



IMPERIAL

BY CHRYSLER 1991



Being competitive today means meeting world-wide challenges. At Chrysler we are playing a global role and we are proud of that. But the secret of our success isn't in looking to the four corners of the earth for answers. It's found in paying attention close at home. To you, our customer.

No matter where it is produced, no matter what marketplace it is produced for, a car remains a very personal thing. We have come to understand that. We have also come to recognize that we can only win you as a customer by providing the vehicle you want and the attention and service you deserve.

I believe strongly that Chrysler Canada's 1991 models are some of the best in any market. They are what you have been asking for. Plus a little more.

Taking care of you as a customer. Keeping you satisfied. It's a very basic idea, this commitment to customer satisfaction. It's also a very personal covenant upheld daily by the thousands of men and women who are working to make our cars, our company, and our dealers ever more competitive. It's what makes Chrysler special. And it's what makes a Chrysler product special. Discover for yourself. All you have to do is drive one.

Yves Landry
President and Chief Executive Officer
Chrysler Canada





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A stylized, handwritten signature of Yves Landry in dark ink.

Yves Landry
President and Chief Executive Officer
Chrysler Canada



TRADITIONAL
ELEGANCE
WITH
MODERN
ENGINEERING.



Imperial is a statement of personal luxury. It speaks directly to the owner's sophisticated taste and achievement, but in a most subtle and inimitable fashion. Once again, Imperial combines timeless beauty with today's technology. Its classic profile is set off by a padded vinyl landau roof with a formal rear window, limousine-style roof pillars, opera windows and a wide, bright up-and-over moulding. Front-end styling continues the classic theme through a finely sculptured grille and carefully concealed halogen headlamps. As its nameplate so rightfully indicates, Imperial lets you travel in supreme quiet, style and elegance. There is no mistaking: Imperial conjures up the *essence* of what an international luxury automobile should be. Advantage: Chrysler.



About this catalogue: Since the time of printing, some of this information may have been updated. Ask your Dealer for details before ordering. Some of the equipment shown or described throughout this catalogue is available at extra cost.



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LUXURY
AND
ROOM.



