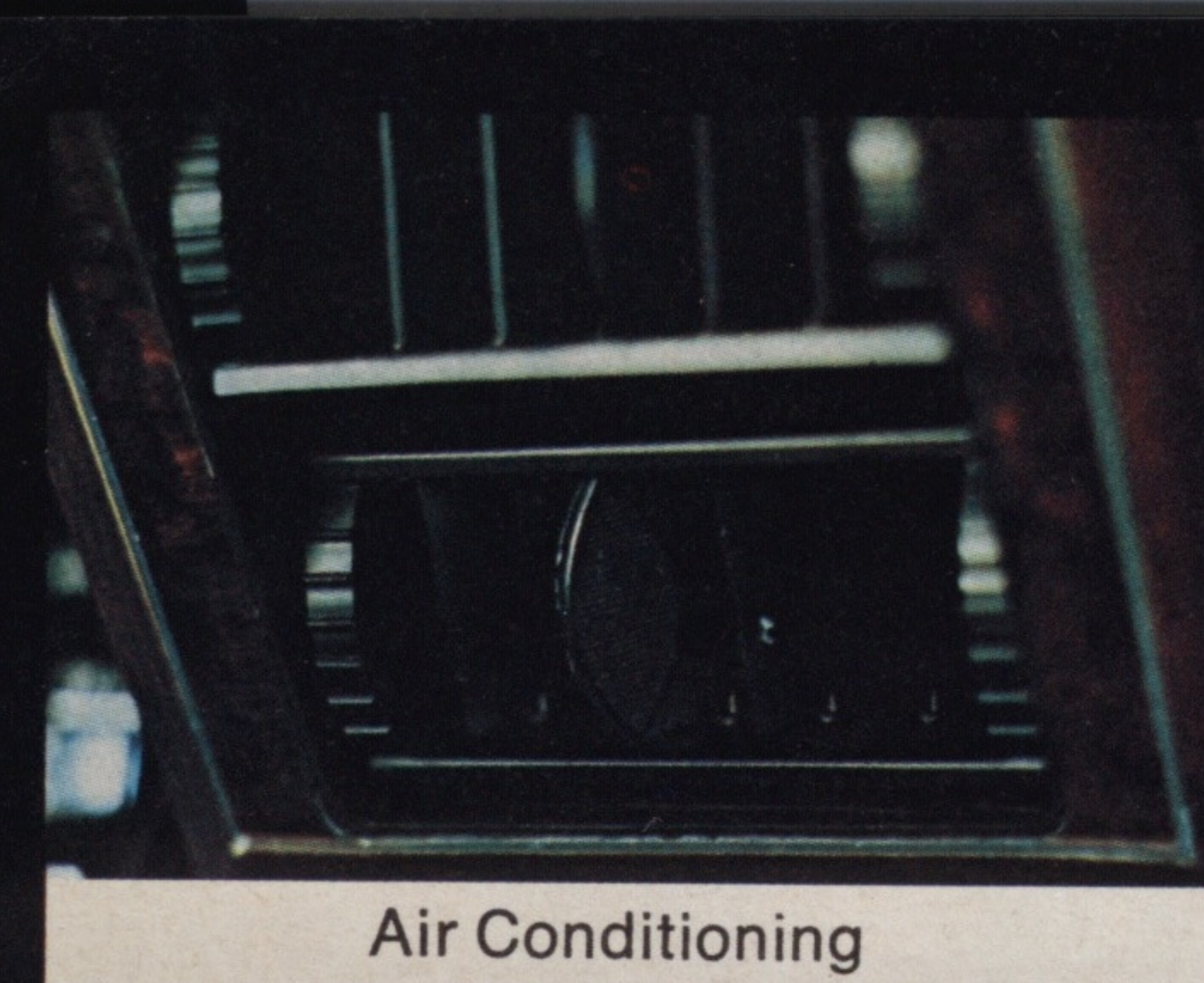
You can get quiet rides with other cars, but with Chrysler cars you get the ideal combination of quietness, stability, and control . . . all from the blending of torsion-bar suspension, unibody construction, and Sound Isolation System.

This year the rear wheels have a new wide stance. To make your new Chrysler even more stable.

The quiet car is even quieter. Rubber body mounts, suspension system isolators, and over 25 square feet more of sound insulation material quiet road noise and vibrations.

Front torsion-bar/rear-leaf suspension. Gives the 1970 Chrysler all that sure-footed agility and confident handling.

The New Yorker 4 Door Hardtop



Air Conditioning



Optional New Yorker 3-in-1 vinyl bench seat



Steering Column Lock



The New Yorker 4 Door Sedan



Cloth-And-Vinyl bench seat

The 1970 New Yorker is designed to show how the automotive concept can ensure flawless transportation without sacrificing high standards of styling and a certain modern elan.

The quiet riding New Yorker for 1970 boasts of a new wider stance. Chrysler engineers have positioned the rear wheels farther apart to enhance the car's repu-

tation for stability. You are given the responsiveness of power steering. The assurance of power brakes. TorqueFlite automatic transmission. And a 440 cubic inch V-8 engine that gives you the power necessary to handle the authority of the New Yorker. These are standard features on the New Yorker. Exceptional standards.

Inside, you'll find seats covered

with your choice of rich, diamond patterned Cordova cloth in hues of dark blue, dark green, teal, gold and black. The over-five-foot-wide seats are double foam padded and contoured. With a front and rear centre armrest (4-door models) and individually adjustable head restraints on the front seat. And as on all new Chryslers, a steering column lock.

Turn your key and lock your steering wheel and ignition. These are only the standard luxuries. You can add options like the 3-in-1 divided bench seat or an air conditioning system to ensure your complete comfort. If your next car is the ultimate in Chrysler luxury, the 1970 New Yorker is Your Next Car.



300 4 Door Hardtop

Your Next Car: The 1970 Three Hundred.

Luxury car always. A broad-stanced sports car when you turn it on.

To use an idiom presently popular, the Three Hundred has it all. From Palm Beach to Watkins Glen the car is never out of place, nor out of countenance. Take all

the popular adjectives: sleek, polished, swift, luxurious, glamorous, powerful, and you will find that they all apply to the Three Hundred. And with a 440 cubic inch, four-barrel V-8 engine, the Three Hundred is power. It is the latest in a line of performance

cars that enhance Chrysler's reputation for fine coach building and interior fitting.

Aside from such features as hidden headlights and disappearing windshield wipers, the Three Hundred has a response which borders on astonishing. The big

engine is linked to a TorqueFlite automatic transmission and answers brilliantly to every command of your foot or hand. The car's performance becomes an extension of your driving skill. No mean thing when you consider the famed racing-type suspension of

the car. Consisting basically of a new wider rear track, front torsion bars and an anti-sway bar, it gives the Three Hundred and every other Chrysler an uncommon ability to take corners without excessive lean or sway. The Three Hundred is not everyone's kind

of car, but when a man is looking for exhilarating performance married to more than basic comfort he would be well advised to drive this exceptional automobile.



Your next car should look this great ...and perform this well.

The quiet car is even quieter. Rubber body mounts, suspension system isolators, and over 25 square feet more of sound insulation material quiet road noise and vibrations. That's Chrysler's new Sound Isolation System.

300 2 Door Hardtop foreground: 4 Door Hardtop background

Chrysler's unibody construction. 5,000 individual welds produce a unit of unusual strength . . . silence . . . and durability.

Your ignition is conveniently located on the steering column. One turn of the key locks the ignition and the steering column.

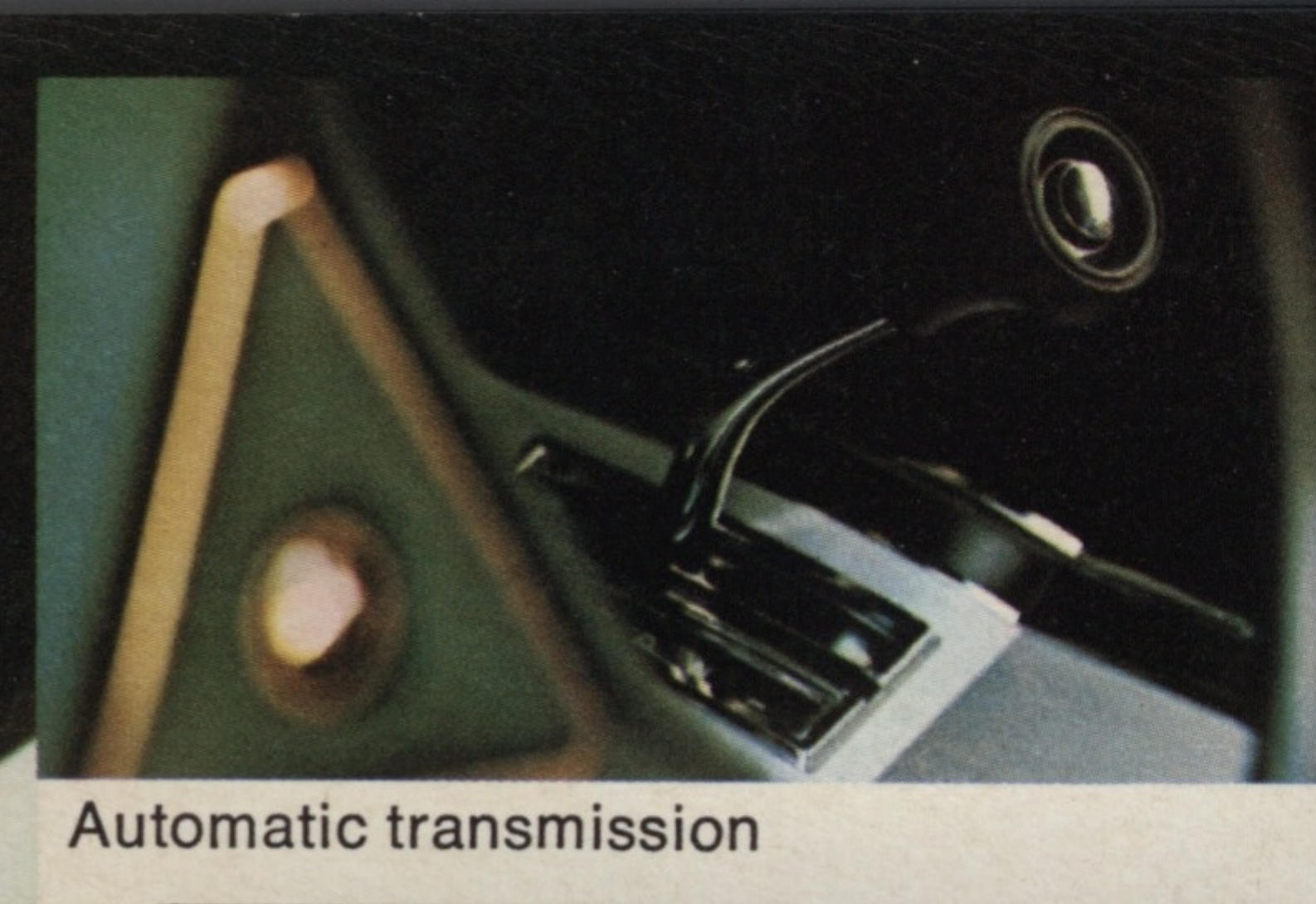
This year the rear wheels have a new wide stance. To make your new Chrysler even more stable.

The muscle. 440 cubic inch 350 horsepower V-8. Standard. Speaks softly . . . passes on command.

Front torsion - bar/rear - leaf suspension. Gives the 1970 Chrysler all that sure-footed agility and confident handling.

Floating-caliper, power-assisted front disc brakes. Fade-resistant for durability. Developed on the race car circuit. Now a Chrysler option for fast, controllable stops.

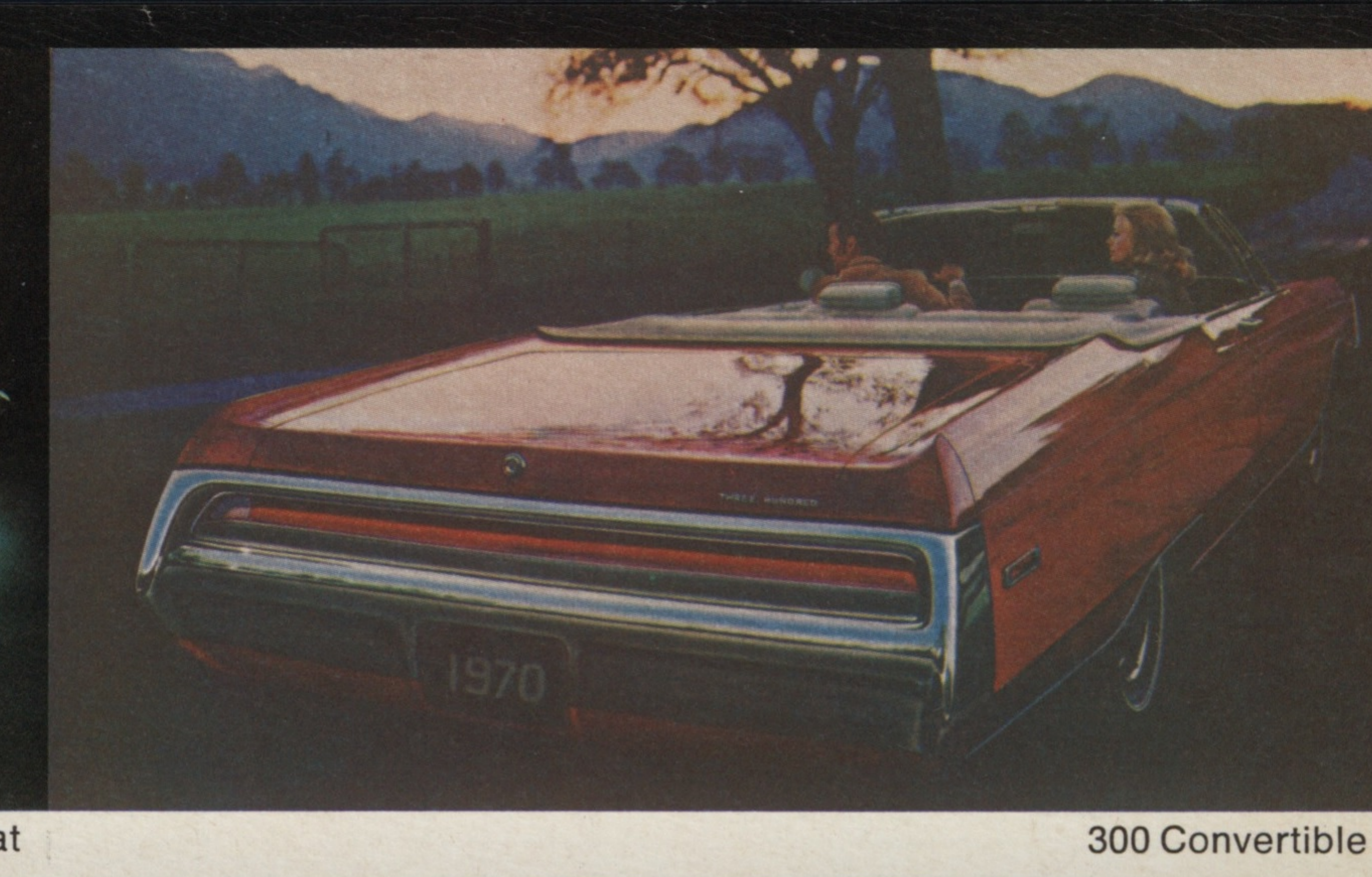
Fiberglass - belted tires are standard. They're built to last. And your next car is a performance car that needs them.



