

THE TRIUMPHANT 1958 IMPERIAL





1958 IMPERIAL INTERIORS . . . THE WORLD'S MOST LUXURIOUS

This year's Imperial interiors are the most beautiful in the history of this truly distinguished automobile. The magnificent jewel-like appearance of the "Diamond Glow" Jacquard cloth creates an inspiring picture of modernity and luxury. In fact, as you will note in the photograph at the left, the whole interior monochromatic effect is one of great elegance and subtlety. A wide selection of smart new interior colors and fabrics is at your command in the 1958 Imperial . . . the beautiful two-tone beige is shown.

THERE'S A NEW LOOK OF ELEGANCE
TO THE FINEST EXPRESSION OF
THE FORWARD LOOK... 1958 IMPERIAL

Introducing . . . Imperial for 1958. Sleek, low, glittering. A car of matchless good looks, good taste and quality. Of silent, surging, magnificent power. Of silken handling.

Of floating velvet ride. Here it is — in all its splendor. Here is the fine car that has emerged as the foremost preference of knowing people among all fine cars. The beautiful, dramatic new leader. The finest product of the Chrysler Corporation. The triumphant Imperial.

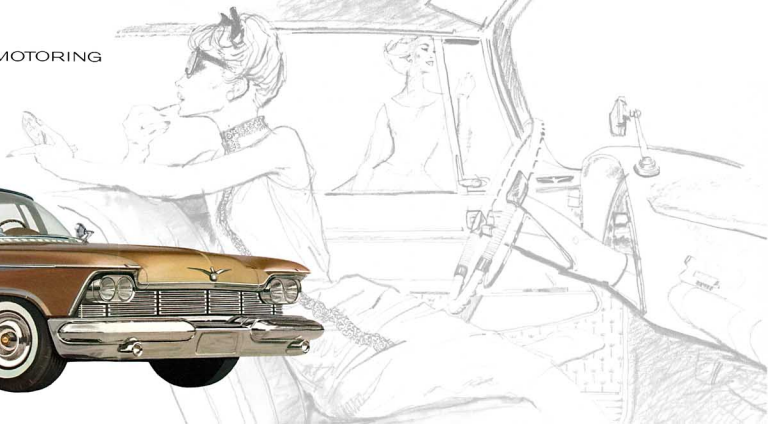


IMPERIAL... A MEMORABLE MOMENT IN MOTORING

Once into every lucky man's life comes the car he never forgets. It could well be this one... the Imperial 4-Door Southampton. A few moments behind the wheel of this breath-taking automobile will convince you that here is a car of magnificent design and dimension... a car with a remarkable personality of its very own. The classic, yet young and vigorous, flow of its Flight-Sweep lines... the tasteful application of the famous Imperial gunsight taillamps... the exquisite application of the famous Imperial gunsight taillamps... the exquisitely crafted new grille with its integrated dual headlights (standard equipment on all 1958 Imperial models)... all definitely point to the fact that here *today* is a car that will be revered as a masterpiece in motoring history.



1958 IMPERIAL 4-DOOR SOUTHAMPTON, 2-TONE SANDALWOOD AND MESA TAN



IMPERIAL



1958 IMPERIAL 2-DOOR SOUTHAMPTON, SOLID BALLETT BLUE



1958 IMPERIAL 4-DOOR SEDAN, SOLID MANDARIN JADE

IMPERIAL CROWN



1958 IMPERIAL CROWN 2-DOOR SOUTHAMPTON, CHAMPAGNE GOLD AND ERMINE



1958 IMPERIAL CROWN 4-DOOR SOUTHAMPTON, MIDNIGHT BLUE AND AIR FORCE BLUE

IMPERIAL LE BARON



1956 IMPERIAL LE BARON 4-DOOR SEDAN, WINCHESTER GRAY



1958 IMPERIAL LE BARON 4-DOOR SOUTHAMPTON, GARNET MAROON



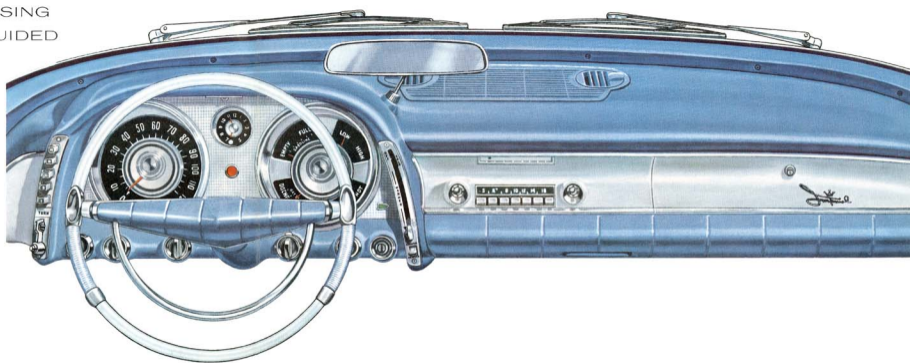
1958 IMPERIAL CROWN 4-DOOR SEDAN, CYPRESS GREEN