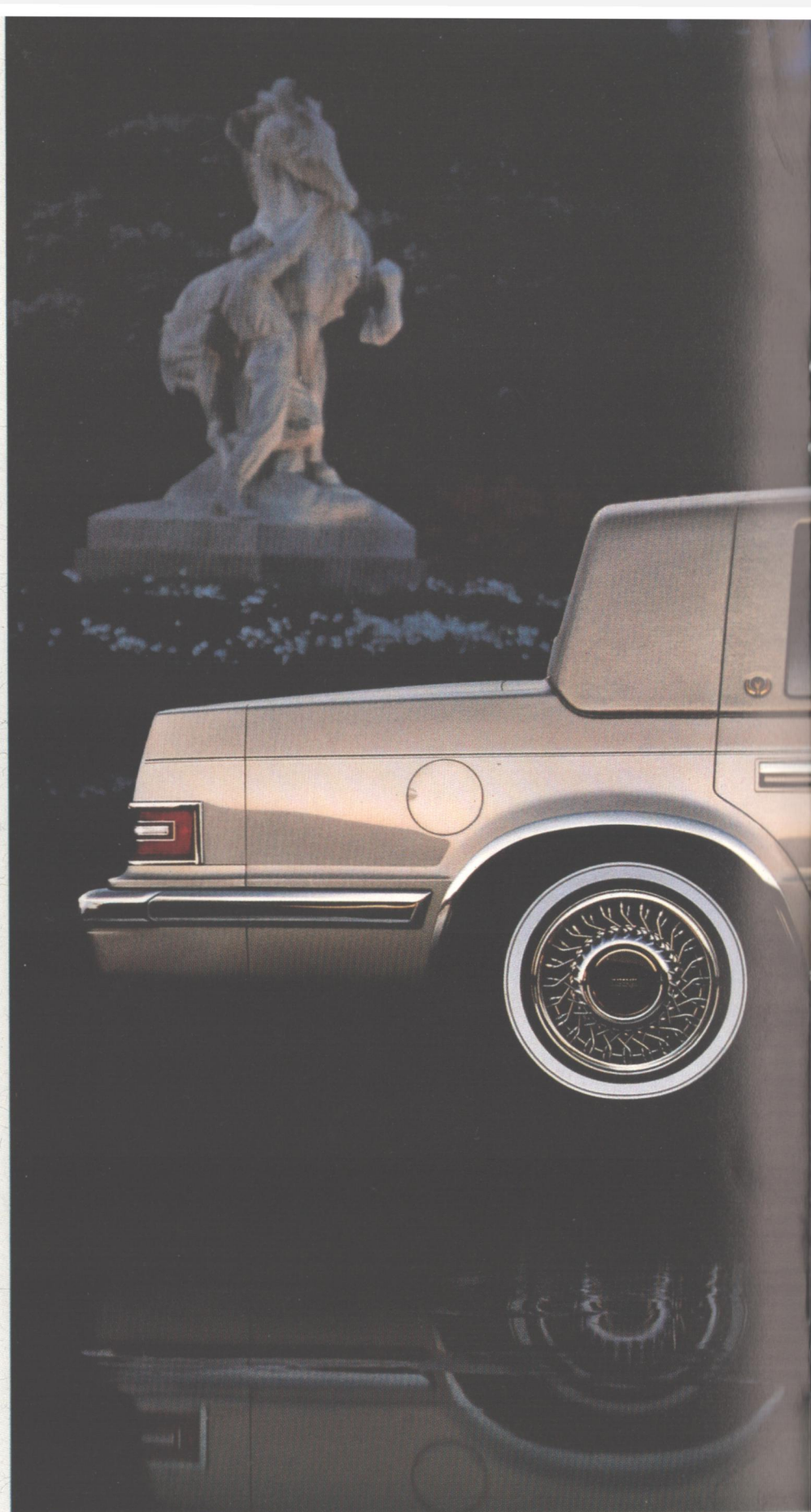
The tasteful, elegantly appointed passenger compartment of the 1991 Imperial stands as further testimony to Chrysler craftsmanship and attention to detail. Premium Kimberly cloth upholstery provides the look and feel of genuine comfort. If preferred, there is the option of seating faced with ultrasoft Mark Cross leather. But remarkable luxury and sophisticated ambience are only part of the story. There is more. Convenience from eight-way power front seats with two-position driver's side memory feature, reclining seatbacks and dual armrests. Wide rear doors that make it easy to enter or leave. Exceptional rear legroom. Exterior front door handle activated courtesy lights for added security. Plus the sophistication of automatic temperature-control heating and air conditioning. And the assurance imparted by the superbly encompassing Crystal Key Warranty*, which provides the level of long-term protection one should be able to expect with a car of this calibre. All adding up to one thing – Advantage: Chrysler.

* See dealer for details

THE
SUBSTANCE
BENEATH
THE
SURFACE.



Beyond the traditional and the tasteful there is another Imperial personality – the modern engineering that gives this car its leading edge. A new 3.8-litre V6 engine with Multi-point electronic fuel injection is teamed with the world's most advanced production transmission, Ultradrive, even further refined for 1991. New front suspension geometry provides enhanced handling and a smoother ride. And a standard anti-lock braking system (ABS) improves steering control during emergency braking on slippery surfaces. 1991 Imperial is endowed with the look and the technology of a true luxury automobile. Advantage: Chrysler.





