



*The*

IMPERIAL

*by Chrysler*

AMERICA'S SMARTEST CAR



*A masterpiece of engineering . . . a triumph in engine design; the new FirePower is the most important and significant engine development since the first Chrysler High-Compression engine twenty-seven years ago. It is destined, we are confident, to be regarded as the greatest achievement of that group of engineers that has designed, developed, or perfected the greatest number of engineering and design features in the Industry . . . the Chrysler Corporation Engineering Corps.*

180  
Horsepower

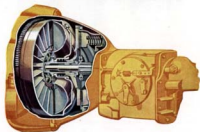
At 4000 revolutions per minute, it develops a conservative 180 horsepower . . . the most powerful automobile engine today. It will travel at speeds well above one hundred miles an hour . . . on the stop-watch . . . and will cruise all day long, at highway speeds of your choice, with plenty of power and pick-up in reserve to step out quickly as fast as you care to go.

Even with a high compression ratio of 7.5 to 1, FirePower does not require premium fuel, but achieves its remarkable performance, efficiency, and economy on regular fuel, whereas other engines of the same ratio *require premium fuel*.

Speaking of fuel, one of the surprising qualities of the FirePower engine is its exceptional fuel and oil economy. It has ten percent greater fuel economy than the 1950 Chrysler In-line 8 cylinder Spitfire engine, which is especially significant when it is realized that the FirePower Engine has 26 percent greater horsepower. As far as oil consumption is concerned, the quantity it uses is negligible.

The high power-output and the performance are conclusive proof of the efficiency of the engine, and this same efficiency insures durability, long life, and low maintenance cost. All of which go right back to the months and the years of research, designing, developing, testing, and perfecting that Chrysler Engineers and Designers put into each and every component part of the FirePower Engine.

As you can see, in the illustration on the opposite page, the FirePower is a beautiful engine. . . smooth, compact, rugged-looking, clean as a hound's tooth, *the mightiest engine of them all.*



*Fluid-Matic Drive . . . the easiest, simplest, surest, and softest of them all. In a Chrysler, you shift into "High" and drive all day, if you care to, without shifting gears. Complete control of your car when parking or backing up.*

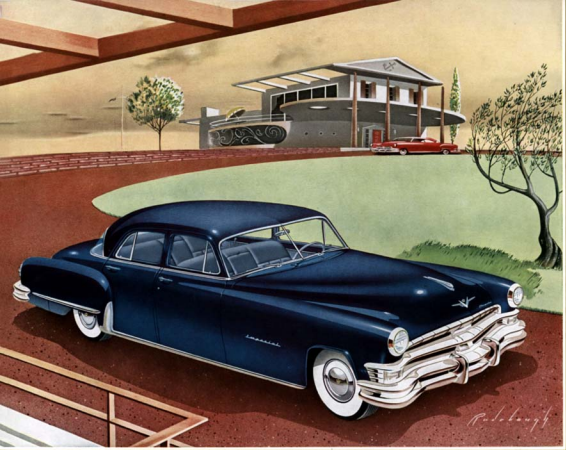
And behind this dependable exterior, is a story of engineering expertness and craftsmanship which, obviously, cannot be told here, because, after all, there are many things other than the engine which make the Imperial the finest car in the world today. However, we do want to tell you about a few of the features that make this remarkable engine so remarkable . . . and also to tell you that a special booklet devoted entirely to the engine is yours for the asking.

The secret of the FirePower Engine is the Hemispherical Combustion Chamber, shown in the lower left-hand corner, on the opposite page.

This spherical head is nothing new. For many years, engineers have known it is the ideal combustion chamber and it has been used successfully in aircraft engines, in racing cars, and in foreign cars of low production and high cost. But, to Chrysler engineers and designers goes the credit for developing and perfecting it—for making the ideal design possible on a production-built automobile.

In the Chrysler FirePower Hemispherical Combustion Chamber the overhead valves are large and widely spaced. The spark plug is located in the center. Combustion is complete, even burning, giving the greatest amount of energy from every drop of fuel, with little or no carbon formation.

Described in the Engine Booklet are other great engineering features such as the Valve Train; the free-flow of the gas-air mixture into and out of the combustion chamber; the Dual-throated carburetor; Waterproof Ignition; Superfinished Parts, and many other features which make FirePower the outstanding engine in the automobile industry.



