

# IMPERIAL 1963

AMERICA'S MOST CAREFULLY BUILT CAR



**I**MPERIAL for 1963 is unlike any luxury car you have ever encountered before.

It is the first luxury car so carefully engineered and built that its power-train is warranted\* for *five years or 50,000 miles*.

It also differs in seven other respects: Design concept. Interior engineering. Roadability. Power performance. Construction methods. Styling. And driving conveniences.

What these differences are, and why they win favor with Imperial owners, is explained in these pages.

Our point here is that Imperial differs not only for the sake of individuality, but to produce the deeper qualities we consider absolutely essential in a car of its distinction and character.

If this is *your* year to select a new luxury car, what you read here may decidedly influence your thinking toward America's most carefully built car—Imperial for 1963.

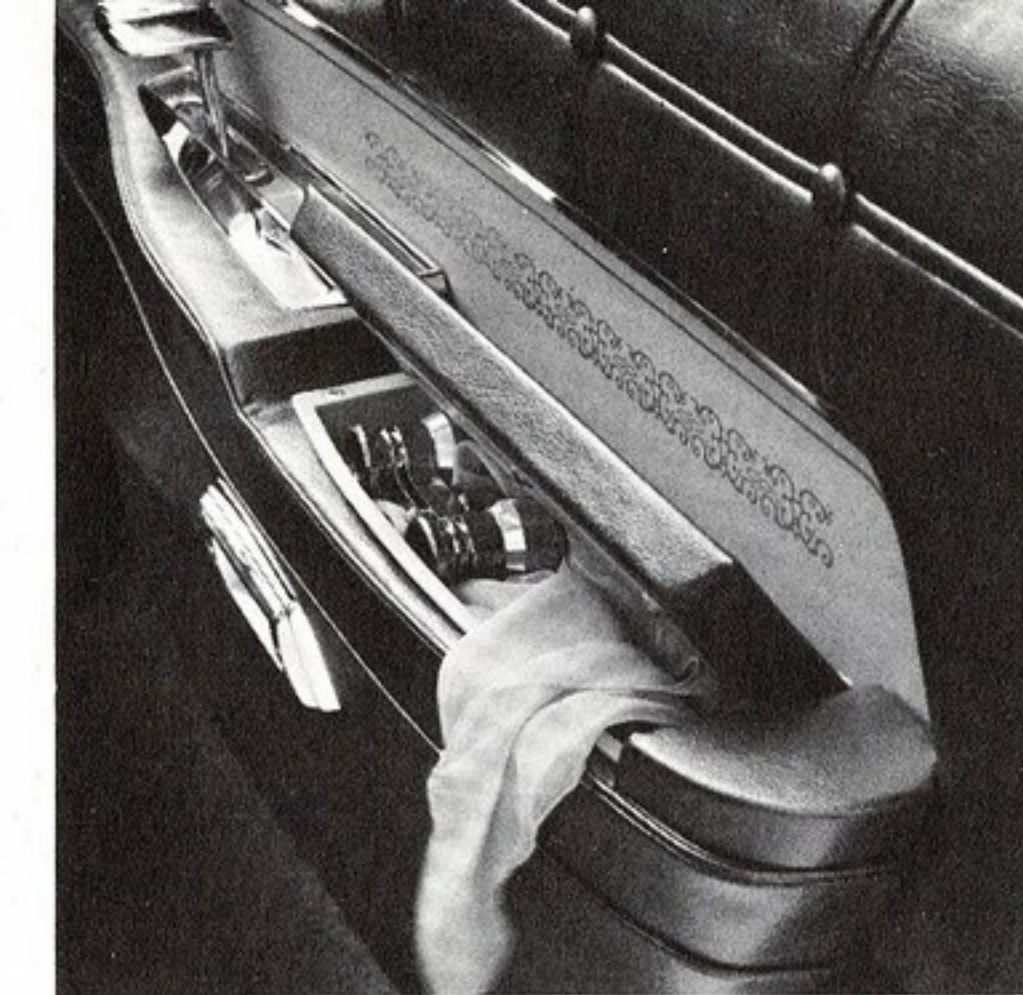
\*TERMS: Your authorized Imperial Dealer's Warranty against defects in material and workmanship on 1963 cars has been expanded to include parts replacement or repair, without charge for required parts or labor, for 5 years or 50,000 miles, whichever comes first, on the engine block, head and internal parts; transmission case and internal parts; torque converter, drive shaft, universal joints (excluding dust covers), rear axle and differential, and rear wheel bearings, provided the vehicle has been serviced at reasonable intervals according to the Imperial Certified Car Care schedules.

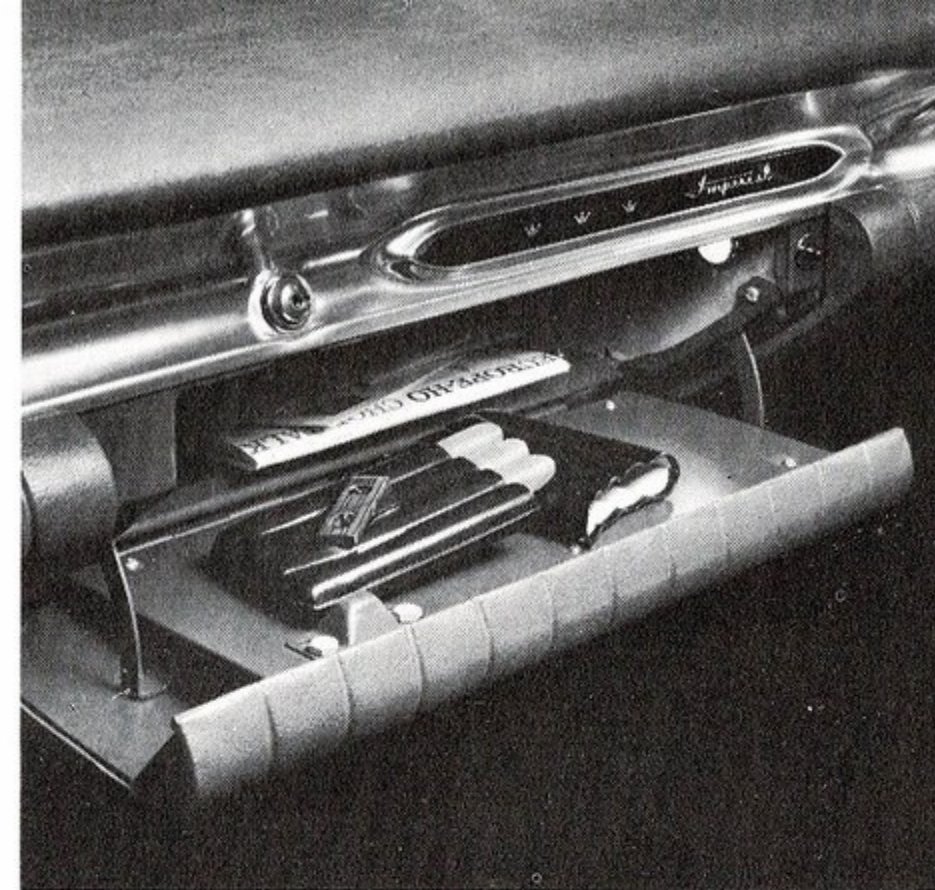


### *The Custom Four-Door*

*Its price is surprisingly little more than that of comparably equipped medium priced cars. Its impressive advantages in interior spaciousness, roadability and overall value are unequalled. The Custom four-door is offered in Mayan Gold (below) with matching interior, or 15 other Imperial colors and 30 choices of decor.*