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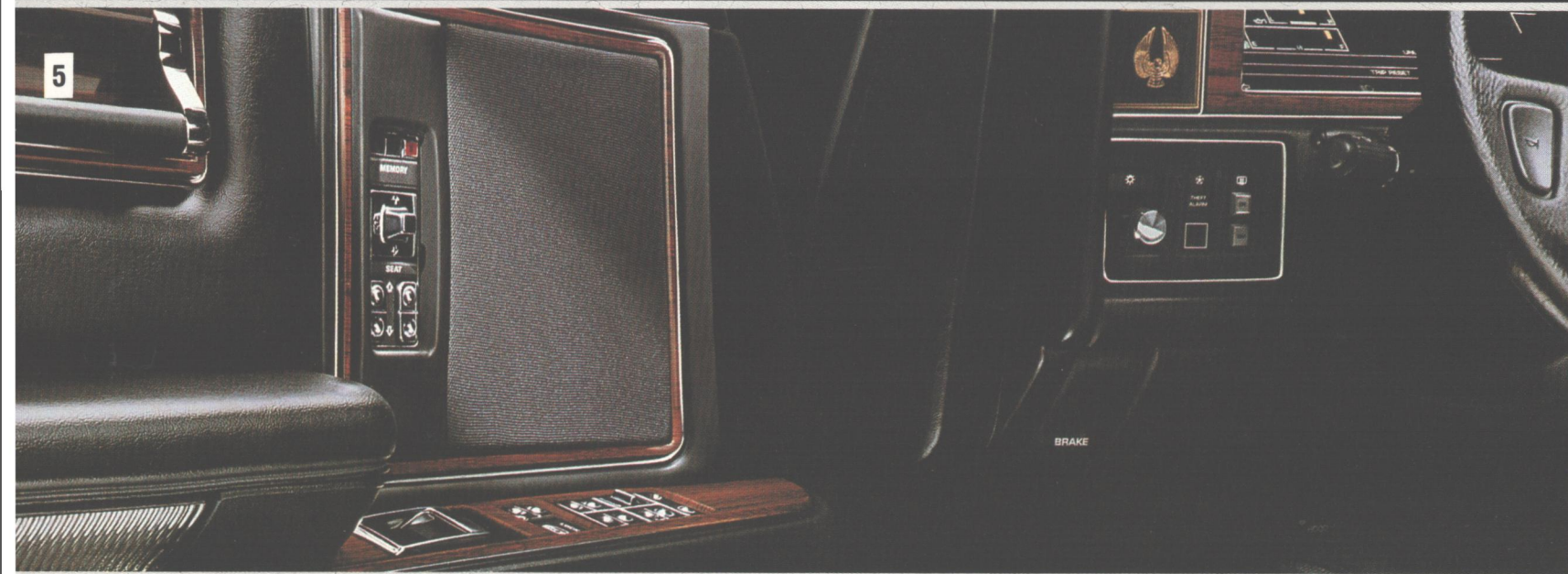
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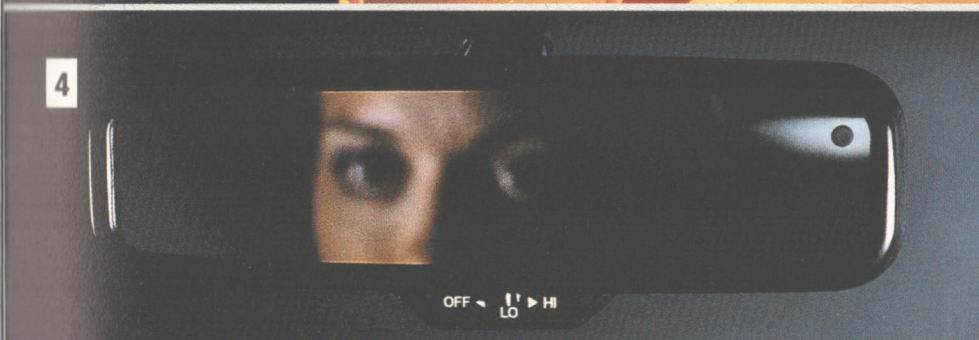


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SURPASSING THE STANDARDS.



Chrysler Imperial offers you a wide selection of standard and optional amenities that all share one thing in common – they are truly worthy of the Imperial name.

- 1** Shown here is the optional electronic instrumentation. It comes packaged with a user-friendly, overhead-mounted Electronic Vehicle Information Centre to provide useful trip and vehicle-function information.
- 2** The standard Chrysler-Infinity™ sound system features a premium AM/FM stereo radio/cassette player and five-band graphic equalizer. Optional is an RS (reference-sound) system that consists of ten Infinity™-brand speakers and a trunk-mounted amplifier.
- 3** For added convenience and security, the standard automatic headlamp-delay system allows the lights to stay on 60 seconds after you leave the car.
- 4** An electronic rearview mirror, with automatic day/night ambient adjustment, is available as an option.
- 5** Fingertip controls for the standard power windows, door locks and front seats are located in the fully upholstered door trim panels.
- 6** Imperial features spacious room for three rear-seat passengers. Standard is a rear centre armrest, individual courtesy/reading lamps and rear exhausters which optimize heating and ventilation airflow.