1958 IMPERIAL CROWN CONVERTIBLE, AZTEC TURQUOISE

IMPERIAL...POWERFULLY PLEASING AND EVER SO GRACEFULLY GUIDED

Here at the wheel of this magnificent automobile, you feel as if you own the world. No other fine car can touch Imperial for distinction, splendor and performance. The jewel-like instrument panel, for example . . . with its massive sun-shading brow . . . clusters the neatly arranged instruments directly in front of the driver for easy and instant readability. Covering both top and bottom of the panel is harmonizing leather-covered foam padding that softly cushions any contact and greatly reduces sunlight glare. But the elegant yet practical styling of the Imperial is just one of the things that makes it America's new fine car leader. For when you touch the automatic drive pushbutton and summon Imperial's quiet power, you can feel the true greatness of this remarkable car come alive by the way it surely and confidently moves out front.



1958 IMPERIAL CROWN INTERIORS

The instant you step into the Imperial Crown, you are softly lapped in luxury. You sink into buoyant foam rubber cushions. Underfoot, there is heavy, magnificent nylon carpeting. And all around you are elegant, beautiful colors . . . misty pale blue (shown here) . . . or smoky beige . . . or soft gray . . . or gentle green . . . in superb broadcloths, with matching supple metallic leathers, marvelous heavy silks and wools designed by Imperial and executed by America's top fabric houses. The soft blending of colors brings a spacious and fashionable look to Imperial . . . an effect of complete unity and restful harmony.



1958
IMPERIAL
LE BARON
INTERIORS

Imperial Le Baron interiors triumphantly lead the return to elegance. And in the Imperial Le Baron—"flagship" of the triumphant Imperial fleet—you will find the ultimate in luxury and craftsmanship. Quiet, exquisite colors . . . gentle shades of blue, beige, gray or green (shown here). Soft, smooth wool broadcloths with the faint sheen of silk. Impeccable tailoring. Beautiful silvery door panel trim specially designed in our exclusive Imperial styling studios. Interiors, with their smart monochromatic look, accentuate the Imperial body design, surround you with a wonderful sense of space, light and luxury.



1958 IMPERIAL SPECIFICATIONS

BODY STYLES: Imperial—Sedan; 2-Door Southampton; 4-Door Southampton, Imperial Crown—Sedan; 2-Door Southampton; 4-Door Southampton; Convertible Coupe, LeBaron—Sedan; 4-Door Southampton.

ENGINE—High compression 90° Imperial V-8, airplane-type, with Hemispherical Combustion Chambers and overhead, laterally inclined valve arrangement. Bore 4.0 in., Stroke 3.9 in. Piston displacement 392 cu. in. Compression Ratio 10 to 1. Brake horsepower, 345 at 4600 r.p.m. Slipper-type cam ground, steel hand aluminum alloy pistons. Three rings per piston. Full pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Paper element air cleaner. New spool-type engine mountings. Full-Flow oil filter. Twin exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with vacuum-controlled secondary draft system. Integral automatic choke. Plastic fuel filter in gas tank, ceramic fuel filter at engine. Tank capacity, 23 gallons.

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

ELECTRICAL SYSTEM—12-volt battery, 78-plate, 70 amp. hr. 30 amp. capacity generator. 14 mm "Long Reach" Resistor-type, Power-Tip spark plugs. Sealed Beam Dual Headlights; Back-up Lights; Directional Signals; Map Light; Neutral Pushbutton Starter; Electric Window Lifts and 6-Way Power Seat, Imperial Crown and LeBaron (available on Imperial), Electric, Variable-speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, two lighters in rear compartment, Imperial Crown and LeBaron; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

TRANSMISSION—Torque-Flite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio 2.3 to 1. Transmission gear ratios—First gear 2.45 to 1; Second gear 1.45 to 1; Third gear 1 to 1. Pushbutton Control located on dash panel to left of steering wheel. Neutral pushbutton starting.

DRIVE—Hotchkins Drive through rear springs. Hypoid rear axle. Axle ratio 2.93 to 1.

SUSPENSION—Independent front wheel suspension with torsion bar springs. Orilow Shock Absorbers in

both front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut.

STEERING—Full-Time Constant-Control Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.3 turns of steering wheel.

BRAKES—"Total-Contact" hydraulic braking system, with Power Brakes and independent Parking Brake. Brake diameter 12 in. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Parking Brake actuated by foot pedal—released by control on dash panel. Red warning signal on panel.

WHEEL AND TIRES—14-inch, low pressure, Rayon Super-Soft-Cushion Tubeless Tires, 9.50 x 14. Safety Rim Wheels. Stainless Steel Wheel Covers. Rayon white Sidewall (standard on LeBaron). Nylon white Sidewall or Captive-Air Tires available.

DIMENSIONS—Wheelbase 129 inches. Front tread 61.8 inches, rear 62.4. Overall length 225.7 inches. Width 81.2 inches. Height (loaded) 56.7 inches.

All Colors, Specifications, Equipment and Prices subject to change without notice and without any obligation on cars already built.

CHRYSLER DIVISION — DETROIT