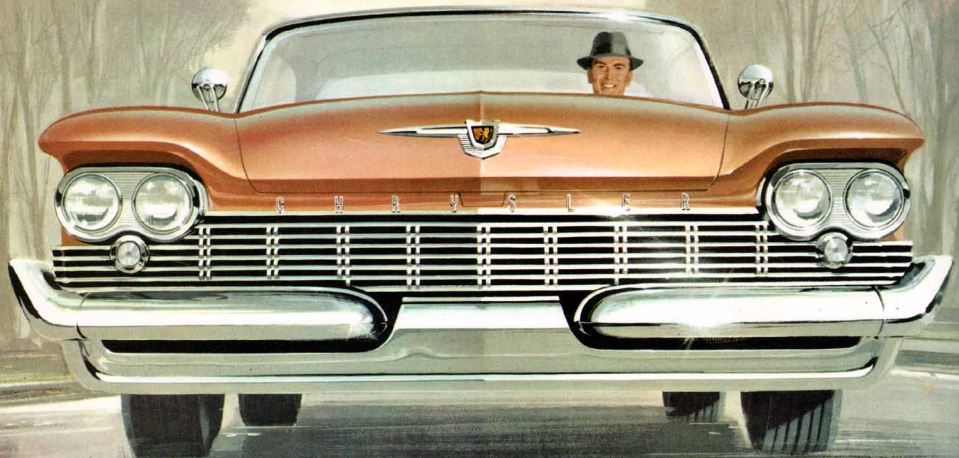




PRESENTING THE LION-HEARTED CAR THAT'S EVERY INCH A NEW ADVENTURE

CHRYSLER '59

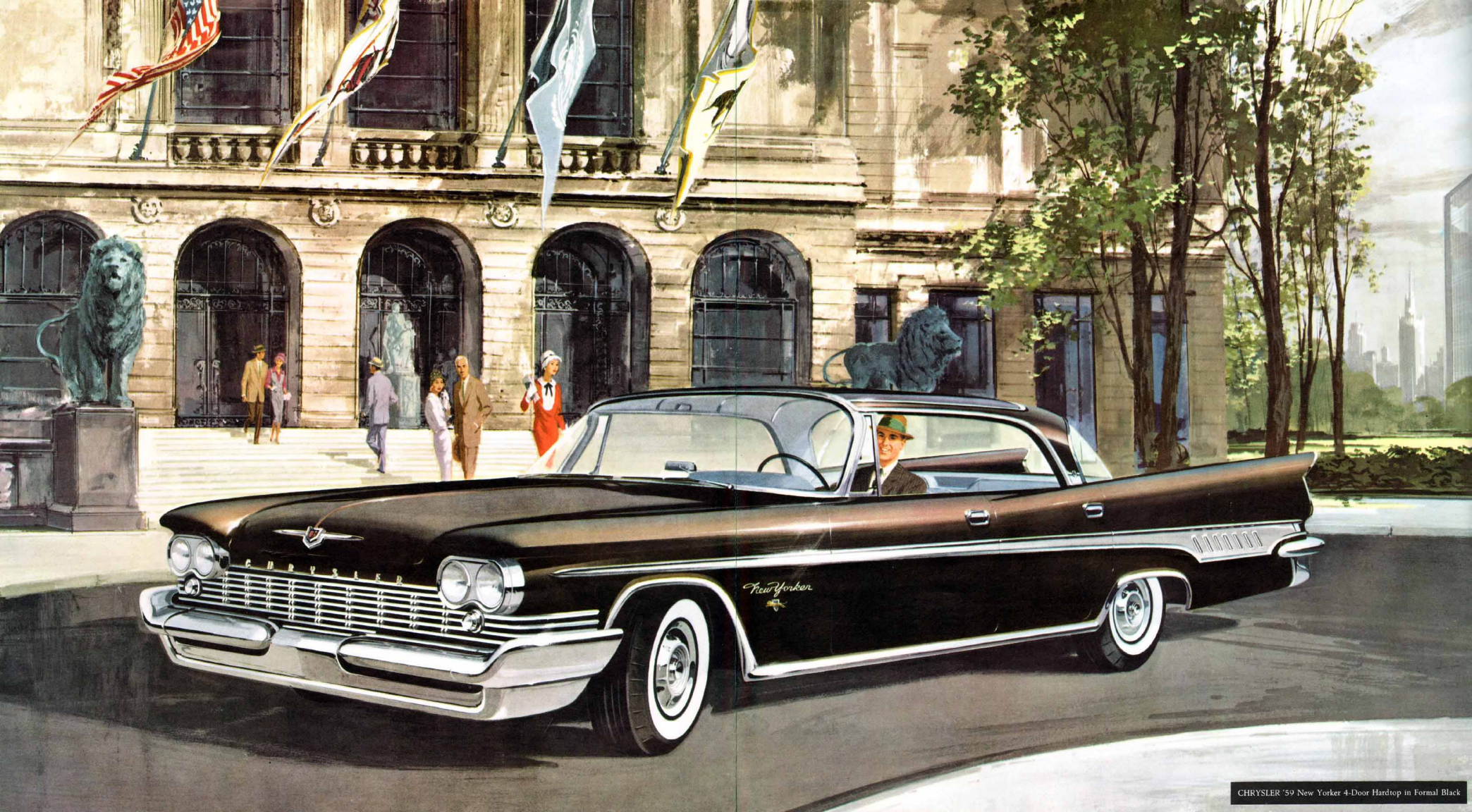


The CHRYSLER New Yorker for '59

Proudly it stands . . . exciting it goes, this low, lean, lion-hearted bid to adventure! From its proud grille through the lengthy sweep of its rear deck, there's the look of the spirited performer about this New Yorker. Nor do appearances deceive! A brilliant power team—combining the massive brilliance of the new Golden Lion 413 V-8 engine and smoothest-ever Push Button TorqueFlite—ushers in totally new measurements of performance. And you ride royally smooth with incomparable Torsion-Aire Ride, available in 1959 with the added magic of wonderful True-Level Torsion-Aire suspension. Five of these magnificent models are yours to choose . . . and with them, 73 solid and two-tone exterior color combinations . . . and a total of 22 rich, long-lasting fabric combinations, the most complete in Chrysler history. A wonderful, driveable, liveable car, this New Yorker!

Your CHRYSLER New Yorker is delivered with the following standard equipment: Electric Windshield Wipers; Golden Lion 413 V-8 engine (4-barrel carburetor); Push Button TorqueFlite Transmission; Torsion-Aire Ride; Constant-Control Power Steering; SuperSoft 9.00 x 14 Cushion Tires; Total-Contact Power Brakes; Safety-Rim Wheels; Windshield Washers; Safety Cushion Instrument Panel; Deep-pile Carpeting; all Courtesy Lights, and many other comfort and convenience features.





CHRYSLER '59 New Yorker 4-Door Hardtop in Formal Black