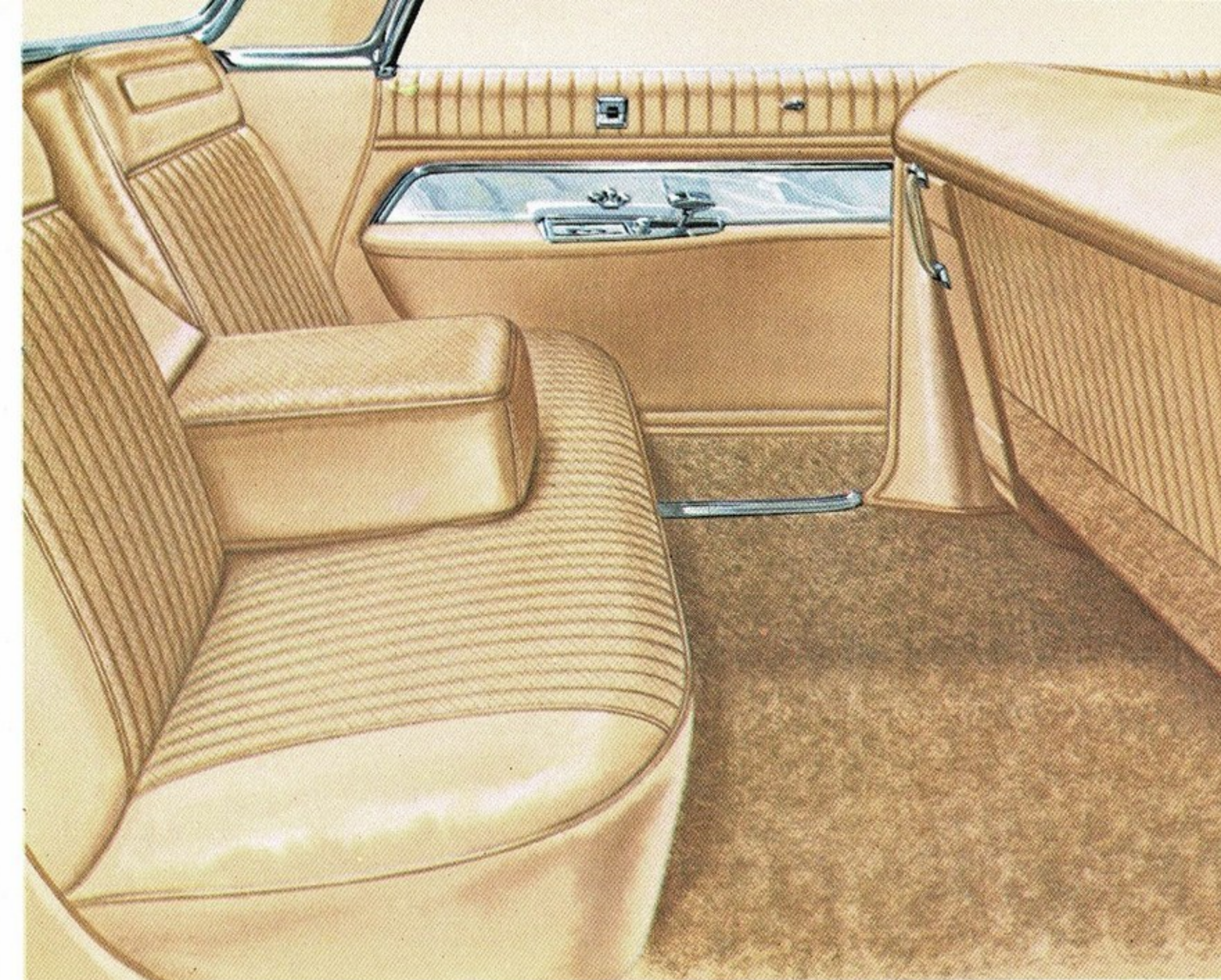
## THE IMPERIAL CUSTOM





### *The Custom Two-Door*

*The longest, widest, roomiest two-door motorcar made—and one of the most economical luxury cars to own. Even more satisfying is the way its magnificent performance requires so little attention over the years. Shown here in navy blue with cord blue interior.*



### CUSTOM SERIES INTERIORS

Both contemporary and traditional decors are provided in this year's selections. A striking gold material of lustrous nylon-dacron blend is matched with saddle-grain vinyl to set the modern mood seen above. Handsomely patterned fabrics of traditional motif also are offered in cord blue, madison gray, turquoise and fawn. All with trim to match. Deep loop-twist carpeting of harmonizing tones enrich the floors.

#### Custom Standard Equipment

Pushbutton TorqueFlite automatic transmission. Power steering, power brakes and power window lifts. Six-way seat adjustment. Inside-controlled outside mirror. Instrument panel safety padding, top and bottom. Padded safety steering wheel. Front door storage compartments. Automatic parking brake release. Non-glare inside rearview mirror. Air-foam padded seat cushions and seat backs, front and rear. Glare-free instrument lighting. Illuminated front-seat ashtray-lighter unit; dual rear-seat ashtray-lighter units. Interior courtesy lights, map, glove box, and trunk compartment lights. Back-up lights. Variable-speed electric windshield wipers. Windshield washers. Electric clock. Rear seat center arm rest. Rear seat assist handles. Luggage compartment carpeting. Undercoating.

IMPERIAL DESIGN makes no allowances for compromise or styling fads. Its purpose is to provide the qualities that raise motoring to the luxury level.

That is why Imperial remains the only American luxury car with a body that is both full-sized and unshared with lesser cars. Thus, we can make it the most spacious car in the world, and keep an Imperial "look" that is conservative, timeless and unmistakable.

