





There are those who consider Imperial a status symbol of the first rank.

Quite possibly they are right.

However, one must also judge its inherent practical worths.

And it is these which make Imperial the Incomparable car of the luxury field.

Consider them now.



In the quiet expression of good taste, Imperial has no equal.

Plays of new 100-year-old walnut, tempero, glass-protected headlamps, an unparalleled elegance of line, four distinctive new grille to a striking eagle medallion—these are a few of the reasons the 1965 Imperial is a rather singular automobile.

Where is Imperial's taste for the rich, the simple, and the subtle more

evident than in the Lullabon, with the exception of the Sixe Lincolns, it is the most luxurious of Imperials.

So why power seat, power windows, power brakes, power steering—eight power-act windows are included among its forty-eight standard equipment features. There are fourteen

different Lullabon interior selections, four are leather and fabric combinations, one is brocade, and there are nine choices of leather upholstery. (Six in bench-type seats, three in armchair-type seats.)

The obsessive attention to detail in the most luxurious of automobiles is also worth noting. Three cigarette lighters,

individual rear seat reading lamps, portfolio pockets on the back of each front seat, a carpeted spare tire cover are a few examples.

There are still other Imperial luxuries for fine cars can equal. Two of them are size and status.

Imperial is one of the most spacious luxury cars built in America. It is also the quietest.



For those unwilling to compromise the comfort of others.



From outside, the 1965 Imperial is an impressively luxurious automobile. But, what is more satisfying is the way its luxury is translated—without compromise—into comfort.

Its interior space is exceptional. There is five feet of shoulder room and five feet, both front and rear, full-down center arm rests in both compartments

to assure lounge chair comfort. Six extra, open-leg, foam-padded seats.

Customs and seat belts provide remarkable support. In the cushion, the slim-pleated floor of rich, jet-black leather shown above is available in four color combinations, or a new all-weather cloth upholstery. And there are leather upholstery options

in nine selections at extra cost—in inlaid-type seats, free in aircraft-type seats.

For Crown Four-Door interiors, a high-fashion jacquard weave is trimmed in top grain leather (top). There are seven different colors. In addition, leather upholstery is available in eleven choices of extra cost. (Eight are for bench seats,

three for aircraft-type seats.) Any fabric or leather you choose has been carefully screened by test engineers.

Even better actually, Chrysler actually employs a set of abrasive wheels which mechanically scrub upholstery surfaces an average of 1,000 times to determine wear resistance.

Clearly, only the most durable fabrics ever see the inside of an Imperial.



Gasoline economy is one of its delightful surprises.

In a luxurious automobile that measures nearly 19 feet, weighs about 6,000 pounds, and delivers 400-hp. lbs. of torque, gasoline economy is indeed a delightful surprise.

There is a good reason for it. The 460 cu. in. V-8 in our '68 models is the most efficient Imperial engine ever built. A new camshaft design

delivers increased acceleration. Tappet plungers are chrome-plated to further resist wear. Fibers and pins are matched for precise engine balance.

In the interest of economy, Imperial cruises on city streets and highways on two-barrel carburetion. But, on demand for greater acceleration automatically

cuts in two additional barrels. The response is startling.

Imperial's rideability is no less surprising. This is largely due to a suspension system unique among American luxury cars. Torson bar front suspension, synchronized with widely-spaced rear leaf springs, provides exceptional stability at highway speeds,

and on fast roads. Performance like this is rarely one of the many revealing aspects of owning an Imperial.

In the Crown Coupe model shown above, executive, aircraft-type seats are standard equipment. Its interior is lavishly appointed, with a choice of three leather and best-wool combinations.

And leather upholstery in eight color schemes at no extra charge.

Perhaps the most intriguing effect in the appearance of this informal personal car is its trim-car roof and rear window. It can be further enhanced with a weather-resistant vinyl roof-covering in white, black or chestnut or slight extra cost.



Tahitian coconut and whale oils make the leathers unusually supple.



Argentine quebracho wood, bark from the South African wattle tree, the leaf of the Indian neem—these are a few of the ingredients used to give Imperial leather a softness, strength and pliancy finer than that of the most costly imported leathers.

You might consider finishing leather in this manner a little extreme,

but then, Imperial is an automobile of absolute class. Even its individual front seats are upholstered after meticulous hand-stitching.

That hand-crafted precision creates your Scientifically shaped seat backs, greatly reduce driving fatigue. A set of adjustable front-seat headrests is also available as an extra add-on option.