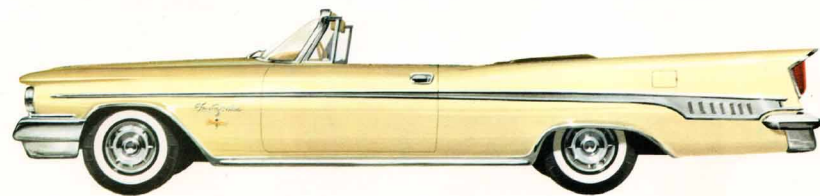
CHRYSLER '59 New Yorker 2-Door Hardtop in Spun Yellow and Ivory White



CHRYSLER '59 New Yorker 4-Door Sedan in Empress Blue



CHRYSLER '59 New Yorker Town & Country Wagon in Gray Rose Metallic and Ivory White



CHRYSLER '59 New Yorker Convertible in Sandstone



Smart contemporary patterns . . . youthful, vibrant colors . . . superb tailoring and workmanship invite you into these carefree New Yorker interiors. At right, you see the exclusive Swivel Seat, a brilliant new option that makes entry and exit so gracefully easy, upholstered in Light Beige Metallic—one of four glowing all-vinyl fabrics you may choose in '59. Above, the front seat of the New Yorker 4-Door Hardtop, handsomely finished in rich blue "Babylon" Jacquard. Color-matched bolsters in broadcloth or vinyl provide dramatic fashion accents throughout!

The CHRYSLER Saratoga for '59

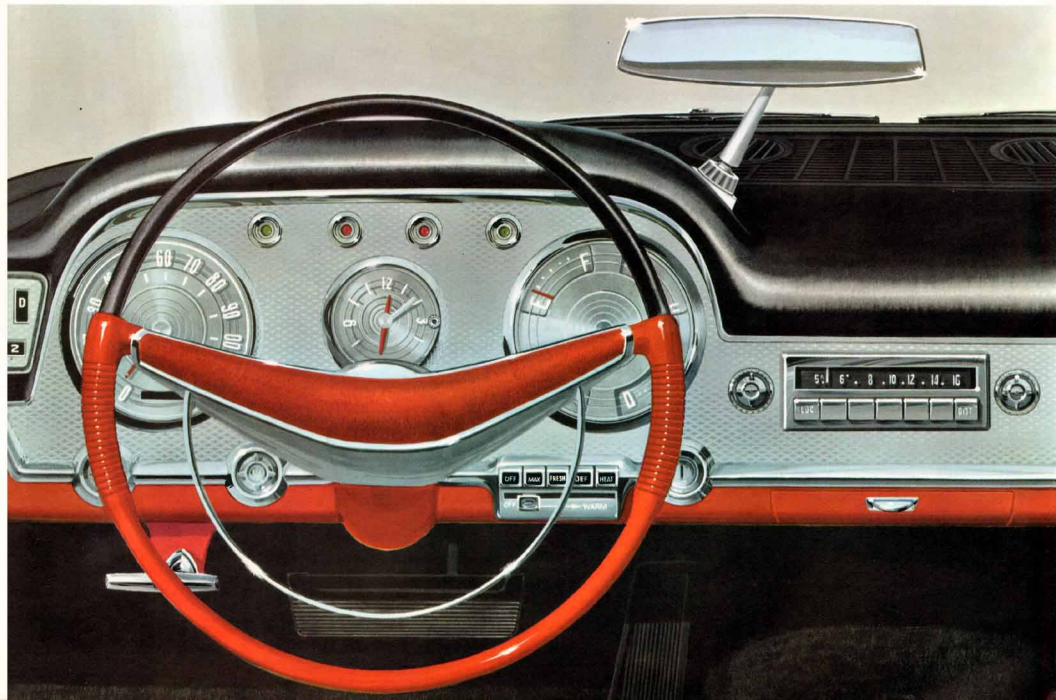
Over eighteen feet of clean-carved sculpture that leaps into action as you command! Listen to the muted might of the Saratoga's big Golden Lion 383 V-8 engine and you'll know why this is twice the car that others are! And as you power away in lively luxury, expect heads to turn your way—no matter which of the three Saratogas you command! No glare of chrome distracts from these low lines. Tasteful "color sweep" side trim, distinctive roof channeling and deep-lustrated colors accent the bold beauty of this superb performer. Ease behind the wheel of this made-for-moving Chrysler '59! Sample its smoothness, its swiftness, its sureness, and you will never be happy until this Saratoga is yours!

