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IMPERIAL  
*of* 1962

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The Imperial design concept, which generated a worldwide styling trend, has now evolved into the most dignified and formal vehicle in a decade.

This brochure, however, calls much more pointed attention to design and engineering superiorities which have always endowed Imperial with performance characteristics generally not expected in a car of this stature.

Because Imperial does not change radically and sweepingly each year, no Imperial, of whatever year, looks out-of-date. Imperial owners pay no penalty for obsolescence.

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[ *note* ]

Inside the back cover of this monograph on Imperial is a special appendix which reveals many of the interesting engineering aspects of America's most carefully built car. Whether you know a great deal about cars, or only enough to drive and care for them well, we think you'll find a wealth of fascinating and surprising information in it. The next step, of course, is to get in and drive. That's when all the facts come into focus . . . when everything you've read distills into what you *feel* as you drive the most obedient and responsive fine car in the world.



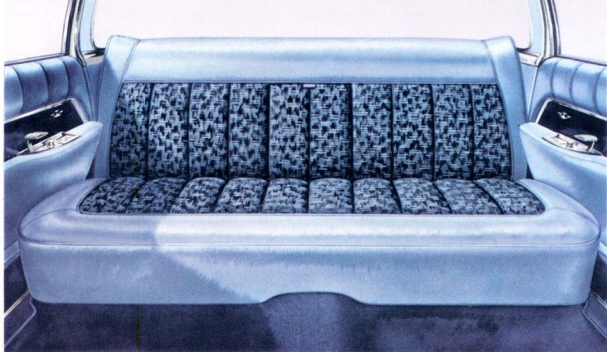


AMERICA'S  
MOST CAREFULLY  
BUILT CAR

*The Imperial Custom two-door Southampton*



*The Imperial Custom four-door Southampton*



*This Custom interior uses a free-form design jacquard fabric trimmed in saddle-grain vinyl. The blue tone shown matches the Imperial Moonlight Blue metallic body color and complements five other available body colors. Each Imperial interior scheme is similarly keyed to a number of exterior tones.*

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## THE IMPERIAL CUSTOM

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This Imperial series is available in a two-door or a four-door Southampton (hardtop). Though the Custom is the most conservatively priced of the three Imperial series, it has been fitted with all the conveniences and motoring comforts detailed below. In size and passenger room and spectacular performance, it is identical with all other Imperials. You may make your choice of decor from 14 body colors and 4 interior color schemes in fabric and saddle-grain vinyl.

Every Imperial Custom is equipped with these luxuries:

**STANDARD EQUIPMENT:** Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Arm rest, rear center. Electroluminescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. Interior lights, actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brake. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized exhaust system. Factory undercoating and hood insulation pad. Tubeless tires. Safety-Rim wheels.







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## THE IMPERIAL CROWN

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The Crown series includes a four-door Southampton, a two-door Southampton and the only Convertible in the Imperial family. Imperial Crowns are more completely equipped than are the Customs, and include all of the special equipment listed below. This year, Imperial introduces a new transmission design which significantly reduces the size and weight of the unit. It has the highest breakaway ratio in the fine-car field . . . and shifting is practically imperceptible.

These conveniences come with every Imperial Crown:

**STANDARD EQUIPMENT:** Power window lifts. Six-way power seat. Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Center arm rest, rear. Center arm rest, front (4-door Southampton only). Electroluminescent instrument lighting. Padded safety steering wheel. Safety cushion instrument panel. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. Interior lights, actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brake. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized exhaust system. Factory undercoating and hood insulation pad. Tubeless tires. Safety-Rim wheels.