Noteworthy, too, is the

fact that both front seats are individually power-adjusted, and that the driver's seat can be tilted back in any one of five different positions.

Imperial goes to prodigious lengths to insure the passenger's comfort. It provides movable center armrests for its passengers—front and rear.

Reclining aircraft-type seats in two-door models have a rear compartment foot lever which lowers the seat back forward, offers passengers to rest with complete ease. Aircraft-type front seats are standard in the Crown Coupe and Convertible.

They are also available in the LeBaron and Crown Four-Door at extra cost.



There are many qualifications for Imperial ownership. Age is not one.



Obviously, an automobile in the luxury car class is not for everyone.

But, have you noticed lately how many of the younger luxury car owners prefer Imperial?

There are excellent reasons for them to do so. Standard equipment, for one thing. Even Imperial's lowest-priced model, the Crown Four-Door shown at left,

has automatic transmission, power steering, brakes, windows, vent windows, and 36 other luxury features.

There is also Imperial's penchant for fine detail. Rare claro walnut accents, generously inlaid across the instrument panel and steering wheel.

There is even a master gauge that tells you when the other gauges need attention.

The leathers in an Imperial convertible must be able to withstand extreme exposure to natural elements.

That is why all must pass unbelievable torture tests. They are boiled, baked, stretched and pummeled, then thrown into a deep freeze. At the slightest crack, the leather is discarded.

As a result, only the finest, prime-grade leathers

ever grace an Imperial.

Equal attention is given to the exterior. After a 13-step rust-preventive treatment, the paint finish is six coats deep. The final coat undergoes a special machine buffing.

Imperial models are offered in a wide range of color schemes. 18 exterior colors, 60 two-tone combinations.



Out of each 52½ lbs. of harvested clare walnut, we can find only 1 lb. fit for Imperial.

1. New clare walnut enhances the instrument panel.
2. Imperial provides a firm cushion at each steering wheel handgrip.
3. *New 174 cubic inch fully transistorized 16-horsepower power conversion.
4. *Weight is one of 12 courtesy hinges located throughout Imperial.
5. Wide "one-panel" of stainless steel in engine and transmission water cooling.
6. Conveniently placed handle allows you to lower center console seats.
7. *Single toggle switch on driver's console electrically locks all doors from the inside.
8. Square-profile vents in the Labyrinth allow cooled storage space in rear compartment.
9. Deep storage compartments are concealed in front door armrests.
10. Water control may extend all other power window toggles.
11. *Trunk beam padding is standard in every Imperial, but custom and top.
12. Handgrips on front seat backrests are custom-molded to meet seat dimensions.
13. Dual rear seat straps rest in the rear-observation footwell, providing additional space with cushions raised.
14. Imperial seat cushions are of sufficient size to easily accommodate the largest Imperial rider.
15. Seats are cushioned for storage through alternate flooring and rear panel vents.
16. Master gauge features a warning signal whenever fuel level, oil pressure or engine temperature gauges require attention.
17. Brake pedal is precisely positioned for optimal footing with right or left foot.

*Optional extra-cost equipment



TRADE-TICKET



Two of our models are among the most expensive in the world.

This is the Imperial Crown Limousine, one of two custom-built, 8-passenger Imperials with coachwork by Cassini (the only coachwork that opens from hand) coachwork and intimate dimensions, their basic quality and engineering specifications apply to all Imperial models.

For instance, consider the extraordinary silence

you find in all Imperials.

This was achieved by employing new techniques of acoustic engineering to search out and eradicate most noise. Some of those removed were inaudible to the human ear, but their vibration frequencies caused tension and driving fatigue, nonetheless.

As a result, body-mount cushions are positioned to tune out road vibrations

before they ever reach you.

Such refinements as dual constant velocity universal joints have been introduced to minimize speed and force fluctuations from the drive line.

And planetary gears in the transmission were completely redesigned to increase drive torque and overdrive—simply to achieve a smoother, quieter flow of power.



It doesn't exactly humble one.

Separated from the chauffeur's compartment by a sliding shield of glass, passengers in an Imperial Crown (Jacqueline inhabit a quiet world of ultimate luxury.

The upholstery is Italian broadcloth. The carpeting is wool, sheared to a soft feel.

Remote switches control each light. Sixty passengers are accommodated by two

deeply upholstered auxiliary seats.

Controls for the rear compartment air conditioner and dual heater, are neatly concealed in the left armrest. The right armrest contains remote controls for the automatic search turn-radio.