Automatic transmission



Vinyl bench seat



300 Convertible



Cloth-and-vinyl bucket seats.

The Chrysler 300. There is practically no limit to how luxurious you can make it. Choose from two- or four-door hardtops or the convertible. Bucket seats are standard. The contoured bench seat in vinyl or cloth-and-vinyl with padded, pull-down centre armrest is a greater option. With buckets you get the luxury of El Paso grain vinyl in elegant shades of dark green, saddle tan, black,

or white and black. With an additional light blue shade for convertibles. With the optional vinyl bench you choose from burgundy, light blue and black. And the optional cloth-and-vinyl bench in dark green, gold or black.

Now add more options. A floor-mounted console panel containing automatic transmission quadrant, ashtray, courtesy lights, cigar lighter, and a lockable stor-

age compartment. Specify power windows. A power antenna. If you want luxury and opulence, Three Hundred can provide it.

For performance buffs, Three Hundred has options to make it even more responsive. Available is a big 440 TNT V-8 with 375 horsepower at 4600 revolutions per minute, 4-barrel carburetor and dual exhausts. Front power disc brakes, too. And a heavy-

duty suspension. For looks, add chrome-plated road wheels. And colour-keyed vinyl body side moldings, making your Three Hundred look even longer and lower. Three Hundred is Your Next Car if you are looking for optimum performance without sacrificing a highly-civilized sense of comfort.



Newport Custom 4 Door Sedan

Your Next Car: The 1970 Newport Custom.

Now you can move up a lot for just a little more. Newport Custom is one of those rare cars that speaks luxury with every line, yet stays affordable. You will sense this when you glimpse the swashbuckling streak

of chrome running the length of the car; when you see the distinctive rear-end treatment; when you enter an interior of supple vinyls and beautifully fitted Capetown Herringbone weaves: a lavish interior in your choice of 5 colours,

and in your choice of two and four-door hardtops or a four-door sedan. Not one but two ashtrays placed conveniently beneath the lavishly padded non-glare instrument panel. You can also get the

kind of extra touches that make a difference. Like an optional ignition light for the steering column lock that ends fumbling in the dark, turns on the moment you open the door. This kind of luxury

is just the beginning. Newport Custom's option list literally lets you customize to your heart's content. And it's still a Chrysler; a Chrysler with a sense of style and luxury in every feature.



Your next car should look this good ...and be this practical.

Chrysler instrumentation. Tiny floodlights produce a soft uniform light. Every switch and knob is visible as soon as you turn on your headlights. No mistaking the wipers for the defroster.

One turn of the key locks the ignition, the steering column and the transmission. All at once. Without you and your key, the car will go nowhere.

Torsion-bar/rear-leaf suspension, unibody, and sound isolation system blend to create Chrysler's exclusive Torsion-Quiet Ride.

Mufflers and tail pipes on all engines are aluminized to resist corrosion. Come rain, sleet or snow they'll last.

Don't stop now but there are self-energizing, self-adjusting drum brakes here. And a dual braking system makes for Chrysler confidence.

Chrysler engineers recommend 36,000 miles between chassis lubrications.

Every Chrysler gets a 7-step dip-and-spray treatment to guard against rust. And the acrylic enamel finish needs only a cold water bath to keep its gloss.

Newport Custom 4 Door Hardtop



Stereo Tape Deck



Newport Custom 2 Door Hardtop



Standard cloth-and-vinyl bench seat

Newport Custom. Customizing its exterior can be just as much fun as adding options to the interior. Fiberglass-belted tires are standard. They're built to last. Then you can dress up these tires with options like whitewalls and sporty, styled steel road wheels. And power-assisted front disc brakes. A vinyl roof in beautiful shades of champagne, white,

black, antique green or tortoise grain. The list goes on and on. Includes two-tone paint. Fender mounted turn signal indicators. Over 50 different options in all. If you want an affordable luxury car you can customize to your heart's content, the Newport Custom is Your Next Car.

Standard on this year's New-

port Custom is the cloth-and-vinyl bench seat which is available in five different colours: light blue, gold, dark green, teal and black. The no-cost option vinyl bench is available in light blue, burgundy and black. The 3-in-1 split bench is the optional seat, available in beige or burgundy cloth-and-vinyl or black all-vinyl.

You can also have as an option a push-button AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape deck that plays through five different speakers. The Driver Aid Package provides a "Fasten Seat Belt" light, "Low Fuel" light and a "Headlights-on" buzzer for your convenience.



Newport 4-Door Hardtop

Newport 2-Door Hardtop

Your Next Car: The 1970 Newport.

Luxury cars should be this luxurious and this affordable. How luxurious is Newport? One look at the finely textured die cast grille and you've got the answer. A drive merely heightens the impression. Newport's remarkable

Torsion-Quiet Ride allows for top performance while it keeps noise out and quiet in. And the comfort of Newport's thickly padded cloth-and-vinyl seating must be experienced to be believed. Yet,

despite all this luxury, Newport is surprisingly affordable to buy, and own. Its powerful 383 cubic inch V-8 saves you money by running on regular gas. Its chassis needs lubrication only after

36,000 miles. And it has fiberglass-belted tires that'll probably last as long as you own your car. Proof that moving up to Chrysler luxury doesn't have to be an extravagance.



Vinyl bench seat • Automatic headlamp dimmer • Electric door lock • Optional all-vinyl bench seat • Newport 4 Door Sedan foreground: Newport Convertible background

Newport is built to be driven. Its torsion-bar suspension gives a true "big-car ride" without big-car lean and sway on curves. Every Newport gets a 7-step dip-and-spray treatment to guard against rust. The acrylic enamel finish needs only a cold water bath to keep its gloss. No wonder

Newports hold their value through the years.

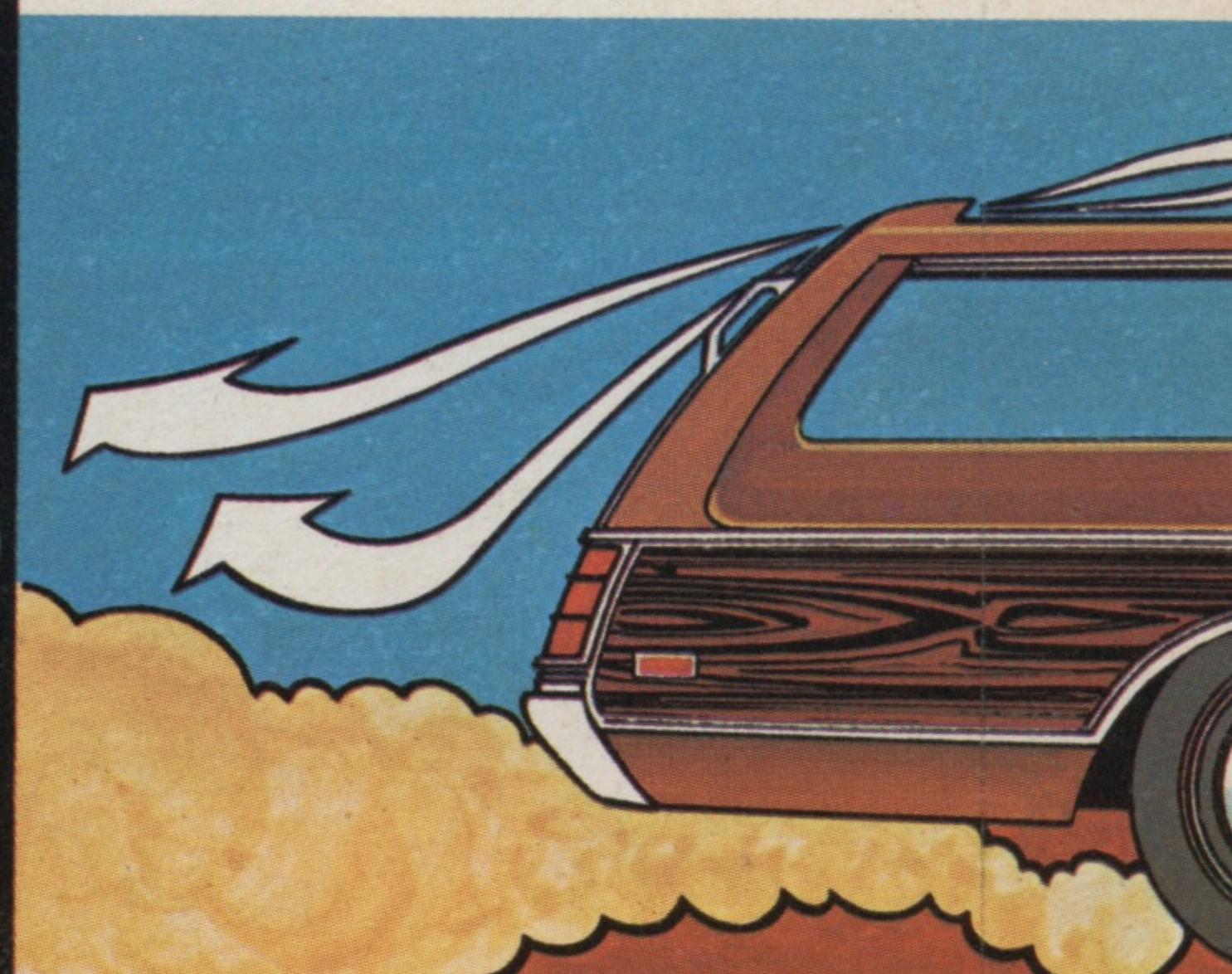
Order your Newport as a two- or four-door hardtop, four-door sedan, or convertible. In your choice of 17 colours. While you drive you're surrounded by a beautiful stain-resistant Citadel patterned cloth - and - vinyl in-

terior. In your choice of five different colour combinations. The instrument panel is non-glare and thickly padded. A new option available this year on all Chryslers is the low fuel warning light. All the usual optional power accessories are also available. Specify the electric door lock.

When the driver presses his lock down, the other doors automatically lock, too. And there's Twilight Sentinel Lighting. A switch keeps your headlights on for up to ninety seconds after you leave the car, allowing you time to get safely inside.



Standard is the plush, all-vinyl bench seat with pull-down centre arm rest. Chrysler's airfoil vane keeps dust and dirt off the tailgate window. It also keeps road dust from entering passenger area when tailgate window is down.



Your Next Car: The 1970 Town & Country Wagon.

A luxury car made into a wagon. Without compromising.

It's a pity that the word "wagon" is so misleading. Wagons were used to tame America's Western frontier. The four-horse variety. The only pioneering Chrysler's Town & Country wagon does is in the area of luxury, comfort, and styling. And there's a mighty V-8 engine to move it on effortlessly.

By some, this has been called the industry's most beautiful wagon. That's much too simple by half. The lavish use of a simulated Brazilian Rosewood on the sides and across the tailgate, and the quality of the Prescott-pleated vinyl inside the car, are there because they were considered the best materials for the job they do. The Town & Country was

designed equally for work, for comfort, and for pleasure.

Look at the standard features. There's power steering. Power-assisted disc brakes. A big 383 cubic inch V-8 engine. Torque-Flite automatic transmission. Front torsion-bar suspension. Special anti-sway bars, as we expect you to occasionally load the Town & Country with something

more than people. After all, there's over 104 cubic feet of storage space in the two-seater wagon. Carpeted, of course. With a hidden storage compartment under the floor. By the way, if you're curious about the picture, it was shot in Nevada with real huskies.

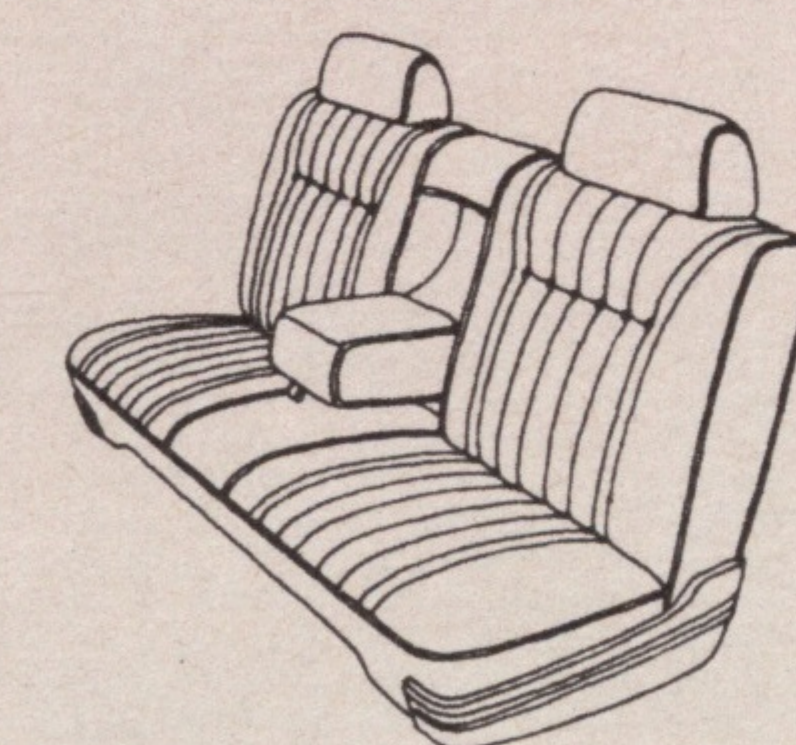
Your next car should have the assurance of luxury

...and the luxury of choice.