The difference is significant. As one automotive critic recently noted\*: "Ordinarily, our domestic test cars never get a second glance, but there is something distinguished about the [Imperial] that made people stare (we got the same treatment in the Rolls-Royce)."

Refinements in Imperial's look this year are limited to a new town-car roof line in all models . . . new integral taillights . . . eight thoughtful modifications of styling detail. Sixteen new acrylic enamels and 178 new exterior-interior combinations are offered.

So Imperial design does change, but never casually. Most owners endorse our efforts to improve the product without unnecessary obsolescence—it is one reason so many early Imperials still are driven proudly by their original buyers.

*\*Wayne Thomas, Motor Trend, May, 1962*



IMPERIAL INTERIORS beautifully prove a point: no other car in the world is engineered, appointed and upholstered for luxury and comfort on such a grand scale.

It begins with more than five feet of seat room *and shoulder room*, front and back. In length, its space is still more outstanding—even *two-door* Imperials now give rear seat passengers five inches more legroom, additional headroom for tall people, more comfortable seat height.

Curiously, all this extra space only emphasizes the new privacy created by the new roof line and smaller back window.

Twenty-three different interiors give the Imperial owner a luxurious choice of decor. Our custom-loomed fabrics offer new blends, new patterns, new durability and resistance to fade. Interiors of premium-quality leather are available at extra cost for those who prefer leather's unique charm.

New seats in all models have been designed specifically to ease the fatigue of all-day motoring. New and ingenious spring elements give gentle orthopedic support for the body; thick foam padding in all seats and backs is standard.

Additional luxuries by the dozen grace all models. Among them: new storage compartments in the front doors. Assist handles and center arm rests for rear seat passengers. Unique glare-free instrument lighting as an aid to night driving. Deep carpeting, molded into shape to stay in place. Lights everywhere you might need them. Power controls for easier, safer driving. And others, listed by series in this brochure.

Of the remarkable features inside an Imperial, which will you find *most* pleasing? Perhaps none of these—for it is the deep *silence* of an Imperial in motion that new owners mention to us most often. It adds luxury to *all* things Imperial.

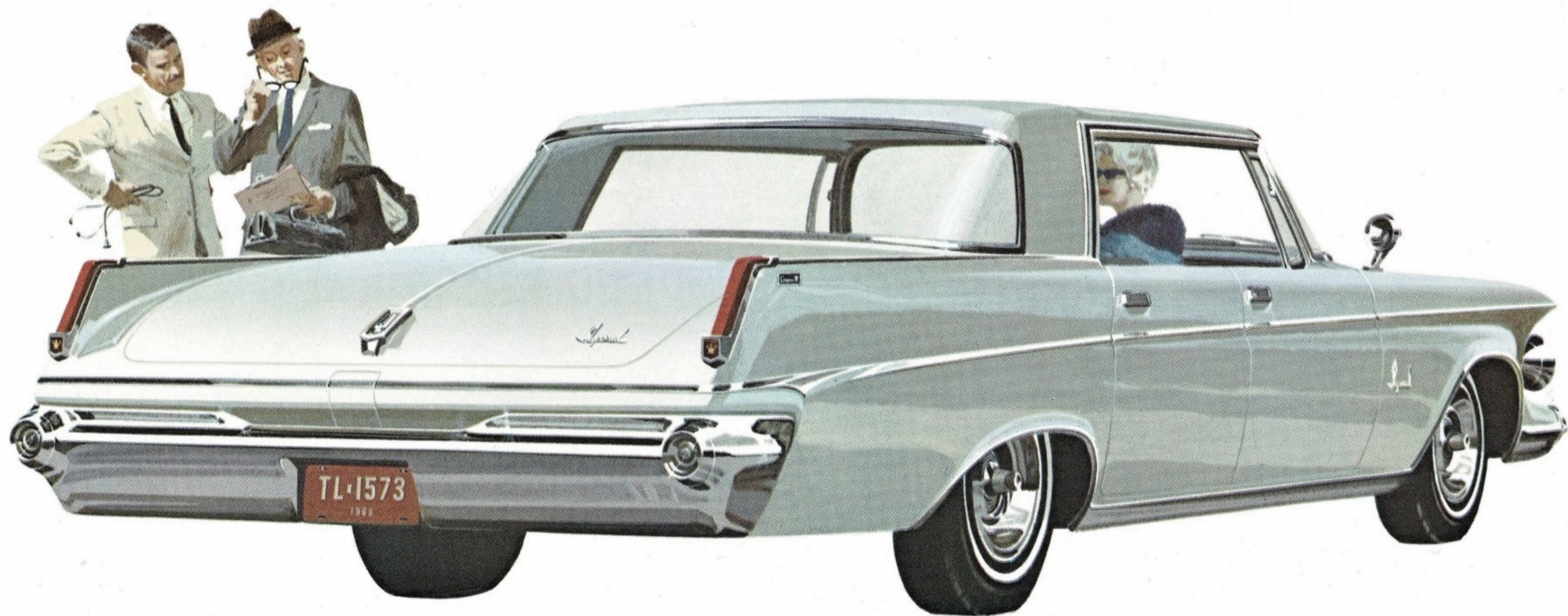




### *The Crown Four-Door*

*Our new roof and rear window design is especially evident in this view. (Note: because so many Imperial buyers have asked for it, the spare tire-effect Flight Sweep rear deck again is available as an extra-cost option.) The alabaster exterior and interior shown here is one of 84 combinations offered in the Crown series.*

## THE IMPERIAL CROWN



IMPERIAL ROADABILITY probably has won more converts to Imperial ownership than any other single quality. It is the basis of our reputation as the finest road car of the luxury field.

Tom McCahill, writing in *Mechanix Illustrated*, rated last year's Imperial "best sedan made in the world today. I've never driven a car that was so effortless to handle on long trips." Yet now the Imperial again is improved.

The new Imperial measures nearly 19 feet and usually weighs 5000 pounds or more, which contributes to its unusually smooth big-car ride. Yet you find that this car handles and maneuvers as easily as others far lighter and smaller. *Why?*

A unique torsion bar ride control makes the car steer more accurately, corner with far less drift and lean. It substitutes a comfortably *controlled* ride for the swaying softness often experienced in cars with coil springs at all four wheels.

A new automatic-adjusting brake system now affords still greater safety and control. Effective braking area has been increased to 287.3 square inches—25% larger than in any other American luxury car. The drums are flared to allow better cooling over larger surfaces, and linings are bonded for greater wear. The parking brake now has direct linkage to rear wheels; release is automatic when the car is put into driving gear, but only when the motor is running.