Yet the luxury one finds here differs only in degree from that of other Imperial models. The standards

for quality and engineering are the same.

This is why Imperial so effortlessly commands its class in America.

For a leisurely personal inspection of any one of Imperial's domestic models, contact your dealer to arrange an appointment. He will gladly provide, at your convenience, one of them for your private test and judgement.



Standard equipment and features

1. Power locks
2. Power seat adjusters
3. Backup lights
4. Bucket seat seat (driver's side)
5. Bucket seat seat (passenger's side)
6. Lock-out switch for power windows
7. Power window lifts
8. Electric door
9. Individual adjustable seats with foam padding
10. Automatic transmission (see custom-mounted seat)
11. Heater with defroster
12. Map and courtesy light
13. Windshield wipers
14. Variable speed electric windshield wipers
15. Vanity mirror
16. Power steering
17. Safety signal warning system
18. Six-way power seat (driver's side) option for Crown Four Door
19. Dual rear seat beltways with lighters
20. Instrument panel lighting and lighters



21. Cruise control lock
22. Instrument panel safety padding
23. Rear seat heater
24. Getting water clean*
25. Door-latch cleaning
26. Luggage compartment cleaning
27. "Decorative side panel strip"
28. "Capacitor water line cover"
29. "Power steering sensor"
30. "Propane tank holder"
31. "Courtesy lights located in door pad"
32. Padded sun visor
33. Remote control air intake seat-belt mirror



34. Higher storage compartments (rear door)
35. "Close door light"
36. "Ignition switch light"
37. "Turn compartment light"
38. Undercutting with hand steering
39. Wheel covers
40. Center air duct front and rear
41. Rear seat seat handgrip (driver's side)



42. Rear license plate frame
43. Anti-theft
44. Rear two-point air bag
45. "Three-point white side seat belt"
46. "Perforate seats" (front seat belt)
47. "Power window lock" (front seat belt)
48. "Tug indicator"
49. "Automatic parking brake release" (California only)

Crown Coupe and Convertible seats and option for Crown Four Door and others.



Optional equipment at extra cost

5. Six-way power seat adjusters
6. Stereo (optional radio with power antenna, rear speaker)
7. Adjustable steering wheel
8. Air conditioner (Single and dual zone)
9. Stereo/television for rear window
10. Six-way power seat (Crown Four Door only)
11. Auto Pilot
12. Power door locks
13. Sun top (optional)
14. "Protect glass for all windows"
15. Remote start (40 miles)
16. Rear window defogger
17. All-transmission touch level radio with power antenna, rear speaker
18. Automatic headlight beam changer
19. Maximum turn-off light sensor
20. Right outside rear view mirror
21. Individual rear seat belts
22. Door edge protection
23. Three-point white side seat belt (not on California)



*Standard equipment even includes a master gauge for switching the other gauges.

Specifications

Engine: Overhead valve 90 degree V-6, 413 cu. in. displacement, 10.1 to 1 compression ratio, 340 hp @ 4600 rpm; torque, 470 lb-ft. @ 2800 rpm.

Fuel system: Four-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity 23 gallons.

Electrical system: 12-volt battery; 70 plates, 70-amp-hr. rating, 35-amp. alternator, 46 amp. with air conditioning.

Transmission: Torqueflite automatic with column-mounted selector lever. Three-speed planetary gear set with increased helix angle. Transmission breakaway ratio . . . 4.90 to 1. Improved torque converter.

Frame: For closed models—perimeter-type ladder frame with six cross-members. Full-length outboard side rails.

Suspension: Chrome-steel torsion-bar independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. Leaf-type rear springs, 60 in. long, mounted 45½ inches apart. Orflow shock absorbers at all four wheels. Rear axle stabilizer struts.

Steering: Full-time power steering, 3.5 turns, full left to full right . . . Symmetrical idler arm steering linkage. Hydraulic and mechanical steering reaction systems.

Brakes: Automatic-adjusting power brake system. Flared brake drums; bonded linings; total effective braking area 287.2 sq. in. Mechanical parking brake with automatic release.

Wheels and Tires: Low profile tubeless type 9.15 x 15, on Safety-Rim wheels. Stainless steel wheel covers.

Dimensions: For closed models—wheelbase, 109 in. Front tread, 61.8 in.; rear, 61.7 in. Overall length 227.8 in. Width, 80.0 in. Height (loaded) 57.2 in.

As part of Imperial's policy of constant improvement, we reserve the right to make all prices, specifications, equipment, and colors subject to change without notice and without obligation on our limited products.