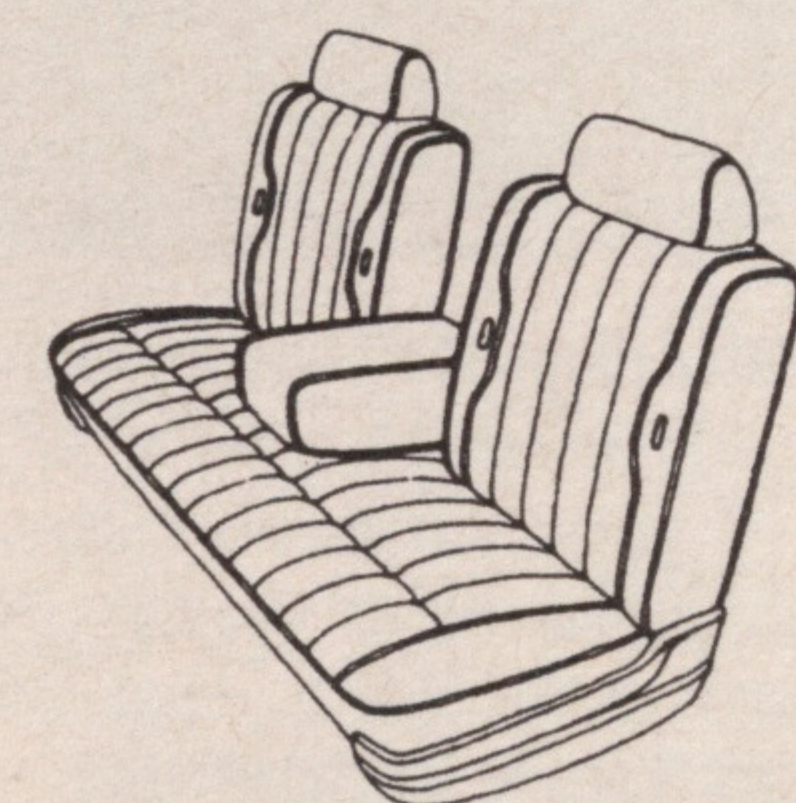
Bench Seats

New Yorker



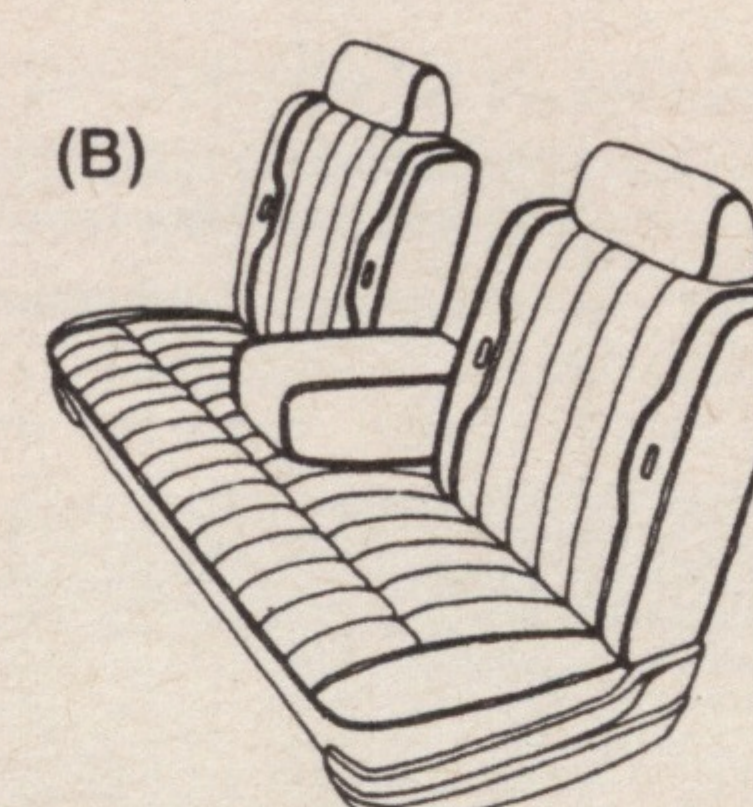
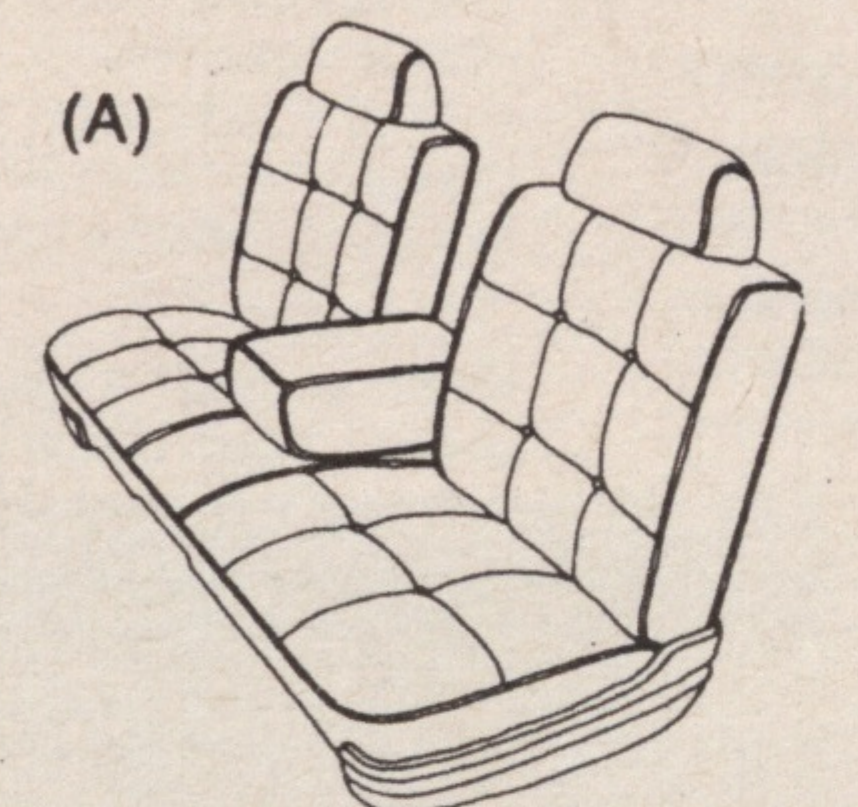
Standard cloth-and-vinyl bench seat with pull-down centre armrest (4-door model seat shown).

300



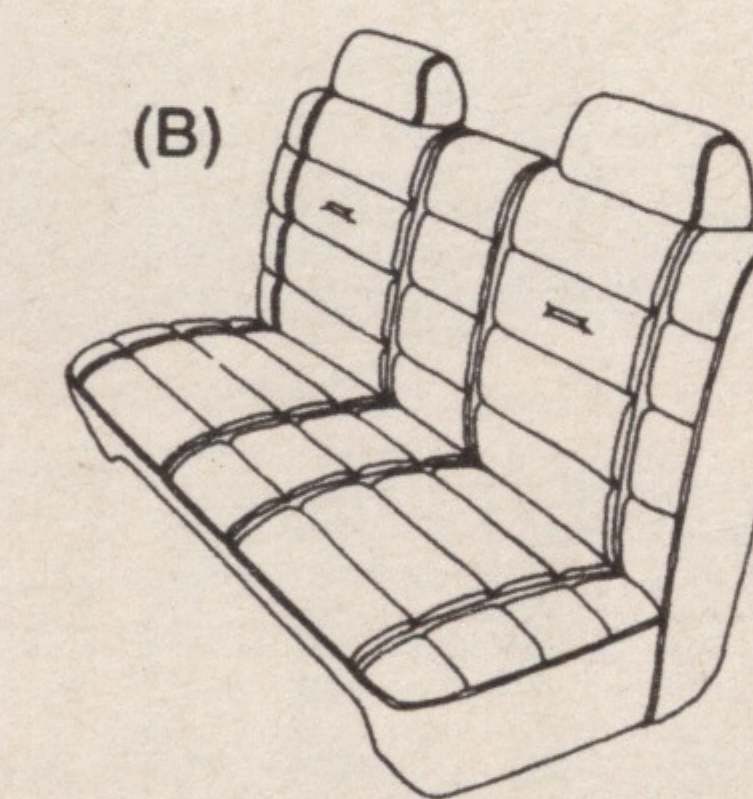
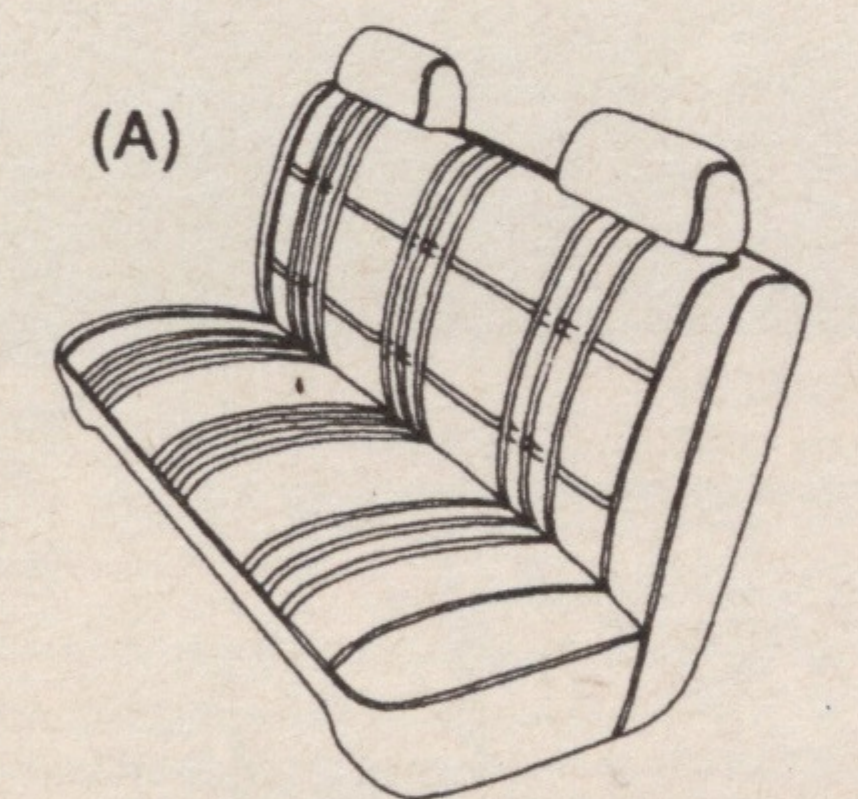
Optional cloth-and-vinyl or all-vinyl bench seat with pull-down centre armrest.

Newport Custom



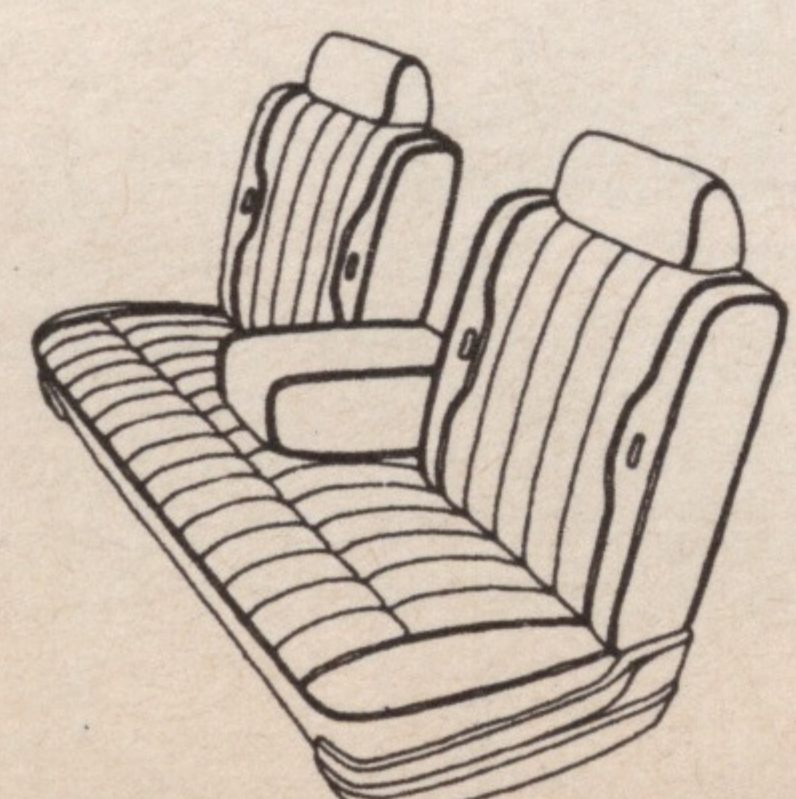
Standard cloth-and-vinyl (a) or optional vinyl bench seat (b) both featuring pull-down centre armrests.

