



IMPERIAL



# THE IMPERIAL

In presenting to you the Imperial for 1956, we do so with the greatest pride and pleasure, and with complete confidence that it is truly one of the really great cars in the world today.

In every respect, it is unquestionably the finest car we have ever created. And we believe that the coming year will win for it greater acceptance as a fine car of incomparable excellence, not only in the distinction and originality of its design and appearance, but also in its superb ability to perform in a manner that, in many respects, is noticeably different from other fine cars, regardless of where or by whom they were built.

In the Imperial, our designers and stylists have striven to create a style, a *design* that is, first of all, in impeccable taste, a perfect complement to the other fine possessions of those for whom this car was expressly designed and created.

How well we have succeeded in this important objective is, of course, a matter to be judged finally by those who have an inherent sense of quality, and a long-nurtured appreciation of fine things—in short, those who, most naturally, would be attracted to the individuality of the Imperial.

The Imperial is, by our firm intent, conservative. But in this reserved refinement is a modern new note of design that gives the Imperial its own unique distinction that immediately identifies it and separates it from other cars, both here and abroad.

From an engineering standpoint, there are many things that, even more definitely, separate the Imperial from all other cars. The Fire-Power V-8 engine, with 280 horsepower; the Power Steering; the new braking system; the incomparable roadability; the Power-Flite Transmission, with Push Button control—each and every one of these advanced engineering features contributes to a performance that is exclusively and characteristically Imperial.

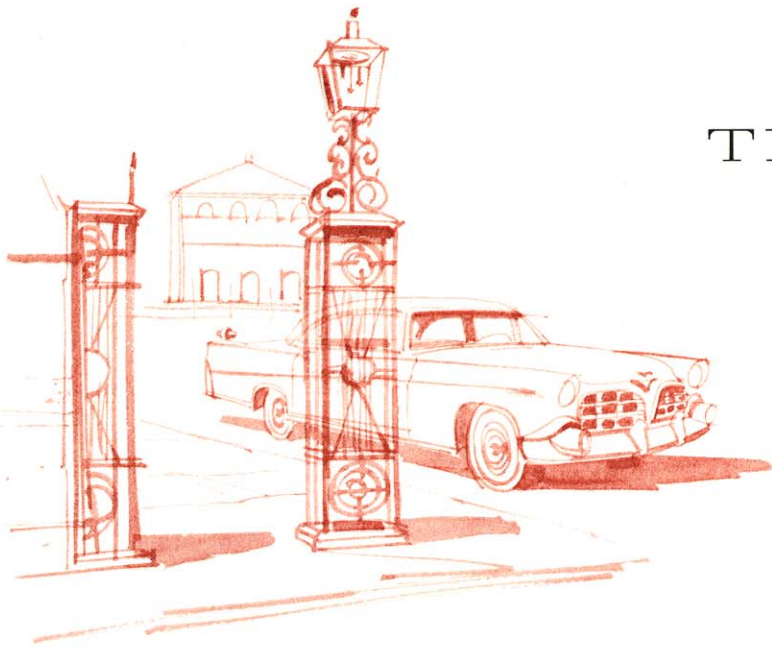
Your own good judgment, good taste, and appreciation of fine designing will decide how successful we have been in creating the maximum of beauty, style and individuality of design in the new Imperial. But when it comes to judging engineering, or more importantly, *performance*, there is but one way for you to evaluate the Imperial—and that is *from experience*.

It will be our pleasure to put an Imperial in your possession—for as long as you want—because the car itself can *show* you, more fully and more convincingly than we could ever *tell* you about the engineering, the performance, the many reasons why, we believe, the Imperial is the one car for you today, in America, or in the world, for that matter.

Won't you kindly have your secretary call us, so we can bring an Imperial to your home, or your office? In the meantime, on the following pages are illustrations of the three smart body styles, the exquisite interiors, and design and engineering features, all of which make the Imperial the finest expression of the Forward Look.



# THE FOUR-DOOR



PERHAPS we are prejudiced, but we believe many will agree that the new Imperial body style, the Four-Door Southampton Hardtop, shown on the opposite page, has more individuality and originality than any of its contemporaries, and an entirely different note of design.

The car as a whole has a true sense of balance, of dynamic symmetry, and a harmonious blending of lines and contours that combine to give it the feeling of motion, fleetness and power. There are no square, static, harsh areas to mar the symmetrical, flowing lines of the car from front to rear.

There is no mistaking the Imperial for any other car. Viewed from the front, the rear, or from the side, the Imperial is easily identified and recognized, and with this recognition, in most cases, comes sincere admiration, because most persons appreciate *true beauty*, whether or not it is embodied in something that is within their scale of living.