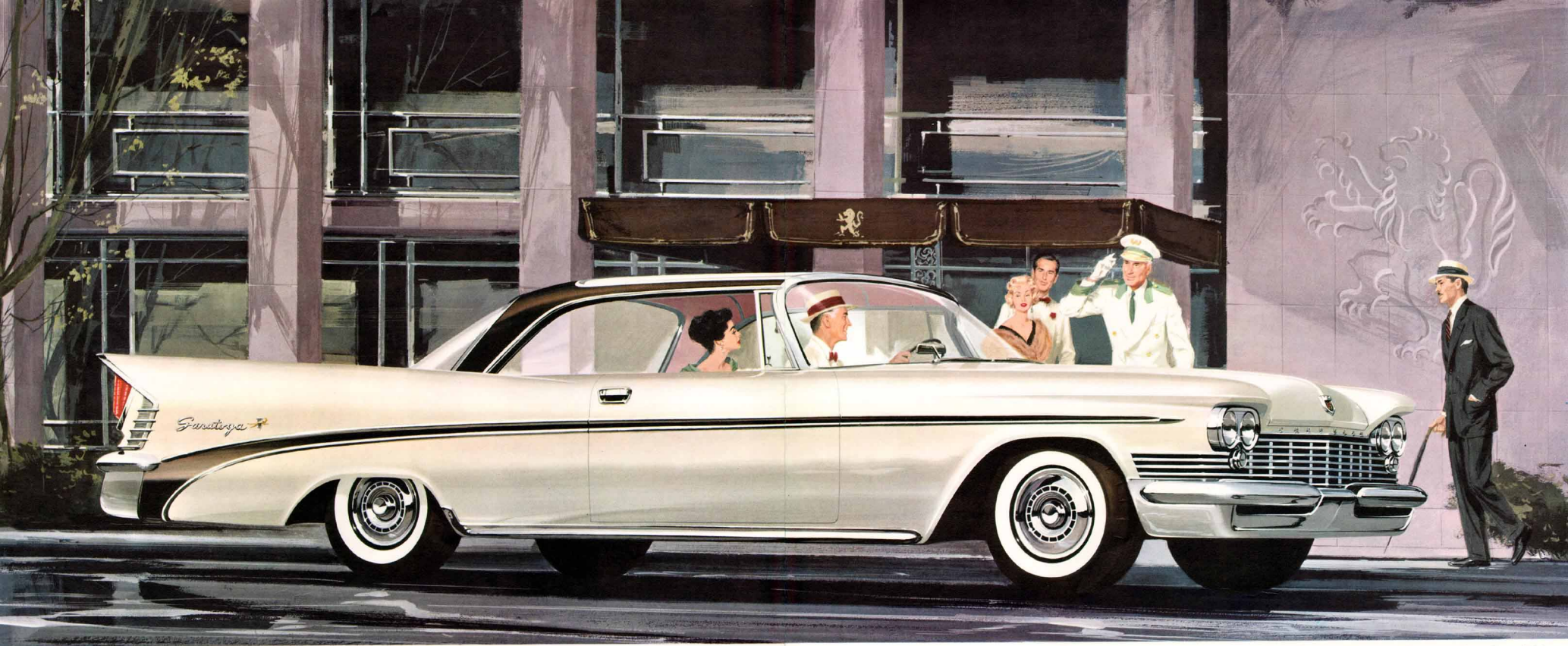
Your CHRYSLER Saratoga is delivered with the following standard features: Air Foam Seat Cushions (front and rear); Push Button TorqueFlite Transmission; Torsion-Aire Ride; Golden Lion 383 V-8 engine (4-barrel carburetor); Dual Exhaust; Interior, Map, Luggage and Handbrake Warning Lights; Directional Signals; Safety-Rim Wheels; Constant-Control Power Steering; Total-Contact Power Brakes; Windshield Washers; Electric Windshield Wipers; Super-Soft 8.50 x 14 Tires; Safety Cushion Instrument Panel; Deep-pile Carpeting; Stainless Steel Wheel Covers.



For '59, Chrysler unveils smart new concepts in automotive interiors. The Saratoga offers you four colorful choices in all-vinyl interiors—this being Deep Ruby Metallic. Or you may prefer double-woven "Mayfair" cloth, especially created for the Saratoga. Soft to the touch, wear-resistant, this buoyant design is but one of 14 combinations you may match to your individual good taste.

Behind this Saratoga wheel, you sit proudly postured for action! The wheel has been relocated for greater seating comfort. Partial horn rim provides uninterrupted view of easy-to-reach instruments and gauges. Huge 1586 square inches of tempered laminated safety glass in the windshield allows 115° of forward vision.





