

“Form ever
follows function.”

-Louis Henri Sullivan (1896)

By maximizing
the ratio of room given
to passengers to room

Function

given to machine
a whole new category of
vehicle is created.

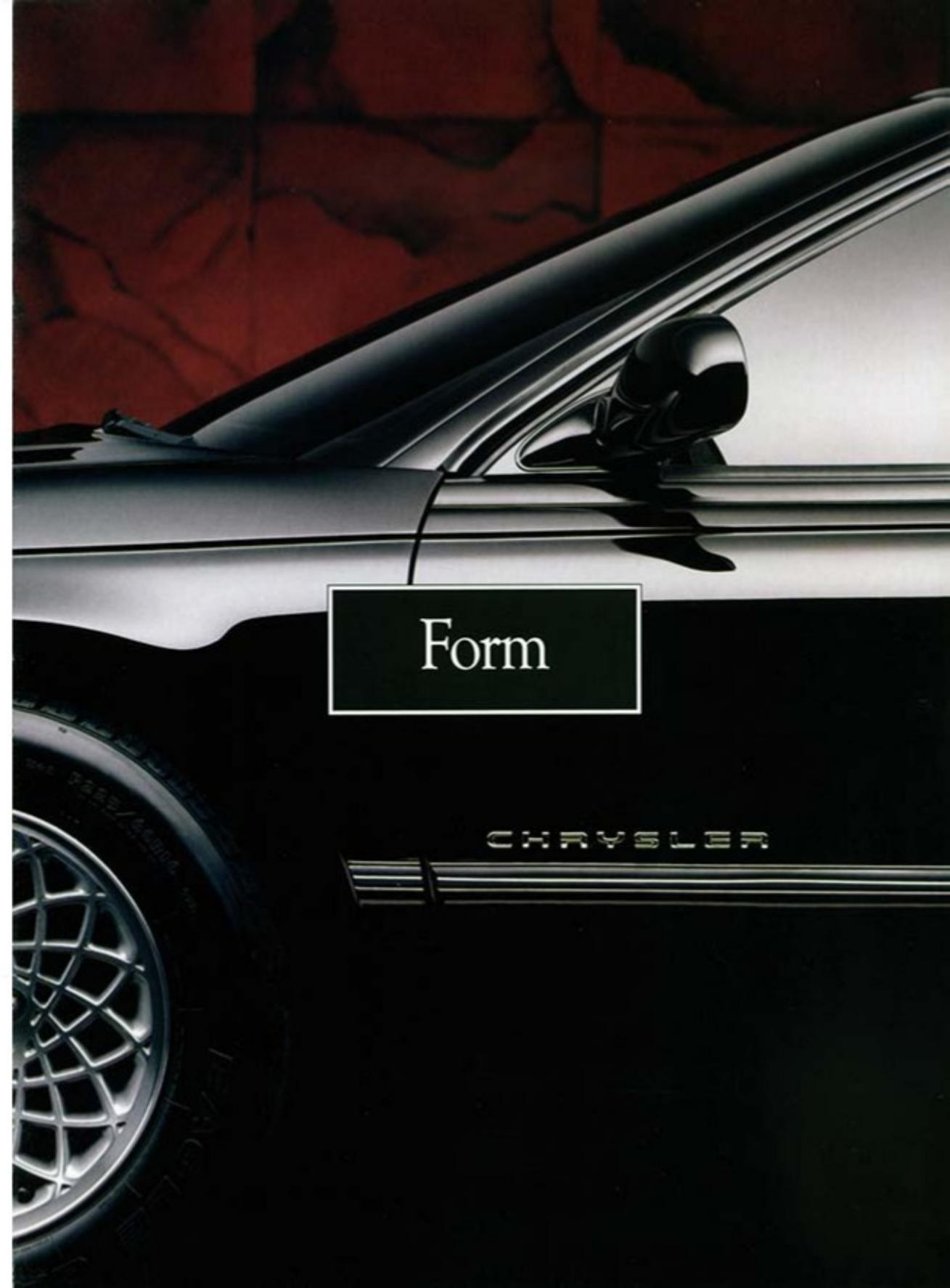


Form

Later, this same concept
leads to “cab forward.”
The windshield is moved
forward

Function

and radically canted
to provide increased
visibility and decreased
aerodynamic drag.