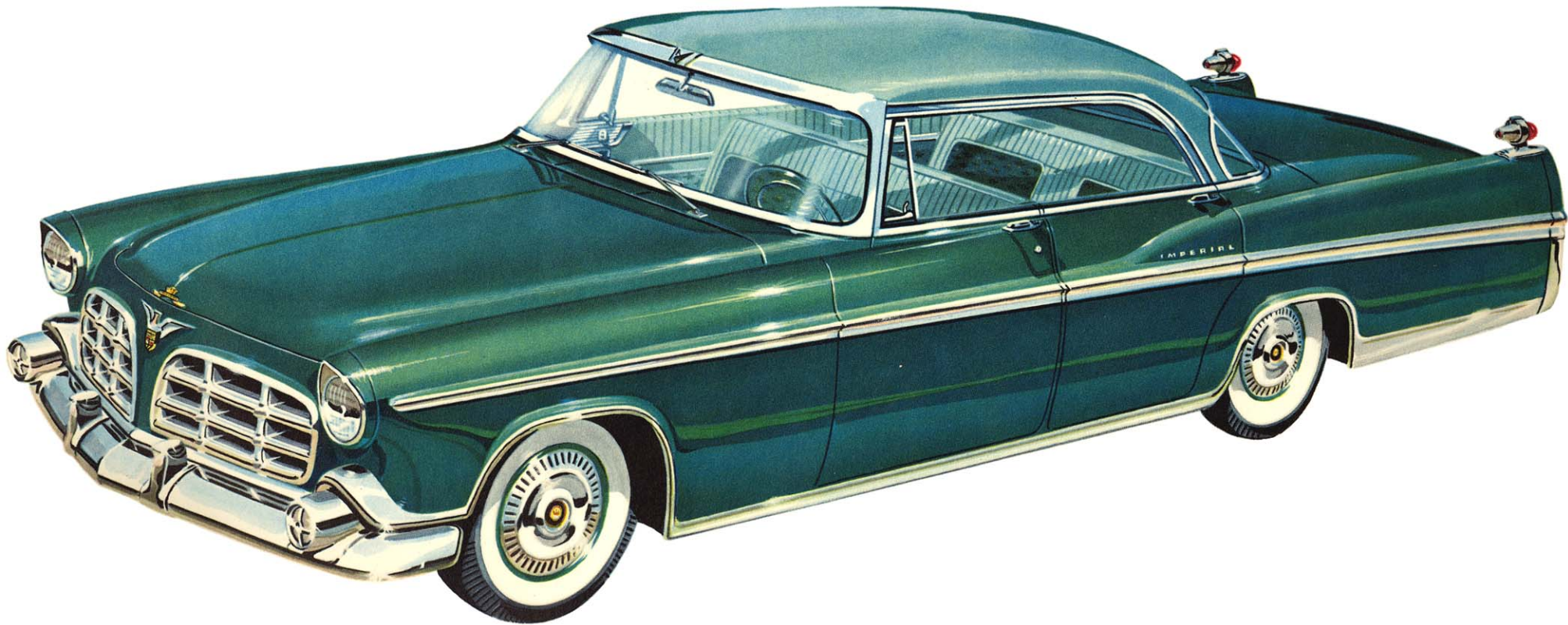
You probably have already noticed and evaluated some of the characteristic design features of the new Imperial, but we would like to point out several which we think may have an especial appeal for you.

The front end of the car, with the gracefully arched and gently sloping hood, which extends from the curved windshield to the massive, divided chrome grille, is so different from any of the other fine cars.

The rear fenders are a distinctive, new note in design. From the center of the rear door, they sweep upward in a flowing, dramatic line toward the rear of the car, giving it a long, fleet, road-hugging appearance of unquestionable power, style and individuality.

The gun-sight taillights atop the rear fenders; the smooth, graceful lines of the design of the top; the forward thrust of the long front fenders, and the chaste, good-taste use of chrome for accenting the long, low lines of the car—all help to make the Imperial a car of charming distinction.









