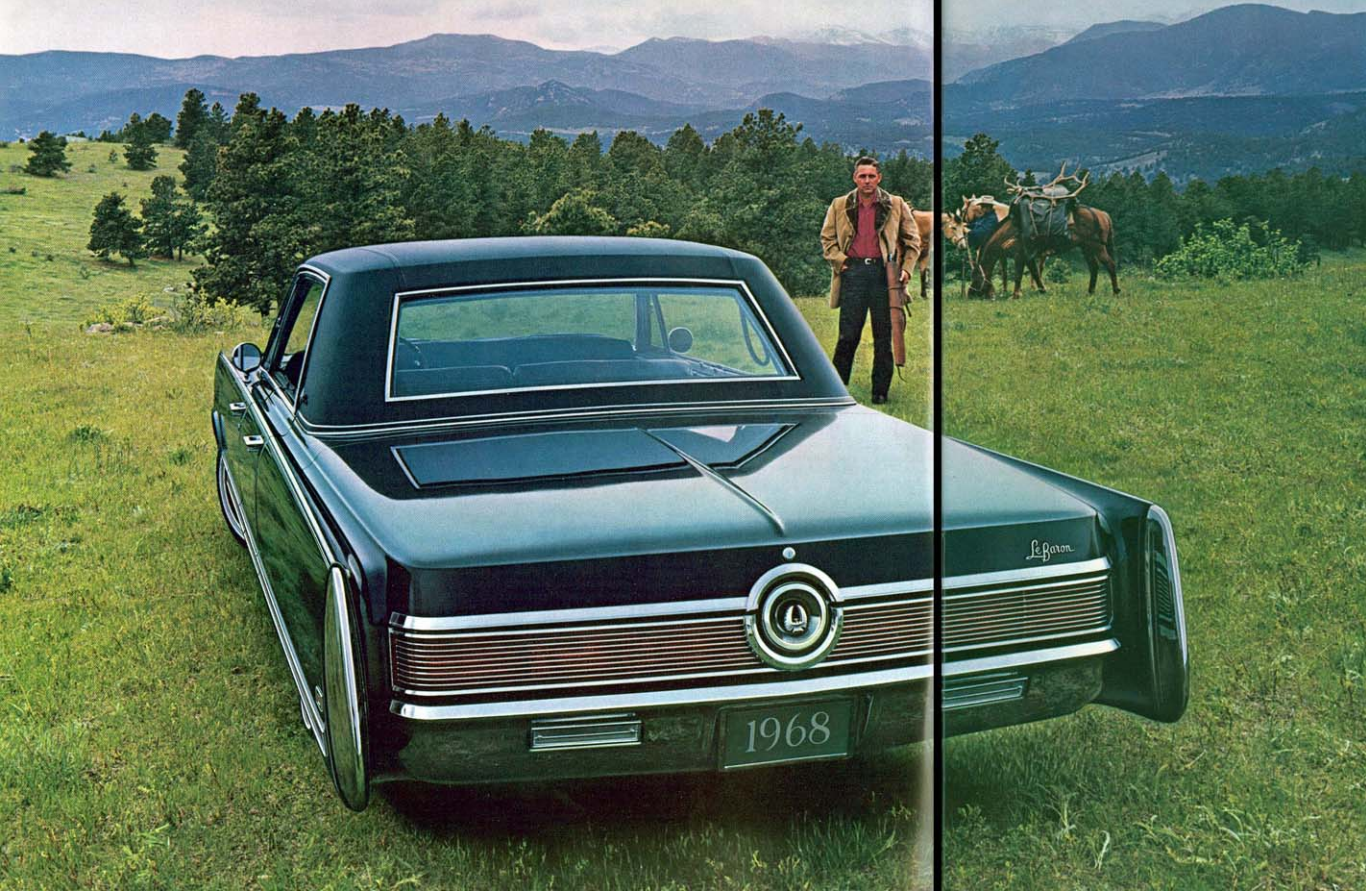




IMPERIAL'68

If you want more than luxury in your luxury car





Imperial LeBaron.
As distinguished among
luxury cars as its
owner is among men.

If you want more than luxury in your luxury car, consider the 1968 Imperial.

It is the one luxury car that hasn't forgotten it is to be driven.

Its V8 is the largest automobile engine ever offered by Chrysler Corporation. Its automatic transmission is perhaps the smoothest and most imitated in the world.

Nothing about the 1968 Imperial is dull or stereotyped.

The ultimate example is the new Imperial LeBaron.

For 1968, a completely new and distinctive grille and front bumper treatment. New side moldings run the entire length of the body.

Antique bronze is now inlaid across the doors and instrument panel. Both instrument panel and sun visors are padded and tastefully color co-ordinated.

There are twelve new LeBaron interiors. Three are Illusion cloth and leather upholstery, standard. Illusion is a handsome knit fabric brushed up to a velvety texture.