Newport



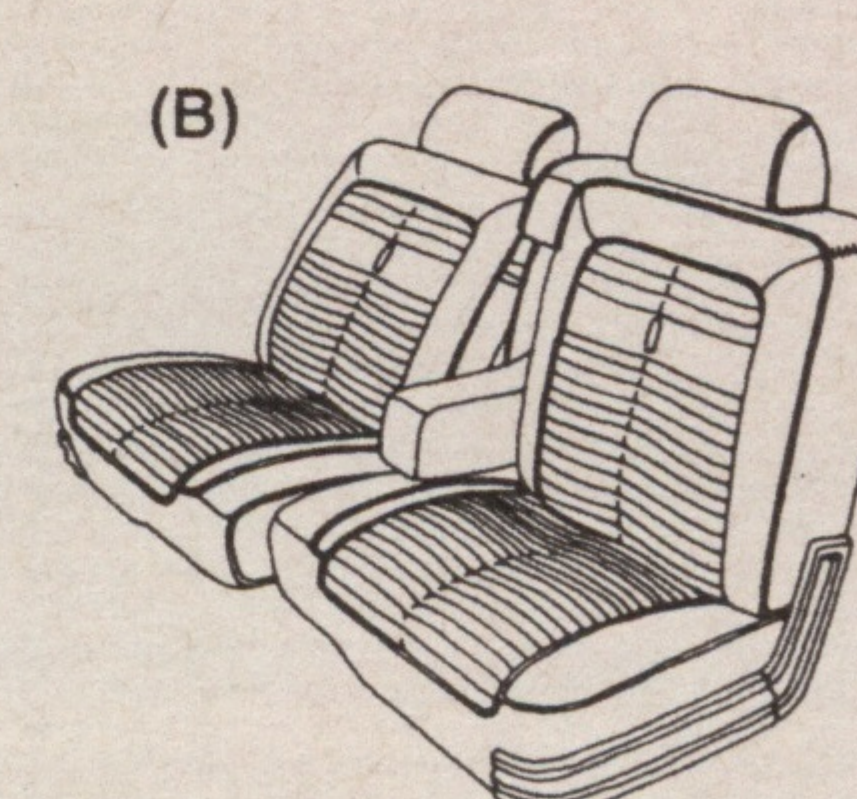
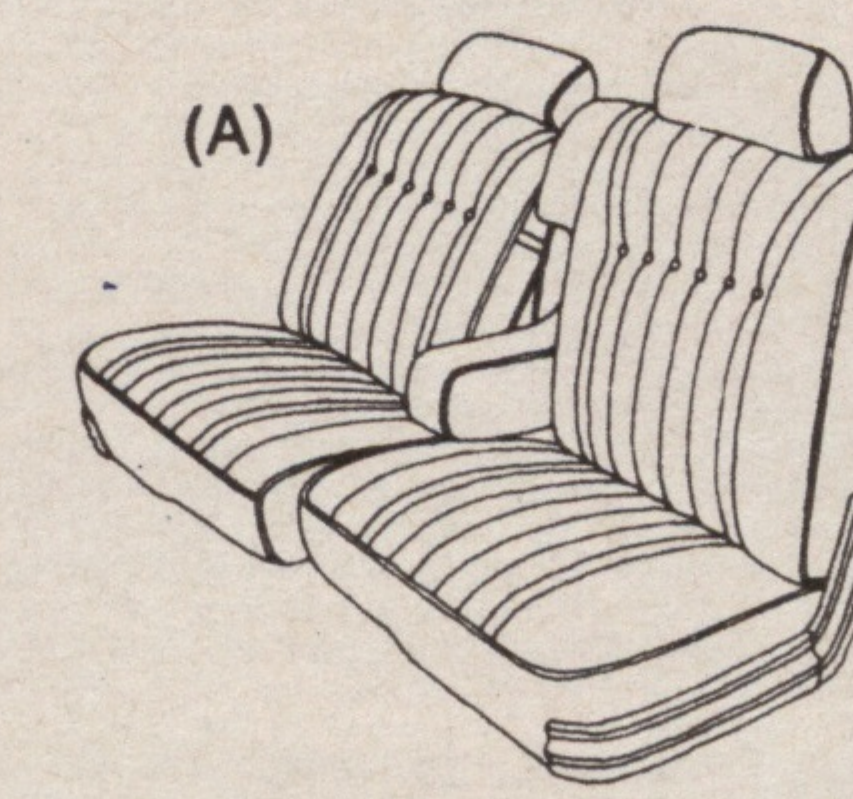
Standard cloth-and-vinyl bench seat (a) or optional all-vinyl bench seat (b) both featuring front seat passenger head restraints.

Town & Country

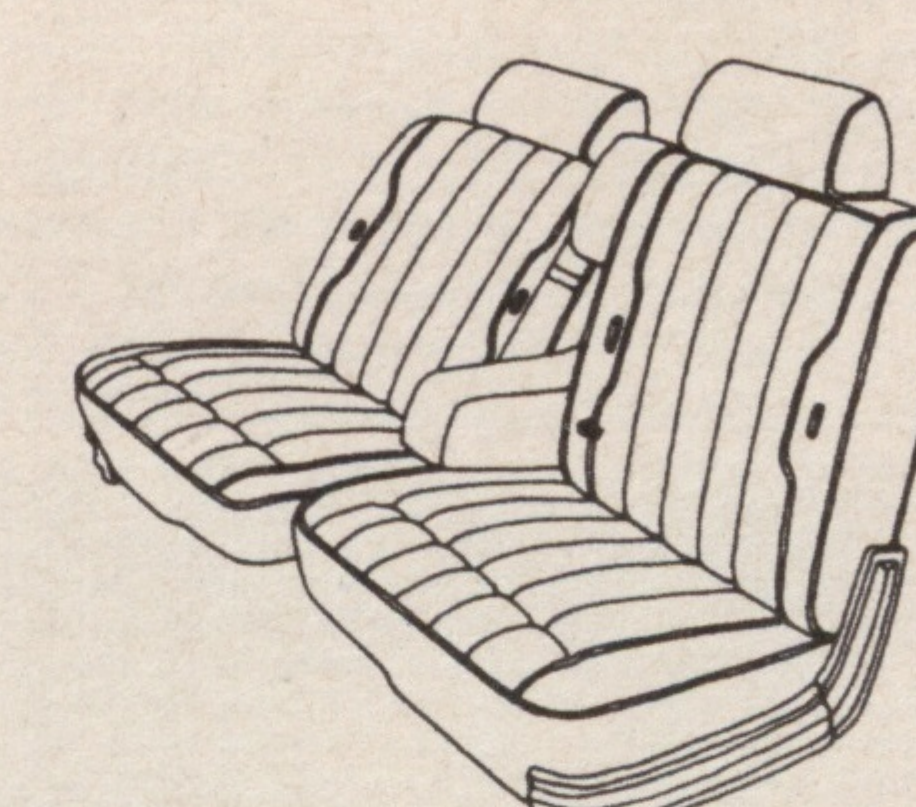


Standard vinyl bench seat with pull-down centre armrest.

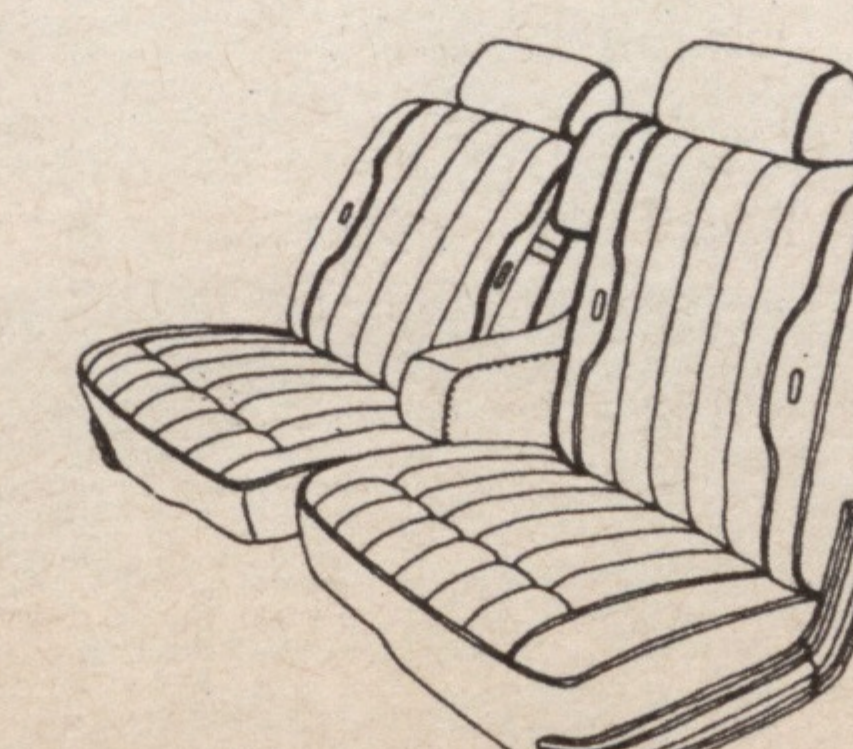
3-in-1 Bench



Optional cloth-and-vinyl (a), leather (b), or all-vinyl (not shown) 3-in-1 divided bench seat with individual adjustment, passenger recliner, and centre armrests.

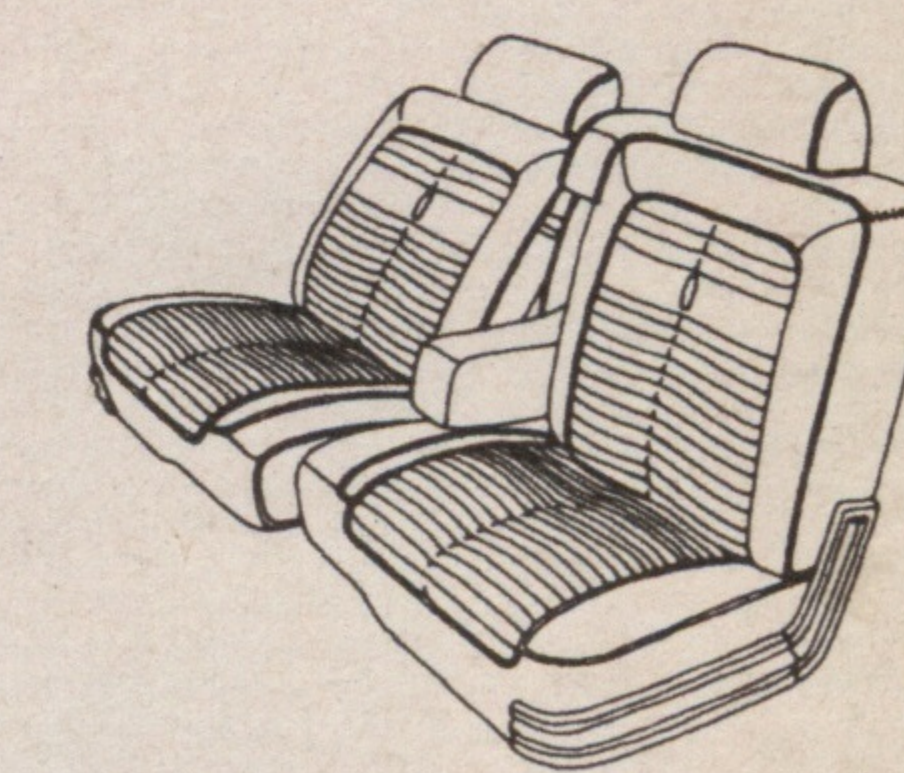


Optional 3-in-1 divided bench seat with individual adjustment, individual centre armrest, and passenger recliner available in cloth-and-vinyl or all-vinyl.

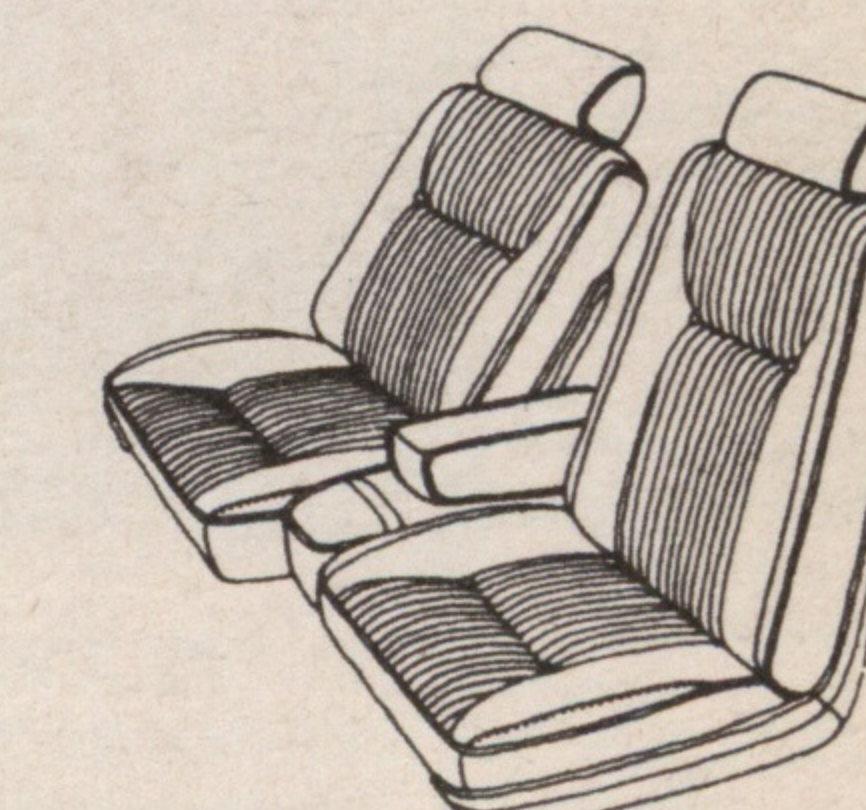


Optional 3-in-1 divided bench seat in cloth-and-vinyl or all-vinyl both featuring individual adjustment, individual centre armrests and passenger recliner.