— The Six Passenger Sedan —

No need to extol or glorify the inherent style, the conservative beauty, the distinguished lines of the Imperial, because the 6-Passenger Sedan, on the opposite page, and the two exquisite interiors, shown on this page, speak eloquently and convincingly for themselves.

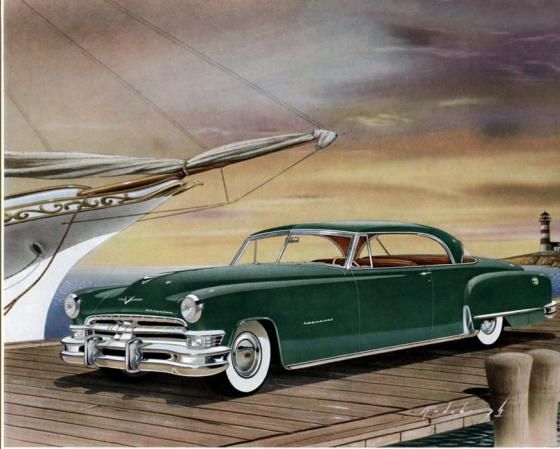
No other car, to our knowledge, resembles the Imperial. No one will mistake it for any car other than "the Imperial, by Chrysler." And when you say you drive "an Imperial," nothing more need be said. Style and beauty it has, in an exclusive and bountiful measure, but equally important, it has interiors of breath-taking elegance, living-room comfort and spaciousness, and every conceivable convenience for the pleasure and well-being of the driver and passengers.





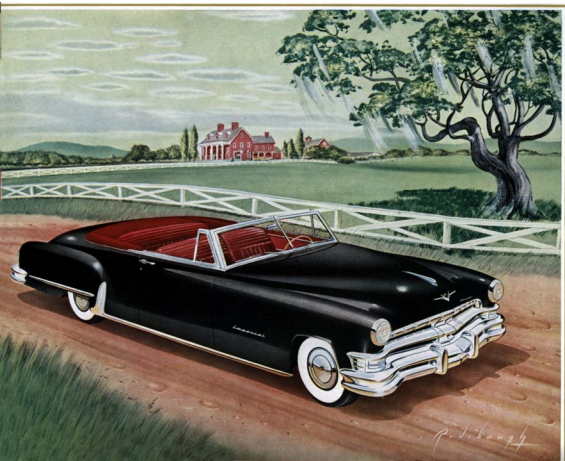
The Imperial Newport has a stylish, well-bred look that is so unmistakably Chrysler. Its rich, conservative charm and good taste, both inside and out, are so reminiscent of those custom body creations of the famous coach makers of an earlier generation. It is a car that anyone would be proud to own, because it is so at home with those to whom fine possessions are a matter of course. This original Chrysler body style was created especially for those who want open car freedom, with the safety of the steel top, and protection from the sun and wind. The door windows are operated electrically and the rear quarter windows can be lowered quickly and easily, giving unobstructed vision from all sides. The interiors are beautifully designed and exquisitely tailored.





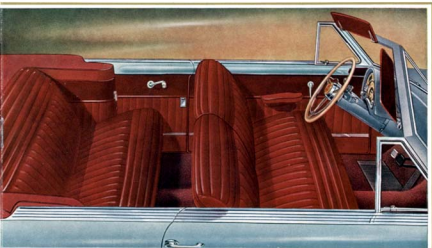
— The Newport —

— The Convertible —





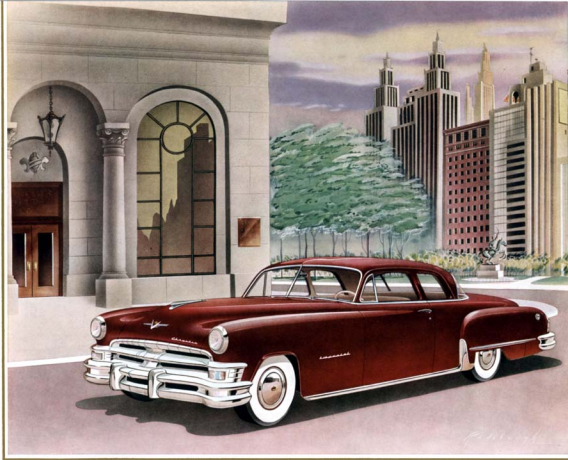
Pardon our enthusiasm, but we simply cannot keep from saying that the Imperial Convertible Coupe is *America's Smartest Car*. And perhaps, after you see it, and *drive it*, you will share our enthusiasm, and, possibly, go even farther by saying yourself that it is also *America's Finest Car!* Imperial is the word for it, because it does possess superior excellence, both in the beauty and symmetry of its body design and in its marvelous performance. Illustrated on the right is the smart Green Leather and Green Nylon Cord combination. And below is the rich all-leather interior, which may be had in either red, blue, green or tan leather, custom-fashioned over molded foam rubber for solid comfort and complete relaxation.



