

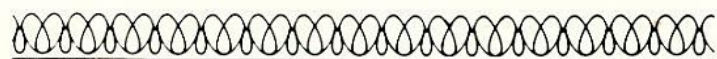
# make your move

...move up to **CHRYSLER '68**





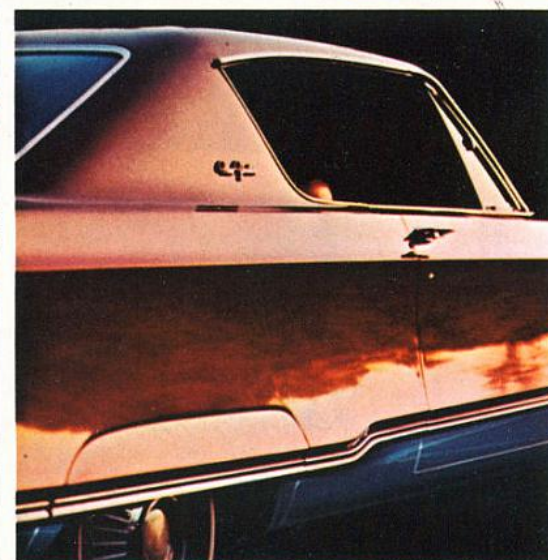
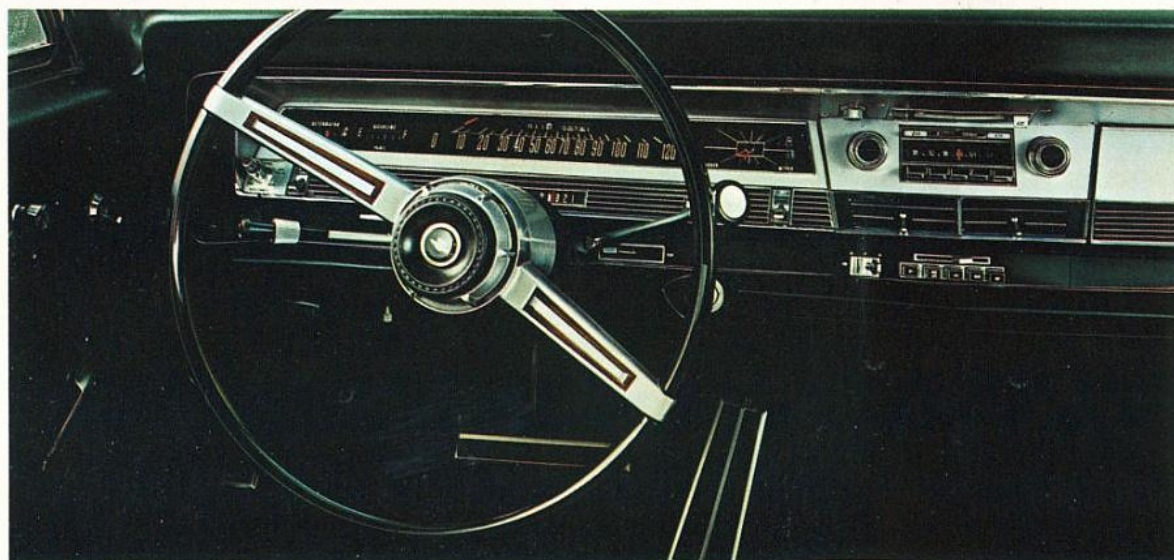
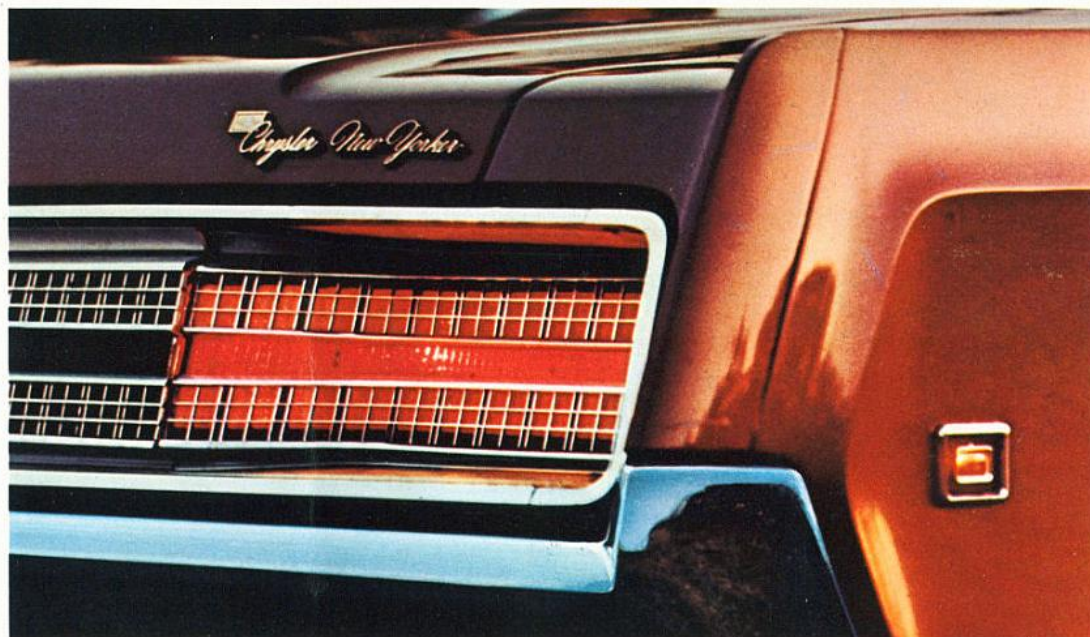
Walnut-grained panelling. Jacquard weave fabrics. Hand-rubbed leathers. A place in which to be comfortable. Hour upon hour. The measured pace of a powerful engine. And all the assured responses. The knowledge that this automobile is assembled, not just put together. This year, many will choose Chrysler to make their luxury statement. The most elegant will be the New Yorker.



**1968 new yorker**











New Yorker 4 Door Hardtop

# new yorker

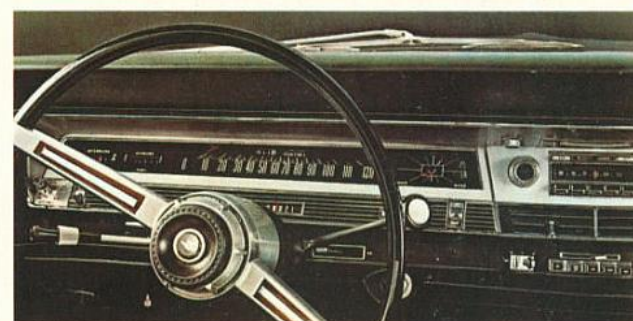
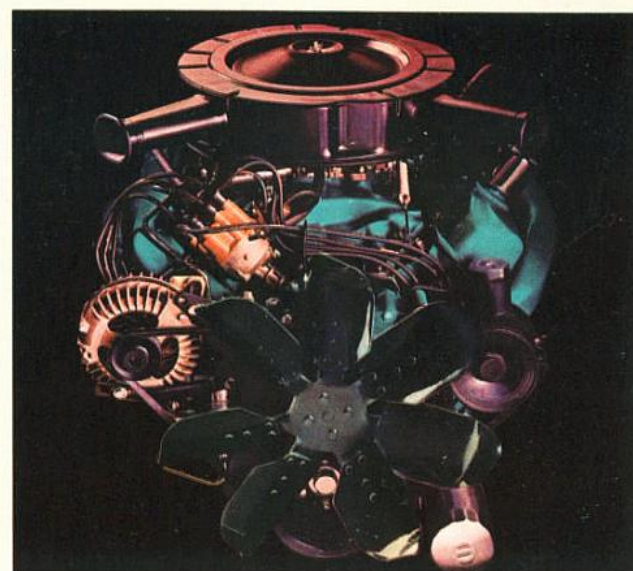
## NOWADAYS, EVERYBODY HAS A LUXURY MODEL. WE HAVE 15.

The biggest and most luxurious of the lot is the newly arrived New Yorker 4-Door Hardtop, above. With the kind of standard appointments you've come to expect. Power steering and power brakes. A 3-speed Torqueflite automatic transmission. Interior panelling — across the instrument panel and along the doors — with the look of burled-grain walnut. 5-foot wide

seats with fold-down centre armrests.