The chauffeured owner will find the LeBaron rear compartment exceptional. Sliding assist straps ease stepping in and out.

The rear carriage window, first introduced by Imperial, assures privacy. Twin storage pockets protect your papers. Each door has a glove compartment.

Reading lamps light the rear compartment without disturbing your driver. Imperial may be equipped with both front and rear seat heaters* for complete comfort in winter. Front and rear Airtemp air conditioners* cool and de-humidify in summer.

The 1968 LeBaron, the ultimate Imperial.

*Optional

The LeBaron rear seat covered in Silhouette-grain leather upholstery*. This leather is rolled to an exceedingly fine grain.

This interior may be ordered in any of nine such leathers: champagne gold (shown), dark blue, antique gold and black, green, turquoise, red, white, black, light blue.

*Optional



Crown Coupe.
This lavish personal automobile
may be equipped with
most any luxury feature
available today.

Each new Imperial comes exceptionally well equipped. The Crown Coupe, for instance, has a vinyl roof canopy as standard equipment. In black, antique white, antique green, or chestnut. Or you may order a full vinyl roof covering (shown).

Standard power assists wait on your hand and foot. The flick of a switch opens and closes windows.

Power steering makes the '68 Imperial remarkably easy to handle. For positive stops—big power brakes. Discs in front, drums in the rear.

The standard interior is Iliad cloth trimmed with leather. Iliad is a jacquard weave with a rich sheen and smooth feel. The front seat features a folding armrest and split back. Locking latches prevent seat backs from folding forward unexpectedly. Seats, front and rear, are padded with double layers of thick luxurious foam.

Deep pile nylon carpeting, a glove compartment in each door, four lighters, four ashtrays, a vanity with mirror, electric clock, remote control mirror—all standard.

If you want still more luxury, select from one of the most complete lists of options available for any American car.

Bucket seats covered in Silhouette-grain leather upholstery are available. There are foam-filled head restraints to ease your fatigue on long drives.

A Safeguard Sentinel automatically turns headlights on and off. When you arrive home late, they light the path to your door, then extinguish automatically.

You can have stereo music with the new AM/FM Stereo Multiplex Radio and new stereo tape player.

For ultimate comfort, set the new Auto-Temp control at the temperature you prefer. It is maintained year round.

A luxury car doesn't have to be a bore to drive. The new Imperial Crown Coupe will verify.





The Crown Coupe may be ordered with bucket seats upholstered in Silhouette-grain leather. Color choices include white (shown), as well as antique gold and black, light blue, green, turquoise, red, black, champagne gold.

A thoughtful convenience for rear seat passengers. On Imperial two-door models equipped with bucket seats and passenger recliner, a nudge on the passenger seat back powers the seat forward to widen the rear seat entryway.*

A limited-production Mobile Director package is available at extra cost. It includes a conference table, turnabout passenger seat, head restraints, and portable high-intensity reading lamp.

*Not available with Mobile Director option



Crown Four-Door Hardtop.
Versatility makes this
the most popular
of all Imperials.

The Crown Four-Door Hardtop is designed to be as versatile and interesting as the people who own it.

Its front seat is actually three seats in one. It is a five-foot wide sectional sofa which adjusts into twin armchairs. Then becomes an armchair plus recliner.

Interiors come in six colors of Iliad cloth with Silhouette-grain leather trim. Iliad is a new subtly-patterned weave. The finish is lustrous, smooth to the touch. If you wish, you may order leather upholstery in any of nine colors.

The Tilt-A-Scope steering wheel[®] adjusts to you. Tilt it into one of six different positions. Telescope it more than two inches away or toward you. For added security, the steering column is energy-absorbing.

For 1968, Imperial offers a choice of four sound systems.

You may enjoy music with an AM or AM/FM radio[®]. Each includes a rear speaker, floor tuning switch and power antenna.

If you prefer a stereo system, Imperial offers two: AM/FM Stereo Multiplex Radio[®] and a stereo tape player[®], with up to three front and two rear speakers.