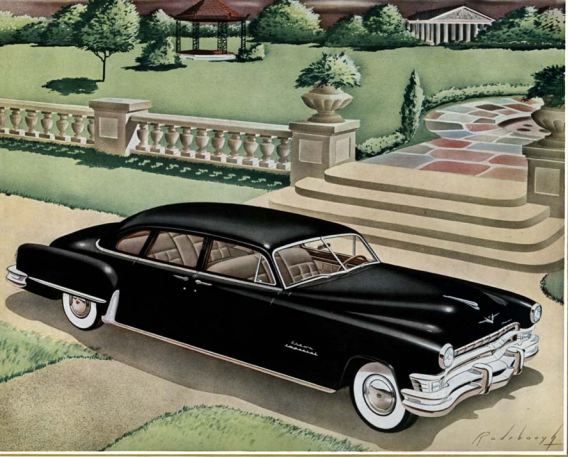


Quite naturally, the luxurious, tastefully appointed interiors of the Imperial hold a special appeal for the feminine motorist, but men, too, are appreciative of this rich beauty, which, to them, is a plus value, something extra that enhances the fine engineering and the fine performance of the Chrysler engine and chassis. The interiors have the charm and beauty of a finely appointed home. Everything is in perfect harmony, in impeccable good taste. Rich fabrics and fine leathers are artistically and skillfully tailored over soft, deep, yielding cushions to insure riding ease and comfort to be thoroughly enjoyed. A wide choice of exterior paint combinations and a large selection of upholstery fabrics make it possible to Tailor your Imperial to your Taste.





➤ The Club Coupe ➤



— The Eight Passenger Sedan —

The Chrysler Crown Imperial has long been regarded as one of the foremost fine cars, and the 1951 Model is the finest we have ever built. There are two body styles . . . the Eight-Passenger Sedan, shown on the opposite page, and the Limousine, which is identical with the Sedan, except for the movable glass partition separating the front and rear compartments, and the all-leather upholstery in the chauffeur's compartment. Features of the Crown Imperial are the FirePower Engine; the new Fluid-Torque Drive; the Chrysler Disc Brakes; the new Chrysler Hydramuide power steering unit; the new Oriflow Shock Absorbers . . . an imposing list of important engineering features not to be had on any other car in the world.



# Interior Features



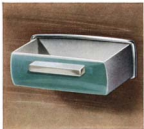
*Beauty and utility are ideally combined in the Imperial Dash Panel. All gauges and dials are assembled in the Instrument Cluster, where they can be seen at a glance. The Safety Cush Pad across the top of the dash is molded from rubber . . . a great safety feature. All controls are within easy reach. Electric, constant speed windshield wipers.*



*The long, sweeping rear deck and fenders, the Chrysler full-size rear window, and the massive bumper and bumper guards all combine to give the rear of the Imperial a beauty and symmetry of line comparable with the distinctive front end design.*



*The Imperial window lifts are electrically operated, with a separate electric motor and gear box in each door. All four windows can be raised or lowered by the driver and each window can be operated individually.*



*All trays and cigar lighters are located in both the front and rear compartments for the convenience of the driver and passengers. There is one in the front compartment and two in the rear.*



*The Imperial 6-Passenger Sedan and the Crown Imperial 8-Passenger Sedan have the double-width, folding center arm rest in both the front and rear compartments. In the Crown Imperial Limousine, it is located in the rear compartment only.*

# *Mechanical Excellence* that Complements the IMPERIAL'S Incomparable Smartness and Beauty

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It is quite true that the new FirePower V-8 Engine is, in itself, sufficient justification for the choice of the Imperial in preference to any other fine car. But, the fact remains, there are also other very important engineering and design features which give the Imperial greater desirability, and are added reasons for its selection.