And silence. Special sound absorbing materials are used everywhere. On the underside of the hood, fiberglass silencing pad. On the underside of the body, full undercoating. In the headliner, a layer of wool fibre. Beneath door-to-door carpeting, an extra layer of plastic insulates against road noise and rust. And in the trunk, the same treatment.





**NEW YORKER CATERS TO YOU.  
NEVER VICE VERSA.**

**And always by design.**

Inside the standard front seat of Jacquard weave and Cologne-grain vinyl, there are 43 deep coil springs. Two 1-inch layers of foam padding. Full leather upholstery is a limited production option. Around you, other standard conveniences. An ignition switch light comes on whenever you open the door. It remains lighted while you

insert your key. And goes off in exactly 60 seconds. Automatically. (Time it with the sweep second hand on the standard electric clock.) In every New Yorker. A map light helps you check where you're going. A lighted trip odometer tells you how far you've come.

**LOOK FOR LUXURY  
PERFORMANCE. AND GET IT.**

From the latest version of our 4-barrelled 440 cubic inch V8. This

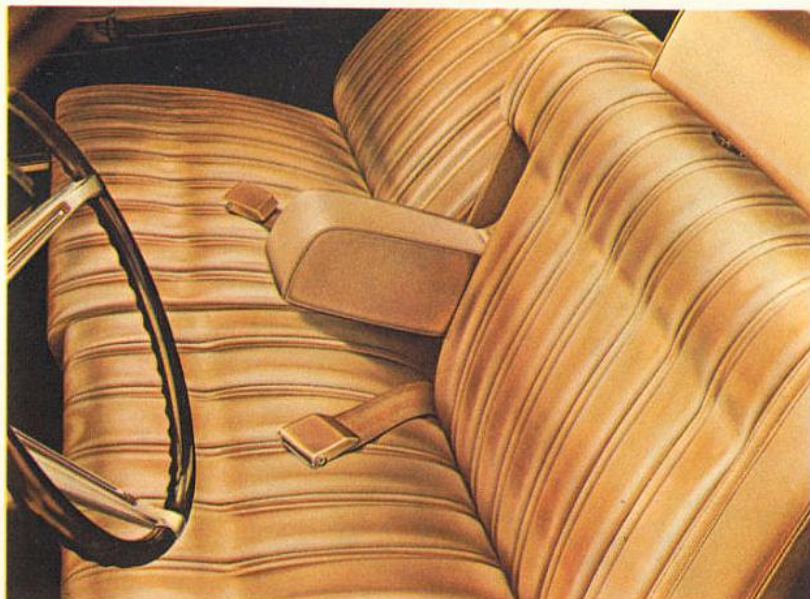
year, exhaust valves are larger for increased performance at highway speeds. Wide-rim wheels are backed up by a dual braking system. If one brake line should fail, a second takes over. And a warning light on the instrument panel lets you know it.

One luxury that's quite an addition is an option called TNT. A refinement of the already awesome 440-V8, mentioned above. We bring up TNT for one reason only: to let you

know that 375 horses and ultimate luxury do mix.

The sportiest of New Yorker hardtops gets the full luxury treatment inside. With optional contoured buckets of vinyl or leather. And a walnut-styled centre console. Underneath it all, Chrysler's unique suspension system of front torsion bars and rear leaf springs temper the roughest of terrains. And further smooth the smoothest.





New Yorker 4 Door Sedan



New Yorker 4 Door Sedan

### THE NEW YORKER 4-DOOR SEDAN COULD WELL BE YOUR SOUNDEST INVESTMENT.

Because it has all the luxuries of other New Yorkers. And one feature all its own: price. It's the most affordable in the series. And yet, the same wide choice of options is available to 4-door investors. 6-way power seat control. The luxurious New Yorker offering: the 3-in-1 seat (more about it later). Power windows and 7-position Tilt-a-Scope steering wheel. AM/FM Stereo Multiplex radio

with 5 rear speakers. (4 if you order the new defogger.) 8-track stereo tape deck. And a Safeguard Sentinel system to guide you to your front door at night. Headlights stay on for 30 seconds after you leave your car. Then shut off automatically. The option list isn't very long. Because many items you'd expect to pay more for on other cars are standard here.

### A MAN'S FAVOURITE CHAIR SHOULD BE IN HIS CAR.

So we designed the optional 3-in-1

front seat. And made it available in all New Yorker 4-door models. The result is a highly flexible piece of furniture. With individual armrests up, the 3-in-1 is as spacious as the regular New Yorker seat it replaces. Armrests down and it becomes a 2-passenger seat with the feel — and support — of buckets. The passenger has one up on the driver. His seat reclines to many different angles. All the way to a 145 degree lounge position. A head rest is mandatory. A fitted head rest can be specified for the driver too!

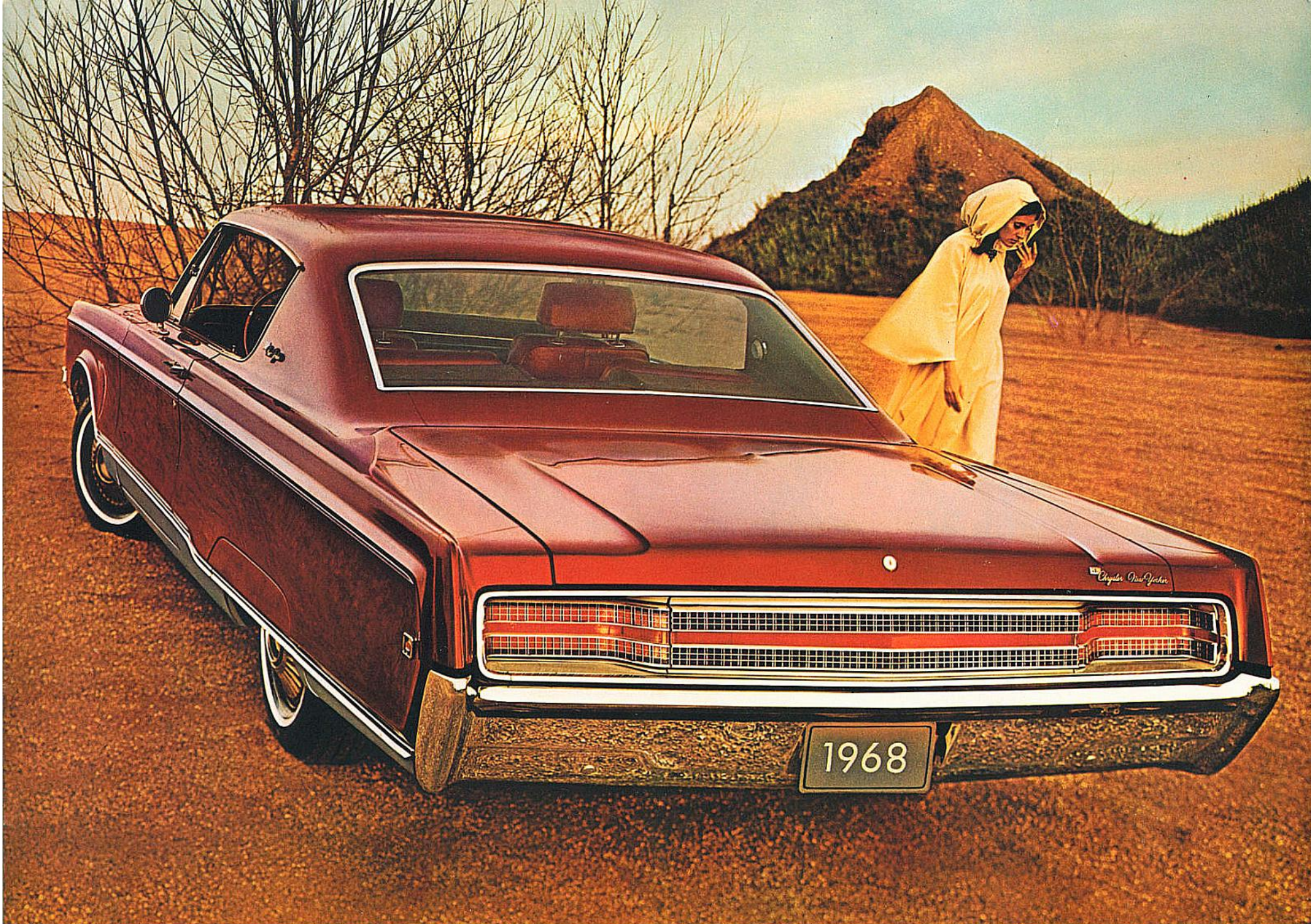
### NEW YORKER BUYER'S GUIDE

#### Standard Equipment:

**Control & Performance:** 440 cu. in. V-8 with 4-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System; exhaust emission control • TorqueFlite 3-speed automatic transmission • Power steering • Power brakes • Torsion-Aire suspension • Self-adjusting brakes • 8.55 x 14 tires