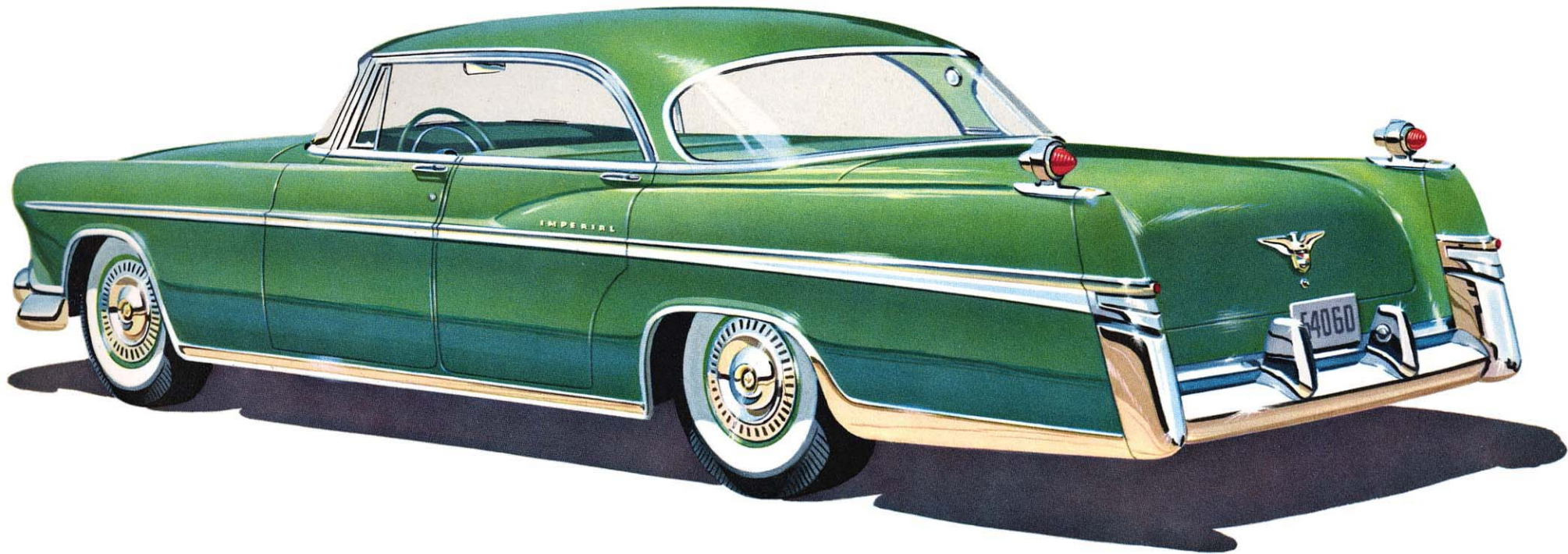


# SOUTHAMPTON HARDTOP

Viewed from the rear, the Imperial Four-Door Southampton Hardtop is just as dramatic, different and distinctive as it is from the front.

The long, wide, gently-sloping rear deck is artistically framed by the high-swept aft-edge of the long rear fenders. The exclusive gun-sight taillights ride the crest of the fenders, and the massive outer bumper guards are designed integral with the fender. The upper section of the right rear fender, beneath the taillight, swings open for easy access to the enclosed gasoline-tank filler. All in all, it is a beautifully-designed, exceptionally distinctive car from the rear.

Likewise, the interiors, as shown on the left, are beautifully designed in impeccable taste, charming decor—with breathtaking elegance; with living-room spaciousness and comfort; and with every conceivable convenience for the well-being, pleasure, and safety of both the driver and passengers. The interior is hand-crafted in the exclusive Imperial Eagle Faille in a soft, dark green, with fine leather, in a light green hue, on the bolsters.





# THE IMPERIAL



**T**HE luxurious Imperial Six-Passenger Sedan, in a two-tone combination of the fashionable new colors, Mediterranean Blue and Cloud White, is shown on the right. But let's forget beauty, smartness and *new style* for a moment and talk about some of the other important things the Imperial has to offer you.

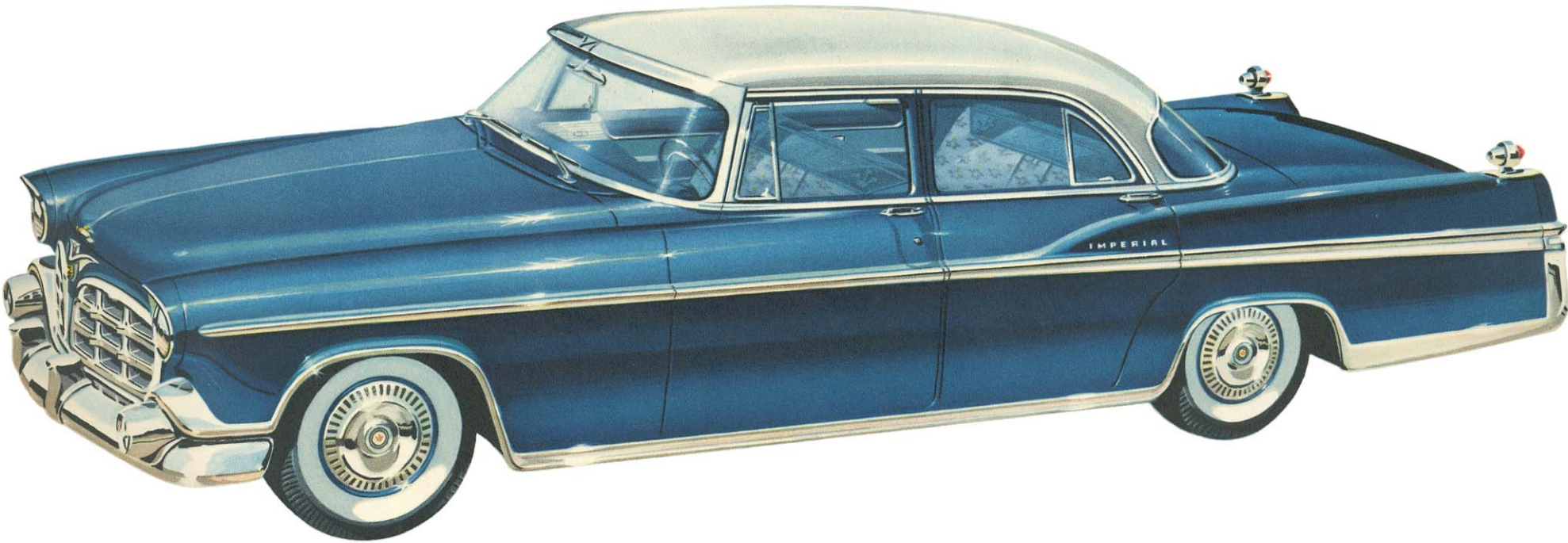
Performance, most certainly, is just as important as style—*more so*, in the opinion of many—and, if you are one of the "many," we believe the Imperial has more to give you than any other car.

We know you appreciate the impossibility of our trying to *tell* you about Imperial performance. But we would like to mention several of the advanced and outstanding engineering features that give credence to the assertion we make in the foregoing paragraph.