TECHNOLOGY

THAT

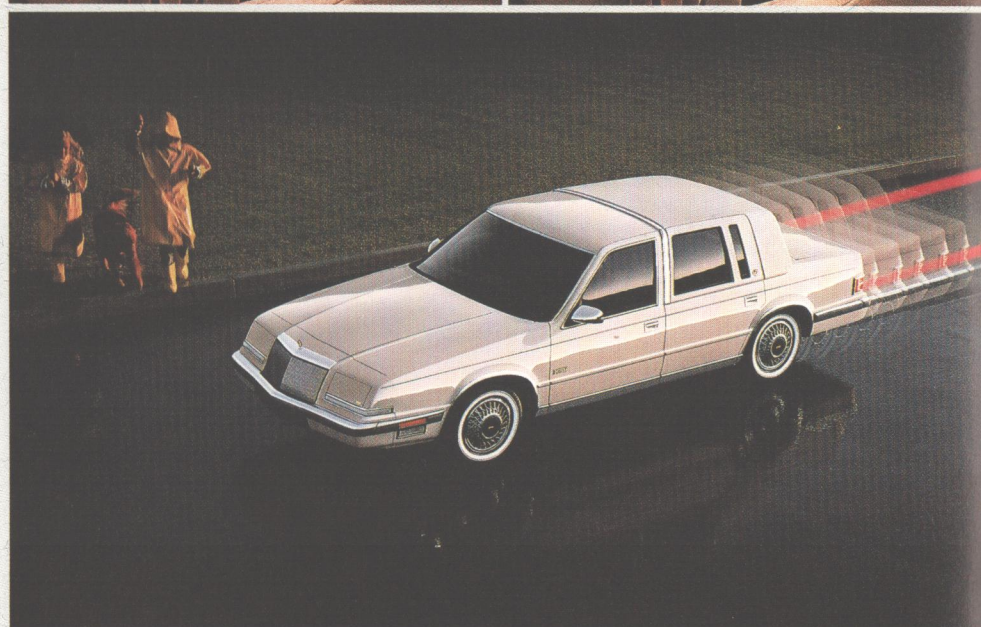
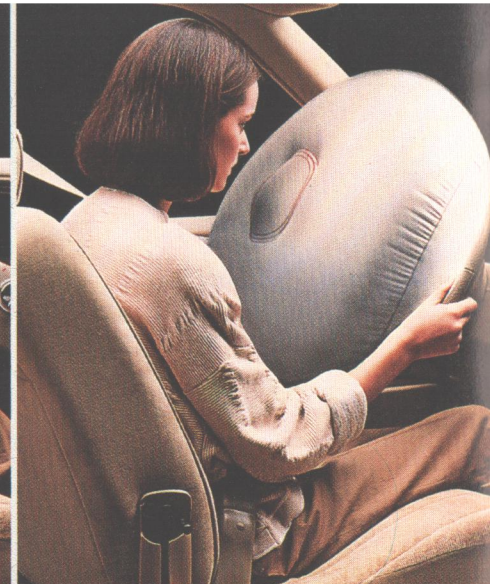
SPELLS

ADVANTAGE:

CHRYSLER.



Imperial is an outstanding luxury car because of the Chrysler commitment to quality and safety. For 1991, every Imperial is equipped with a standard driver's side air bag that automatically deploys in the event of a front-end impact over 19 km/h (12 mph). The driving experience is further enhanced by sophisticated technology such as standard anti-lock braking (ABS). For occasions when heavy loads are carried, the standard automatic load-leveling rear suspension ensures that Imperial maintains a level stance. Optional is an electronically controlled front and rear air suspension system for ultimate ride comfort. Add to all these the excellent winter traction and stable handling that are hallmarks of the Chrysler front-wheel-drive system. 1991 Imperial gives you all the best of Advantage: Chrysler.