**Safety:** Dual braking system • Energy-absorbing front seat backs • Energy-absorbing steering column • Recessed centre steering wheel with padded hub • Padded instrument panel and sun visors • Glare-resistant finish on reflecting surfaces • Roadside warning flashers • Parking and brake system warning light • Side marker lights • Inside Day/Night mirror with Safety-Action arm • Remote control outside mirror (left side) • Lap belts, front and rear • Front seat back-latches (2-door





New Yorker 2 Door Hardtop

models) • Front seat belt retractors • Soft window control knobs • Safety-Action inside door handles • Non-override door locks • Interlocking safety door latches • Double-thick windshield laminate • 3-speed electric windshield wipers • Electric windshield washers • Windshield defroster and defogger • Safety-Rim wheels • Turn signal indicator lights • Touch-and-Turn lane changer indicator • Back-up lights

**Lighting:** Door-actuated interior lights • Rear pillar interior lights (hardtops only) • Dome light (4-door sedan only) • Time-delay ignition switch light • Glove box light • Map and courtesy light • Trunk light • Twin ash tray lights (front)

**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) • Centre convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • Electric clock • Instrument panel appliqué with the look of walnut • Pleated cloth-and-vinyl bench seats with pull-down centre armrests, front and rear • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Carpeted lower door trim panels • Two rear seat ashtrays • Rear seat lighter (4-door models) • Crank-type vent windows • 3-spoke steering wheel with integrated horn bar

**Exterior features:** Textured-vinyl roof pillar appliqué (4-door hardtops only) • Stainless steel wheel covers • Fender-mounted turn signal indicators • Weather-protected door locks • Full-length body accent paint stripes

#### Optional Equipment:

**Control & Performance:** 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • Power disc brakes up front with 15 inch wheels and tires • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty brakes and suspension • Automatic Speed Control • Trailer-towing package (see page 20)

**Safety:** Front and rear shoulder belts • Front seat head restraints • Centre lap belts, front and rear

**Lighting:** Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required)

**Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic temperature control • All-vinyl contoured bucket seats with passenger recliner and centre cushion armrest (2-dr. models) • Leather

bucket seats, passenger recliner, and centre cushion armrest • Cloth-and-vinyl or all-vinyl 3-in-1 divided front seat with passenger recliner and individual armrests • Centre console with simulated walnut panelling, performance indicator and lockable storage compartment • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • 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

**Exterior features:** Tinted glass • Remote trunk release • WSW tires • 14 inch styled road wheels • Deep-dish wheel covers • Right hand outside rearview mirror





300 Convertible

# 300

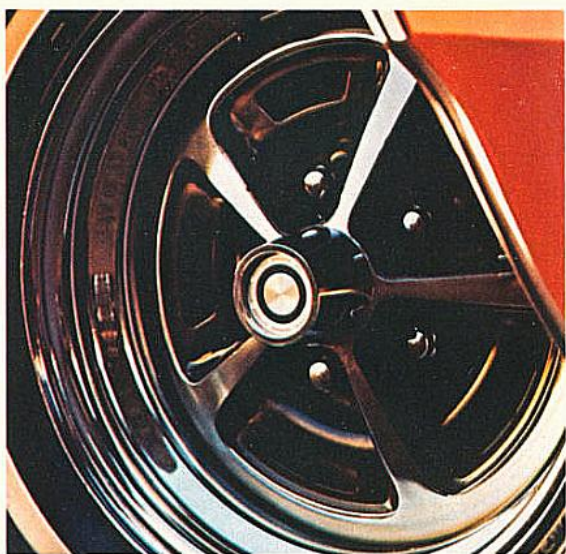
Behind disappearing headlights, a heritage. Of brute strength. Total control, total comfort. The kind of gone-with-the-wind performance that could only come from Chrysler. And does. 300: The Genuine Article.

## WHAT ON EARTH ARE YOU WAITING FOR?

This is it. The 300 convertible for '68. 4-barreled 440 cubic inch V8. With 10-to-1 compression ratio. Wide-Rim wheels. Biggest brakes in its class. And a dual braking

system with warning light. A very sophisticated transmission called Torqueflite. 3-speed, fully automatic, and copied by just about everybody else. An optional 440 TNT V8. Dual exhausts, twin snorkel air cleaner, a high performance camshaft, and 480 foot-pounds of torque. Optional front disc brakes. Standard sport steering wheel. In all convertibles, a glass rear window. In all 300s, one very convertible item. Disappearing headlights. And the most important standard feature. A reputation.





300 2 Door Hardtop

The next move is yours. Contoured bucket seats tell you what 300 is all about. They're standard. Covered in Cologne-grain vinyl. Available with headrests and passenger recliner. And they can be divided by an optional centre console, complete with Performance Indicator gauge, lockable storage compartment, and the look of burled walnut. For the very-hard-to-please, genuine leather is a limited production option. It's your move. Open the door. On goes an optional ignition switch lamp. Auto-

matically. Flick a toggle switch. Scan a panel of non-glare gauges, padded above - and below. Set the trip odometer on zero. Slide into optional shoulder harness. Buckle. 60 seconds are up. Ignition lamp goes off. Automatically. Turn the key. Shift a lever. Toe the throttle. And head for open places. Tune in an optional stereo unit. 8-track tape system or AM/FM Multiplex. With 5 separate speakers (4 with rear window defogger). Turn on optional air conditioning and regulate 300's interior climate with

automatic temperature control. Quietly. Completely. By now, you should be getting somewhere. Somewhere far away. Arrive there in 300. And disturb the peace in quiet. For the Hardtop buff: 300's 2-door version. The 14th edition of this close-cornering, smooth-handling Chrysler. Credit goes where credit's due. To a refined suspension system that combines racing-type, chrome steel torsion bars up front, with leaf springs trailing. Little things mean a lot in the 300. Like 20.8 gallon gas tank

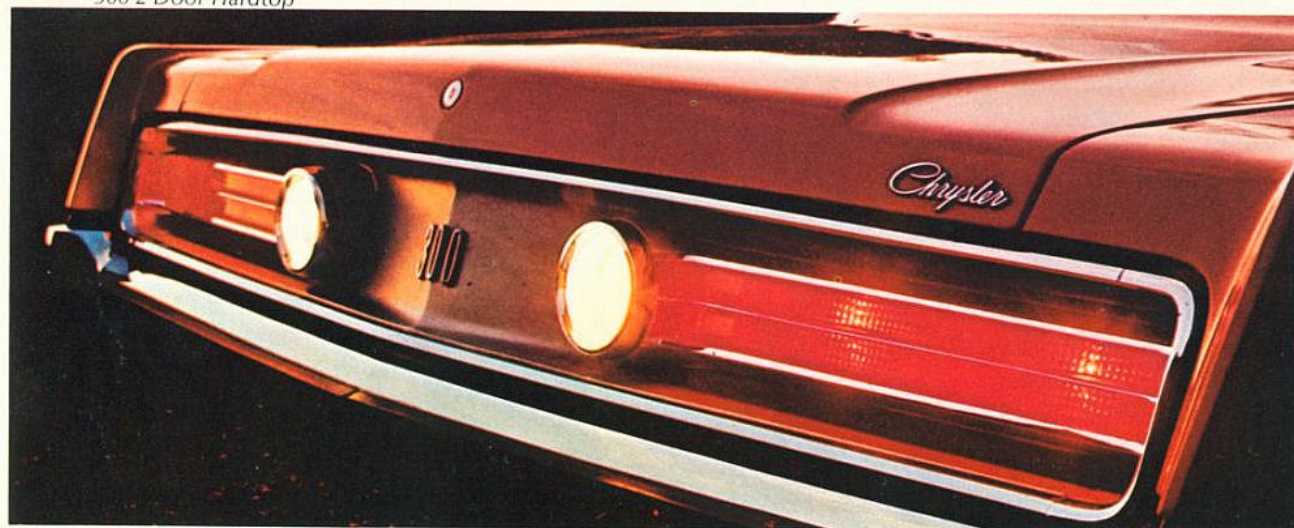
and front seat back safety latches on the buckets, a remote control outside mirror is standard. A few well-chosen handling options can be ordered with any 300. Power-assisted front disc brakes. Sure-Grip differential. Heavy-duty suspension components. Chromed steel road wheels, 3 speed, non-streak electric windshield wipers. In short, the works.