The FirePower V-8 engine, with the airplane-type hemispherical combustion chamber, is the *most advanced* engine design in the Industry today. On endurance runs; in stock-car racing; and with owners, all over the world, behind the wheel, FirePower has been acclaimed *the finest engine* ever designed for a motor car. And its *performance*, economy, dependability and long life have proved the justification for this widespread acclaim.

With the FirePower engine is the PowerFlite fully-automatic transmission—a combination that gives you the *finest performing* power train—with fast acceleration and unbelievable smoothness and quietness—with the lightning change-of-pace of a polo pony—and with reserve power that insures your safety, eases your peace of mind and satisfies the ego.

It is logical to assume that, in the Imperial, brake-power has kept pace with horsepower. As a matter of fact, the new braking system on the Imperial is just as advanced in design, and just as outstanding in performance as is the FirePower engine. The new system includes the exclusive floating-shoe Center-Plane hydraulic brake, the improved Power Brakes and the independent parking brake — truly the *finest braking system* ever made.









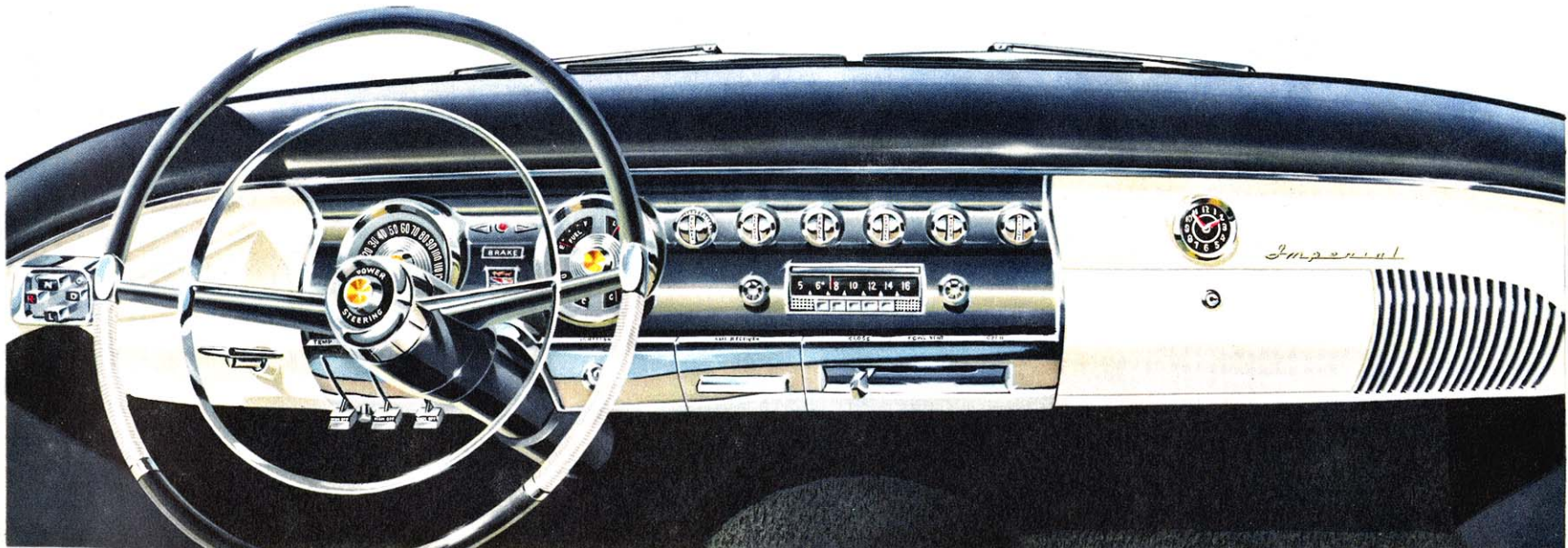
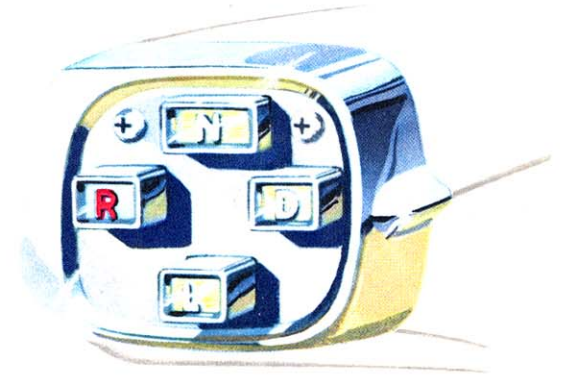
# SIX-PASSENGER SEDAN

There is little need to extol or glorify the conservative richness and charm of the exquisite interior of the Sedan shown on the opposite page, but we do want to call your attention to the folding center arm-rest in both front and rear compartments; the lavishness of the appointments and the luxury of the interior as a whole.

But, again, instead of dwelling on beauty and style, let us present the newest and greatest convenience and safety feature—the Push Button Drive Selector that takes the place of the gear-shift lever to operate the PowerFlite transmission.

The Selector Panel, shown below, has separate buttons for each driving range. It is conveniently and *safely* located on the instrument panel, to *the left* of the steering wheel, where it is out of the way and beyond the reach of children or front-seat passengers.

Each button is lighted with a soft glow, except the button in use, which is brilliantly lighted. To operate it, you merely push the button, as easy as pointing your finger, and you have the utmost in effortless driving comfort, ease and *safety*.