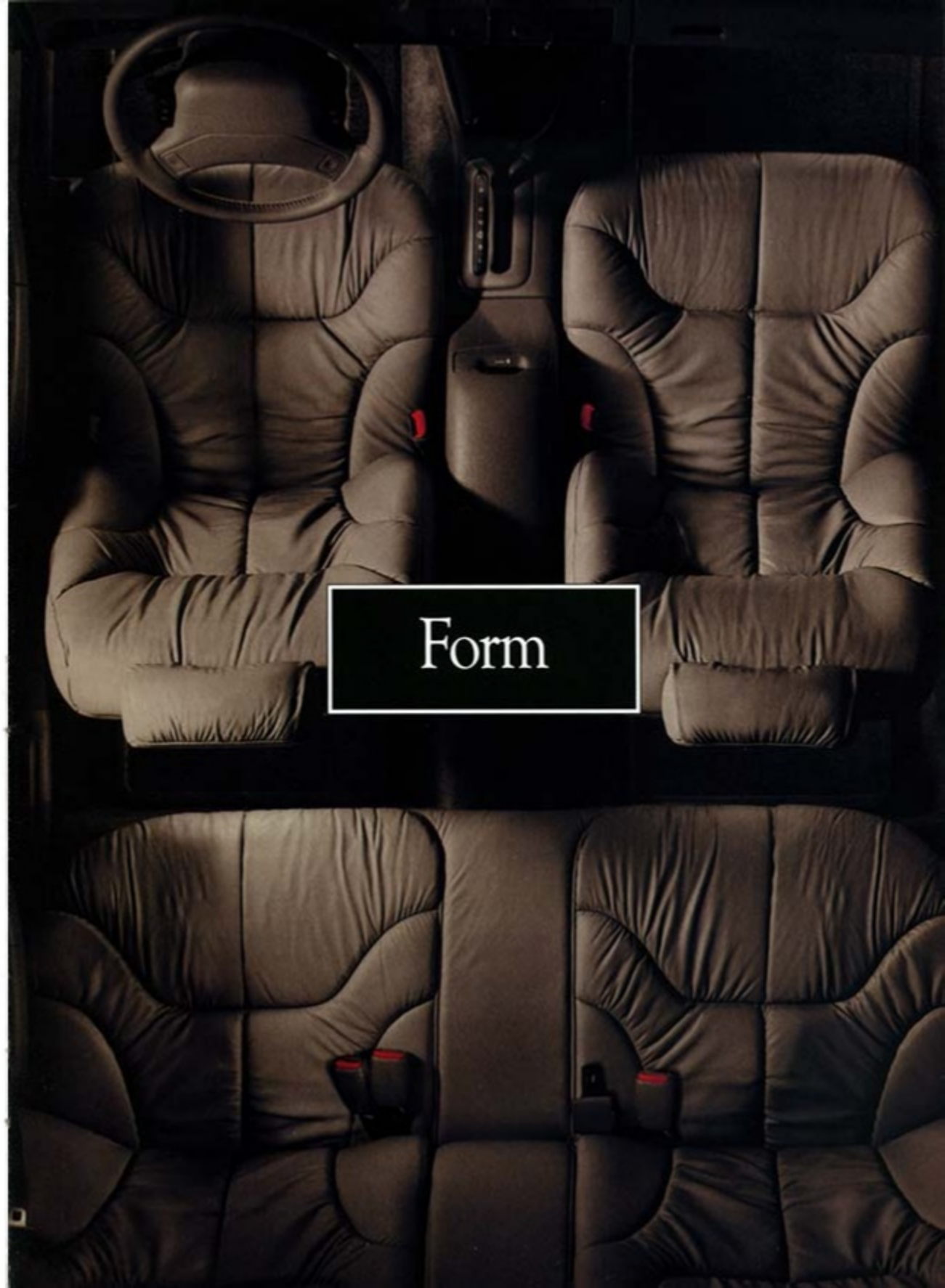
Form

The wheels are moved
toward the corners to
provide a significant increase
in interior volume.