300 2 Door Hardtop

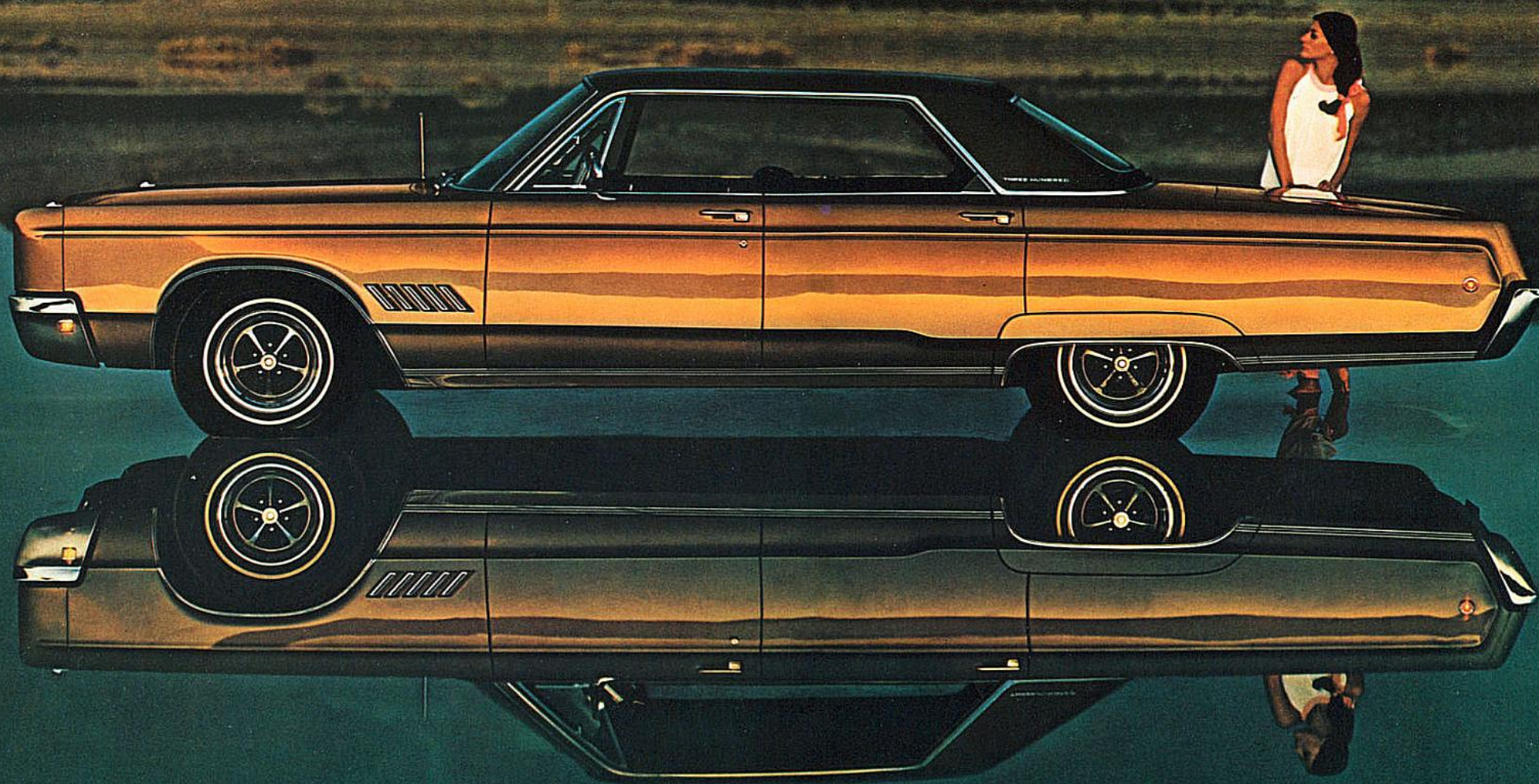
# 300



## NO CAR STANDS STILL QUITE SO BEAUTIFULLY.

From new disappearing headlights to sculptured taillights, the 4-door hardtop is the roomiest of the sports-bred 300. Bronze-textured fittings of brushed aluminum run along the dash. From instrument cluster to the glove box. Unibody construction's 5,000 separate welds combine to make the body into a rigid, one-piece passenger shell of unusual strength. Inside, sound-absorbing carpeting underfoot. Up the door trim panels. Around bucket-backs. For extra passenger room, order a front bench of Cologne-grain vinyl. It's yours for the asking. Comes with fold-down centre armrest to preserve that bucket flavour. In such surroundings, it's possible to forget you're in a sporting 300. But just for an instant. The extra choices keep reminding you.





300 4 Door Hardtop

## Chrysler 300 Buyer's Guide

### Standard Equipment:

**Control & Performance:** 440 cu. in. V-8 with 4-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System • TorqueFlite 3-speed automatic transmission • Torsion-Aire suspension • Self-adjusting brakes • 8.55 x 14 tires

**Safety:** Outside remote control mirror (left side) • Inside Day/Night mirror with safety-action arm • Lap belts front and rear • Front seat back latches (2 dr. models) • Front seat belt retractors • Windshield washers • 2-speed electric windshield wipers • Touch-and-Turn lane changer • Dual braking system • Energy-absorbing front seat backs • Energy-absorbing steering column • Recessed-centre steering wheel with padded hub • Padded instrument panel and sun visors • Glare-resistant finish on reflecting surfaces • Roadside Warning flashers • Parking and brake system warning light • Side marker lights

**Lighting:** Door-actuated interior lights • Rear pillar interior lights (hardtops only) • Turn signal indicator lights

**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) • Centre convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box door with 3-cup tray and secret compartment • Pale gold brushed finish instrument panel appliqué • All-vinyl contoured bucket seats with centre cushion armrest • Foam-padded seat cushions, front and rear • Door-to-door carpeting • Carpeted lower door trim panels • Two rear seat ashtrays • Crank-type vent windows • 2-spoke steering wheel with semicircular horn ring

**Exterior features:** Stainless steel wheel covers • Power-operated concealed headlights • Weather-protected door locks • Full-length body accent paint stripes • Wrap-around bumpers with integrated styling

### Optional Equipment:

**Control & Performance:** 440 cubic inch TNT V-8 with 4-barrel carburetor, high-performance camshaft, twin exhausts, and twin snorkel air cleaner • Power disc brakes up front with 15 inch wheels and tires • Power steering • Power brakes • Trailer towing package (see page 20) • Sure-Grip differential • 15-inch wheels and tires • Heavy-duty suspension and brakes • Automatic Speed Control

**Safety:** Front and rear shoulder belts (except convertibles) • Front seat head restraints • Centre lap belts, front and rear • 3-speed electric windshield wipers

**Lighting:** Time-delay ignition switch light • Cornering lights • Automatic headlight dimmer (Safeguard Sentinel Lighting required) • Glove box light • Trunk compartment light • Map and courtesy light

**Instrumentation:** Electric clock

**Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic temperature control • Leather bucket seats, passenger recliner, and centre cushion armrest • Cloth-

and-vinyl bucket seats, passenger recliner, and centre cushion armrest (except convertibles) • All-vinyl or cloth-and-vinyl bench front seats with pull-down centre armrests (except convertibles) • Centre console with simulated walnut panelling, performance indicator and lockable storage compartment • 6-way power front seat adjuster • Power windows • Power vent windows • AM pushbutton radio • AM/FM Touch Tuner Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • AM radio with 8-track Stereo tape unit • Front power antenna • Rear seat speaker • 7-position Tilt-A-Scope steering wheel • Three-spoke steering wheel with integrated horn bars • Electric door locks • Rear window defogger • Rear seat heater with defroster system (except convertible)

**Exterior features:** Vinyl roof covering (except convertible) • Tinted glass • Remote trunk release • White sidewall tires • 14 inch styled road wheels • 14 inch Sport wheel covers • Deep-dish wheel covers • Right hand outside rearview mirror • Fender-mounted turn signal indicators