Power steering and braking are, of course, standard on all Imperial models.

IMPERIAL'S PERFORMANCE is outstanding in its class. Both engine and transmission are designed and built to ultra-high performance standards not usually specified for luxury cars.

The engine is a 340-horsepower V-8 so efficient in basic design that it often is adapted for use in custom-built racing cars. Nevertheless, each engine we build is thoroughly tested at high speeds—to prove out the balance and precision required for luxuriously smooth, silent and responsive performance in conventional driving.

Because our search for improvements never ends, owners of new Imperials will reap the benefits of 10 modifications in engine alone—benefits in economy, efficiency and reliability.

The pushbutton transmission converts torque thrust to smooth straightaway power with extraordinary precision. Imperial's acceleration ratio from a standing start is unequaled by any car near its size and weight; yet its shifts through driving ranges are almost impossible to detect.

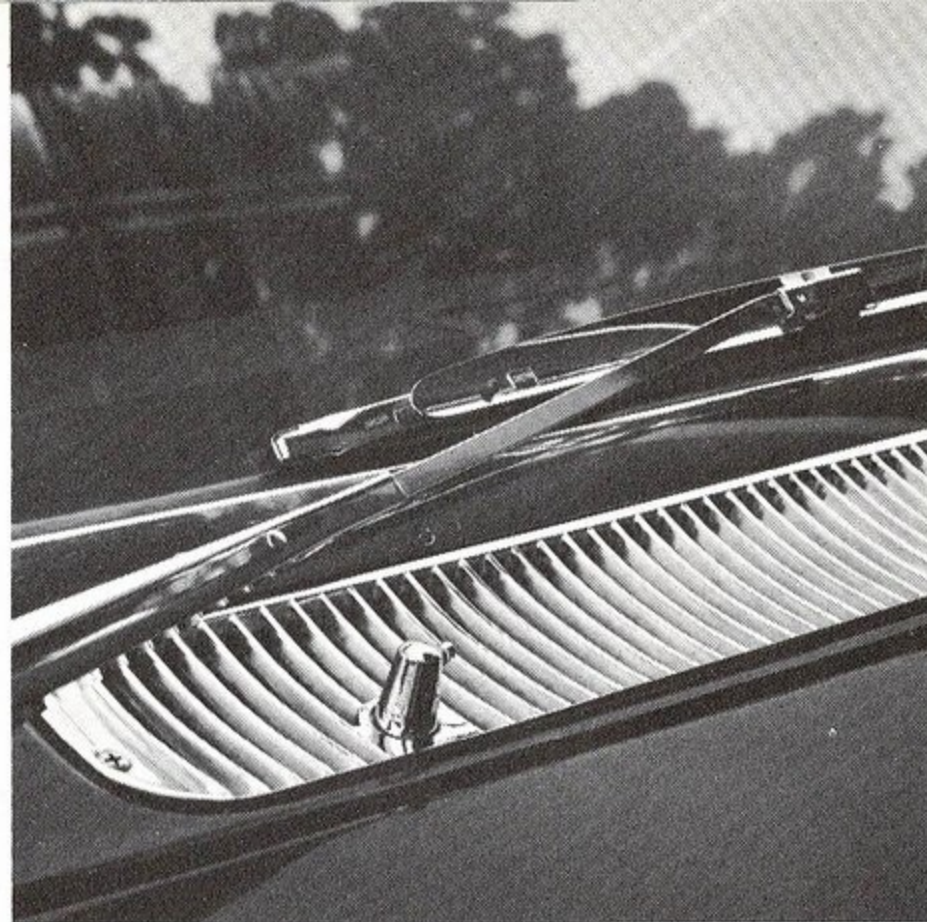
A new exclusive safety feature this year is a master transmission parking lock. Its separate lever control must be disengaged before any other gear can be selected—another benefit to Imperial owners with young families.



### *The Crown Convertible*

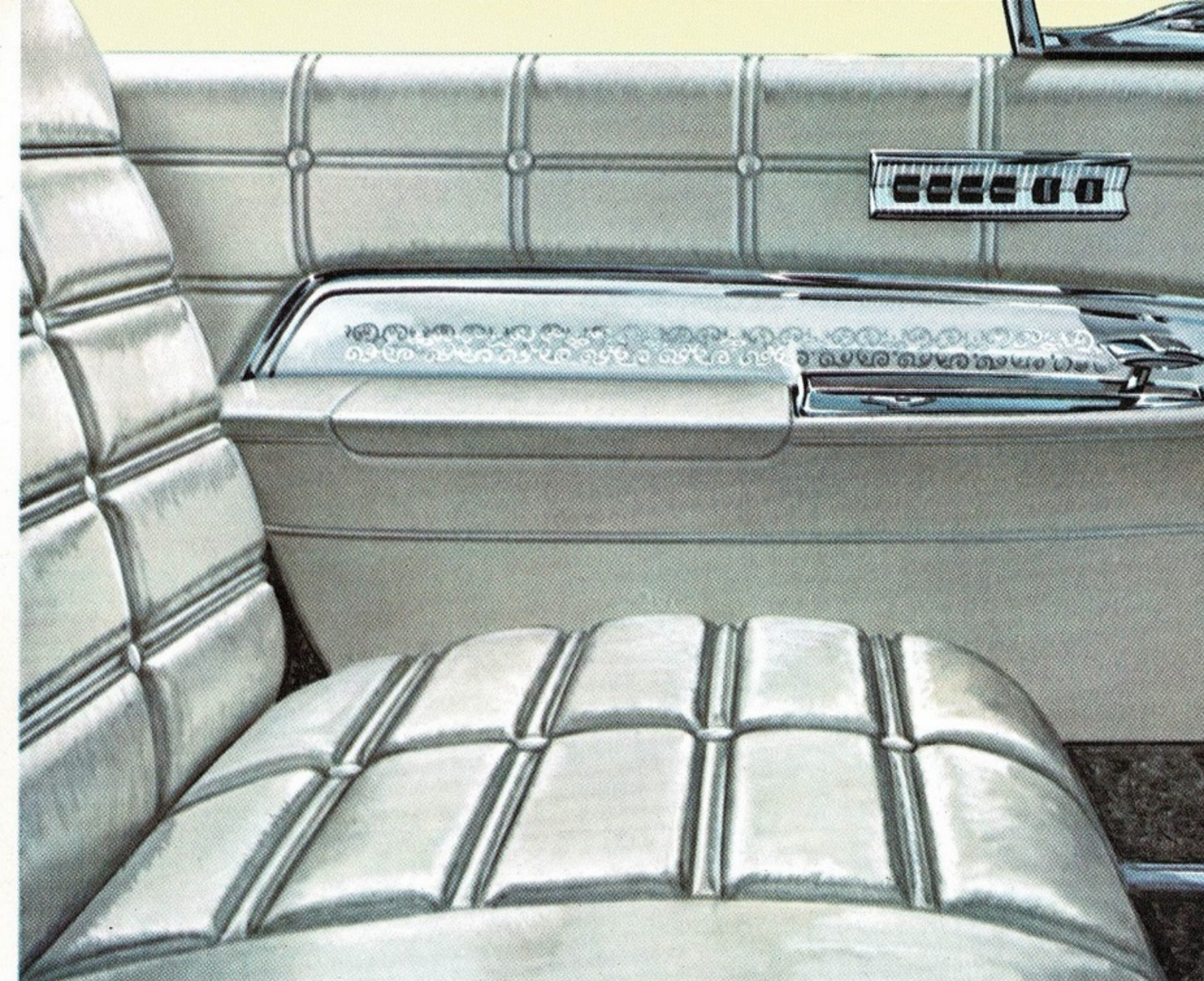
*An Imperial that balances its spirited performance with the spirited personality of the open car. Frame and body are especially engineered for extra strength and rigidity. The top, available in black or white, provides double-layer construction, with "welded" seams for weather-proof protection. Body color shown below is the new claret in acrylic enamel.*