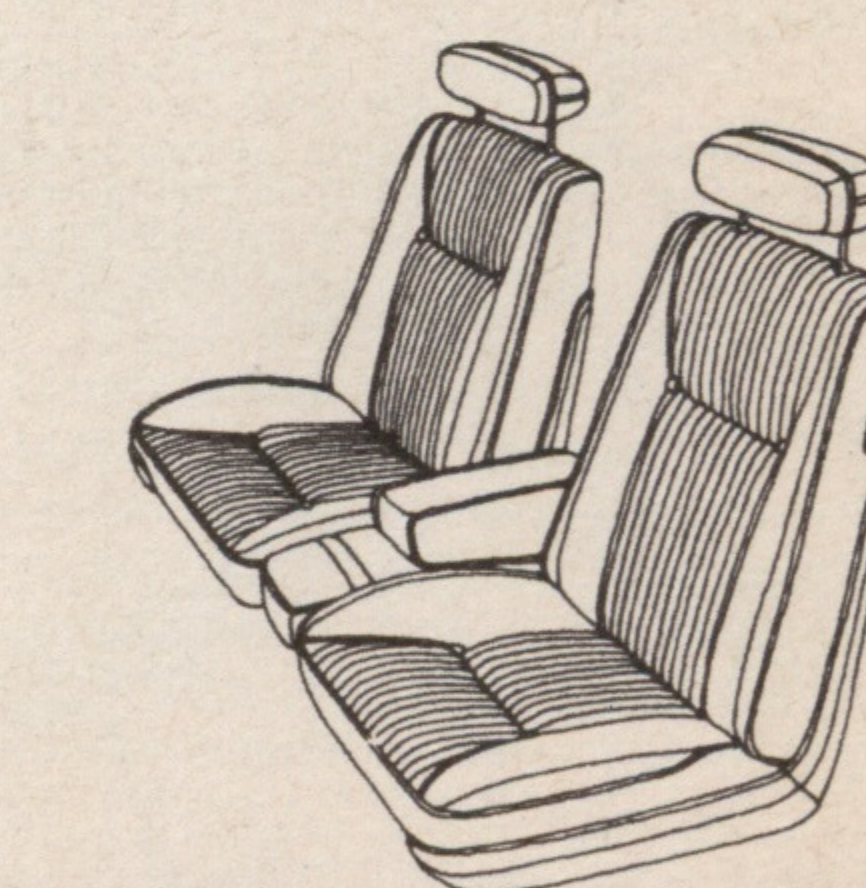
Buckets



Optional vinyl bucket seats.



Optional cloth-and-vinyl bucket seats. All-vinyl bucket seats standard (not shown).



Optional vinyl bucket seats.

Here are a few ways you can personalize Your Next Car:

Remote Control Outside Rear-view Mirror (Left). A control on the door so you don't have to adjust your mirror manually while you're driving—or when it's raining or freezing cold outside. (Standard equipment New Yorker models.)

Cornering Light. Located on the fender, forward of the front wheel. At night when you make a turn, it illuminates the way with a bright spread of light.

AM Radio. The car radio. Practically an institution. Tune in some rock or soothing violins. It's always good company.

Front Bumper Guard. Nobody's perfect. So Chrysler protects you with a thick rubber guard for your front bumper. Now those little bumps and thumps don't jar you. The guard absorbs the bump and protects your grille.

Buyer's Guide

New Yorker Buyer's Guide/Standard Equipment • Control & Performance: 440 cu. in. V-8 with 4-barrel carburetor, 350 hp, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust mission control • Torque-Flite 3-speed automatic transmission • 70 amp/hr. battery • Power steering • Power brakes • Torsion-Aire suspension • Self-adjusting brakes • J78 x 15 tires

Safety: See complete list on back page

Lighting: Door-actuated interior lights • Dome light • Time-delay ignition switch light • Glove box light • Map and courtesy light • Trunk light • Twin ashtray lights (front)

Instrumentation: Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light

Interior Features: Fresh air heater with defroster (4 blower speeds) • Glove box • Electric clock • Instrument panel appliqué with the look of walnut • Pleated cloth-and-vinyl bench seats with folding centre armrests front and rear in 4-door models; front armrests only on 2-door models • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Carpeted lower door trim panels • Two rear seat ashtrays • Rear cigar lighters (4-door models) • 3-spoke steering wheel with partial horn ring and pad

Exterior Features: Fender-mounted turn signal indicators • Weather-protected door locks • Body accent paint stripes • Wraparound bumpers with integrated styling • Undercoating and hood insulator pad • Fully carpeted trunk • Wheel covers • Remote control outside rearview mirror (left) • Ventless side glass (2-door hardtop)

Optional Equipment • Control & Performance: 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin-snorkel air cleaner • 50 amp. alternator (std. with air cond.) • Suregrip differential • Automatic Speed Control

Trailer-towing package: For towing loads from 2500 pounds up to 5500 pounds • see back page for complete list

Lighting: Cornering lights; Safeguard Sentinel Lighting and automatic headlight dimmer • "Fasten belts" reminder light • Low fuel warning light • "Headlights-on" warning signal

Interior Features: Airtemp air conditioning with heater • Auto-Temp automatic control • All-vinyl contoured bucket seats with passenger recliner and folding centre cushion armrest (2-dr. models) • Cloth-and-vinyl, all-vinyl or leather 3-in-1 divided front seat with passenger recliner and individual armrests (4-door models only) • Centre console with simulated walnut paneling and lockable storage compartment • 6-way power front seat adjusters • Power window lifts • Power vent windows • AM/FM push-button radio • AM/FM Touch Tuner radio with foot button control • AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape unit • AM radio with 8-track stereo tape unit complete with remote speakers • Front power-operated antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system • Deluxe rim blow steering wheel

Exterior Features: Tinted glass • Remote trunk release • WSW tires • 15 inch Styled road wheels • Deep-dish wheel covers • Right-hand outside rearview mirror • Two-tone paint • Vinyl roof covering • Front and rear bumper guards • License plate frames • Spare tire cover • Door-edge protectors

For a complete options list, consult your Chrysler dealer.

Chrysler 300 Buyer's Guide/Standard Equipment • Control and Performance: 440 cu. in. V-8 with 4-barrel carburetor, 350 hp, silenced air cleaner, single exhaust system • Cleaner Air System • Exhaust emission control • TorqueFlite 3-speed automatic transmission • 70 amp/hr. battery • Torsion-Aire suspension • Self-adjusting brakes • H78 x 15 tires

Safety: See complete list on back page

Lighting: Door-actuated interior lights • Dome light (except convertible) • Turn signal indicator lights • Front ashtray light (left)

Instrumentation: Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light

Interior Features: Heater with defroster (4 blower speeds) • Glove box • Cloth-and-vinyl bench seats with pull-down front centre armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Crank-type vent windows (except 2-door hardtop) • 3-spoke steering wheel with semicircular horn ring and pad

Exterior Features: Weather-protected door locks • Wheel covers • Ventless side glass (2-door hardtop)

Optional Equipment • Control & Performance: 383 cubic inch V-8 with 4-barrel carburetor, twin-snorkel air cleaner, twin-exhaust system • 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin-snorkel air cleaner • 50 amp. alternator (std. with air cond.) • Power disc brakes up front • Power steering • Power brakes • Trailer-towing package (see opposite page for complete list) • Sure-Grip differential • Heavy-duty brakes and suspension • Automatic Speed Control

Lighting: Cornering lights • Safeguard Sentinel

Interior Features: Heater with defroster (4 blower speeds) • Glove box • All-vinyl contoured bucket seats with centre cushion armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Two rear seat ashtrays • Crank-type vent windows (except 2-door hardtop) • 3-spoke steering wheel with semicircular horn ring and pad

Exterior Features: Power-operated concealed headlights • Weather-protected door locks • Full-length single body accent paint stripes • Wrap-around bumpers with integrated styling • Wheel covers • Ventless side glass (2-door hardtop)

Optional Equipment • Control & Performance: 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin-snorkel air cleaner • 50 amp. alternator (std. with air cond.) • Front power disc brakes • Power steering • Power brakes • Trailer-towing package (see complete list on opposite page) • Sure-Grip differential • Heavy-duty suspension and brakes • Automatic Speed Control

Lighting: "Fasten belts" reminder light • Low fuel warning light • "Headlights-on" warning signal • Cornering lights • Safeguard Sentinel Lighting and automatic headlight dimmer • Glove box light • Trunk compartment light • Map and courtesy light

Interior Features: Airtemp air conditioning with heater • Auto-Temp automatic control • Cloth-and-vinyl bucket seats, passenger recliner and centre cushion armrest (except convertibles) • Centre console with lockable storage compartment • 6-way power front seat adjusters • Power windows • Power vent windows • AM push-button radio • AM/FM Touch Tuner radio with foot button control • AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape unit • AM radio with 8-track stereo tape unit with remote speakers • Front power antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger (except convert.) • Carpet protection mats • Rear seat heater with defroster system (except convertible) • Electric Clock • Deluxe rim blow steering wheel

Exterior Features: Vinyl roof covering (except convertible) • Tinted glass • Remote trunk release • White sidewall tires • 15-inch Styled road wheels • Deep-dish wheel covers • Right-hand outside rearview mirror • Remote control outside rearview mirror (left) • Fender-mounted turn signal indicators • Front and rear bumper guards • License plate frames • Trunk carpeting with spare tire cover • Undercoating and hood insulator pad

For a complete options list, consult your Chrysler dealer.

Newport Custom Buyer's Guide/Standard Equipment • Control and Performance: 383 cu. in. V-8 with 2-barrel carburetor, 290 hp, silenced air cleaner, single exhaust system • Cleaner Air System • Exhaust emission control • TorqueFlite 3-speed automatic transmission • 59 amp/hr. battery • Torsion-Aire suspension • Self-adjusting brakes • H78 x 15 tires

Safety: See complete list on back page

Lighting: Door-actuated interior lights • Dome light • Front ashtray light (left)

Instrumentation: Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light

Interior Features: Heater with defroster (4 blower speeds) • Glove box • Cloth-and-vinyl bench seats with pull-down front centre armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Crank-type vent windows (except 2-door hardtop) • 3-spoke steering wheel with semicircular horn ring and pad

Exterior Features: Weather-protected door locks • Wheel covers • Ventless side glass (2-door hardtop)

Optional Equipment • Control & Performance: 383 cubic inch V-8 with 4-barrel carburetor, twin-snorkel air cleaner, twin-exhaust system • 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin-snorkel air cleaner • 50 amp. alternator (std. with air cond.) • Power disc brakes up front • Power steering • Power brakes • Trailer-towing package (see opposite page for complete list) • Sure-Grip differential • Heavy-duty brakes and suspension • Automatic Speed Control

Lighting: Cornering lights • Safeguard Sentinel

Lighting and automatic headlight dimmer • Glove box light • Trunk compartment light • Map and courtesy light • "Fasten Belts" reminder light • Low fuel warning light • "Headlights-on" warning signal

Interior Features: Airtemp air conditioning with heater • Auto-Temp automatic control • Cloth-and-vinyl or all-vinyl 3-in-1 divided front seat with passenger recliner, individual armrests (4-door models) • All-vinyl bench front seat with pull-down centre armrest • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM push-button radio • AM/FM Touch Tuner radio with foot button control • AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape unit • AM radio with 8-track stereo tape unit with remote speakers • Front power antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system • Carpet protection mats • Electric clock • Deluxe rim blow steering wheel

Exterior Features: Vinyl roof covering • Tinted glass • Remote trunk release • White sidewall tires • Styled road wheels • Deep-dish wheel covers • Fender-mounted turn signal indicators • Remote control outside rearview mirror (left-hand) • Right-hand outside rearview mirror • Front and rear bumper guards • License plate frames • Trunk carpeting with spare tire cover • Undercoating and hood insulator pad • Door-edge protectors • Two-tone paint

For a complete options list, consult your Chrysler dealer.

Newport Buyer's Guide/Standard Equipment • Control & Performance: 383 cu. in. V-8 with 2-barrel carburetor, 290 hp, silenced air cleaner, single exhaust system • Cleaner Air System • Exhaust emission control • TorqueFlite 3-speed automatic transmission • 59 amp/hr. battery • Torsion-Aire suspension • Self-adjusting brakes • H78 x 15 tires

Safety: See complete list on back page

Lighting: Door-actuated interior lights • Front ashtray light (left) • Dome light

Instrumentation: Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light

Interior Features: Heater with defroster (4 blower speeds) • Glove box • Cloth-and-vinyl bench seats with pull-down front centre armrest (convertible only) • Door-to-door carpeting • Two rear seat ashtrays • Crank-type vent windows (except 2-door hardtop) • 3-spoke steering wheel with semicircular horn ring and pad

Exterior Features: Weather-protected door locks • Wraparound bumpers with integrated styling • Wheel covers • Ventless side glass (2-door hardtop)

Optional Equipment • Control & Performance: 383 cu. in. V-8 with 4-barrel carburetor, twin-snorkel air cleaner, twin exhaust system • 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin-snorkel air cleaner • 70 amp/hr. battery (std. with 440 engine) • 50 amp. alternator (std. with air cond.) • Front power disc brakes • Power steering • Power brakes • Sure-Grip differential • Heavy-duty brakes and suspension • Automatic Speed Control • Trailer-towing package; see back page

Lighting: "Fasten belts" reminder light • "Low fuel" warning light • "Headlights-on" warning signal • Cornering lights • Safeguard Sentinel Lighting and automatic headlight dimmer • Glove box light • Trunk compartment light • Map and courtesy light

Interior Features: Airtemp air conditioning with heater • Auto-Temp automatic climate control • All-vinyl bucket seats • Passenger seat recliner and centre cushion armrest • All-vinyl bench front seat (standard in convertibles) • Centre console and lockable storage compartment • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM push-button radio • AM/FM Touch Tuner radio with foot button control • AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape unit • AM radio with 8-track stereo tape unit with remote speakers • Front power antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Electric door locks • Rear window defogger (except convertible) • Rear seat heater with defogger system (except convertible) • Carpet protection mats •

Bright seat side shields (bench seats only, std. on convert.) • Foam front seat cushions (with cloth and vinyl bench seat) • Electric clock • Deluxe rim blow steering wheel

Exterior Features: Vinyl roof covering (except convertible) • Tinted glass • Remote trunk release • WSW tires • Door-edge protectors • Styled road wheels • Deep-dish wheel covers • Fender-mounted turn indicators • Remote control outside mirror (left side) • Right outside rearview mirror • Front and rear bumper guards • Bright upper door frames (4-door sedan only) • License plate frames • Trunk carpeting with spare tire cover • Undercoating and hood insulator pad • Two-tone paint (except convertibles)

For a complete options list, consult your Chrysler dealer.