CHRYSLER '59 Saratoga 2-Door Hardtop in Ivory White and Formal Black



CHRYSLER '59 Saratoga 4-Door Hardtop in Storm Gray Metallic and Ivory White



CHRYSLER '59 Saratoga 4-Door Sedan in Deep Ruby Metallic

The CHRYSLER Windsor for '59

A superb blend of grace and economy that masters the miles with noble ease! And how this solid beauty loves to put distance behind it. Powering you easily along is the silent deep-chested might of the Golden Lion 383 V-8 engine. Push Button TorqueFlite transmission, you'll find, has never been smoother. Sponging up road shock, straightening the curves is standard Torsion-Aire Ride suspension. In fact, you'll feel immediately a special kind of cat-sure alertness and agility as you relax behind the wheel of a Windsor. And you'll relax even more knowing that the Windsor (like all Chrysler '59s) uses safety plate glass in the windshield as well as safer tempered safety glass in all side windows. So, get to know this brawny beauty yourself. Come close to it . . . drive it . . . own it!

Your CHRYSLER Windsor is delivered with the following standard features: Golden Lion 383 V-8 Engine with Full-Flow Oil Filter; Double Fuel Filtration; Waterproof Ignition; Electric Windshield Wipers; Directional Signals; Safety-Rim Wheels; 8.00x14 Tires; Total-Contact Brakes; Torsion-Aire Ride; Oriflow Shock Absorbers; Air Foam Front Seat Cushion, Cigar Lighter and Ash Trays (front and rear); Dual Headlamps; Deep-Pile Carpeting; 23-Gallon Fuel Tank and many other features.