### *The Crown Two-Door*

*No comparable model equals this Imperial two-door hardtop in seat room, shoulder room, headroom or rear-seat leg space. For all its interior spaciousness, however, it maintains much of the original coupe flair which makes this body style so popular. Imperial's Crown Two-Door is seen here in holiday turquoise.*

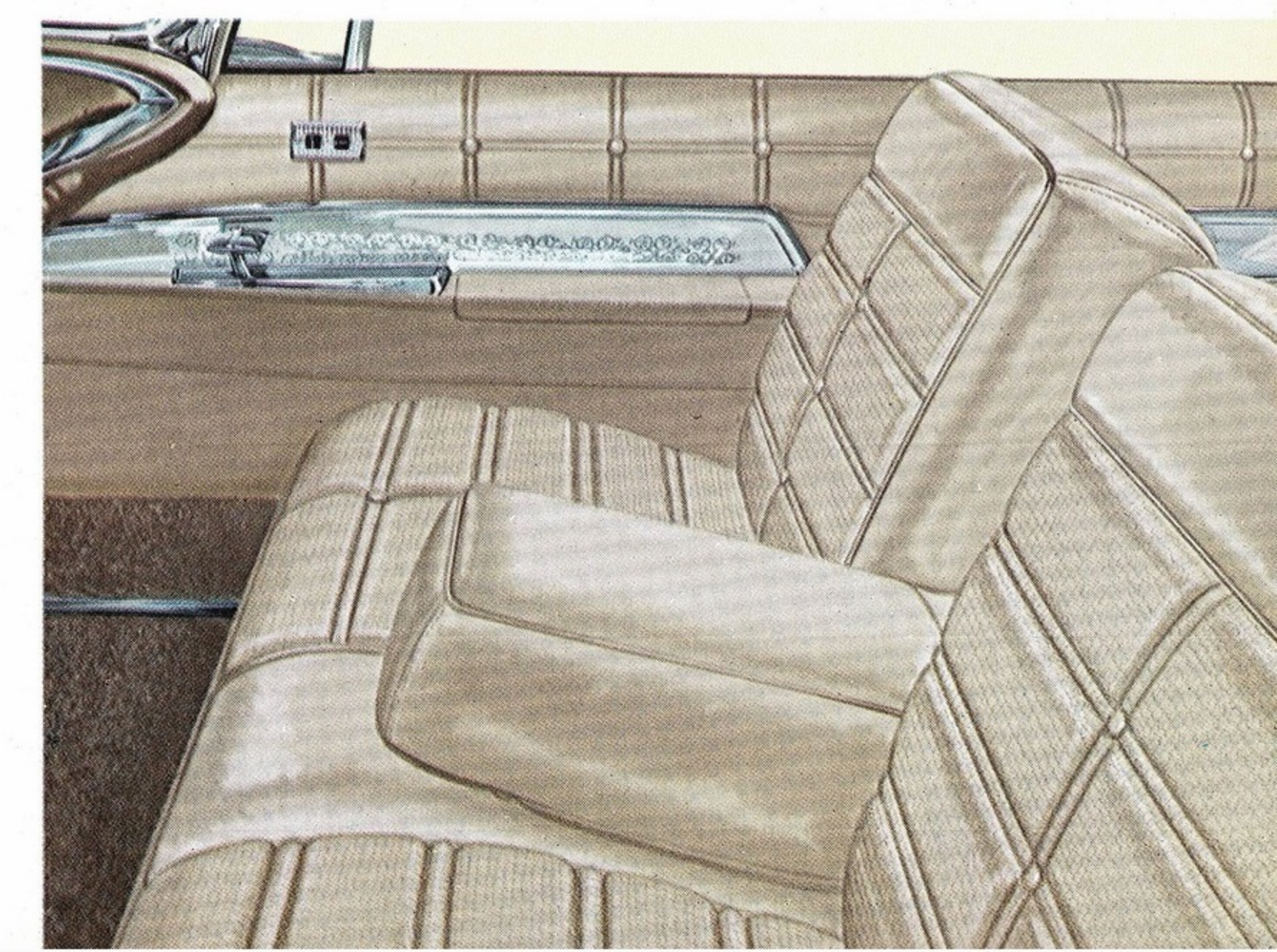


### **CROWN INTERIORS**

The leather interior in blue, claret, black or alabaster (shown above) is standard in the Crown convertible, an extra-cost option in other models. A fine check-weave fabric (upper right) is offered in cord blue, madison gray, gold or fawn. Interiors of lustrous nylon (lower right) are available in claret, turquoise, or gold. All seats have matching leather bolsters.

#### **Crown Standard Equipment**

Pushbutton TorqueFlite automatic transmission. Six-way power seat control, power steering, power brakes and power window lifts. Inside-controlled outside mirror. Instrument panel safety padding, top and bottom. Padded safety steering wheel. Glare-free instrument lighting. Front door storage compartments. Front seat center arm rest. Automatic parking brake release. Non-glare inside rearview mirror. Air-foam padded seat cushions and seat backs, front and rear. Rear seat center arm rest. Rear seat assist handles. Illuminated front-seat, ashtray-lighter unit; dual rear-seat ashtray-lighter units. Interior courtesy lights located in the front doors; map, glove box, and trunk compartment lights. Back-up lights. Rear license plate frame. Variable-speed electric windshield wipers. Windshield washers. Electric clock. Trunk carpeting. Undercoating.