Town & Country Buyer's Guide/Standard Equipment • Control & Performance: 383 cu. in. V-8 with 2-barrel carburetor, 290 hp, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust emission control • TorqueFlite 3-speed automatic transmission • 59 amp/hr. battery • Power steering • Power front disc brakes • Torsion-Aire suspension • Self-adjusting brakes • J78 x 15 tires

Safety: See complete list on back page

Lighting: Door-actuated interior lights • Glove box light • Front and rear dome lights • Time-delay ignition switch light • Map and courtesy light • Twin ashtray lights (front)

Instrumentation: Speedometer • Odometer • Tripometer • Fuel gauge • Alternator gauge • Oil pressure indicator light • Coolant temperature lights • High-beam indicator light

Interior Features: Power tailgate window • Heater with defroster (4 blower speeds) • Glove box • Instrument panel appliqué with the look of walnut • All-vinyl bench seats with front seat centre armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Crank-type vent windows • Carpeted cargo deck • Stainless steel cargo skid strips • Lockable 10 cubic foot hidden storage compartment (2-seat models only) • 3-spoke steering wheel with semicircular horn ring and pad

Exterior Features: Aerodynamic rear roof wind deflector • Simulated wood body-side and rear ornamentation (may be deleted) • Stainless steel wheel covers • Dual-action tail gate • Weather protected door locks • Fender-mounted turn signal indicators • Wraparound bumpers with integrated styling

Optional Equipment • Control & Performance: 383 cubic inch V-8 with 4-barrel carburetor, twin exhausts • 440 cubic inch V-8 with 4-barrel carburetor, 350 hp, twin exhausts • Sure-Grip differential • 70 amp/hr. battery (std. with 440 engine) • 50 amp. alternator (std. with air cond.) • Automatic Speed Control

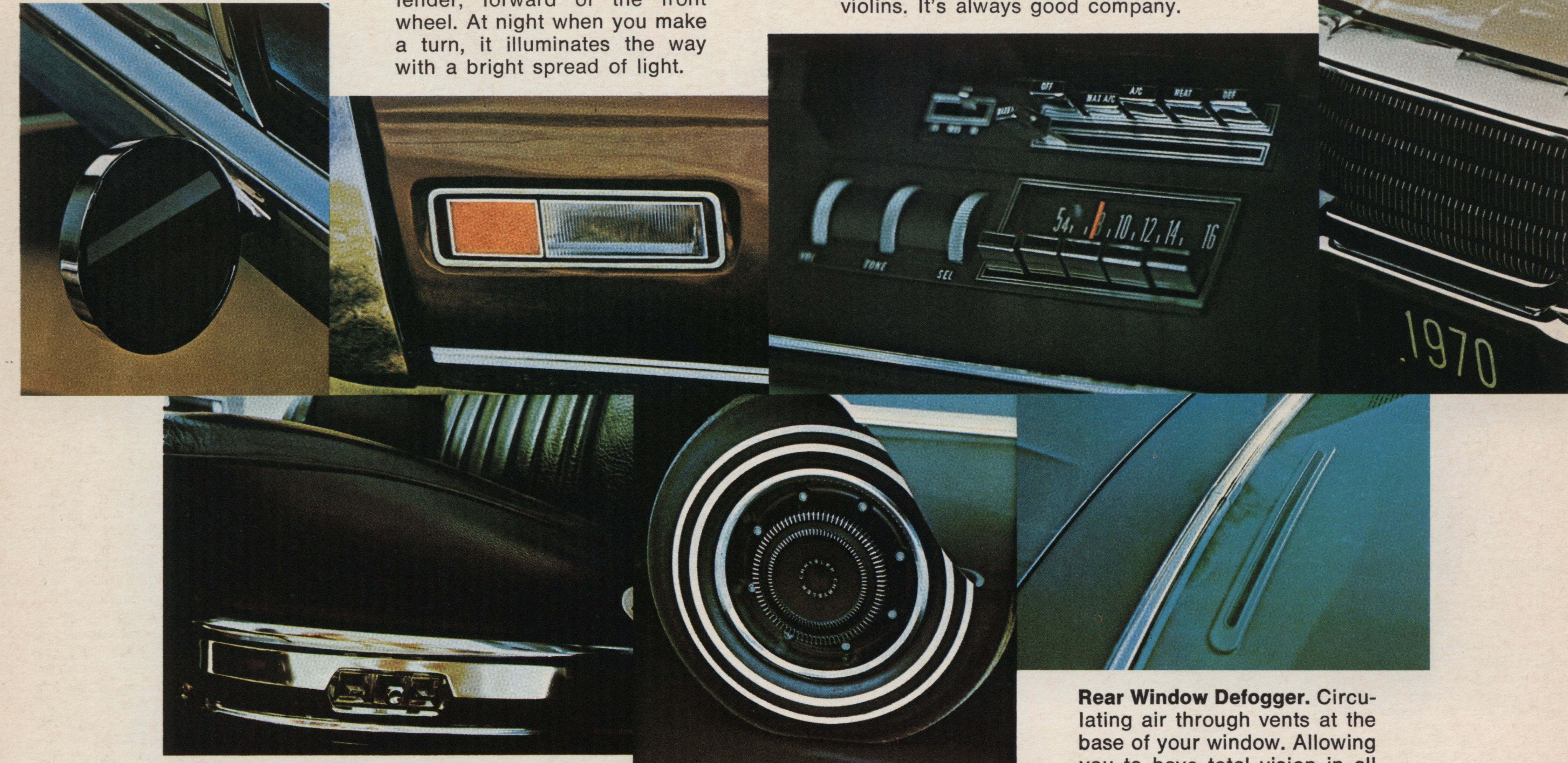
Trailer-towing Package: For towing loads from 2500 pounds up to 5500 pounds • For a complete list of components, see back page

Lighting: Cornering lights • Safeguard Sentinel Lighting and automatic headlight dimmer • "Fasten belts" reminder light • "Low fuel" warning light • "Headlights-on" warning signal

Interior Features: Airtemp air conditioning with heater (single or dual unit) • Auto-Temp automatic control • Cloth-and-vinyl or all-vinyl 3-in-1 divided front seat with passenger recliner and individual armrests • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM push-button radio • AM/FM Touch Tuner with foot button control • AM/FM Stereo Multiplex radio with remote speakers and 8-track stereo tape unit with remote speakers • Front power-operated antenna • 7-position Tilt-A-Scope steering wheel • Deluxe Rim-Blow steering wheel • Electric door locks • Carpet protection mats • Electric clock • Rear seat speaker

Exterior Features: Rear window wiper/washer concealed in tailgate • Tinted glass • White sidewall tires • Door-edge protectors • Deep-dish wheel covers • Remote control outside mirror (left side) • Outside mirror (right side) • Roof luggage rack with adjustable tie-down bar • Tail gate assist handles • Front bumper guards • Rear step pads • License plate frames • Undercoating and hood insulator pad • Tail gate scuff plate/step pad (std. on 3-seat models)

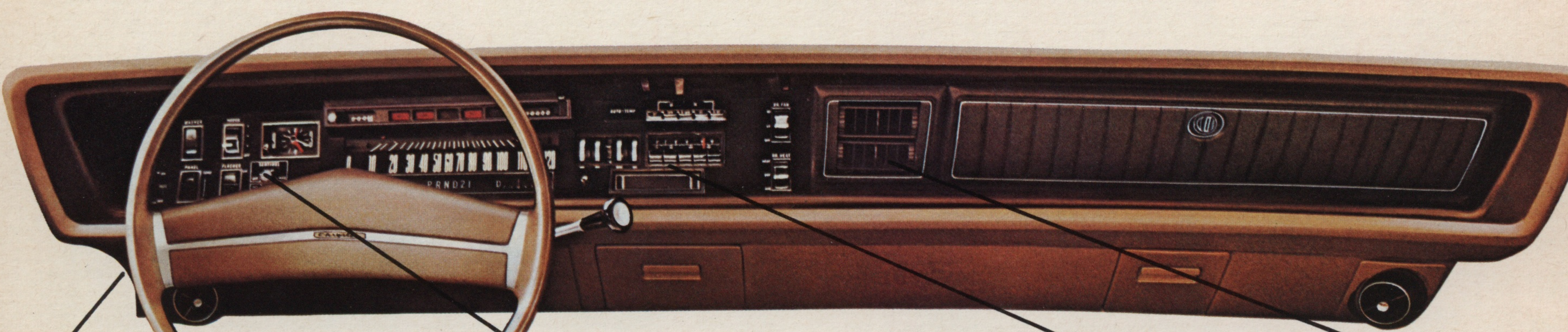
For a complete options list, consult your Chrysler dealer.



6-Way Power Seat. A traditional luxury. With one finger you can move your seat in any of six different ways—insuring that half-inch adjustment that makes your driving position *just* right.

Deep-dish Wheel Cover. The optional Class 3 Deep-dish wheel cover is a great way to dress up Your Next Car.

Rear Window Defogger. Circulating air through vents at the base of your window. Allowing you to have total vision in all weather conditions. Not available on Town & Country.

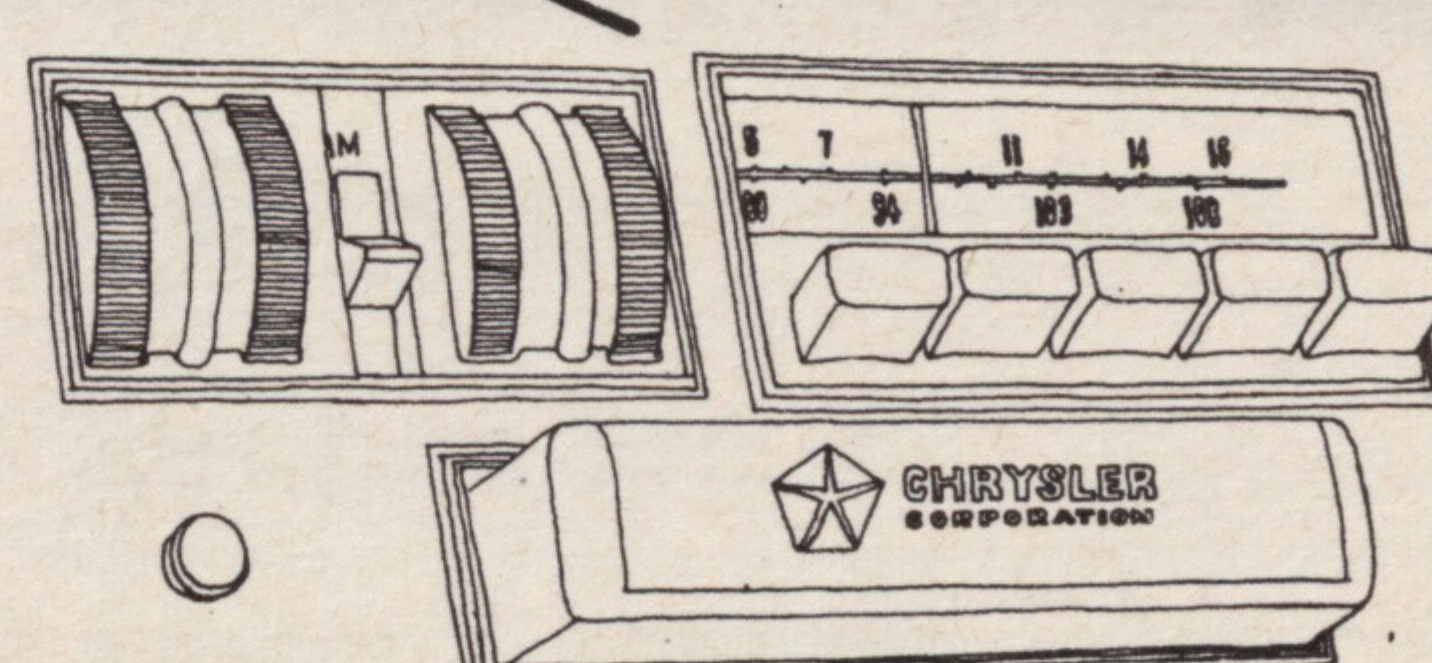


Automatic Speed Control. Set it by tapping the button on the tip of the turn signal lever. Brake suddenly or tap the accelerator pedal and the control disengages. It's a great option for long distance driving.

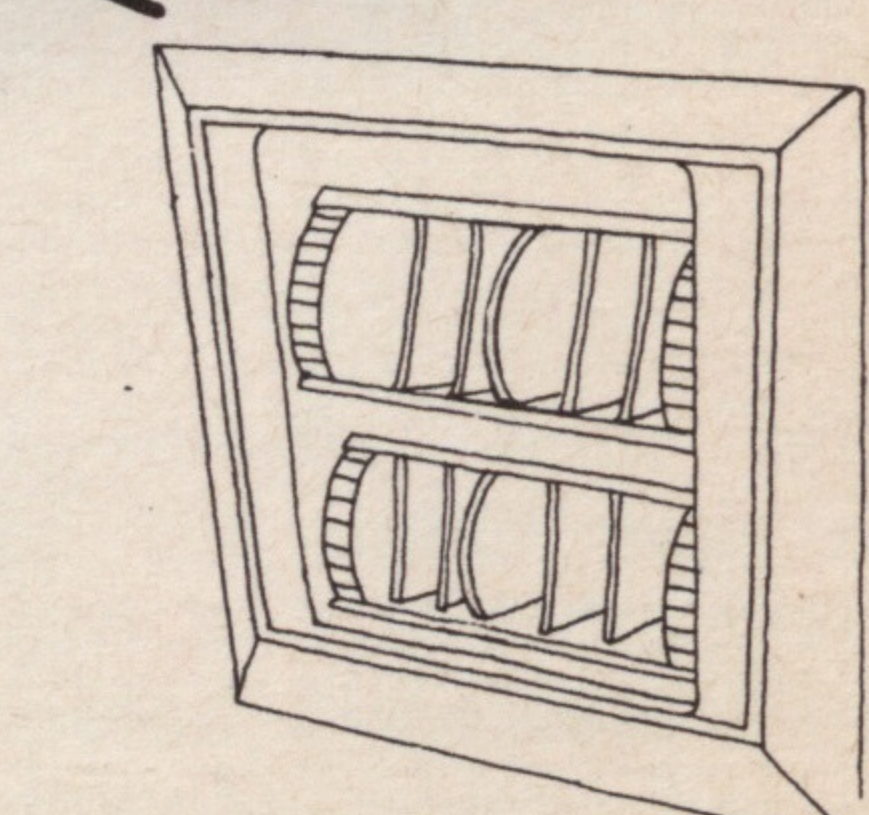


Optional Steering Wheels. Chrysler has two optional steering systems. The Deluxe wheel which incorporates a special Rim-Blow feature letting you sound the horn without taking your hands off the wheel. And the Tilt-A-Scope Steering Wheel. It moves forward, backward, up and down. Seven different ways in all. Letting you adjust the wheel to you. Tilt-A-Scope comes with the special Rim-Blow features, too.