Because of the fact that most persons are not interested in the technical aspects of an engineering feature, the explanation of the feature will be confined to the benefits it gives the driver and passengers . . . what it means to the owner in performance, comfort, convenience, safety, economy, or durability.

## **THE FIREPOWER ENGINE**

If you are mechanically minded, and really want to know what makes FirePower such an unbelievably remarkable engine, we suggest you ask the Chrysler Dealer for complete information. He has it, in the form of a Slide Film, which illustrates and explains every one of the engineering and design features. The Engine Booklet, too, will give you more data. And, the engine itself, in the car, with you behind the wheel, will *prove* everything we have said about it . . . *with some to spare.*

On the other hand, if you are one of those, in the majority, who do not care what "makes it tick," just so long as it TICKS, we suggest you get behind the wheel, and really put FirePower through the paces. You will find out . . . to your enjoyment, amazement, and great satisfaction, that here, once again, as in 1924 (if you are one of the "Old Timers") Chrysler Engineers have really designed, perfected, and built a NEW engine . . . the most efficient, the most amazing automobile engine that has ever been built!

But the FirePower Engine is only one of the engineering and design features that make the Imperial such a fine possession, such a pleasure to own . . . to ride in . . . to drive. There are many others, and we would like to tell you about some of them, in terms of what they mean to you in performance, comfort, safety, convenience, and pride of ownership.

## **DESIGNED FOR YOUR COMFORT**

Chrysler engineers and designers have succeeded in creating a smart, stylish, beautiful car, without sacrificing the accessibility, roominess, and comfort for which Chrysler cars are so well known.

The doors are wide and they open full so that you can step into and out of the car easily, naturally, gracefully . . . without stooping, or bending, or edging in sideways.

And inside the car, you sit on chair-height seats in a normal position, relaxed and comfortable. There is plenty of headroom . . . plenty of elbowroom . . . and plenty of room to stretch your legs. The Chrysler Imperial gives you living-room comfort, that makes normal driving such a pleasure, and the long all-day trips so enjoyable and so free from driving or riding fatigue.

## **REMARKABLE SMOOTHNESS**

Another new engineering feature of the Imperial that ranks in importance with the FirePower Engine is the *amazing* new Oriflow Shock Absorber that was developed and perfected by Chrysler Engineers. And we say *amazing* because, like the FirePower Engine, it must be experienced to be appreciated.

This new shock absorber is actually two and one-half times more effective than any other automobile shock absorber we know of . . . and through the years we have tested them all.

There are four of these hydraulic, direct-acting, airplane type shock absorbers on the car . . . one on each front wheel suspension, and two in the rear, which are straddle-mounted.

With the Oriflow Shock Absorber, the Imperial will glide smoothly, at forty or fifty miles an hour, over rough, chuck-hole roads that other cars would not dare travel faster than ten or fifteen, unless, of course, the driver cared nothing about spring breakage or the comfort and safety of the passengers.

Oriflow is particularly effective on *rough roads*. And unfortunately, there are still plenty of rough roads and streets in this country, which make these Oriflow shock absorbers a very important feature for the comfort and safety of the Imperial owner . . . to say nothing of the saving in wear and tear on the car.

#### WITH A FINGER ON THE WHEEL

Believe it or not, but the Imperial has another new, revolutionary engineering feature that is unbelievable!

Imagine yourself sitting at the wheel in the long, luxurious Crown Imperial Limousine, which has 145½-inch wheelbase, and an over-all length of 19 feet 1½ inches! You turn the ignition key and start the engine . . . then . . . with your index finger on the spoke of the steering wheel, you turn the big 8.90 by 15-inch tires all the way around, without once *gripping* the wheel with your hands!

This remarkable steering mechanism is the new Chrysler developed and perfected Hydraguide power steering unit that is standard equipment on the Crown Imperial and optional at extra cost on all Imperial body types.

Hydraguide actually performs *four-fifths* of the steering effort for you. It makes parking and driving the car so easy, so effortless, such a pleasure, giving you safe and positive control of the car at all times. And again, like the FirePower Engine and the Oriflow Shock Absorbers, it must be experienced to be either believed or appreciated!