Newport Custom 4 Door Hardtop

# newport custom

We start with a full-size automobile and all the basic Chrysler luxuries. In size, seating, and performance. You take it from there. With a list of options that just won't stop. This full-sized Chrysler is just a peg above our lowest priced series. Custom accent striping. Special taillight treatment across the rear deck. And special Newport Custom medallions and trim. Outside and in. 5-foot wide seats. Fold-down front centre armrest. Instrumentation plus. Calibrated speedometer. Ammeter. Oil pressure gauge. Fuel gauge. All easy to locate – and read. And for everything you turn on, there's a toggle switch or thumb roll disc. In Newport Custom, two ashtrays

turn up in a centre convenience drawer for front seat passengers. Along with a coin sorter, storage compartment and cigar lighter. There are 11 different combinations to choose from when you settle down to personalizing your Newport Custom interior. The standard seat is a cloth and vinyl bench with centre armrest. In hardtops, optional buckets come in Cologne-grain vinyl. 4-door sedans get our most unique seat option: the all-vinyl 3-in-1 front bench. And you can add an optional 6-way power adjustment and fitted headrests to any Newport Custom front seat. As for the luxury, just pick up where Custom Newport leaves off. And go. Add

front wheel disc brakes and we'll throw in special disc brake wheel covers. A vinyl roof. Black, white or green. More zip? A 4-barreled version of the 383, or even a 440 cubic inch V8. Just specify. Electric door locks. The driver can lock all doors with a flick of one dash-mounted toggle switch. If you want to tow a trailer, just check off a trailer-towing package. It's optional on every Chrysler. Set your speed on the highway with a newly devised automatic speed control system located on the end of the turn signal indicator. Just dial your desired speed. Touch the brake pedal to cancel it out. Chrysler convenience . . . all the way.



## Newport Custom Buyer's Guide

### Standard Equipment:

**Control & Performance:** 383 cu. in. V-8 with 2-barrel carburetor, silenced air cleaner, single exhaust system • Cleaner Air System • Torqueflite 3-speed automatic transmission • Torsion-Aire suspension • Self-adjusting brakes • 8.55 x 14 tires

**Safety:** • Touch-and-turn lane changer indicator • Dual braking system • Energy-absorbing front seat backs • Energy-absorbing steering column • Padded instrument panel and sun visors • Roadside warning flashers • Parking and brake system warning light • Side marker lights • Inside Day/Night mirror with Safety-Action arm • Outside mirror (left side) • Lap belts, front and rear • Front seat back-latches (2-door models) • Front seat belt retractors • Soft window control knobs • Safety-Action inside door handles • Non-override door locks • Interlocking safety door latches • 2-speed electric windshield wipers • Electric windshield washers • Windshield defroster and defogger • Safety-Rim wheels • Turn signal indicator lights • Back-up lights

**Lighting:** Door-actuated interior lights • Rear pillar interior lights (hardtops only)

**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) • Centre convenience drawer in instrument panel with coin sorter, storage compartment, twin ashtrays, and cigar lighter • Glove box with 3-cup tray and secret compartment • 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 • 2-spoke steering wheel with semi-circular horn ring

**Exterior features:** Weather-protected door locks • Full-length body accent paint stripes

### 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 • Power disc brakes up front with 15 inch wheels and tires • Power steering • Power brakes • Trailer towing package (see page 20) • Sure-Grip differential • 15 inch wheels and tires • Heavy-duty brakes and suspension • Automatic Speed Control

**Safety:** Front and rear shoulder belts • Front seat head restraints • Centre lap belts, front and rear • 3-speed electric windshield wipers

**Lighting:** Time-delay ignition switch light • Cornering lights • Automatic headlight dimmer (Safe-guard Sentinel Lighting required) • Glove box light • Trunk compartment light • Map and courtesy light

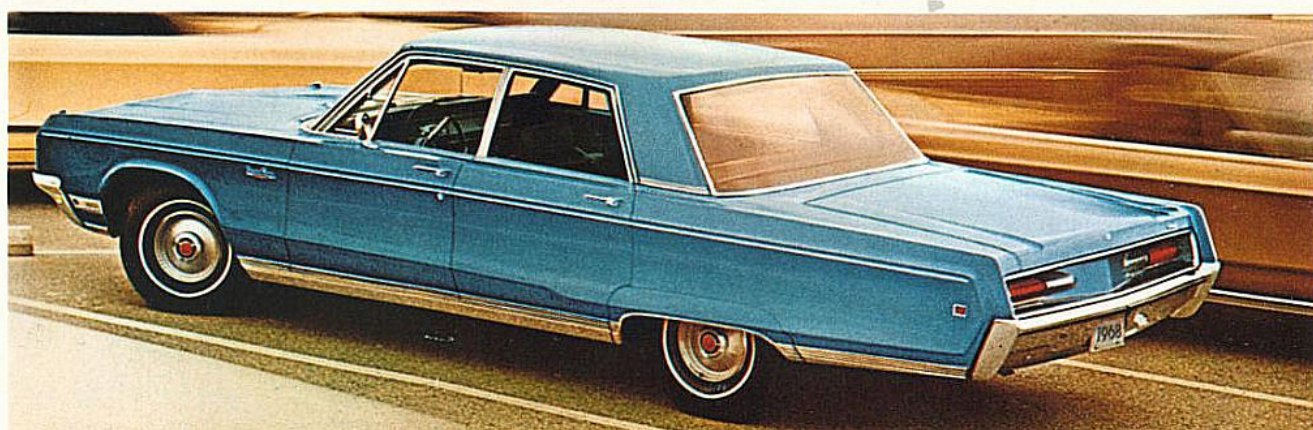
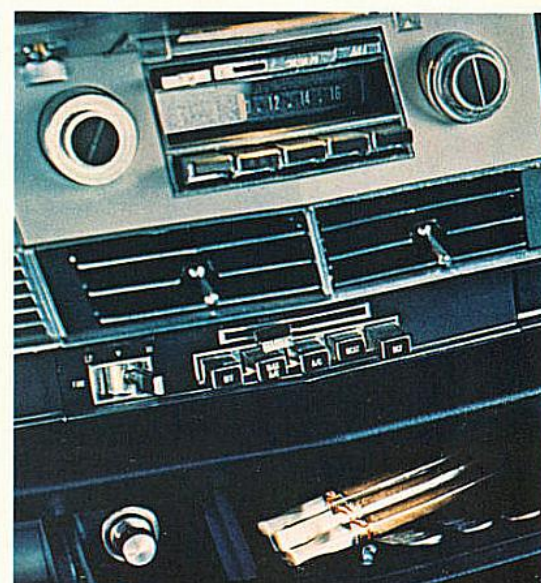
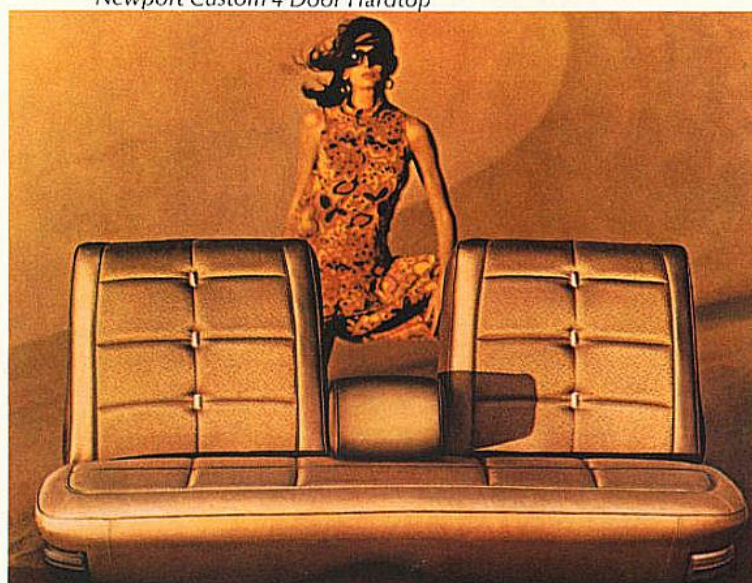
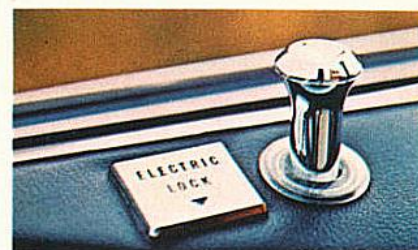
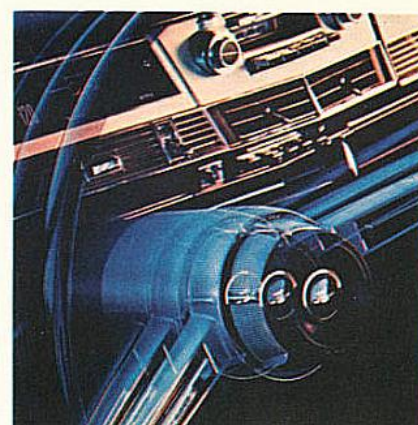
**Instrumentation:** Electric clock

