

# NEW YORKER

*A State Of Mind*

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NEW YORK. Where achievements are monumental. Where art and architecture, power and technology flourish. Where papers are signed and mergers are made. Where premiere performances become internationally acclaimed events. Where trends are anticipated and styles are set.

Like the city and people for which it is named, the Chrysler New Yorker embodies excellence, confidence, elegance. Introducing the new 1988 Chrysler New Yorker. A state of mind...



# EXCELLENCE

An architect adds the final details to plans for the newest skyscraper on the city's familiar, formidable skyline. The great heroes of the world parade up Fifth Avenue, applauded with ticker tape as the city celebrates. A private jet is mirrored in the glass facade of its corporate headquarters. For many, New York City is the personal milestone that measures perfection and achievement. The standard

for excellence that is recognized the world over.

The Chrysler New Yorker meets the same high standards. Efficient use of technical advancements make this one of the finest luxury automobiles available today. Its effortless precision and controlled handling are the result of a long-standing commitment to quality. The Chrysler New Yorker. The achievement of automotive excellence.





# CONFIDENCE

A Wall Street stockbroker hangs up the phone then bucks a trend on the frenzied trading floor. A top fashion photographer captures a moment of beauty, seen later on a billboard overlooking Times Square. A first-time marathoner crosses the Central Park finish line with a surge of speed. In New York, power is not only the what but the when. It's confidence, an alertness, an immediacy that

keeps the city one step ahead of the pack. The Chrysler New Yorker belongs to those individuals who know their own style. The well-educated and the well-travelled. Initiated into a world of good taste and exceptional quality, they demand and receive comfort, luxury, innovation, and peak performance. The Chrysler New Yorker. Commanding confidence.





# E L E G A N C E

A virtuoso violinist returns to the stage, bowing to choruses of "bravo" and "encore." Overlooking the city lights, a couple toasts a special occasion as they dine on a penthouse terrace. In the quietest of rooms, a man in black tie nods his head and becomes the owner of a rare work of art. In New York, elegance is the mark of achievement, be-

longing to those who have aspired, accomplished, arrived. The new 1988 Chrysler New Yorker represents automotive design and engineering at its sophisticated best. An elegant economy of motion that translates energy into luxurious performance. With each turn of the key, the Chrysler New Yorker delivers exceptional quality.







Chrysler

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Division of Chrysler Motors

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