IMPERIAL QUALITY is a major concern of those who assemble its more than 18,000 parts. It is the *only* concern of 106 inspectors who watchdog each Imperial through over 1500 individual examinations during its manufacture.

Even then, a separate corps of quality-control technicians inspects, drives and reinspects each Imperial before it can be released. A special road-track and test center just outside the plant is maintained for their use; their word is law on 38 final quality judgments made on every car.

Where quality standards are flexible, Imperial overbuilds as a rule. Thus, lower doors and the entire front section of an Imperial are formed of heavier-gauge steel than is used by competitors. Chromework is plated with two layers of nickel of differing alloy, before the final chrome layer is applied. Even stainless steel brightwork is a special alloy developed to resist tiny pits that destroy the luster.



Our approach to soundproofing is equally thorough. Over 240 pounds of highly specialized materials of eight different types are lavished on each Imperial. Then additional precautions are taken: even slots for the sliding door handles are lined to prevent contact of metal upon metal.

Imperial's remarkable immunity to corrosion is another case in point. The body primers are special epoxy sealers which affect the steel itself. Undercoating is factory-applied, before the body is completed. The exhaust system is aluminized steel. Engine brackets, nuts and bolts are cadmium or zinc plated to withstand rust.

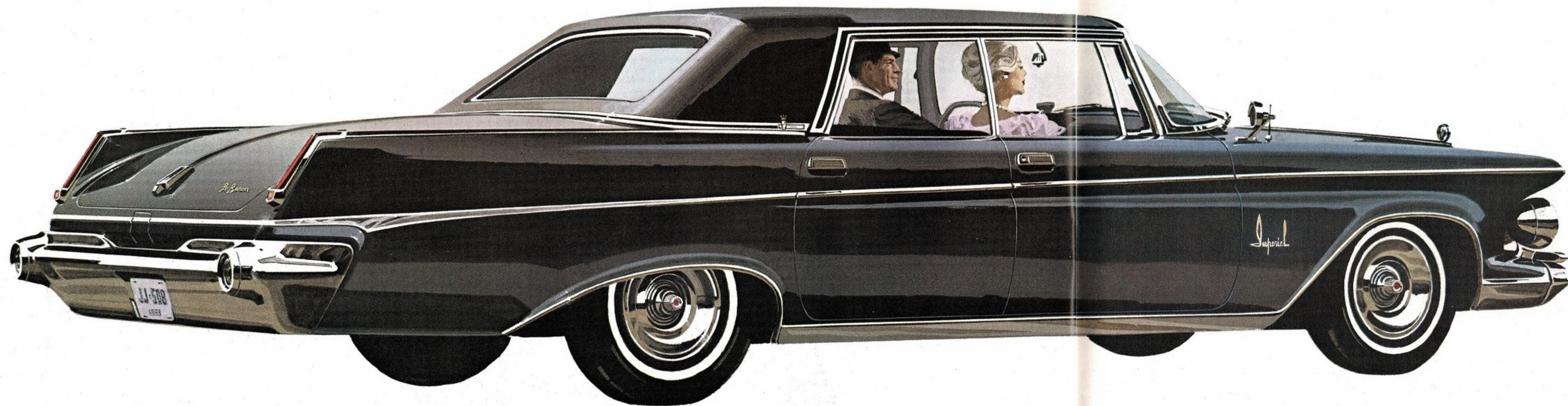
Our search for better quality covers every facet of performance. It led to introduction of the alternator electrical system three full years ahead of competitors. Now it leads to six separate improvements in the same system, to better meet the demands of Imperial's luxurious array of electrically-operated equipment.



## THE IMPERIAL LeBARON

*Its classic town-car roof and formal rear window heighten the elegance of Imperial design. Special luxuries are reserved for the LeBaron; fine walnut inlays and rich leather accents enhance*

*its interiors. Power windows, power vents, power seats, power steering and power braking all are provided as standard equipment. The color shown here is charcoal gray.*



IMPERIAL CRAFTSMANSHIP is an exacting mixture of advanced production skills and patient handwork. In no other American car are you likely to see so much evidence of both.

One complete body shop is maintained exclusively for custom coach work on joints, seams and welds. Then, eighteen separate operations are devoted to the finish—more than are required for any other domestic car.

The body receives seven individual immersions into corrosion-inhibitors, some so effective they change the rust-immunity of the steel itself. Then, *additional* spray treatments are applied.

This year, Imperial brings new *buffed acrylic enamel finishes* to the luxury car field. The new acrylics still afford the famed durability of baked enamel; yet their new formula now permits machine-buffing to a lasting brilliance and depth of color never before possible.

Exterior brightwork is installed with equal care. Gaskets and nylon liners are used under moldings to protect the paint surface; special rust-proof clips and fillers seal the places where moisture might encourage hidden rust.

Our proudest displays of hand craftsmanship are reserved for the Imperial driver and passengers. Upholstery, for example, is cut, fitted and stitched with expert care; each individual seam is examined and re-examined for the smallest imperfections. Then the entire interior is treated with live steam spray to assure the same smooth fit you find in the finest custom furniture.



## LEBARON INTERIORS

A handsome inlaid design effect is reserved exclusively for the LeBaron's fabric-and-leather interiors (above); fine check-weaves, in blue, fawn, gray or gold contrast tastefully with the soft glow of matching leather bolsters. Or you may specify leather upholstered interiors (left) in black, claret or alabaster as a special option at extra cost.

### LeBaron Standard Equipment

Pushbutton TorqueFlite automatic transmission. Six-way power seat, power window lifts, power vent windows, power steering, power brakes. Inside-controlled sideview mirror. Instrument panel padding; top and bottom. Padded steering wheel. Front door storage compartments. Center arm rests front and rear. Vanity mirror. Automatic parking brake release. Non-glare inside rearview mirror. Air-foam padded seat cushions and backs. Rear seat assist handles. Interior lights, remote-controlled by all doors; map, glove box, and trunk compartment lights. Three ashtray-lighter units. Carpeting. Chrome moldings for wheel openings and below door sills. Rear license plate frame. Back-up lights. White wall tires. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Carpeted trunk and spare-tire cover. Undercoating.

## 1963 Imperial Specifications

**ENGINE:** 90° V-8, 10.1 to 1 compression ratio. Brake horsepower, 340 at 4600 r.p.m. Bore, 4.19 in.; stroke, 3.75 in. Wedge-type combustion chambers, overhead in-line valves. Slipper-type aluminum alloy pistons; three rings per piston. Silicon chromium steel intake and exhaust valves. Closed crankcase ventilation. 17 in. diameter air cleaner. Full-pressure lubrication, full-flow oil filter. Aluminized exhaust system.