Twilight Sentinel Lighting. Turning on your headlights when it gets dark—even during a midday storm. And with the light of the sun your lights switch off. Then there's the special time-delay unit: when you turn your ignition off your headlights will remain on, within two minutes they will turn off. This means that it is now impossible for you to leave your car parked for hours—day or night—with the headlights shining away. And it allows you time to get to the garage or the front door at night, with light to guide you. Then your headlights automatically put themselves to bed.



AM/FM Stereo Multiplex Radio with 8 Track Stereo Tape. Listen to your favorite music wherever you are. Just bring along your favorite tapes and your Chrysler will play them. You also get an AM/FM radio for when you want to hear the news of the day.



Auto-Temp Automatic Temperature Control. No matter whether it's 102 degrees or below zero outside, you can maintain the same temperature level inside your Chrysler year-around. Just set the thermostat and forget it. Chrysler Auto-Temp will do the rest.

Personalize the model of your choice with the colour of your choice. What better way to express yourself than with your own choice of colours. This year, the choice is greater than ever. Bold new colours mingle with traditional favourites to give you almost unlimited ways to individualize your car. The colours shown below are intended as a guide and should not be taken as being exact representations of actual colours.



Specifications

The **body** is one piece — a unit of welded structural steel frame members, body braces, sills, and metal panels. Over 5,000 individual welds produce a Unibody of unusual strength — and silence. Each welded Unibody is dipped and sprayed 6 times in a series of cleansing, rinsing, and rust-inhibiting chemical baths. A 7th step is immersion in a special corrosion-resistant primer.

The **Unibody** construction combined with Chrysler's exclusive sound isolation system has made the quiet cars even quieter for 1970. Add to these features the stability of Chrysler's torsion bar suspension and you have Torsion-Quiet ride.

Chrysler's **standard and optional engines** are advanced-design overhead valve V-8s. Fuel burning efficiency is obtained by using wedge-shaped combustion chambers. Pistons are light-weight aluminum, with steel struts for heat expansion control. Connecting rods and crankshaft are of forged steel. Tappets are operated hydraulically. Exhaust valves of hardened alloy-steel are heat-resistant, and they rotate to equalize wear and provide extended valve life. Mufflers and tail pipes on all engines are aluminized to resist corrosion. (See engine chart below.)

All Chryslers have a **dual braking system** — one for front wheels, the other for rear wheels. Each system serves as a back-up should a pressure loss develop in the other. Chrysler brakes self-adjust whenever they are applied while the car is backing up. Power-assisted front disc brakes are standard on Town & Country, optional on other models. Total swept area is 392.7 sq. in. Effective drum brake lining area is 223.4 sq. in. for Newports, Newport Customs and 300, 234.1 sq. in. for New Yorker.

The **parking brake** is connected to cables that apply the rear wheel brakes. A signal light notifies the driver when the parking brake is on.

Chrysler's **radiator and block**, including heater, have a full 13.2 quart coolant capacity (14.2 quart with 440 engine). A thermostatic by-pass control and pressure vent radiator cap regulate temperatures automatically.

Chrysler's **12-volt battery** is rated at 59-ampere-hours (70-ampere-hours with 440 engine). Alternator is rated at 37 amperes. The concealed windshield wipers are powered by either a 2-speed or an optional 3-speed motor. (3-speed standard on New Yorker and Town & Country.)

An **automatic choke and mechanical fuel pump** govern the fuel flow on all Chryslers. Tank capacity: 19.2 gallons on Town & Country, 20 gallons on all other models.

There are 2 **fuel filters** — a woven plastic 40 micron filter in the gasoline tank and a replaceable 15 micron paper filter in the fuel line between the fuel pump and the carburetor.

The **TorqueFlite automatic transmission** is standard on all Chrysler models. TorqueFlite's torque converter combines with a balanced 3-speed gear assembly to provide consistently smooth and economical shifting. Special transmission oil, installed at the factory, stays thin at low temperatures to provide easier cold-weather starting and smoother operation.

Chrysler's **Torsion-Aire suspension** consists of 2 independent chrome-steel torsion bars up front, and leaf springs in the rear. The result is a flat, even, responsive ride in all driving manoeuvres. A stabilizer bar in front helps the body resist lean. Diagonally-mounted struts reinforce the front wheel lower control arms. These arms are slightly

angled to prevent front-end dive during hard braking. Shock absorbers are hydraulic, double-action type. The 5½ asymmetrically-mounted rear cushion leaf springs (4½ on Newports and Newport Customs) resist rear-end squat on acceleration. A Sure-Grip differential, optional on all models, provides traction on slippery or rough surfaces.

Fiberglass belted tires: New Yorker and Town & Country, J78 x 15. All other models, H78 x 15. Rims: Town & Country 6½ inches. New Yorker, 6.0 in. All other models, 5½ in.

Trailer-Towing Package

Your Chrysler is built strong enough to pull up to 2,500 pounds. A trailer-towing package, available as an option, permits towing up to 5,500 pounds. A frame mounted load-equalizing hitch is required. Your Chrysler dealer can give you complete details.

Chrysler Standard Safety Features

Among the safety features in 1970 Chryslers are these: Windshield wiper system with an articulated left blade which clears a substantially greater glass area in front of the driver than conventional blade.

- Dual Braking System.
- Padded instrument panel and sun visors.
- Dual Ridge Safety-Rim wheels.
- Energy-absorbing front seat backs.
- Car operating and accessory controls grouped close to the steering column for easy accessibility.
- Roadside Warning flashers.
- Parking and brake system warning lights.
- Combined side marker lights and reflectors.

- Turn signal indicator lights.
- Back-up lights.
- Aerodynamic wind reflector on roof of station wagons to keep tailgate window clear.
- Outside mirror (left side).
- Inside Day/Nite mirror with Safety Action Arm.
- Soft window control knobs.
- Safety-Action inside door handles.
- Folding top linkage for convertibles designed to minimize exposure of sharp edges and protrusions.
- Lap belts, 3 sets front (except bucket seats), 3 sets rear, and 2 in 3rd seat of wagons.
- Shoulder belts, left and right front (except convertible).
- Windshield defroster and defogger.
- Glare-resistant finish on reflecting surfaces.
- Inside door-locking push buttons on all two door models — located forward for easy access to driver and front seat passenger.
- Non-override door locks on all doors except driver's.
- Interlocking safety door latches.
- Multispeed electric windshield wipers and electric windshield washers.
- Lane change turn signal.
- Increased fuel-tank impact protection.
- Ignition system and steering column lock.
- Energy absorbing steering column and wheel.
- Head restraints — driver and passenger.

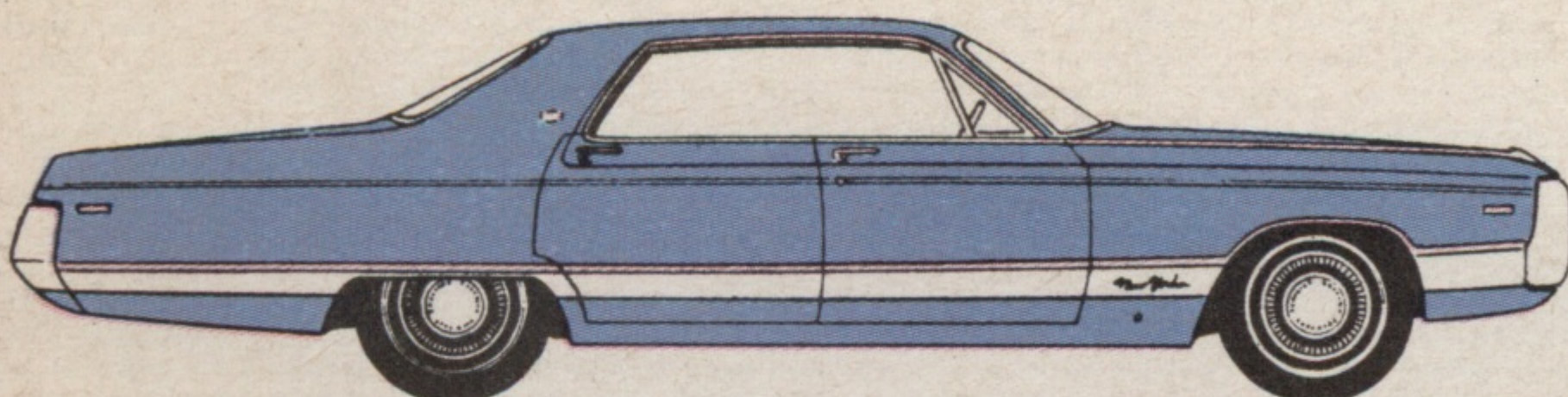
1970 Engine Availability

Displacement	ENGINE				MODEL				
	Carb.	Camshaft	Comp. Ratio	Air Cleaner	Exhaust System	Newport & Newport Custom	300	Town & Country	New Yorker
383	1, 2-bbl.	256-260-32	8.7	Silenced	Single	Std.	•	Std.	•
	1, 4-bbl.		9.5	Double Snorkel	Dual	Opt.	•	Opt.	•
440	1, 4-bbl.	256-260-32	9.7	Silenced	Single	•	Std.	•	Std.
		268-284-46		Double Snorkel	Dual	•	•	Opt.	•
						Opt.	Opt.	•	Opt.

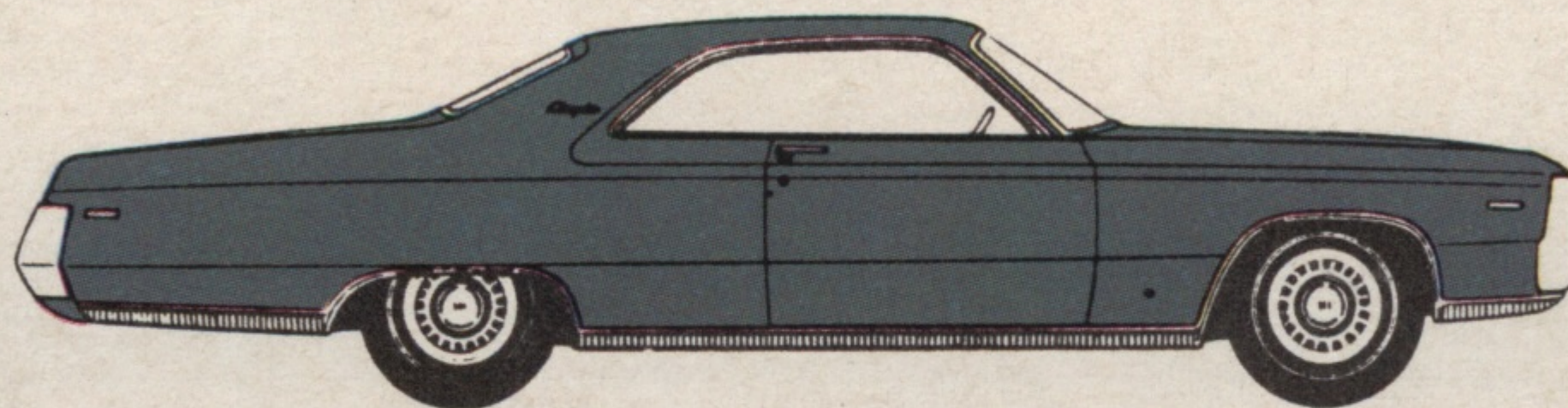
Major Dimensions—1970 Models

	EXTERIOR						INTERIOR								
	Wheel Base	Track		Overall		Height (a)	Effective Head Room		Seat Height		Leg Room		Shoulder Room		Knee Room
		Front	Rear	Length	Width		Front	Rear	Front	Rear	Front	Rear	Front	Rear	
Newport, Newport Custom						55.9	38.7	37.9							
300 (4-Door Hardtop)	124	62.1	62.0	224.6	79.1	55.5	38.1	37.2	9.2	11.5	41.8	41.5	63.2	63.2	8.2
New Yorker						55.9	38.7	37.9						63.4	7.4
Town & Country	122	62.1	63.4	224.8 2-Seat & 3-Seat	79.1	57.9	40.4	40.2	9.2	11.9	41.8	38.4	63.2	62.8	5.7

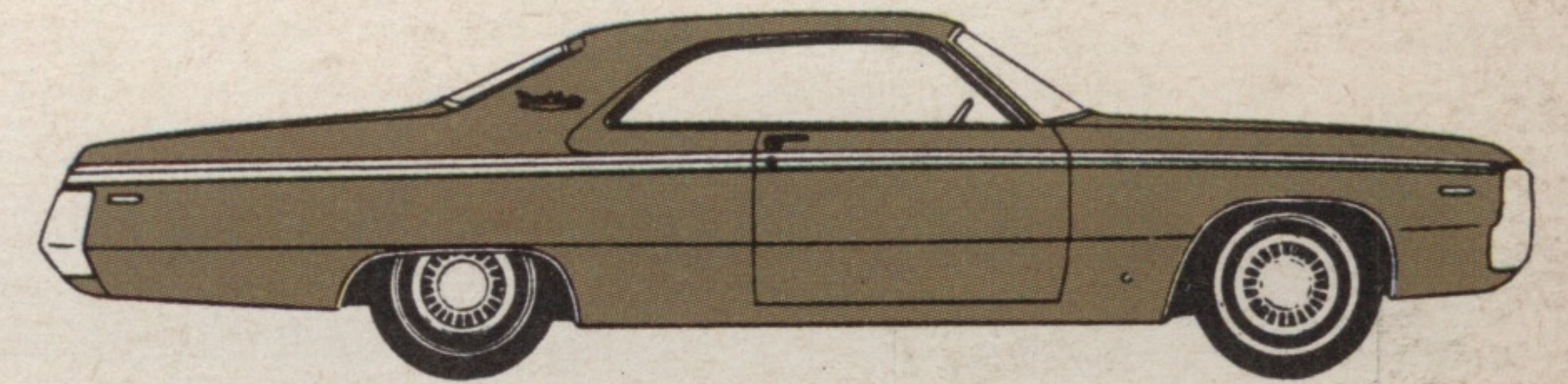
(a) Estimated at design load.