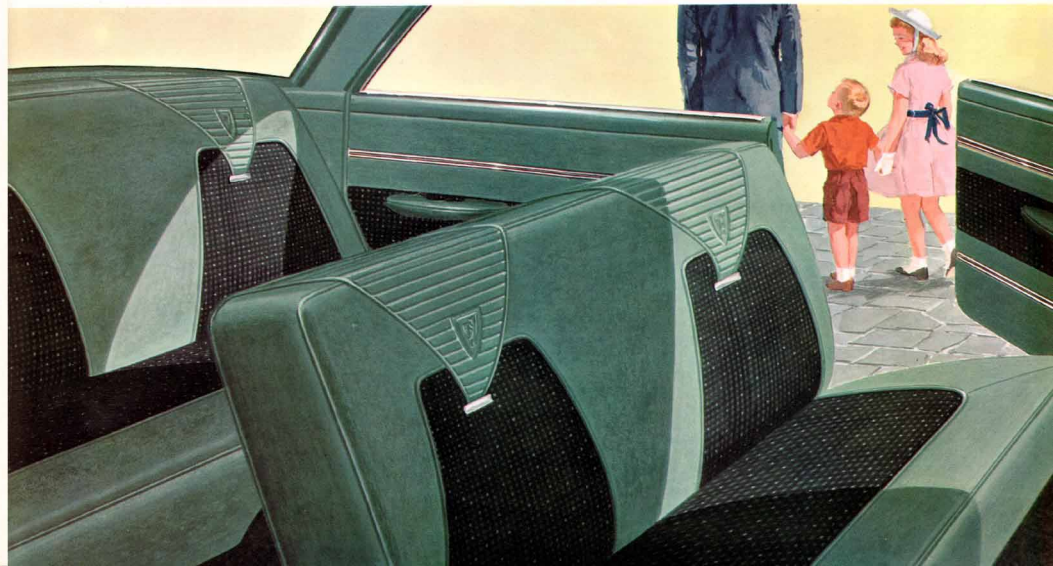


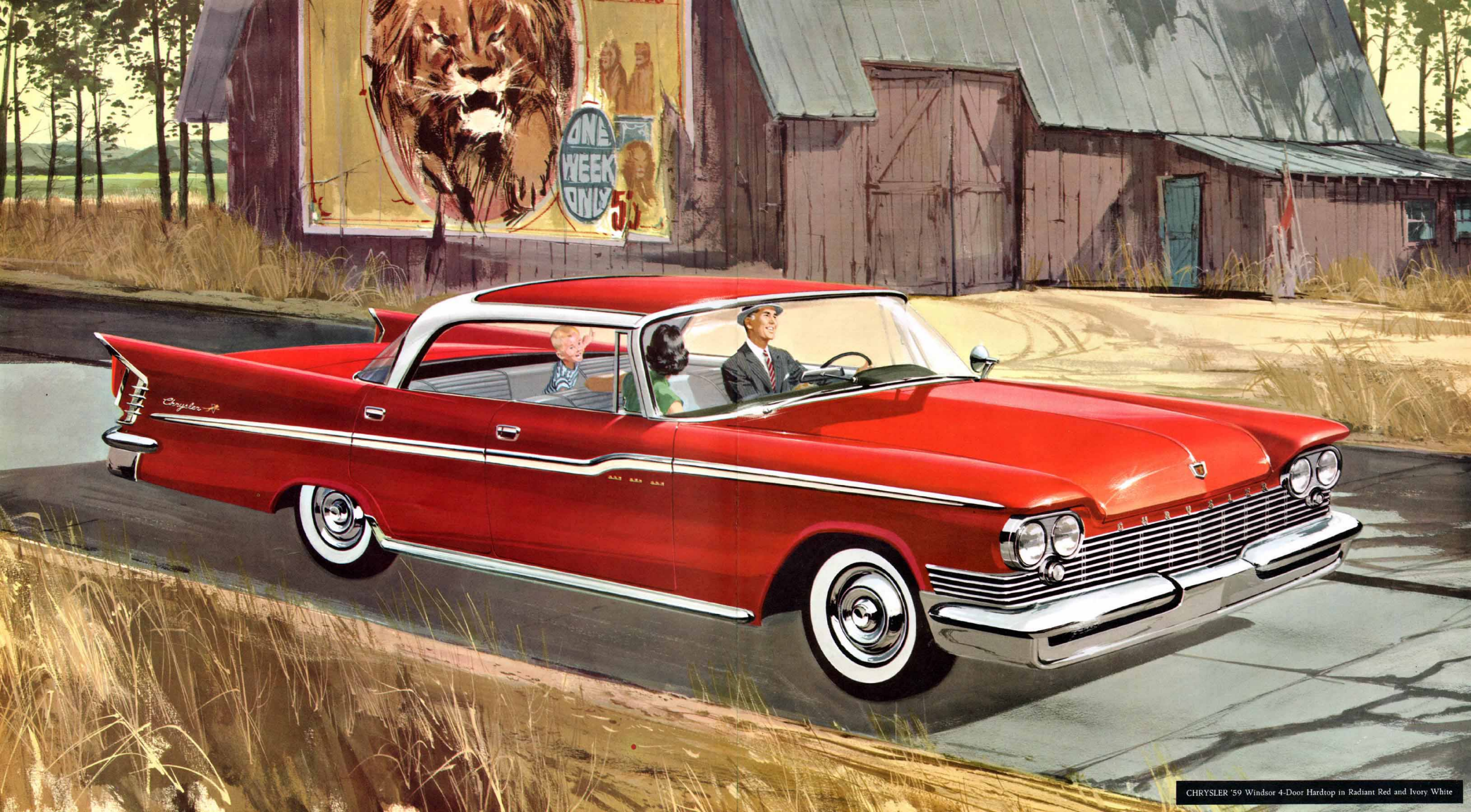
CHRYSLER '59 Windsor 2-Door Hardtop in Ballad Green



CHRYSLER '59 Windsor 4-Door Sedan in Cameo Tan Metallic and Ivory White

A distinguished setting to delight and excite you! Interior of the Windsor 4-Door Hardtop fitted with tough-fibred "Times Square" metallic thread cloth combined with soft green vinyl inserts.





Chrysler Windsor

300 300 300

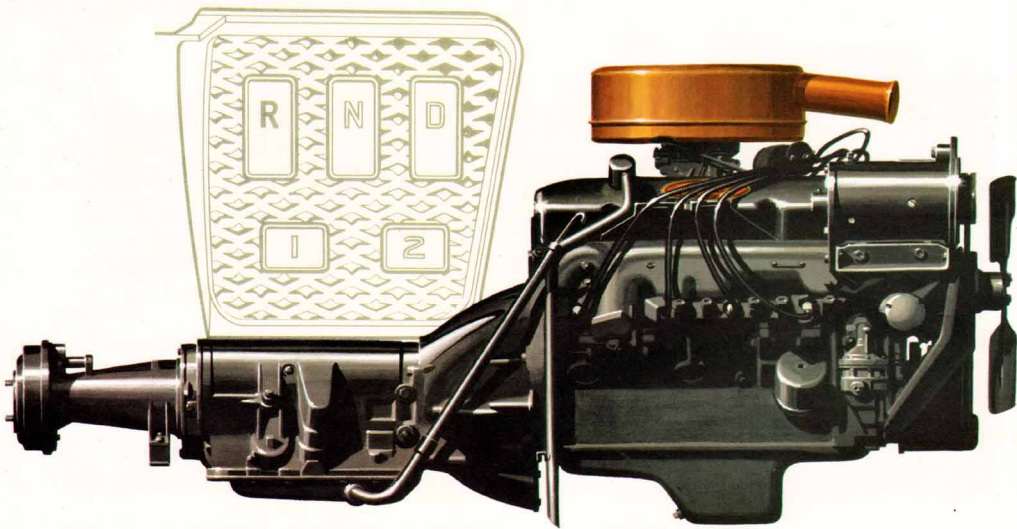
CHRYSLER '59 Windsor 4-Door Hardtop in Radiant Red and Ivory White



For the convertible fancier, the appearance of the Windsor Convertible makes big, big news for '59! This all-new Chrysler rides bright and breezy, sparkles with colorful interiors, too! The black and silver cloth and vinyl combination shown above is only one of eight choices available for your inspection. The well-tailored top is also available in four shades to match exterior colors.

Wherever the road, there's a power of pure-bred pleasure in these high-spirited Chrysler "convertibles"! The Town and Country Wagon, for example, provides a special kind of magic—whether your choice be the 2-seat version; or the 3-seater with exclusive Chrysler "observation deck" rear-facing third seat! With rear seats folded, you get a full 95 cubic feet of cargo area...more than enough for a family of six with all vacation gear. Note how smoothly the rear observation window rolls into position (it's power-operated on the 3-seater model at no extra cost!). Take time to inspect this dual-purpose performer. You'll find it hard to believe that so much car can be priced so modestly.