**FUEL SYSTEM:** Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Dual fuel filters. Fuel tank capacity, 23 gallons.

**COOLING SYSTEM:** Thermostatic by-pass control. Full-length water jackets around cylinders. Total capacity, with heater, 17 quarts.

**ELECTRICAL SYSTEM:** 12-volt battery; 78 plates, 70-amp-hr. rating. 35-amp. alternator (40 amp. with air conditioning). Waterproof ignition, 14 mm. spark plugs.

**TRANSMISSION:** TorqueFlite pushbutton automatic transmission. Three-speed planetary gear set with torque converter. Breakaway ratio . . . 5.39 to 1. Lever-operated transmission master parking lock. Pushbutton control panel located at left of steering wheel.

**DRIVE:** Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio, 2.93 to 1.

**FRAME:** Perimeter-type ladder frame with six cross-members. Outboard side rails extend the full length of the car.

**SUSPENSION:** Chrome-steel torsion-bar independent front wheel suspension. Ball-joint pivots. Leaf-type rear springs, 60 in. long, mounted 45½ in. apart. Off-center mounting combines resistance to sway and smooth, controlled ride. Oriflow shock absorbers at all four wheels. Rear axle stabilizer struts.

**STEERING:** Full-time power steering. 3.5 turns, full left to full right . . . Symmetrical idler-arm steering linkage.

**BRAKES:** Automatic-adjusting hydraulic brake system with power assistance. Flared brake drums. 11 in. x 3 in. cycle-bonded linings; total effective braking area 287.3 sq. in. Foot-operated mechanical parking brake with automatic release.

**WHEELS AND TIRES:** 8.20 x 15 rayon tubeless tires on Safety-Rim wheels. White wall tires standard on the LeBaron, optional at extra cost on Custom and Crown models. Stainless steel wheel covers.

**DIMENSIONS:** Wheelbase, 129 in. Front tread, 61.7 in.; rear, 62.2 in. Over-all length 227.8 in. Width, 81.7 in. Height (loaded), 56.8 in.

*As part of Imperial's policy of constant improvement, we reserve the right to make all prices, specifications, equipment, colors subject to change without notice and without obligation on cars already produced.*

**IMPERIAL'S INVESTMENT VALUE** through your years of ownership is protected by the same deeper qualities that influence your initial purchase. For example:

**Dependability.** Imperial owners tell us that years and miles have less effect upon an Imperial than any car they have owned. Indeed, our service records show Imperials now well into their *second* 100,000 miles of service. Yet 83 engineering refinements were made this year alone, to further improve Imperial's matchless performance.

**Luxury.** Once used to Imperial's *total* luxury in mechanical qualities as well as conventional comforts, owners rarely are willing to settle for less. As an investment in sheer motoring pleasure, Imperial provides greater rewards with every passing mile.

**Design.** Imperial's outstanding record of styling continuity stands unequaled among today's motorcars. We frown upon annual changes for styling novelty alone; yet important product improvements *are* introduced from year to year, without hastening the depreciation of earlier models. As a result, the Imperial look keeps its distinction; your Imperial looks new years longer.

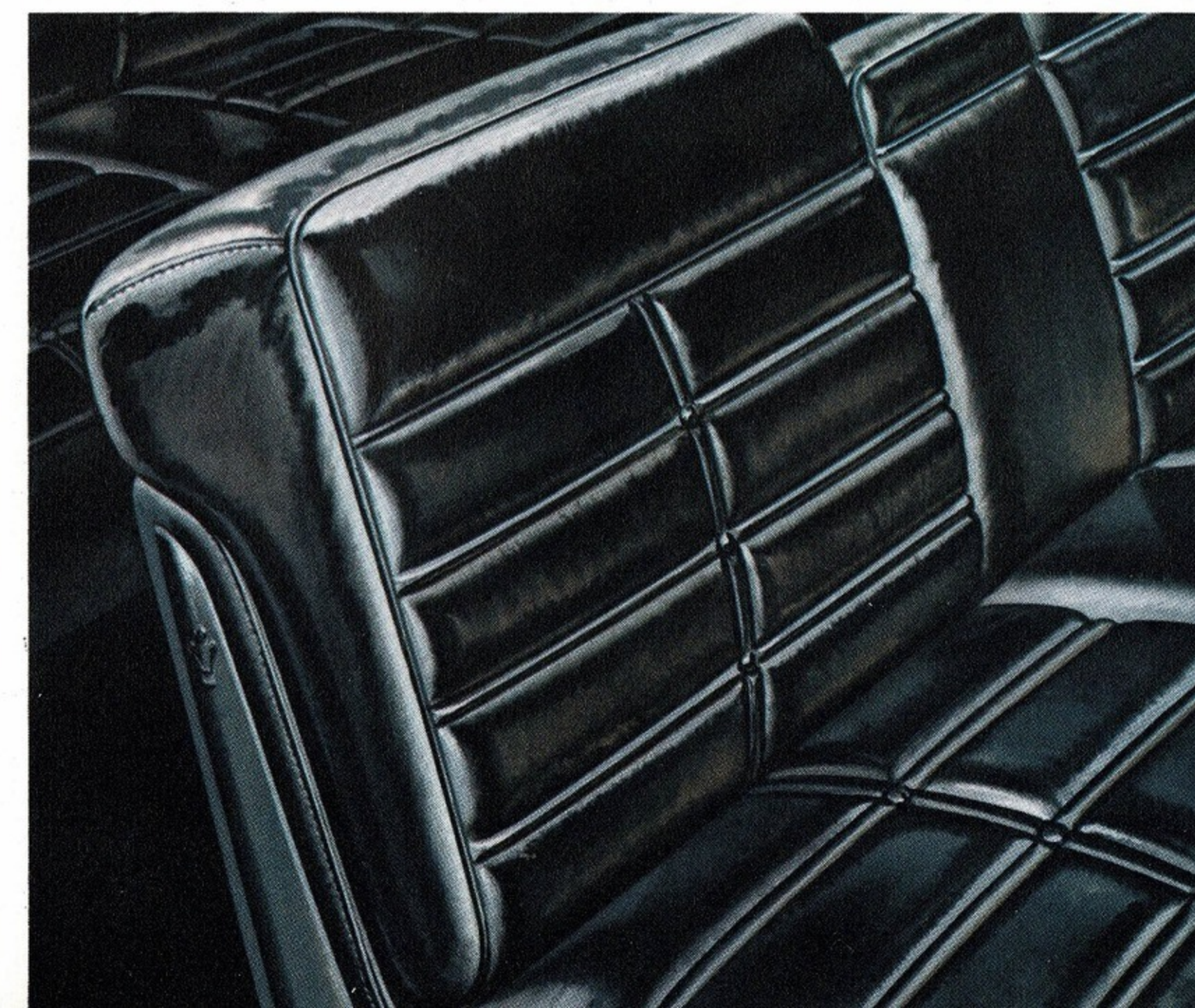
**Resale.** Year after year, Imperial's distinguished character . . . its reputation for performance . . . its keen owner loyalties have won new respect and admiration from the public at large—a fact proved by high levels of investment return to owners when the time for replacement comes.