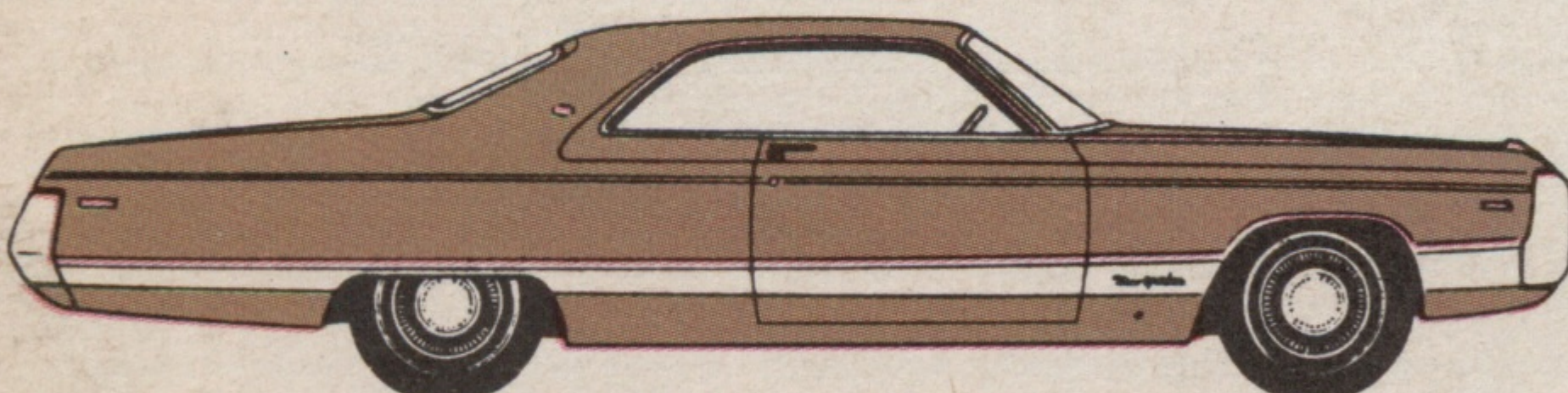
The New Yorker 4 Door Hardtop and 4 Door Sedan



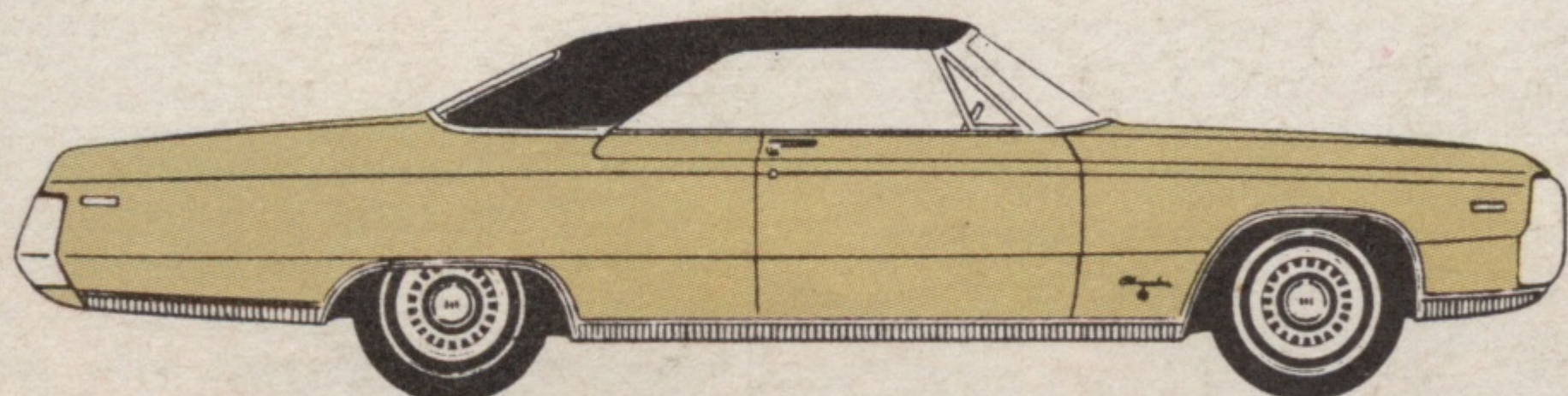
300 2 Door and 4 Door Hardtop



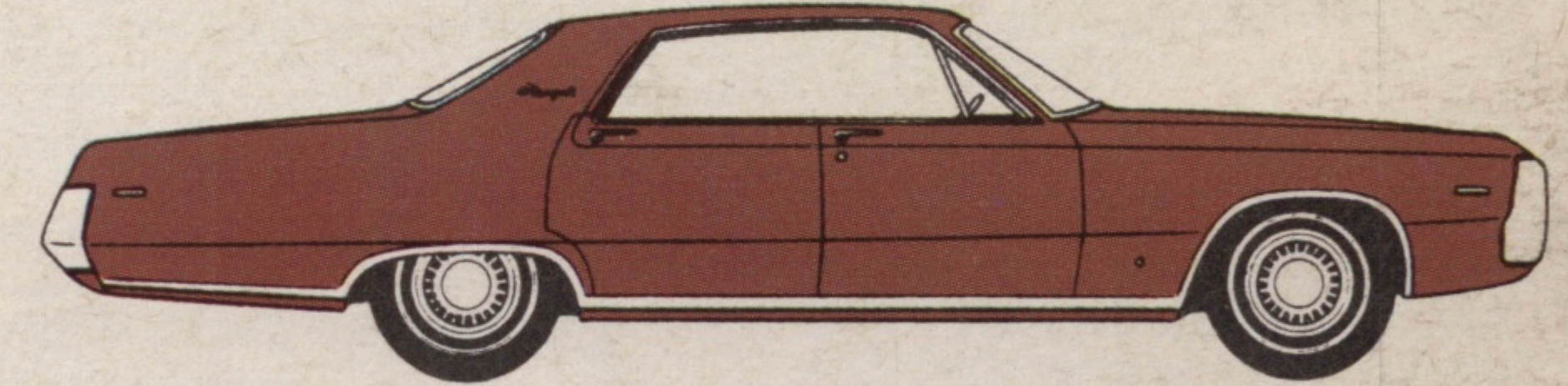
Newport Custom 2 and 4 Door Hardtop



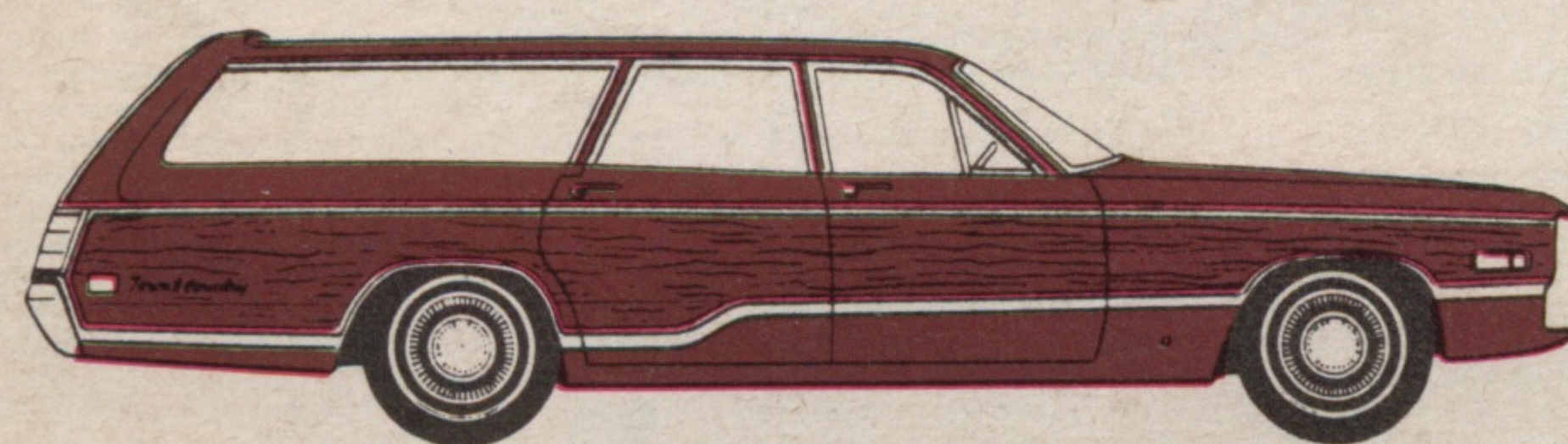
The New Yorker 2 Door Hardtop



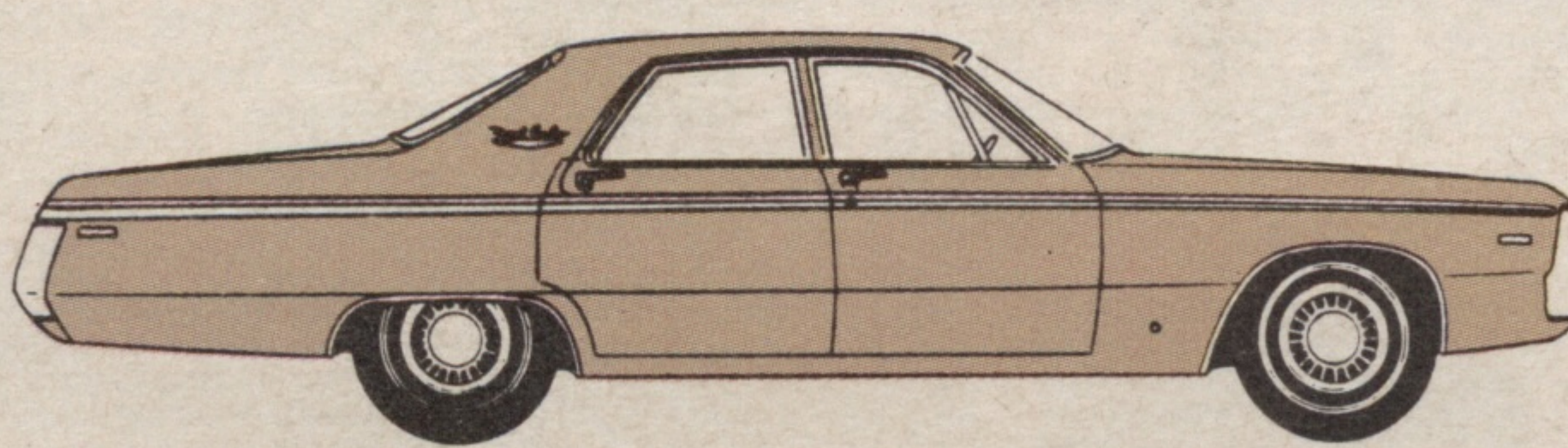
300 Convertible



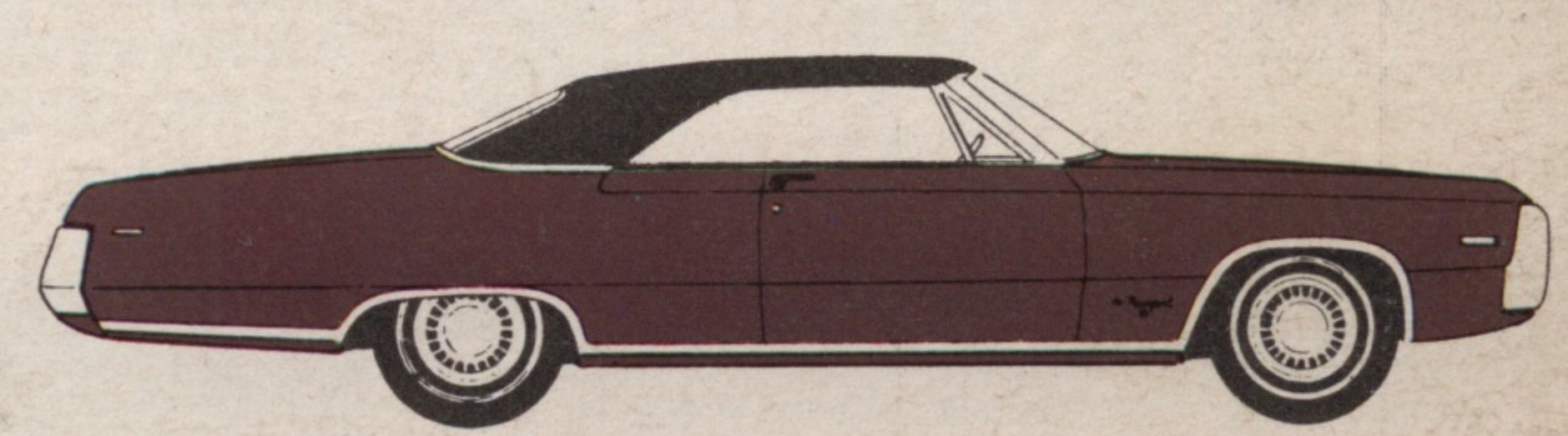
Newport 2 and 4 Door Hardtop and 4 Door Sedan



Town and Country Wagon



Newport Custom 4 Door Sedan



Newport Convertible

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