The CHRYSLER Golden Lion V-8 engine with Push Button TorqueFlite

Out of a pioneering past comes the smoothest, quietest, most rugged V-8 in Chrysler history! With most torque-per-pound...most power-per-pound in its price class, this matchless power plant responds effortlessly to the slightest touch of your toe. It's performance with a fuel-saving pedigree, too! For Chrysler defeated all "comers"—even the lightest "sixes"—during the 1958 Mobilgas Economy Run. Three versions of the Golden Lion V-8 are available: 383 cubic inch with 305 horsepower for the Windsor; 383 cubic inch with 325 horsepower for

the Saratoga; and the mighty 413 cubic inch, 350 horsepower Golden Lion V-8 for the New Yorker. And all share deep-down design changes. More rigid block, high compression ratios, greater efficiency of this engine combine with more economical Push Button TorqueFlite for smoother, carefree motoring!

DEEPER BLOCK DESIGN: means Golden Lion V-8 moving parts are enclosed by a more rigid structure that promotes smoothness.

GREATER THERMAL EFFICIENCY: means more efficient burning of each charge of fuel; cuts gas consumption to a minimum!

MORE RIGID CRANK-SHAFT: means smoother running from idle to high-way cruising speeds. Short stroke minimizes vibration!



With the pillowed sureness of exclusive Torsion-Aire Ride, available with optional True-Level Torsion-Aire Ride, you'll travel each moving mile in cloud-like comfort! Think of what a wonderful combination can be yours with this great suspension advance! Time-tested torsion bar springing in the front to hold you level on curves and pneumatic springing at rear to retain even-keel going regardless of load. Or, consider the remarkable comfort, stability, and safety traction of Custom Super-Soft Cushion tires, an option available only on Chrysler '59! Both are wonderful for any Chrysler driver; but particularly suited for the vacationing family,

the sportsman who explores the untamed trail, or the suburbanite who hauls the heavier loads. Ask your dealer to let you try these exclusive ride advances. Let these brilliant innovations convince you that Chrysler's attention to deep-down design makes this lion-hearted car the comfort buy of the year!



When you buy Chrysler, you buy brilliant performance. And brilliant braking to hold it easily, safely in check! With Chrysler Total-Contact brakes, you get 251 square inches of brake lining in New Yorkers and Saratogas—230 square inches with the Windsor. Every inch makes uniform contact with the brake drum bringing you greater stopping power with a minimum of brake "fade", longer lining life, and safer "straight-line" stops.

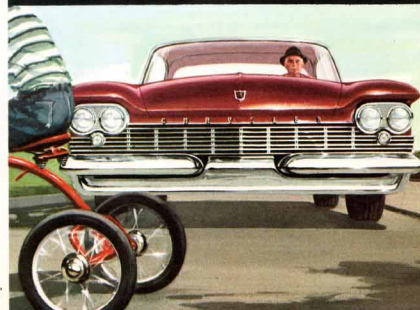
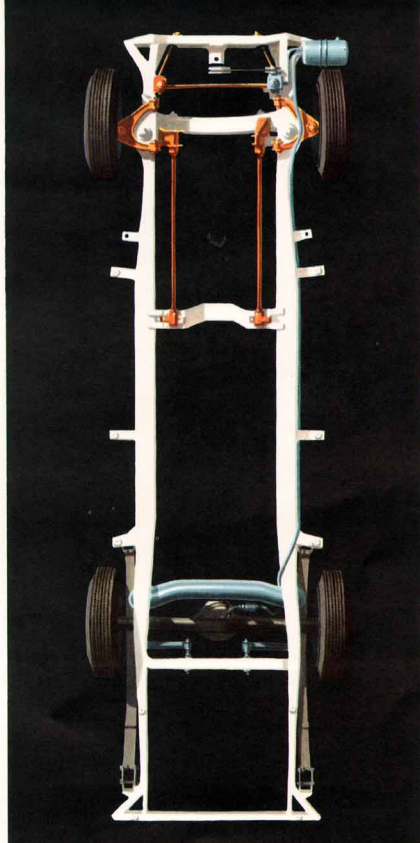


ORDINARY BRAKES



TOTAL-CONTACT BRAKES

In Chrysler '59 you stop quickly, surely, safely and with a minimum of "nose-dive."

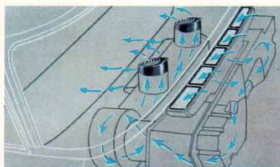




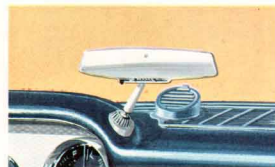
CHRYSLER SWIVEL SEAT answers a need long wished-for by car owners and their guests. With a slight touch of the finger, a control at the seat base unlocks the spring-loaded seat, permitting you to pivot a full 40 degrees for easy, graceful exit and entrance. Diagram shows air traveled by seat in operation.