Function

This also provides a wider
track for more stable handling.

Rear doors become wider
for easier entry and exit.



Presenting one of the most eloquent expressions ever of form following function. The Chrysler New Yorker.

of a totally new automotive architecture called "cab forward." The New Yorker seats six, and is roomier than the Cadillac Seville, Acura Legend and the Infiniti Q45.¹ It has a longer wheelbase than a Lincoln Continental, so you get a smooth, comfortable ride. It has a wider track than the Lexus LS 400, so the car plants



Buy a new car that looks like this and everywhere you go heads will swivel. Which will probably make you feel very, very good. For about one week. After that, you hope and pray a car's beauty is more than sheet metal deep. Fortunately this car's fluid lines are not the result of some styling gimmick; they're the result

itself around curves. It has four-wheel independent suspension, four-wheel disc ABS, and driver and front passenger air bags.* All standard. In fact, the whole premise behind its design was functional: to combine the comfort of a luxury car with the handling of a sports sedan. Can we help it if it also turned out beautiful?

Presenting the Chrysler LHS.
Its function? To perform.

214-horsepower overhead cam engine with more torque than a Nissan 300 ZX, and "it answers to the helm with an effortless precision that would do BMW proud," says *Car and Driver*. The Chrysler LHS caters to your sense of refinement with anatomically designed bucket seats trimmed in glove leather, an 11-speaker Infinity Spatial



If what you're looking for is a sedate way to get from one appointment to the next, there are many luxury cars you can choose from. However, if what you want is a car that can make that trip exhilarating, take a look at the Chrysler LHS. It's one luxury car that assumes you enjoy the act of driving. To that end, it has a 24-valve,

Imaging Sound System and automatic temperature control. And it appeals to your common sense with four-wheel disc anti-lock brakes and driver and front passenger air bags.* Quite simply, the Chrysler LHS was designed to put you back in touch with one of the chief joys of owning a car. In case you've forgotten, it's called driving.

The Chrysler Concorde. A function and a form
automotive writers are still writing about.

one research study, among the 129 new car models sold last year, the Chrysler Concorde ranked in the top ten in owner satisfaction.[†] Along with Mercedes, Acura and Lexus. There are a number of reasons for this. The Concorde's roominess and comfort, its superb handling, its long list of standard features, including



The reviews for the Chrysler Concorde continue to be glowing. One writer has gone so far as to call it "a watershed event in auto industry history." All of which has been flattering, of course. But even more gratifying is the fact that real people have been buying this car, and their reviews are starting to come in. According to

driver and front passenger air bags.* And its price is set at a level car-buying mortals can actually afford. All of which adds up to a strong argument for test-driving the Chrysler Concorde. You'll not only see why last year it was *Automobile Magazine's* "Car of the Year." You'll see why this year, it should be *your* car of the year.

The Chrysler Town & Country. (Form following function led to a whole new form of transportation.)

bags* and dynamic side impact protection. Which means, for 1994, our minivans are the only ones to meet all 1998 passenger car safety standards.[†] All this functionality is raised to luxurious new levels in the Chrysler Town & Country. It offers quad seating for seven, an Infinity Sound System, four-wheel disc anti-lock brakes and a



When we introduced the first minivan back in 1984, it literally transformed the way families traveled. And since inventing it, we've continued to improve it. Some examples: we were the first with a minivan air bag. The first to offer an integrated child safety seat. And now we're the first to give you driver and front passenger air

3.8-liter high torque V-6. Luxury appointments like a CD player, leather-trimmed seats are also available. The Chrysler Town & Country shows what can happen when a company believes in continuous improvement. We just can't seem to leave a good idea alone. Aren't you glad?

FORM FOLLOWS FUNCTION
C H R Y S L E R 

For more information,
there's only
one function left
to perform.

**Call 1-800-4A-
Chrysler.**