## THE TWO-DOOR

ONE OF THE reasons why the Imperial, year after year, is the first choice of more and more persons of wealth, influence and prominence is illustrated on the right—the Imperial Southampton, a two-door Hardtop, which has the unmistakable air of refinement and quality so reminiscent, in its distinctive individuality, of the custom-designed and custom-built cars of yesteryear. As a matter of fact, the Imperial is custom-designed and custom-built—hand-crafted with infinite precision, consummate skill and admirable patience.

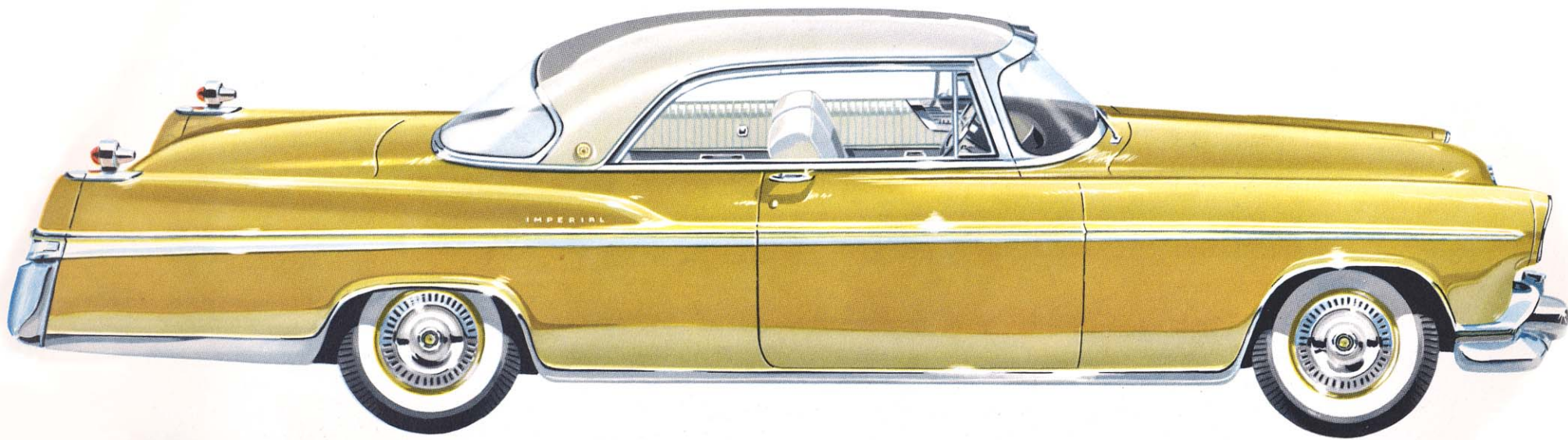
It was created expressly for the comparatively few who can afford to buy any car in the world, regardless of price. And, as it will be built in limited numbers only, it is obviously not a price-built car, but a car of priceless quality—a cherished possession of inexhaustible pleasure, enjoyment and pride of ownership.

When you see the Southampton, in all its glory, you will discover, to your pleasure, that it is even more beautiful than the excellent portrayal of this magnificent car shown on the opposite page.

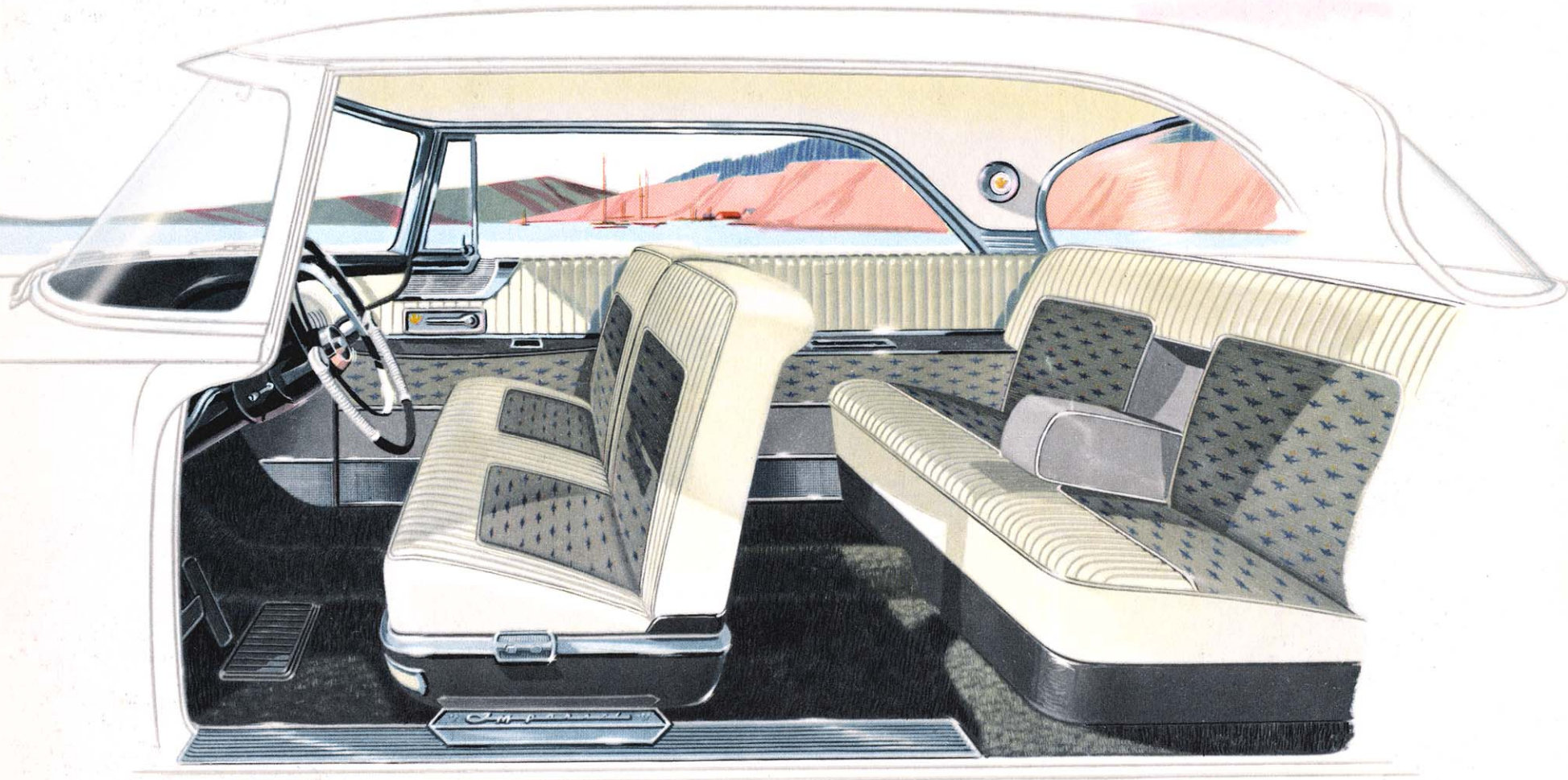
You will, we are certain, appreciate the style and smartness, the individuality that Imperial designers and stylists have achieved in this new concept of motor-car design.