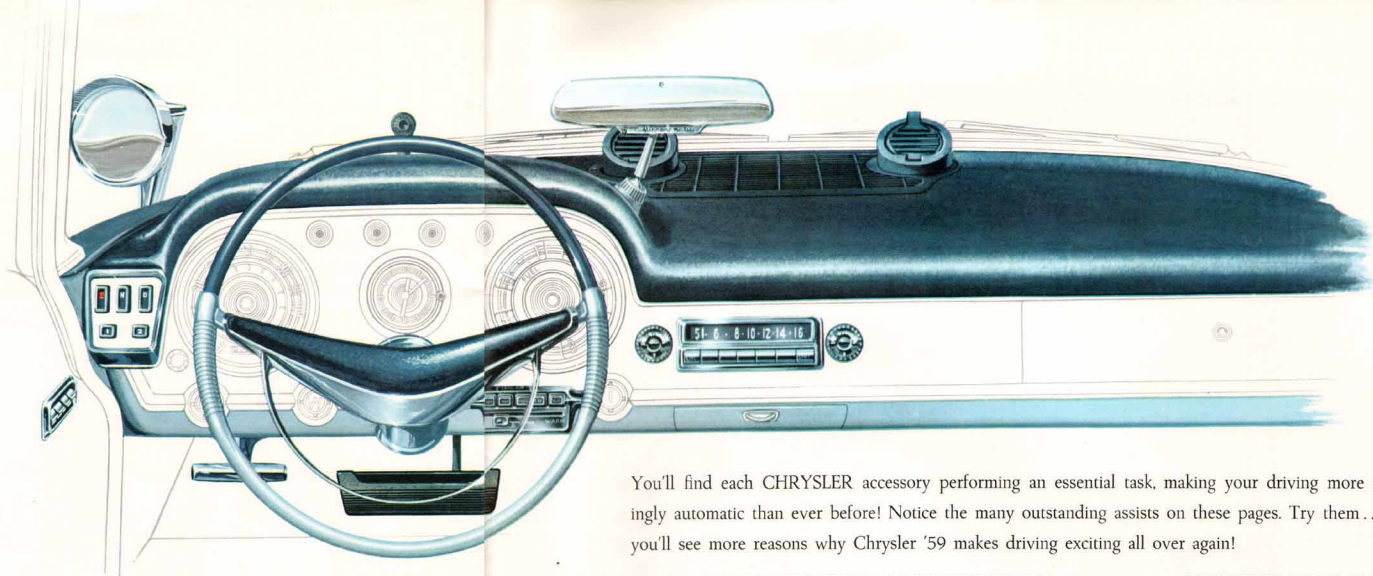
CHRYSLER PUSH BUTTON HEATER permits just-right selection of warmth or cooling air—yet does its efficient job with a gentle keyboard touch of your finger. Easy as your thermostat at home! Convenient sliding lever controls temperature of air.



CHRYSLER PUSH BUTTON AIR CONDITIONER—remarkably simple to operate, single unit design is remarkably compact. Push buttons select Maximum Cool Air, Fresh Cool Air, Defrost and Heat as you require. Unit serves as both heater and air conditioner.



CHRYSLER MIRROROMATIC REAR VIEW MIRROR is electronically sensitive to lights coming from rear, flips conveniently up to prevent glare. City and country settings adjust to varying light values encountered, help eliminate eye fatigue.



CHOOSE YOUR COMFORT from this complete array of Chrysler accessories

You'll find each CHRYSLER accessory performing an essential task, making your driving more excitingly automatic than ever before! Notice the many outstanding assists on these pages. Try them... and you'll see more reasons why Chrysler '59 makes driving exciting all over again!

REMOTE CONTROL OUTSIDE REAR VIEW MIRROR allows accurate non-distracting adjustment of your rear vision regardless of weather. Manual control is located beneath instrument panel within convenient reach of the driver's left hand.

ELECTRIC WINDOW LIFTS provide instant control of all windows from console located at driver's left hand. A wonderful convenience allowing you to control interior comfort as you wish. Individual switches control adjacent windows.

CONSTANT-CONTROL POWER STEERING permits easier, surer parking; requires only light finger pressure for safer handling over the roughest roads. New spring-loaded valve lever mechanism means more precise control. Standard on New Yorker and Saratoga.

TOTAL-CONTACT POWER BRAKES combine powerful stopping ability of Chrysler's famous brakes with wide-pedal convenience of right or left foot operation. Pressure tank supplies power whether engine is "on" or "off". Standard on New Yorker and Saratoga.

PADDED INSTRUMENT PANEL cushions impact in sudden stops, prevents glare and is attractively color-matched to interiors you choose. Standard on New Yorker and Saratoga.

ELECTRIC CLOCK, accurate to the second, self-winding and particularly resistant to road shock permits you to confidently check your hourly schedule... on the road or in round-town traffic. Also standard on New Yorker and Saratoga.

PUSH BUTTON INSTANT-HEAT HEATER provides living room warmth in seconds, takes winter chill away before you leave your driveway! It's one of the most advanced of all automobile heaters.

PUSH BUTTON TOUCH-TUNER TRANSISTORIZED RADIO, powered by transistors and tubes, you get instant reception of your favorite programs... no waiting, no warmup. Long, faithful performance with bell-like tonal quality. Touch-Tuner seeks out station signals automatically. Push buttons allow you to pre-set for local stations.

PUSH BUTTON CUSTOM CONDITIONAIRE HEATER distributes high capacity warmth evenly throughout interior at the touch of a button.

DELUXE DUAL HEATER-AIR CONDITIONER provides front and rear evaporators instead of single front unit, doubles cool air flow, offers quick comfort in hottest climates. Special Town & Country dual units are conveniently, neatly roof-mounted, work in conjunction with front evaporator.

SIX-WAY POWER SEAT allows 17-degree adjustment of seat back angle, 5-inch forward adjustment range and maximum lift of 2.6 inches. Makes driving Chrysler a delight for every member of your family, permits easy change of position on long trips.