CHRYSLER IMPERIAL SELECTED STANDARD AND OPTIONAL FEATURES

	Chrysler Imperial
AIR BAG SYSTEM Driver's side	S
AIR CONDITIONING Automatic temperature control	S
AIR EXHAUSTERS Rear passenger (for improved heating and air circulation)	S
ALARM Security, anti-theft/unauthorized entry	O
ALTERNATOR 90-amp	S
ASHTRAYS Front and rear	S
BATTERY 500-amp, maintenance-free	S
BRAKES Power-assisted, anti-lock 4-wheel disc	S
BUMPER GUARDS Rear	S
CHILD-SEAT ANCHORAGE PROVISION	S
CHIMES Key-in-ignition, headlamps-on, turn signal-on	S
CIGARETTE LIGHTER Front and rear	S
CLOCK Digital electronic, integral with radio	S
COAT HOOKS; CUP HOLDERS	S
CONSOLE Overhead, with EVIC travel and vehicle systems information computer	O
CORROSION PROTECTION Extensive use of galvanized steel; lower bodyside urethane stone chip-resistant coating; front fender plastic liners (backed by Chrysler's Anti-Corrosion Warranty)*	S
DAYTIME RUNNING LIGHTS	S
DECK LID With power release and automatic pull-down	S
DEFROSTER Electric, rear window	S
DEMISTERS Front side windows	S
ELECTRONIC IGNITION Distributorless; electronic voltage regulator	S
ENGINE BLOCK HEATER	S
FLOOR MATS Front and rear	S
GLASS Tinted, all windows	S
GLOVE BOX Locking, with light	S
HEADLAMPS Halogen, concealed; Includes headlamps-off delay feature	S
HORN Dual note	S
INSTRUMENT CLUSTER Analogue, electromechanical, includes electrically driven speedometer, trip odometer; gauges for fuel, engine coolant temperature, oil pressure, volts; check-gauge warning lights	S
Electronic, including digital speedometer and odometers, switchable miles/metric; analogue displays for fuel, engine coolant temperature, oil pressure, volts	O
KEYLESS ENTRY SYSTEM	O
LIGHTS Cornering lamps; side marker lights - flash with turn signal	S
Ignition switch with time-delay; glove box, trunk, underhood	S
Illuminated entry system	S
Map/reading, individual, front (2) and rear (2); door-mounted courtesy (4)	S
MAP POCKETS On front seatbacks and on front door trim panels	S
MIRRORS Inside, rearview, self-dimming	O
Outside, dual, electric remote control with memory, chrome, heated	S
Visor/vanity, dual illuminated; inside, rearview, day/night	S
POWER ASSISTS Windows, "one touch" driver window control	S
Door locks (with rolling-auto-lock and anti-lock-out features)	S
Antenna	S
Driver and passenger front seats, 8-way with power recliners plus driver's side memory (holds 2 programmed seat and mirror positioning combinations)	S
RADIOS Electronically tuned, with digital readout and clock	S
Chrysler-Infinity™ II - AM/FM stereo, with seek-and-scan, memory-scan, Dolby B ⁽¹⁾ , joystick balance, electronic cassette player, 5-band graphic equalizer and 4 Infinity™-brand individually amplified speakers	S
Chrysler-Infinity™ RS system; above stereo with trunk-mounted 120-watt amplifier and 10 Infinity-brand speakers (in six locations)	O

CHRYSLER IMPERIAL SELECTED STANDARD AND OPTIONAL FEATURES

	Chrysler Imperial
REMOTE RELEASES Hood, deck lid	S
ROOF Landau, formal, padded	S
SEATS Kimberly cloth, 50/50 individually adjustable front seats, reclining with dual folding centre armrests, adjustable headrests, 8-way power adjustment (see "Power Assists"); rear bench seat with folding centre armrest	S
Leather upholstery, Mark Cross	O
SEAT BELTS 3-point shoulder/lap at outboard positions, 2 front, 2 rear; lap belts at centre positions, front and rear	S
SPEED CONTROL Electronic with steering wheel-mounted controls	S
STEERING Power-assisted, rack-and-pinion	S
STEERING COLUMN Tilt, energy-absorbing	S
STEERING WHEEL Leather-wrapped, luxury	S
SUSPENSION Front, gas-charged Iso-struts	S
Rear, load-levelling, automatic; gas-charged shock absorbers	S
Air suspension, front and rear, self-levelling	O
TIRES P195/75 R14 14" steel-belted radials, dual-stripe white sidewalls, All-Season tread	S
TRUNK Fully carpeted	S
WHEELS 14" wire wheel covers	S
WINDSHIELD WIPER/WASHER Variable-delay, intermittent, airfoil wiper blades	S