Compared to the stereotyped sameness of other cars, the Southampton stands out so conspicuously. And the more thorough the comparison, the greater will be your appreciation of how far advanced the Imperial design is over that of all other cars.

More and more you will notice the regal crown and eagle, emblem of the Imperial, at places and in the sections of town where fine cars naturally congregate. More and more, you will catch a glimpse of Imperial's distinguished, exclusive gun-sight taillights out on the open highway. And if you were to inquire, you would find that numbered among Imperial owners are many of the most prominent and highly-respected men and women of our time. All of which leads us to suggest that you see and drive the Imperial.









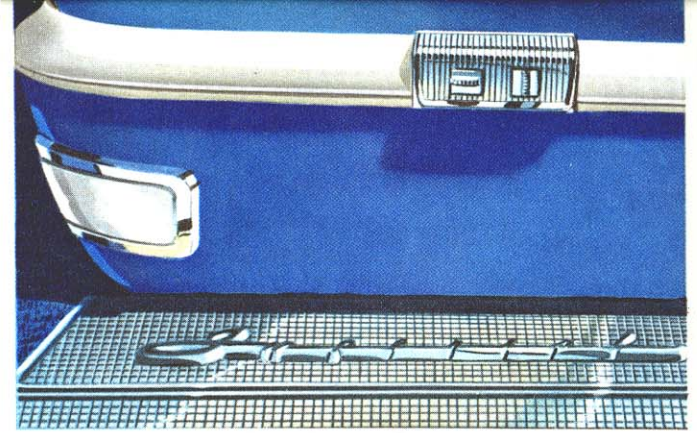
1. The 4-way electric power seat provides the most comfortable and safest driving position. The seat moves forward five inches and vertically three and one-eighth inches affording a comfortable, safe, relaxed seating position for both tall and short persons.

2. The windows are electrically operated, with a separate motor and switch for each window and a master switch to the left of the driver which controls all four windows. This convenience feature is standard on all three body types.

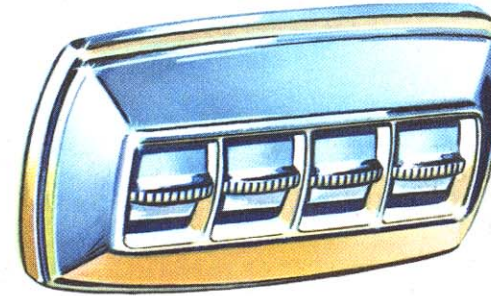
3. On the Six-Passenger Sedan, heavy chrome assist-handles are securely mounted on each side of the back of the front seat, just below the heavily padded protective cushion.

4. The smartly designed dome light in the Imperial Southampton models lights when either door is opened. It can also be independently controlled by a special switch that is mounted on the instrument panel.

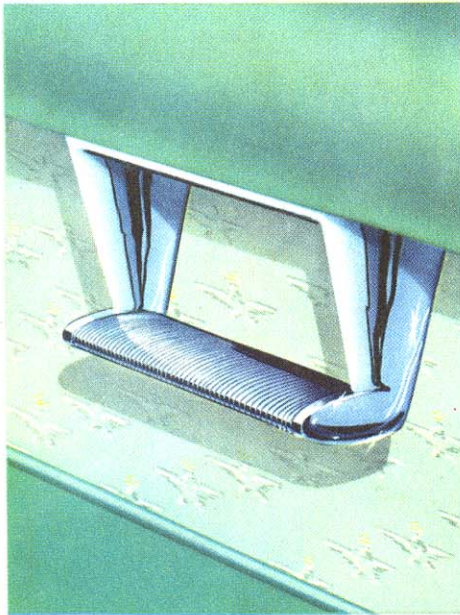
5. The ash tray and lighter ensembles, of exclusive design, are mounted on wide armrests designed integral with the door panels.