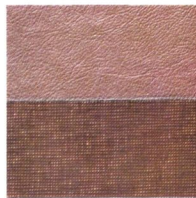
*The Imperial Crown two-door Southampton*

# THE IMPERIAL CROWN

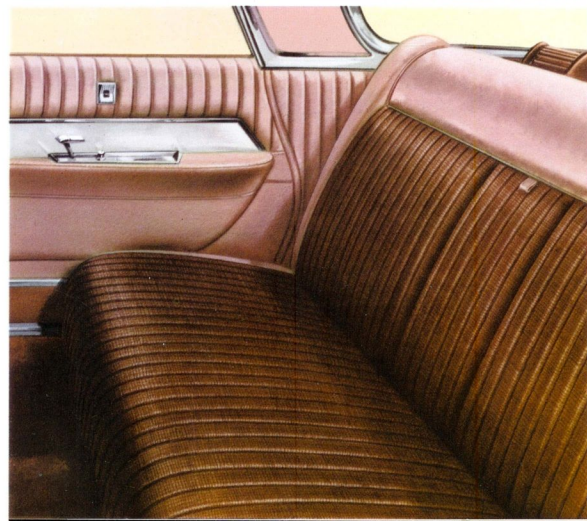


The Imperial Crown four-door Southampton

This front seat is upholstered in nylon-fortified cord fabric in a subtle shadow stripe and trimmed with premium top-grain leather. The soft green is recommended in Imperials of Willow Green, Sage Green, Alabaster and Oyster White. All Imperial seat backs are padded with full depth contour foam rubber.



Your Imperial Crown may be ordered in any of 14 body colors. There are 10 interior decors, including fine leathers, cords and metallic-accented fabrics. The Cordovan car here is fitted with cocoa metallic cloth, leather trim. It is the recommended interior for Imperial's Rosewood, Cordovan, Silver Lilac and Oyster White body colors. A new natural tan leather is available.





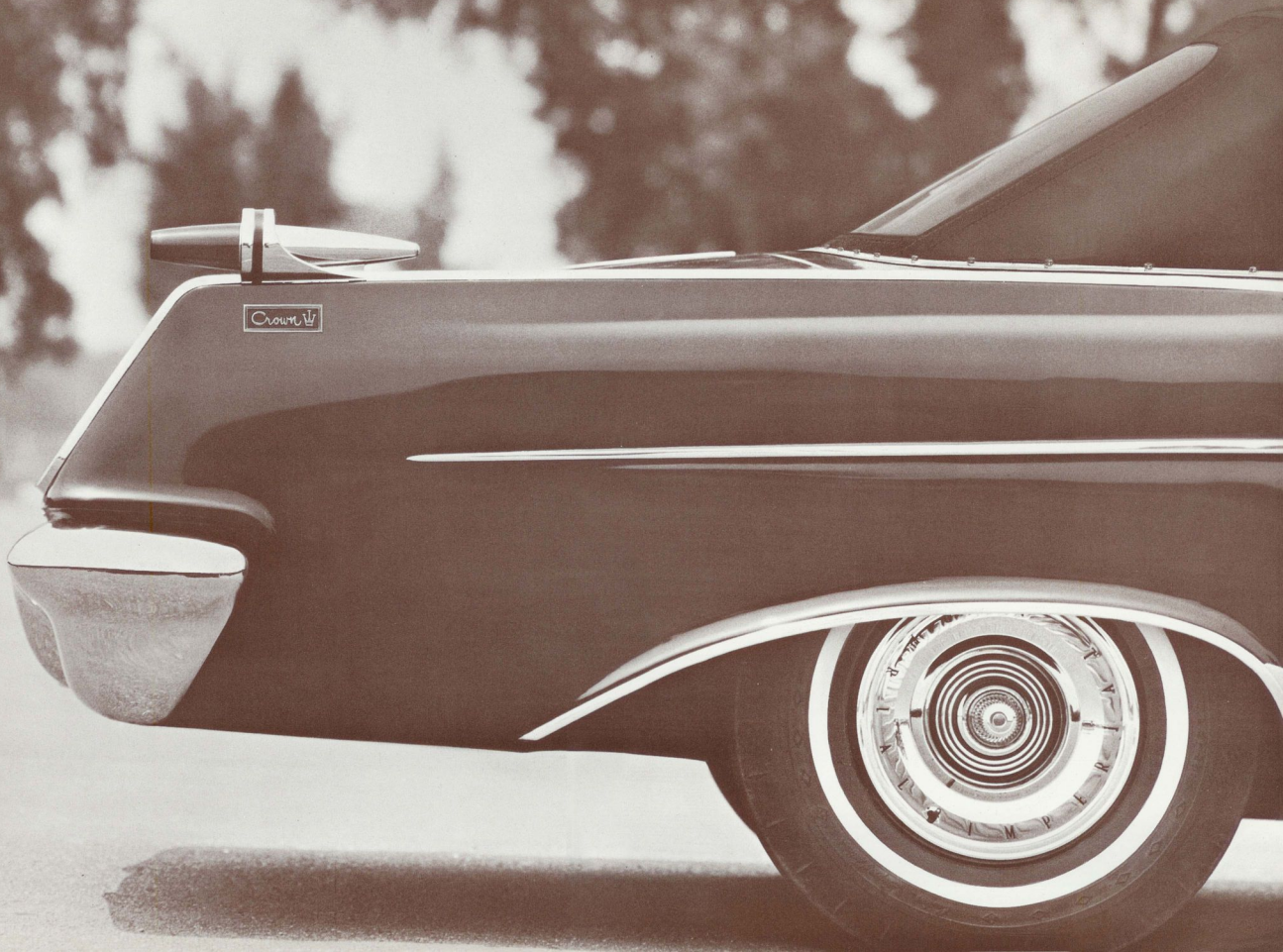
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## THE IMPERIAL CROWN CONVERTIBLE