PUSH BUTTON MUSIC MASTER TRANSISTORIZED RADIO provides beautiful tone, all the advantages of transistor radio design. Push buttons allow you to choose your favorite program no matter where you live.

And you can equip your Chrysler '59 with these wonderful accessories, too! Nylon Cord White Sidewall Tires; Power Radio Antenna; Manual Outside Rear View Mirror; Stainless Steel Wheel Covers;* Windshield Washers;* Prismatic Mirror; Rear Window Defroster; Twin Rear Antenna; Sure-Grip Differential; Rear Seat Radio Speaker; Locked Luggage Compartment;*** Fender Ornaments; White Sidewall Tires; Captive Air Tires; Back-up Lights;* License Plate Frames; Rear Fender Stone Shields and Sill Mouldings;** Undercoating and Underhood Silencer Pad;** Passenger Visor Vanity Mirror; Door Trim, Solex Glass, Large Rear Window (Available on Windsor and Saratoga Hardtop); Padded Steering Wheel** (Not available on Windsor); Power Operated Rear Window;*** Automatic Beam Changer

* Standard on New Yorker and Saratoga

** Standard on New Yorker

*** For 2-Seat Town & Country Wagon only

The details of CHRYSLER '59 superiority

BODY STYLES—Windsor and New Yorker: 4-Door Sedan, 4-Door Hardtop, 2-Door Hardtop, Convertible, Town & Country Wagon, Saratoga: 4-Door Hardtop and Sedan, 2-Door Hardtop.

ENGINE—Golden Lion V-8, 90-degree lateral OHV, Bore-Smoke Windsor and Saratoga—4.03 x 3.75, 383 cubic inch displacement; New Yorker—4.18 x 3.75, 413 cubic inches. Compression ratio: 10.1 to 1. Horsepower: 305 (Windsor), 325 (Saratoga), 350 (New Yorker). Dual Exhaust: New Yorker and Saratoga—not available for Windsor.

TRANSMISSION—Manual shift with 3-speeds forward, standard on Windsor. Push-Button TorqueFlite, fully automatic torque converter with 3-speed gear set, standard on Saratoga and New Yorker, available at extra cost on all Windsor models.

SUSPENSION—Time-tested Torsion-Aire suspension, standard. Ball joint pivots (front) with Oriflow shock absorbers. True-Level Torsion-Aire suspension, employing pneumatic-plus-leaf springs in the rear, available on all models of Chrysler standard line.

FUEL SYSTEM—Carburetors: dual downdraft on Windsor, four-barrel downdraft on Saratoga and New Yorker. Automatic intake manifold heat control, automatic choke, dual filtration units. Fuel capacity—23 gallons, 22 gallons for Town & Country Wagons.

ELECTRICAL SYSTEM—Battery: 12 volt, 78 plate with 70 amp-hr. Generator: 35 amp. Waterproof ignition. Electric windshield wipers and directional signals. Handbrake warning lights, back-up lights, standard on New Yorker and Saratoga, available on Windsor. Dual headlights, standard.

COOLING SYSTEM—Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 16 qts. on Saratoga, Windsor, and New Yorker. Add one quart to heater-equipped models.

BRAKES—Total-Contact with Cyclebonded lining. Drum diameters: 12" on Saratoga, New Yorker and Town & Country Wagons, 11" on Windsors. Power brakes standard on Saratoga, New Yorker; available at extra cost on all Windsor models.

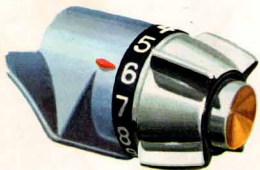
STEERING—Manual, worm and 3-tooth roller, standard on Windsor. Constant-Control Power Steering with quick 3½ turns lock-to-lock, standard on Saratoga and New Yorker, available on Windsor.

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle with 2.93 to 1 ratio with TorqueFlite.

WHEELS AND TIRES—Safety Rim Wheels, Standard tire sizes: Windsor—8.00 x 14, Saratoga—8.50 x 14, New Yorker—9.00 x 14. Custom Super-Soft-Cushion Rayon Tubeless tires available as follows: Windsor—9.20 x 14, Saratoga 9.80 x 14, New Yorker—10.40 x 14. White sidewall. Nylon and Captive Air tires also available. Chrome Stainless Wheel Covers standard on Saratoga, New Yorker and 3-seat Windsor Town & Country Wagon, available on other Windsors.

DIMENSIONS—Wheelbase: Windsor, 122", Saratoga and New Yorker, 126". Overall length: Windsor—216.6", Saratoga—220.6", New Yorker—220.9", Width: Windsor—79.2", Saratoga—79.3", New Yorker—79.5". Tread: Windsor and Saratoga—60.9" (front), 59.8" (rear), New Yorker—61.2" (front), 60.0" (rear).

All prices, specifications, equipment and colors subject to change without notice and without any obligation on cars already produced.



There's a *new* thrill at the wheel when you drive with Chrysler's exclusive Auto-Pilot! It's so simple to use, too! You set the Auto-Pilot dial to the speed you desire. Back pressure on the gas pedal gently warns you when you have reached that speed. Then, if you wish, you push the button on the dial and cruise onward—foot-loose . . . pedal free! Want to slow down? Simply touch the brake and Auto-Pilot disengages instantly. It's safer, more relaxing, puts more fun in your driving. And it can save you up to 15% on fuel costs.

CHRYSLER DIVISION • DETROIT