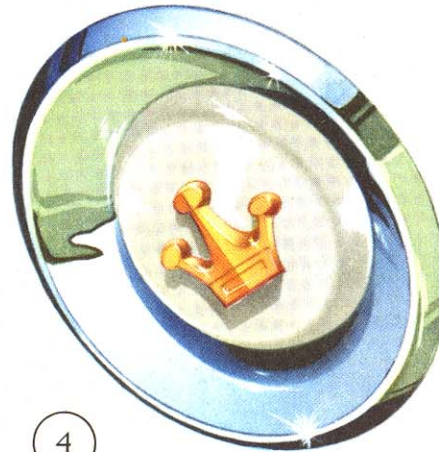
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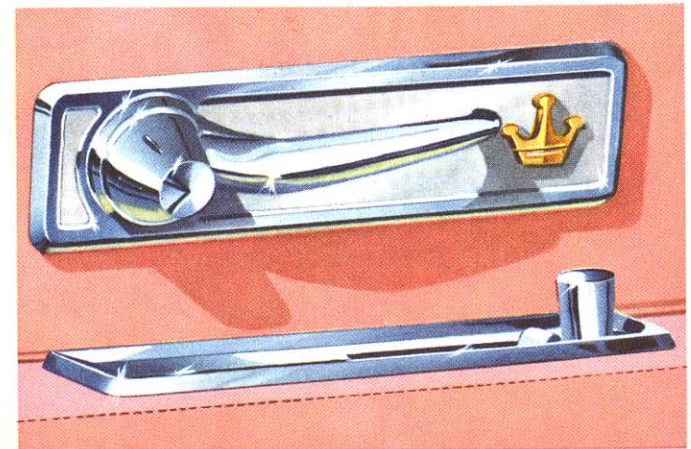
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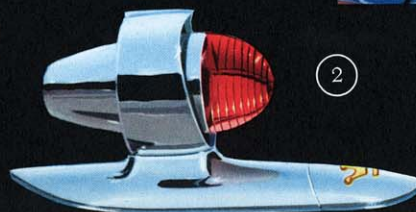
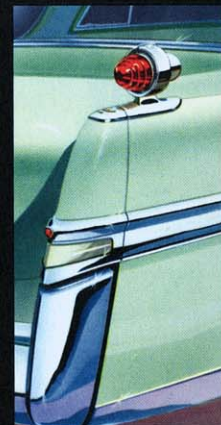
# STYLED WITH INFINITE SMARTNESS

1. The new pull-type door handles insure a maximum of convenience and ease of opening. These graceful handles require a minimum of effort to unlatch and open the wide doors on the Imperial.

2. A true mark of distinction, are the exclusive gun-sight taillights that grace the crown of the long, high-swept rear fenders on all Imperial body styles.

3. The Super-Scenic windshield is a most beautifully-designed windshield, but, more important, it affords greater visibility and driving safety because it wraps around both at the top and bottom of the windshield.

4. The wide, wrap-around rear window provides clear visibility to the rear, eliminates blind-spots, enhances the distinctive design of the rear end of the car and complements the long, graceful lines of the design of the upper structure of the car.



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# FOR THE MECHANICAL MINDED

## DETAILED INFORMATION ABOUT IMPERIAL ENGINEERING

The Forward Look of the Imperial for 1956 is just as outstanding from an engineering standpoint as it is from the standpoint of beauty and style.

The Imperial has a new, more powerful, greater performing version of the famous FirePower V-8 engine.

A new concept in drum-type brake design—the first in many years—gives better, safer braking under all driving conditions, longer life, less maintenance and few adjustments.

The new air-suspended power brakes—the latest design of the original power brakes introduced by Chrysler in 1932—give faster response, with easier action, requiring less pedal pressure, setting a new standard in brake performance and safety.

The new 12-volt electrical system, with improvements in all components, insures performance superior to any system now in use, and assures plenty of electricity for starting, window lifts, power seats, radio, lights, etc.

The new *charge-cooled* spark plugs give a substantial increase in fuel economy and insure more even and complete burning of the air-fuel mixture, which results in a cleaner engine that reduces power loss and cuts maintenance costs.

The Push-Button controls for the PowerFlite transmission are a significant development in the trend toward completely automatic driving control. They are easier to use, safer from the chance of interference and mechanically simple.

The new Sealed Beam headlamps give greatly improved night visibility and much less reflection of glare when driving in fog, snow, dust or rain. As much as 80 feet more seeing distance is provided along the right side of the roadway.

The first car power steering was introduced on the Imperial in 1951 and it has been recognized as the safest, easiest, smoothest and best of all power-steering systems. Improvements for 1956 give even greater control, easier steering and parking, and safer driving under all road and traffic conditions.