#### MERELY PUSH THE BUTTON

To raise or lower the windows on the Imperial and Crown Imperial, you merely push a button and the windows are operated quickly, smoothly, quietly by the Chrysler all-electric window control system.

Each window, with the exception of the rear-quarter windows on the Convertible Coupe and the Newport, has its own electric motor and gear box in the door. All of the windows can be operated by the driver, from the central control panel on the left front door, or by individual control buttons for each window.

The individual electric motors for each window, and the design and construction of the entire mechanism assure dependable, long-lived, trouble-free operation of this Chrysler convenience feature.

#### NEW FLUID-TORQUE DRIVE

The Crown Imperial is equipped with a new Chrysler Fluid-Torque Drive that materially enhances the acceleration at the start and up to forty-five miles an hour. It also contributes to the ease of handling and flexibility of the engine in its entire speed range.

With the Fluid-Torque Drive, the acceleration when starting in the Driving Range is greater than that achieved when starting in Low Range in the previous Model.

Fluid-Torque Drive is available at extra cost on the Imperial body styles.

#### MANY OTHER FEATURES

There are many other engineering and design features of importance that can be touched on but briefly here. The Waterproof Ignition System that insures starting and smooth operation of the engine in wet or damp weather is one. Another is the famous Chrysler Full-Flow Oil Filter that filters *all* of the oil before it enters the engine, insuring better performance, greater economy, lower maintenance.

The finest brakes ever designed is another. The Crown Imperial has the exclusive Chrysler Disc Brakes. And the Imperial has the famous Safe-Guard Hydraulic Brakes, with the Vacu-Ease Booster.

Other features are the Safety-Rim Wheel; the Easi-lock Parking Brake; Superfinished Parts; Cyclebonded brake linings; the new Pressure-Vent Radiator Cap; Oil-bath Air Cleaner; and others which the Chrysler Dealer will gladly explain to you at your convenience.

Again, we want to extend to you a cordial invitation to drive the Imperial and the Crown Imperial. We believe it will be a thrilling experience, thoroughly enjoyed, and long remembered.



# Specifications

**BODY STYLES** . . . Imperial: 6-Pass. Sedan, Newport, Club Coupe, Convertible Coupe, Crown Imperial; 8-Pass. Sedan and 8-Pass. Limousine.

**ENGINE** . . . FirePower High Compression V-8. Bore, 3 1/8 in. Stroke, 3 3/4 in. Piston displacement, 331.1. Compression Ratio, 7.5 to 1. Brake horsepower, 180 at 4000 rpm. Torque, 312 ft.-lbs. at 2000 rpm. Hemispherical Combustion Chamber, 3 rings per piston. Full Pressure Lubrication, Exhaust Valve Seat Inserts, Waterproof Ignition, Full-Flow Oil Filter, Water Jacket Cooling, Twin Valve Springs, Resistor-type Spark Plugs, Crankcase Ventilation, Superfinished Parts, Double Breaker Distributor, Dual throated carburetor, Pressure Vent radiator cap.

**FUEL SYSTEM** . . . Dual throated Downdraft Carburetor with automatic choke, Oilite fuel filtering element in fuel tank. Gas tank capacity, 20 gal.

**COOLING SYSTEM** . . . Thermostatic bypass control, Four-bladed fan, Full length water jackets, Fin and tube type radiator core, Pressure Vent radiator cap. Capacity, 25 quarts.

**CLUTCH** . . . Single plate, dry, ventilated with two molded, woven asbestos facings, 9 1/2 in. diameter, Crown Imperial 8-Pass. Sedan and Limousine, 10 1/4 in. diameter.

**ELECTRICAL SYSTEM** . . . High capacity generator, 50 amps, Crown Imperial 8-Pass. Sedan and Limousine, 55 amps, 19 plate, 6 volt battery, 135 amp. capacity, Waterproof ignition, 14 mm. resistor-type spark plugs, Back-up lights, Directional signals, Ignition key starter switch.

**FLUID-MATIC TRANSMISSION** . . . Hydraulically operated automatic transmission with *gylol* Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios: 3.57 to 1, 2.04 to 1, 1.75 to 1, 1.00 to 1, with 3.99 to 1 for reverse. Capacity, 3 pints. Fluid Drive unit permanently sealed at factory.

Crown Imperial 8-Pass. Sedan and Limousine have Fluid-Torque Drive and hydraulically operated transmission. Available on Imperial extra cost.