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This is the roomiest convertible in the fine-car class. Also the most solid. In the convertible, Imperial's massive "ladder" type frame is augmented by heavy, box-section X-members from corner to corner. Thus, an Imperial Convertible gives you precisely the same level, four-square riding quality as does a closed model. You may choose a black or white top, either of which is heat bonded at the seams. This "welding" eliminates stitching holes and effects a single, unpierced canopy of weatherproof protection.

*Convertible interiors are completely wrought in premium grade top-grain leathers, including, for the first time, a handsome natural tan. This same quality of leather is used for custom footwear, fine luggage and the costliest handbags. Each interior is hand-cut, sewn and hand-fitted. This interior is tailored in Alabaster White leather.*





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## THE IMPERIAL LeBARON

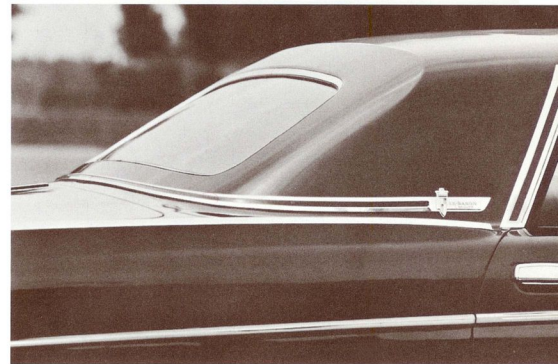
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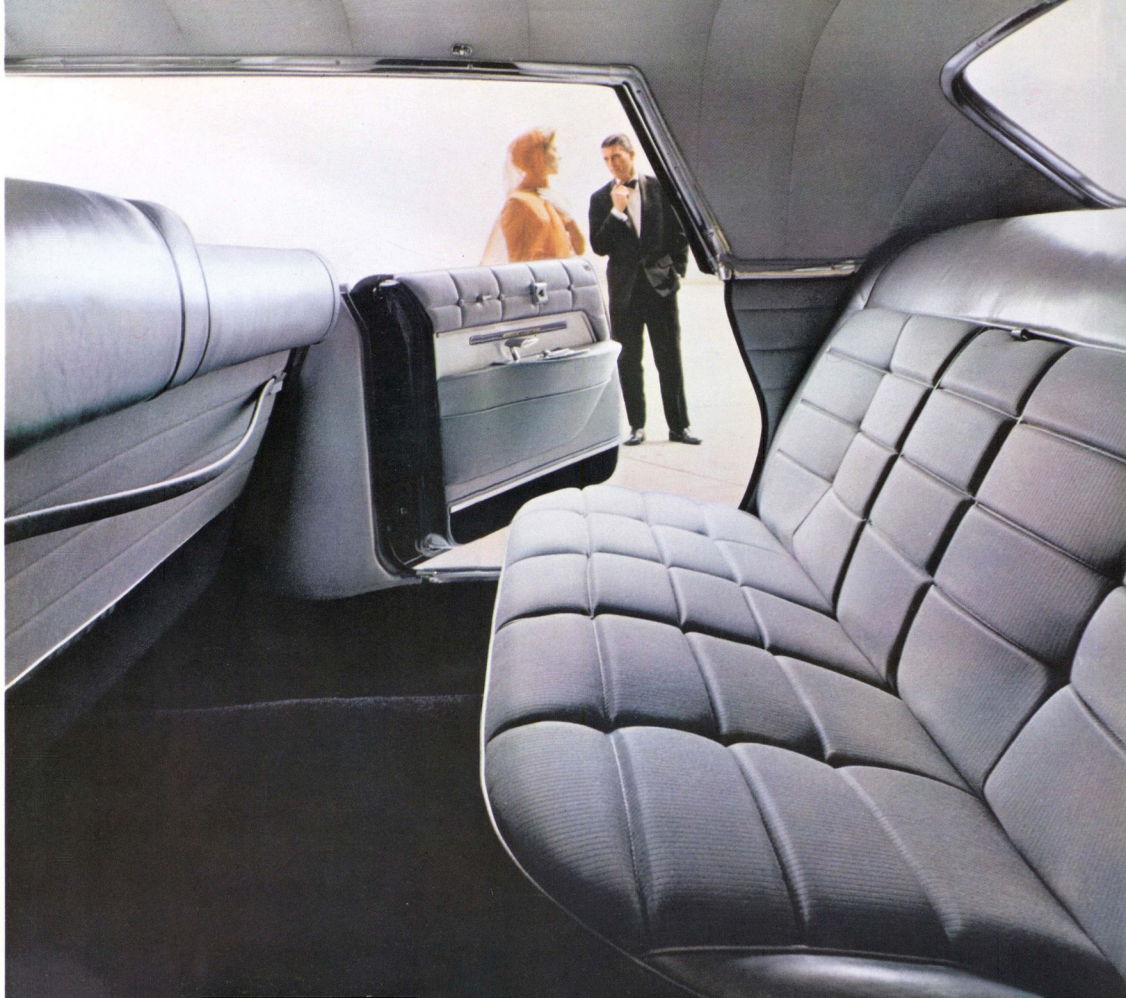
The crisp, angular roof line and the smaller rear window of the LeBaron distinguish it from the other Imperials. It offers nearly every comfort and convenience yet thought of for cars, as standard equipment. And its interiors are even richer and more luxurious. It is the heaviest of Imperials, yet it handles, accelerates and maneuvers with all the quickness and ease that has made Imperial the car of choice among automotive experts.

No other Imperial offers you as many luxuries:

**STANDARD EQUIPMENT:** Power vent windows. Power window lifts. Six-way power seat. Constant-Control power steering. Total-Contact power brakes. TorqueFlite automatic transmission with pushbutton drive selector. Dual headlamps. Air-foam padded seat cushions, front and rear. Full-volume air-foam seat backs, front and rear. Center arm rest, front and rear. Padded safety steering wheel. Safety cushion instrument panel. Electroluminescent instrument lighting. Carpet floor covering. Vanity mirror. Outside left rearview mirror. Tilt-type interior rearview mirror. Three cigarette lighters. Interior lights actuated by front and rear doors. Map light. Luggage compartment light. Back-up lights. Hand brake warning signal. Step-on parking brakes. Variable-speed electric windshield wipers. Windshield washer. Electric clock. Cowl fresh-air intake. Four-barrel carburetor. Full-flow oil filter. Ultra-fine fuel filters. Aluminized exhaust system. Chrome moldings at wheel openings, stone shield and sill. Factory undercoating and hood insulation pad. Tubeless white sidewall tires. Safety-Rim wheels. Carpeted spare tire cover and luggage compartment.

*The Imperial LeBaron four-door Southampton*





*LeBaron interiors are among the most costly in the automotive world. They are crafted of fine leathers, rich, heavy broadcloths and artful combinations of both. Sharply contrasting color schemes are avoided, for the whole theme of LeBaron decor is expressive understatement. The LeBaron shown here is lined with grey broadcloth, the shadow-stripe in the panels, the solid tone in the bolsters. It is one of seven standard schemes.*