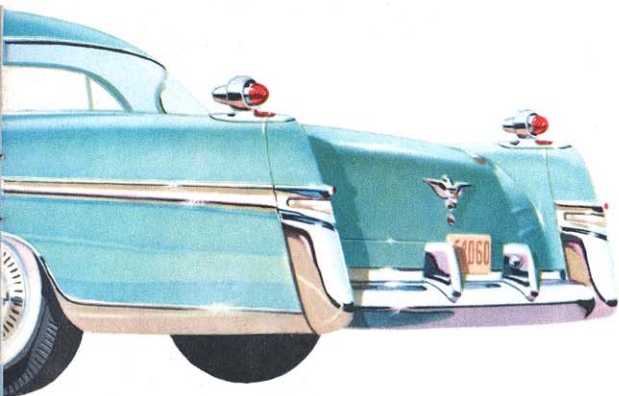
The revolutionary, new Nylon Deluxe SuperCushion Tires—another engineering “First” for your comfort and safety—have nearly twice the endurance safety factor; are quieter and smoother; and will give far greater tire mileage.

The Imperial ride is, we believe (and you can prove it), the softest, smoothest, *and safest* ride you will get in any car today.

The long wheelbase of 133 inches; the heavy front coil springs and the long inter-leaf rear springs; the massive box-section-type frame; and the incomparable Oriflow shock absorbers, all combine to give the Imperial the road-hugging characteristics of the sports cars—plus the smoothness of a plane in clear flight.

Three new engineering firsts for the Imperial are the new Transistor Radio; the Highway Hi Fi, the first phonograph for the automobile; and the new Instant-Heat heater. All three of these new convenience features are available on the Imperial as extra equipment.

The foregoing listing of the engineering features of the Imperial is necessarily brief, but, in the final analysis, there is really only one way for you to get a true appreciation of the genuine worth of the Imperial and that is to drive the car yourself—so, let us again extend a cordial invitation to you to do this at your convenience. It will be a thrilling experience, we can assure you.





# SPECIFICATIONS

**BODY STYLES**—Six-Passenger Sedan; the Four-Door Southampton Hardtop; and the Two-Door Southampton Hardtop.

**ENGINE**—FirePower High Compression 90° V-8. Bore, 3.94 inches. Stroke, 3.63 inches. Piston Displacement, 354 cu. in. Brake Horsepower: 280 horsepower. Compression ratio: 9.0 to 1. Hemispherical Combustion Chamber with overhead laterally inclined valve arrangement. Three rings per piston. Slipper-type cam ground steel band aluminum alloy pistons. Full-pressure Lubrication valve seat inserts. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Oil bath air cleaner. Shear-type Engine Mounting. Full Flow Oil Filter.

**FUEL SYSTEM**—Four-barrel carburetor with vacuum-controlled secondary draft system. Integral automatic choke. Oilite Fuel Filter in gas tank. Capacity, 21 gallons.

**COOLING SYSTEM**—Thermostatic by-pass control. Four-bladed fan (six-bladed with Air Conditioning). Fin and tube radiator core. Full-length water jackets around cylinders. Capacity, 25 quarts.

**ELECTRICAL SYSTEM**—30-amp. capacity generator. 78-plate, 70-amp.-hr., 12-volt battery. 14 mm "Long-Reach" Resistor-type, charge-cooled spark plugs. Sealed Beam Headlights; Back-up Lights; Directional Signals; Map Light; Solenoid engaged ignition key starter switch; Electric window lifts; Electric 4-way front-seat adjustment; Electric two-speed windshield wipers (with windshield washer); Cigar Lighters, one in front and two in rear compartment; Electric Clock; Rear-dome light with automatic switch in Sedan (side lights in Hardtop); Glove-compartment light; Hand Brake Flasher signal; rear license-plate light; luggage-compartment light.

**POWERFLITE TRANSMISSION**—Fully-automatic torque converter with automatic planetary gear set. Ratio 2.7 to 1 combines with planetary ratio to give 4.64 to 1 gear ratio at breakaway. Forward shift from 15 to 65 mph. Downshift at 11 mph. Push-button controls on Instrument Panel.

**SUSPENSION**—*Front* . . . Independent front-wheel suspension with Amola steel helical coil springs. Oriflow Shock Absorber mounted inside each coil spring. *Rear* . . . Tapered-leaf rear springs with interliners. Straddle-mounted, direct-acting Oriflow shock absorbers.

**STEERING**—Full-time Coaxial Power Steering with symmetrical idler-arm steering linkage. From full right to left, 3.75 turns of the steering wheel.

**BRAKES**—New Center-Plane hydraulic braking system, with Power Brakes standard. Brake diameter, 12 in. Two cylinders on each front-wheel brake. Cyclebond brake-linings. Easi-Lock independent Parking Brake with brake handle mounted on instrument panel. Red warning flasher signal on panel.

**WHEELS AND TIRES**—Nylon Deluxe SuperCushion White Sidewall, Tubeless Tires, 8.20 x 15. Safety Rim Wheels. Chromed Stainless Steel Wheel Covers.

**DIMENSIONS**—Wheelbase, 133 in. Front tread, 61.3; rear, 60.4. Over-all length, 229.6 in.; width, 78.8 in.; height (Sedan loaded) 61.5 in.

**OPTIONAL EQUIPMENT** (*at extra cost*)—Airtemp Air Conditioning; Solex Glass; Custom Conditioner Air Heater; Electro Touch Tuner Radio (with foot control) or Music Master Radio, both with rear-seat speakers. Transistor Radio. Highway Hi Fi Phonograph. Instant-Heat airplane-type heater.

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

CHRYSLER DIVISION • DETROIT