**Interior features:** Airtemp air conditioning with heater • Auto-Temp automatic temperature control • All-vinyl 3-in-1 divided front seat with passenger recliner, individual armrests (4-door sedan only) • All-vinyl bucket seats with centre cushion armrest (hardtops only) • Centre console with simulated walnut panelling • Performance indicator and lockable storage compartment (hardtops only) • 6-way power front seat adjuster • Power window lifts • Power vent windows • AM pushbutton radio • AM/FM Touch Tune Radio with foot button control • AM/FM Stereo Multiplex Radio with remote speakers • 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

**Exterior features:** Vinyl roof covering • Tinted glass • Remote trunk release • White sidewall tires • 14 inch styled road wheels • Deep-dish wheel covers • Right hand outside rearview mirror • Fender-mounted turn signal indicators

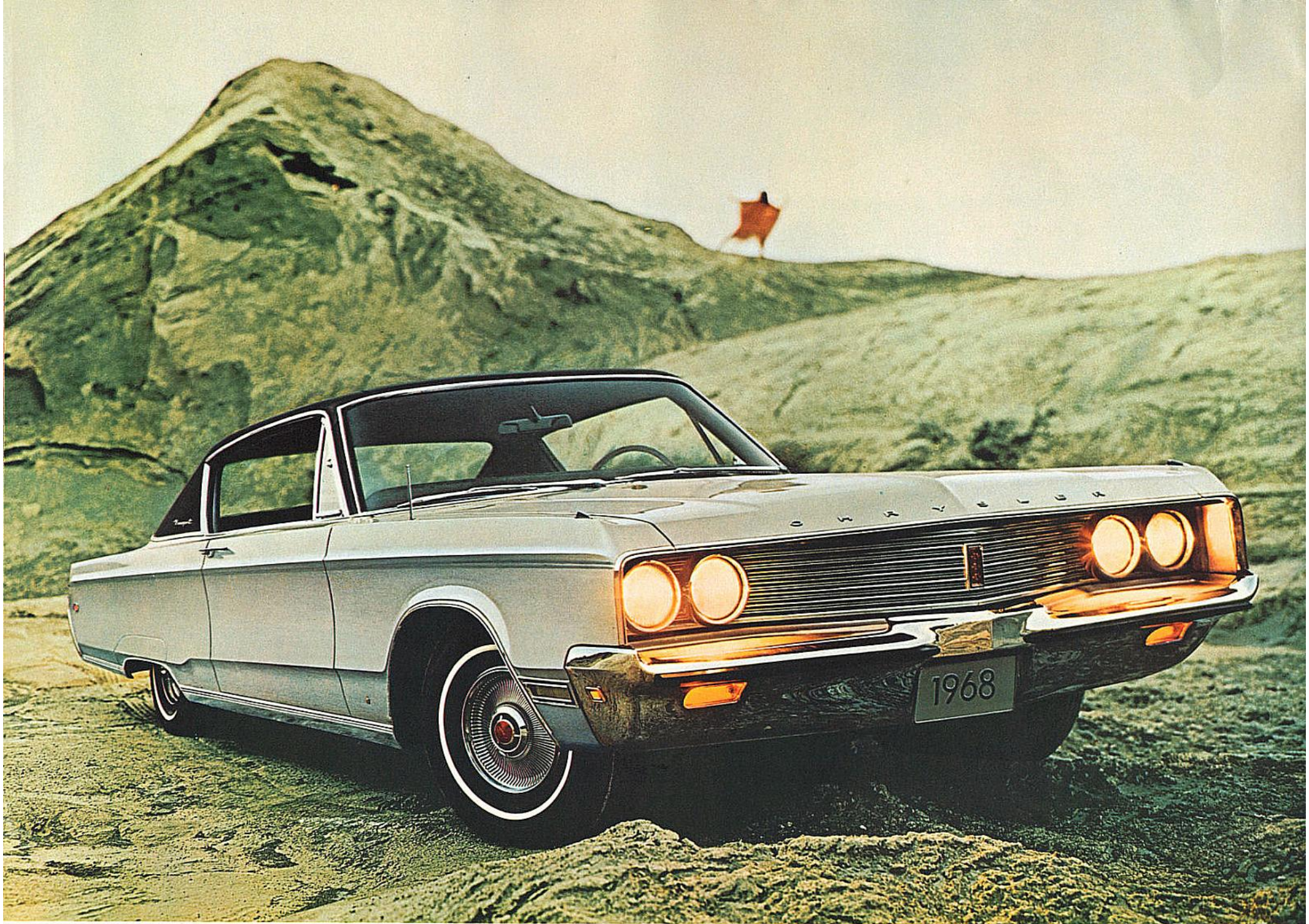


Newport Custom 4 Door Hardtop



Newport Custom 4 Door Sedan





Newport 2 Door Hardtop

# newport

Positive proof that we've something full-sized – and luxurious – for everyone. It's the one people are moving up to. Moving over to. And staying with. Year after year. Newport: The success car of the Sixties. The best thing about it is the price. The second best thing is that there's nothing small-car about it. Nothing. What's keeping you? Make your move. The full-sized Newport 2-door hardtop. It's just the most popular Chrysler ever. That's all. 18 feet, 3 inches. Over two tons. It's a lot of car! This

year's standard 383 cubic inch V8 comes on with new cylinder heads, larger carburetor, and a reduced back-pressure exhaust system. The result is better-than-ever performance. On regular gas. The brakes are the biggest in its class. And Chrysler's torsion bar suspension keeps delivering big car comfort. In the corners and on the highways. The reasonably priced Chrysler Newport – '68 style. This is what all the shouting's about. 7-position Tilt-a-Scope steering wheel. 500 candle-power corner-

ing lamps. Newly designed Automatic Speed Control. A complete accessories list? Coming up. Another full-sized feature. A 5-foot wide front bench seat. Cloth and vinyl in all models except the convertible. There, it's all vinyl. If you want vinyl in the 2-door hardtop, it's an option. And you can add a 6-way power unit and fitted headrests to any Newport seat. Newport surrounds you with safety. With 5,000-weld Unibody construction. Energy-absorbing steering column. 4-way hazard warning flasher.



Safety-action inside door handles. And seat belts, front and rear. The convertible's neatly-booted power top is 2-ply nylon. Comes in Black, White, or Forest Green. The rear window is glass, not plastic. So it's always easy to wash. And always easy to see through. Optional buckets are of Cologne-grain vinyl. Deep-contoured. And multi-pleated. You can add them to any Newport convertible or 2-door hardtop. Choose a walnut-grained console to run between the buckets. Complete with a Performance Indicator. An ingenious gauge that shows you how to economize. Reminds you when you forget to. Buckets or not, every Newport keeps tabs on distances with a trip odometer as standard equipment. Set it on zero. Then make your move. Newport has a standard 383 V8 that's up to 100 cubic inches bigger than other cars in its class. Bigger brakes than anybody in the low or medium

price class. 223.4 square inches of effective lining area. All backed up with a dual braking system that gives you reserve braking power if one brake line should fail. And there's a safety warning light that tells you it happened. Safety-Rim wheels. With a double bead to lock tires on in case of failure. And room. A look inside a Newport 4-door hardtop confirms it. Extra inches of head, shoulder and leg room. In the trunk, enough space to stow 4 golf bags. And carts. When you come right down to it, we've only got one thing that even resembles the smaller cars. Just one. Our price. The rest is all full-sized. And yet, all 4 of our Newport models are priced down close to the most popular smaller cars, comparably equipped. That means with power steering, power brakes, radio, heater, whitewall tires, automatic transmission. The items most people add anyway.



Newport Convertible





Newport 4 Door Hardtop



Newport 4 Door Sedan

## Newport Buyer's Guide

### Standard Equipment:

**Control & Performance:** 383 cubic inch V8 with 2-barrel carburetor (regular fuel), closed crankcase ventilation, silenced air cleaner, single exhaust.