*The LeBaron cloisonné crest on the roof makes this the only car on which this federal jewelry excise tax is paid.*

*Two portfolio pockets are provided on the backs of front seats for added rear compartment storage space.*

*Select walnut veneers offer a rich background for the LeBaron's scrollwork on door panels.*





IMPERIAL LUXURIES include several options which many owners consider quite indispensable for complete motoring satisfaction. You may wish to consider them also when you order your car:

*Air Conditioning.* 90% of LeBarons and 60% of all Imperials are purchased with this feature. Our units heat and dehumidify in winter; cool, filter and dehumidify in summer. In areas of high humidity and/or temperature, and for closed-car comfort in summer driving, this is a most practical luxury indeed. Available as a single or dual unit.

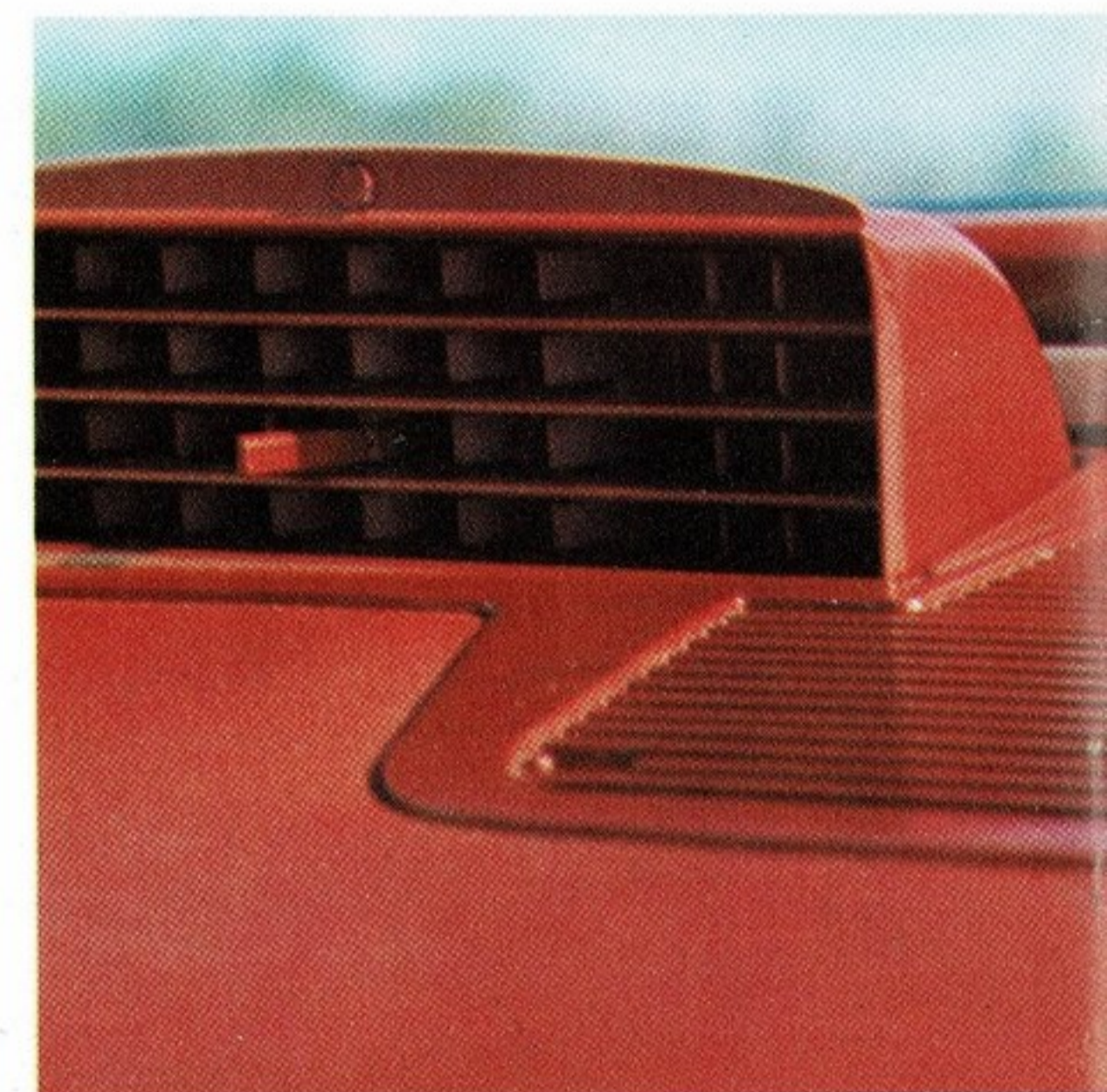
*Auto-Pilot.* A luxury of many virtues for those who travel extensively. On turnpikes and superhighways, any pre-set speed is automatically held—regardless of hills, grades or winds—until a touch of the

brake releases the Auto-Pilot. Thus, fuel economy can be improved up to 15%. When set to in-town speed limits, Auto-Pilot's back-pressure on the accelerator acts as a speed warning.

*Radio.* An obvious but important choice. Imperial's radio provides automatic touch-tuning, floor and dash controls, and power antenna as standard features. Rear seat speaker comes with all but convertibles and dual air-conditioned Imperials.

*Sure-grip differential.* A modest investment assures you maximum traction when driving over snow, mud or ice.

*Still others:* Heater—Automatic headlight dimmer—Rear window defogger—Tinted windshield, side windows, rear window—Power door locks—Seat belts.



## OUR INVITATION TO YOU

If you are planning to buy an Imperial, Cadillac or Lincoln this year, we invite you to begin your selection by driving a new Imperial, on your own terms.

Your dealer is ready to furnish one of his new models for thorough testing and comparison—with any car, on any count.

So call him, please. There's no obligation . . . and what you learn will help you make a better-informed judgment in the selection of your next luxury motorcar.