**DRIVE** . . . Hotchkiss type, through rear springs, Hypoid rear axle, semi-floating, with tapered roller bearings. Rear axle ratio, 3.73 to 1, Crown Imperial 8-Pass. Sedan and Limousine, 3.54 to 1.

**FRONT SUSPENSION** . . . Independent front suspension with Amola steel helical coil springs, Oriflow Shock Absorbers, Four rubber limit bumpers, Rubber-dashed torsion rod stabilizer.

**REAR SUSPENSION** . . . Semi-elliptic springs with grooved and tapered leaves, Wax-impregnated permanently lubricated liners, Straddle-mounted Oriflow Shock Absorbers.

**STEERING** . . . Center-arm steering system with equal length tie rods, Steering ratio, 20.4 to 1. Crown Imperial 8-Pass. Sedan and Limousine have HYDRAGUIDE power steering unit standard. Available other Models extra cost.

**BRAKES** . . . Chrysler Safe-Guard hydraulic, 12 in. diameter, internal expanding, with Cyclobonded brake linings, Vacu-Ease power braking unit, vacuum operated, Parking Brake—Chrysler Easy-Lock, internal expanding on propeller shaft at rear of transmission, Crown Imperial 8-Pass. Sedan and Limousine have Chrysler hydraulic, self-energizing, self-adjusting Disc Brakes.

**WHEELS AND TIRES** . . . Safety-Rim Wheels, 15 x 6.00, with 4-Ply Super-cushion White Sidewall Tires, size 8.20 x 15, Crown Imperial 8-Pass. Sedan and Limousine 6-Ply White Sidewall Tires, size 8.90 x 15. Wheel covers standard all Models.

**WHEELBASE** . . . 131 1/4 in. Crown Imperial 8-Pass. Sedan and Limousine, 145 3/4 in.

**TREAD** . . . front 57 1/4; rear 58 1/2, Crown Imperial 8-Pass. Sedan and Limousine, front 57 1/4; rear 66 in.

**OVER-ALL LENGTH** . . . Imperial 212 1/2 in. Crown Imperial 8-Pass. Sedan and Limousine 229 1/2 in.

**OVER-ALL WIDTH** . . . Imperial 75 1/4 in. Crown Imperial 8-Pass. Sedan and Limousine 80 1/4 in.

*All prices and specifications are subject to change without notice.*

**CHRYSLER SALES DIVISION • DETROIT**



Powered by the great, new

## Chrysler FirePower Engine

**I**N PRESENTING the beautiful new Chrysler Imperial, we do so with the greatest pride and pleasure, and with the deep-rooted conviction that it is one of the really great automobiles built anywhere in the world today.

It is, unquestionably, the finest car, in every respect, we have ever created. And we believe that the months ahead will establish it, very definitely, as the finest car and the greatest performing car built in America, which means, as far as we are concerned, the finest car in the world, because, with all due respect to our foreign contemporaries, the American designed, engineered, and built car has no equal, disregarding, of course, the glamour of owning something that comes from the "Old Country."

We are supremely confident that no other car anywhere has an engine comparable with the sensational new FirePower V-8 Engine of 180 horsepower, and it is certain that this engine heralds a new epoch in design, efficiency and performance, not only in America, but throughout the world.

Our confidence in the supremacy of the FirePower engine stems from our knowledge of what the engine will do, how it does it, and how it compares with other V-8 engines, based on many months of exhaustive comparative tests.

It might be interesting and informative to point out that Chrysler engineers, designers, and metallurgists devoted more than five years to the research, designing, developing and testing of the FirePower engine.

During this time, the engine was tested for more than one million miles . . . the most exhaustive and grueling tests that have ever been given any Chrysler engine.

FirePower has been tested for nearly half a million miles on the road, in every section of the country, under all kinds of driving and climatic conditions.

In the laboratory, the engine has been tested for thousands of hours on the dynamometer.

For hundreds of hours at a stretch, it has been run at speeds faster than any other car can travel.

These many months of testing the FirePower engine, and comparative tests with other leading V-8 engines, prove conclusively that FirePower is the most powerful, the most efficient . . . and the best constructed engine built today.

With absolutely no intention of belittling, it is accurate and safe to say that FirePower will outperform any other engine in any other automobile today.