**Safety:** Dual braking system • Recessed-centre steering wheel • Impact-absorbing steering column • Padded instrument panel and sun visors • Non-glare instrument facings • Roadside warning flasher • Brake system warning light • Inside Day/Night mirror with safety-action arm • Remote control outside mirror • Seat belts, front and rear • Front seat belt retractors • Front seat back latches • Safety-action inside door handles • Interlocking safety door latches • Weather-protected locks • Double-thick windshield laminate • 2-speed anti-streak windshield wipers • Electric windshield washers • Safety-Rim wheels

**Lighting:** Turn signals • Back-up lights • Door-actuated interior lights • Rear pillar interior lights (hardtops only) • Dome light (4-door sedan only) • Map and courtesy light (convertible)

**Instrumentation:** Calibrated speedometer • Trip odometer • Parking brake warning lamp • Dual brake system warning light • Fuel gauge • Ammeter • Oil pressure indicator light

**Interior features:** Heater and defroster (with four blower speeds) • Centre convenience drawer below instrument panel with coin sorter, storage compartment, lighted ashtray, and cigar lighter • Glove compartment with 3-cup tray, registration storage area • Cloth and vinyl bench seats • Foam-padded seat cushions • Thick door-to-door carpeting • Two rear seat ashtrays • Crank-type vent windows

### Options and Accessories:

**Control & Performance:** 383 cubic inch V8 with 4-barrel carburetor • 440 cubic inch TNT V8 with 4-barrel carburetor, twin exhausts, twin snorkels • Power-assisted front disc brakes with special booster, 15 inch wheels, and "Disc Brake" wheel covers • Power steering (3.5 turns, lock to lock) • Power brakes (effective lining area, 223.4 square inches) • Trailer-towing package (see page 20) • Sure-Grip Differential • 15 inch wheels and tires • Heavy-duty suspension

**Lighting:** Cornering lights • Safeguard Sentinel lighting • Automatic headlamp dimmer

**Instrumentation:** Electric clock • Auto-Pilot • Performance Indicator standard on all console-equipped hardtops

**Interior features:** All-vinyl bucket seats with passenger recliner, headrests, and centre armrest (2-door hardtops only) • Console with simulated walnut panelling (with bucket seats only) • Applied headrests • 6 way power front seat • Power windows • Power vent windows • Stereo Tape • AM/FM Multiplex Stereo • AM/FM search-tune radio with pedal control • Rear seat speaker • Tilt-a-Scope steering wheel • Electric door locks • Rear window defogger • Rear seat heater with defroster system • Air conditioning with automatic temperature control • 2-tone exterior colours, except 4-door hardtop (colour-keyed) • Centre seat belts, front and rear • Front shoulder belts, left and right

**Exterior features:** Deep-dish wheel covers • Black, white or green vinyl-covered roof (sedans and hardtops) • Tinted windshield • Tinted glass (all windows) • Remote control trunk release • White sidewall tires • Styled Road wheels • Door edge protectors • Right hand outside rearview mirror





# town & country

If you're after the most elegant wagon about town — or country — this is it! The woodgrain treatment is standard. These luxury wagons come two ways. In 6 and 9 passenger versions. The Six features a 10 cubic foot lockable storage bin under the rear cargo area. The Nine's rear seat makes room for another trio. Seats fold flat at the flip of a lever to provide a cargo hold 10½ feet long. 97 cubic feet of nothing. Ready to be filled. Once it is, left-over gear can go one more place. Up. To an optional roof-mounted luggage rack of brushed aluminum. The Cologne-grain vinyl interior is fully washable. The carpeting is Herculon. The man-made fibre that's meant to act tough. And look beautiful. To keep it that way, stainless steel ribs hold all bulky cargo ⅛ inch off the deck.



Town & Country Wagon

## Town & Country Buyer's Guide

### Standard Equipment:

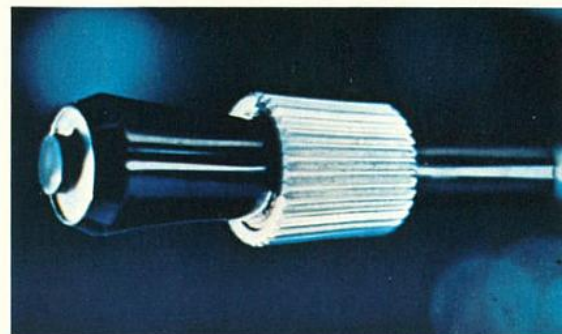
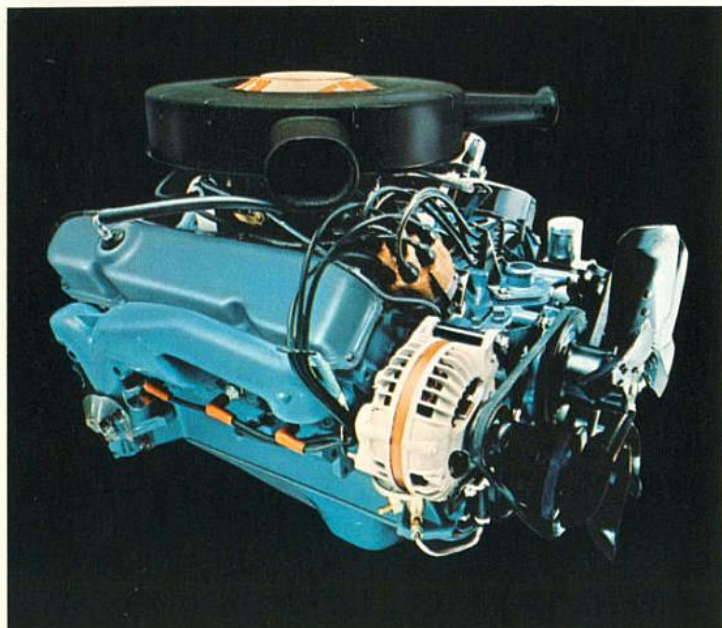
**Control & Performance:** 383 cubic inch V8 with 2-barrel carburetor, closed crankcase ventilation, silenced air cleaner, single exhaust • Power steering • Power brakes • Torqueflite 3-speed automatic transmission • For complete specifications see your Chrysler Dealer.











## options

You expect more in the way of options from Chrysler. And you get it. An AM/FM Stereo Multiplex radio with no less than 5 separate speakers surrounds you with music. And if that isn't enough, there's a built-in 8 track stereo tape deck so you can play your kind of music. Continually. Without interruptions.

**Between bucket seats,** a sporty console for changing gears complete with read-it-at-a-glance performance indicator.

**For really gung-ho motoring,** a 440 cubic inch TNT engine: 375 rather wild horses, 4 barrel carburetor, dual exhausts, twin snorkels air cleaner, special camshaft.

**Just a hint at the safety options:** electric door locks—you lock them; they stay locked until you unlock them.

**The Automatic Speed Control:** you pick the speed you want to travel at. You lift a finger and set the speed. Then

you forget it. Until you want to change it. Then what? Touch the brake and you're in complete command again.

**A word about the wheels.** Safety rims are standard. They have a double bead to lock tires on in case of failure. But you can dress up the standard wheels with some very un-standard wheel covers. The one shown above is our Deluxe. Very distinctive, very elegant and quite affordable.

**Talking of elegance,** the bucket seats you see are finished off in genuine leather. Rich, fade-free leather that somehow seems to improve with age. Headrests, too. And an electrically-operated passenger seat that tilts to 7 different reclining positions.

For 1968, Chrysler has options to suit every taste. A full list appears in the Buyer's Guide sections listed with each model. Read it before you make your move.



## 1968 Chrysler Specifications

A few thousand words for the man who'd like to know why his Chrysler will be worth more if he ever decides to sell it.

**Body Construction:** All structural steel frame members, body braces, sills, and metal panels that make up the body have been welded into a single unit. There are over 5,000 individual welds in each Unibody. The result is a solid shell of unusual strength—and silence.

Once welded together, all Unibodies are dipped and sprayed 6 times in a series of cleaning, rinsing, and rust-inhibiting chemical baths. A 7th step is immersion in a special corrosion-resistant primer that covers both inside and outside of all lower body sheet metal and structural members.

**Brakes:** All Chryslers have a dual braking system, one for front wheels, the other for rear wheels. If a hydraulic leak or malfunction should develop in one system, the other serves as a back-up. A warning light on the instrument panel notifies the driver whenever pressure or brake fluid is low in either system.