S - Standard Equipment O - Optional Equipment *See Dealer for details.

DIMENSIONS, WEIGHTS AND CAPACITIES

	mm	in.
Wheelbase	2775	109.6
Overall Length ⁽²⁾	5155	203.0
Overall Width	1750	68.9
Overall Height ⁽³⁾	1405	55.3
Turning Diameter - m (ft.) (curb-to-curb)	12.8	(42.1)
Curb Weight - kg (lb.)	1615	(3565)
Usable Luggage Capacity - L (cu. ft.)	467	(16.5)
Passenger Capacity	6	
Fuel Capacity - L (Imp. gal.)	61	(13.4)

FRONT-WHEEL-DRIVE ENGINE AND TRANSMISSION

	3.8-litre V6 Multi-point EFI
Availability	Standard
Type	OHV
Fuel Delivery	Multi-point EFI
Net Power - kW (bhp) @ rpm	112 (150) @ 4400
Net Torque - N·m (lb-ft) @ rpm	277 (204) @ 3200
Transmission and OTGR Availability	
4-Speed Electronic Automatic with Overdrive ⁽⁴⁾	2.19

(1)Dolby B is a trademark of Dolby Laboratories, Inc.

(2)Includes bumper guards.

(3)Based on 5-passenger load, base engine and standard tires.

(4)With lock-up torque converter.

EVIC - Electronic Vehicle Information Centre

EFI - Electronic Fuel Injection

OHV - Overhead Valve

OTGR - Overall Top Gear Ratio

TRAILER TOWING: 900 kg (2000 lb.) maximum permitted trailer weight. Trailer over 450 kg (1000 lb.) must have its own brakes. See Owner's Manual for more detail.

THIS CATALOGUE DOES NOT LIST ALL STANDARD AND OPTIONAL EQUIPMENT ITEMS; SOME OPTIONS ARE AVAILABLE ONLY IN COMBINATION WITH OTHERS, AND SOME EQUIPMENT MAY BE SUBJECT TO AVAILABILITY RESTRICTIONS. SEE YOUR DEALER FOR DETAILS.

WARRANTIES



incurring obligation.

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Some equipment may not be exactly as illustrated in this publication. Some of the illustrative material contained herein may show equipment that is not standard and is available only at extra cost, as factory-installed or dealer-installed. Equipment referred to as available or optional may be at extra cost. Some options are required in combination with other options. For the price of the model with the equipment you desire or verification of specifications and equipment availability contained herein, see your Chrysler Canada Ltd. Dealer.

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Chrysler Canada's Crystal Key Warranty provides our premium luxury vehicles with a 5-year or 80,000-kilometre Basic Warranty. Upon expiration of the Basic Warranty, the Powertrain Warranty extends coverage up to 7 years or 115,000 kilometres*. The Corrosion Warranty covers body sheet metal against rust-through for 5 years or 80,000 kilometres and outer body panels are covered up to 7 years or 160,000 kilometres. See your Dealer for full details.

*A deductible may apply

CONSIDER LEASING – More and more consumers are considering leasing as a financial alternative to buying. Some of the benefits include: lower monthly payments, more vehicle for the money and a new vehicle more often. Chrysler Credit and Chrysler Leasing offer a variety of finance plans including Gold Key Lease, Chrysler Leasing System, Retail Financing, and more. Ask your salesperson for details.



CHRYSLER LEASING

Mopar  **Autopar**
GENUINE PARTS



Physically
Challenged
Assistance
Program

Proud sponsor
of the
National
Hockey League



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0003

Advantage:
Chrysler 

All you have to do is drive one.