The parking brake is connected to cables that apply the rear wheel brakes. A warning light notifies drivers when the parking brake is on.

Chrysler brakes are self-adjusting whenever they are applied while transmission is in reverse. Chrysler brakes are also the largest standard brakes in the low or medium price class. Effective lining area is 223.4 sq. in. for Newports and Newport Customs, 234.1 sq. in. for all other models. Optional front disc brakes are available on all Chryslers. Total swept area is 437.1 square inches.

**Cleaner Air System:** This system of engine exhaust emission control provides for a more complete burning of the fuel-air mixture in combustion chambers, and consequently a reduction of unburned hydro-carbons and carbon monoxide concentrated in the exhaust system. The Cleaner Air System consists primarily of: a slightly altered distributor, to retard spark at idle; a modified carburetor for

lean fuel/air mixture at part throttle; and other modifications to the combustion chamber design, induction system and exhaust system.

**Cooling System:** Chrysler's radiator and block, including heater, have a 14.2 quart coolant capacity (14.7 quart with 440 engine). A thermostatic by-pass control and pressure vent radiator cap regulate temperatures automatically.

**Electrical System:** Chrysler's 12-volt battery is rated at 59-ampere-hours. (70-ampere-hours with 440 engine). Alternator is rated at 37 ampere. Electric windshield wipers are standard. 2-speeds on Newport, Newport Custom, 300. 3-speeds on Town & Country and New Yorker.

**Engines:** Chrysler's standard and optional engines are advanced-design, overhead valve V-8s. Combustion chambers are wedge-shaped for efficient fuel burning. Pistons are lightweight aluminum, with steel struts for heat expansion control. Connecting rods and crankshaft are of forged steel. Tappets are operated hydraulically. Exhaust valves of hardened steel-alloy are heat resistant, and rotate to equalize wear and extend valve life. Cleaner Air System reduces air pollution, keeps vital engine parts cleaner.

Mufflers and tailpipes on all engines are aluminumized to resist corrosion. (See engine chart below.)

**Fuel System:** Fuel flow is governed by an automatic choke and manual fuel pump on all Chryslers. Tank capacity is 18.3 gallons on Town & Country models, 20.8 on all other Chryslers.

There are two fuel filters. A woven plastic 40-micron filter in the gasoline tank, and a replaceable 15-micron paper filter in the fuel line between fuel pump and carburetor.

The TorqueFlite automatic 3-speed transmission is standard on all models. TorqueFlite's torque converter is water-cooled. It combines with a balanced 3-speed gear assembly to provide continued 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.

**Suspension and Handling:** Torsion-Aire suspension consists of 2 chrome-steel torsion bars up front, and leaf springs in the rear. The result is a level and responsive ride in all driving maneuvers.

A sway bar in front helps body resist lean. Diagonally-mounted steel struts reinforce the front wheel lower control arms. These arms are slightly angled to prevent front-end "dip" during hard braking. Shock absorbers are hydraulic, double-action type.

There are 5½ rear cushion leaf springs in each rear spring assembly on Newports and Newport Customs, 6½ on all other models.

### Tires and Rims:

Tires: Town & Country: 8.85 x 14. All other models: 8.55 x 14.

Rims: Town & Country 6½ in. New Yorker 6.0 in. All other models: 5½ in. Disc-brake equipped models: 6 in.

**Trailer-Towing Package:** Your Chrysler is built strong enough to pull up to 2500 pounds. All you add is a load-equalizing hitch.

For heavier loads, a trailer-towing package is available as an option and permits towing up to 5,500 pounds. A load-equalizing hitch with TorqueFlite trans. is required.

The components provided in the trailer towing package are: • Maximum Capacity Cooling System, with high capacity radiator and larger trans. oil cooler, 7 blade fan, fan shroud, and yoke-to-hood air seal.

• Heavy-Duty Suspension: Heavy-Duty torsion bars. Large sway bars. Heavy-duty rear leaf springs with a higher spring rate. High-control shock absorbers.

• Heavy-Duty Stop Lamp Switch: Increases switch life.

• Heavy-Duty Turn Signal Flasher.

• Heavy-Duty brakes: 11 x 3 inch drums, both

front and rear. Non-self-adjusting. Special fade-resistant brake linings. 255.4 square inches of effective bonded lining area.

• Wide Safety-Rim Wheels: 6 in. heavy-duty rims.

• Heavy-Duty Performance Axle: 3.23 to 1 ratio.

## WARRANTY

**Here's how Chrysler's Customer Care Warranty protects you:** Chrysler Canada Ltd. warrants against defects in materials and workmanship and will repair or replace without charge for parts or labour at a Chrysler Canada Ltd. authorized dealer's place of business, the engine block, head and all internal engine parts, intake manifold, water pump, transmission case and all internal transmission parts, torque converter (if so equipped), drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering gear and linkage system, wheels and wheel bearings of its 1968 Chrysler-built automobiles for 5 years or 50,000 miles and all other parts for 24 months or 24,000 miles, whichever occurs first, excluding only tires, normal maintenance replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items. Maintenance services required under the warranty are: change engine oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change, clean carburetor air filter every 6 months and replace every 2 years, lubricate front suspension ball joints and tie rod ends at 3 years, or 36,000 miles, whichever occurs first; check operation of crankcase ventilator valve and clean oil filter cap every 6 months and replace the ventilator valve every year; and every 12 months have a Plymouth or Dodge dealer certify (i) receipt of evidence of performance of the required services and (ii) the car's then current mileage. (This warranty will not apply to any passenger car on which the odometer mileage has been altered so that the vehicle's actual mileage cannot be determined.)

### 1968 Engine Availability

| ENGINE       |           |            |             |                |                | MODEL                    |      |                |            |
|--------------|-----------|------------|-------------|----------------|----------------|--------------------------|------|----------------|------------|
| Displacement | Carb.     | Camshaft   | Comp. Ratio | Air Cleaner    | Exhaust System | Newport & Newport Custom | 300  | Town & Country | New Yorker |
| 383          | 1, 2-bbl. | 256-260-32 | 9.2         | Silenced       | Single         | Std.                     | •    | Std.           | •          |
|              | 1, 4-bbl. |            | 10.0        | Double Snorkel | Dual           | Opt.                     | •    | Opt.           | •          |
| 440          | 1, 4-bbl. | 256-260-32 | 10.1        | Silenced       | Single         | •                        | Std. |                | Std.       |
|              |           | 268-284-46 |             | Double Snorkel | Dual           | •                        | •    | Opt.           | •          |
|              |           |            |             |                |                | Opt.                     | Opt. |                | Opt.       |

### Major Dimensions—1968 Models

|                       | EXTERIOR   |       |      |                                    |       |            | INTERIOR            |      |             |      |          |      |               |      |           |
|-----------------------|------------|-------|------|------------------------------------|-------|------------|---------------------|------|-------------|------|----------|------|---------------|------|-----------|
|                       | Wheel Base | Track |      | Overall                            |       |            | Effective Head Room |      | Seat Height |      | Leg Room |      | Shoulder Room |      | Knee Room |
|                       |            | Front | Rear | Length                             | Width | Height (a) | Front               | Rear | Front       | Rear | Front    | Rear | Front         | Rear |           |
| Newport/Newport Cstm. | 124        | 62.0  | 60.7 | 219.2                              | 78.6  | 56.8       | 39.8                | 38.5 |             | 11.9 |          | 38.9 |               |      | 6.5       |
| 300 (4-Door Hardtop)  |            |       |      | 221.7                              | 78.7  | 55.6       | 38.6                | 37.4 | 8.4         | 11.4 | 41.8     | 35.9 | 60.0          | 60.0 | 4.0       |
| New Yorker (4-Dr. HT) |            |       |      | 219.2                              | 78.6  | 55.9       | 39.0                | 37.3 |             | 11.9 |          | 38.9 |               |      | 5.7       |
| Town & Country        | 122        | 62.2  | 60.7 | 219.5<br>2-Seat<br>220.3<br>3-Seat | 78.6  | 57.6       | 40.1                | 39.6 | 8.4         | 11.9 | 41.8     | 37.9 | 60.0          | 60.0 | 4.8       |

(a) Estimated at design load of five (5) passengers.



Chrysler Canada Ltd. reserves the right to change prices, specifications and standard equipment without notice, and without obligation to make changes on vehicles already produced. Vehicles pictured, in some cases, show optional equipment available at extra cost.