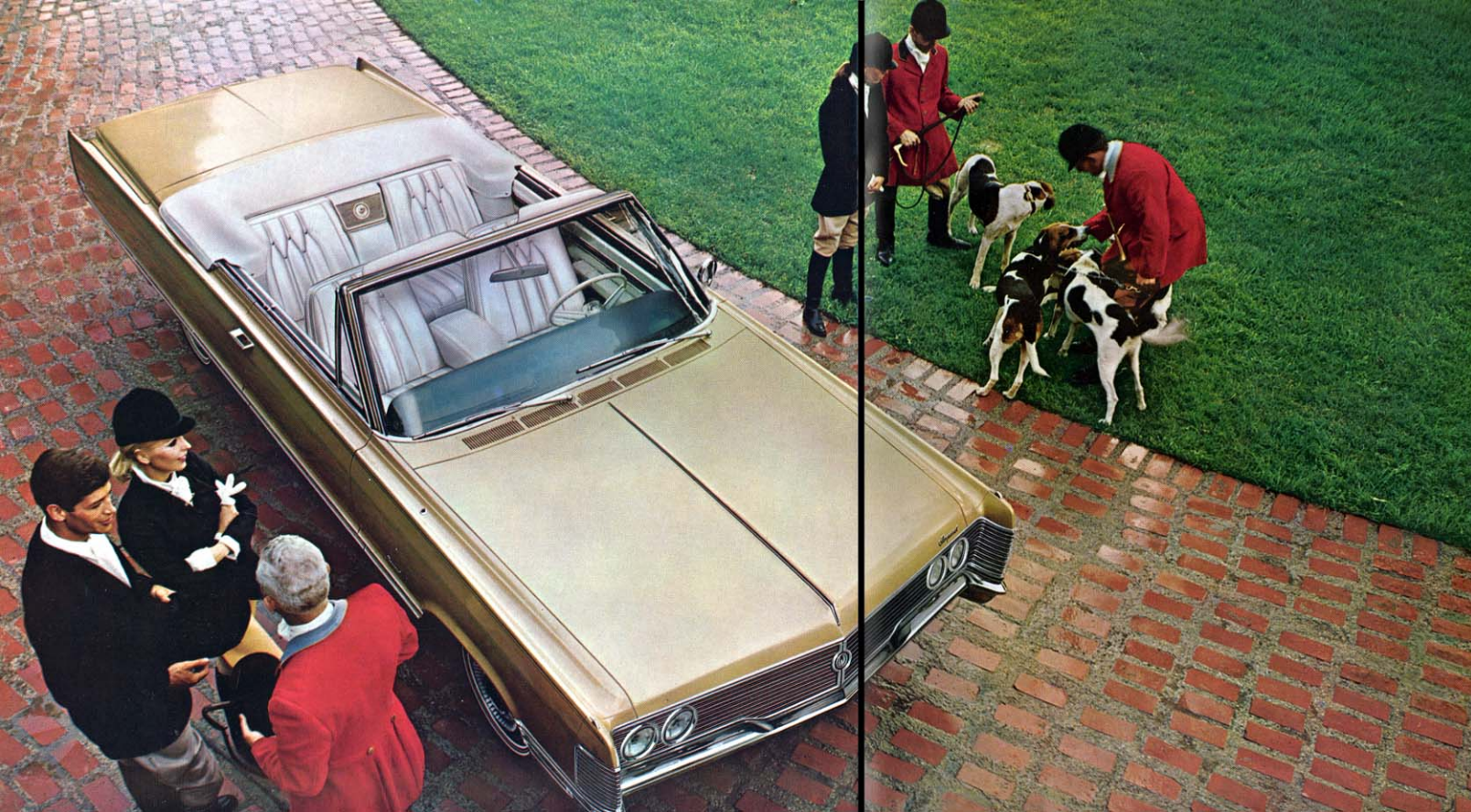
The new Imperial Crown Four-Door Hardtop adapts to your needs.

[®]Optional

The Crown Four-Door Hardtop front seat is an Imperial innovation. It is a sectional sofa for three which adjusts into twin armchairs, or an armchair plus recliner.

This seat may be ordered in optional Silhouette-grain leather upholstery. Leathers are available in red (shown), light blue, dark blue, antique gold and black, green, turquoise, white, black, champagne gold.





Crown Convertible.
Beneath the luxury beats
a 440 cubic inch heart.

The standard Imperial engine is a 440 cubic inch V8. It is the largest automobile engine ever offered by Chrysler Corporation.

For 1968, there is still another Imperial engine package. A new optional high-performance "440 Dual" V8. With dual exhausts and dual-snorkel air cleaner.

You discipline either with a three-speed TorqueFlite automatic transmission, perhaps the smoothest and most imitated in the world.

Imperial offers you the proven benefits of torsion-bar suspension. Annoying lean and sway are reduced to a minimum. The ride—exceptionally quiet. Rubber isolates the passenger compartment. There is no metal-to-metal contact between body and suspension.

For sure stops, Imperial has big power brakes with discs in front, drums in back. A standard dual braking system, for maximum safety, operates them independently.

Crown Convertible seats (shown) are designed after those in executive aircraft. And covered in Silhouette-grain leather. Available in 6 colors.

The convertible top is Seville-grain vinyl. Tonneau fasteners are concealed for neatness. The convertible rear window is glass.

Crown Convertible . . . sportiest of the new Imperials.



Imperial Sedan. Built to make Imperial ownership an easy, logical decision.

The sedan is the newest and easiest to own of all Imperials. Yet despite its attainability, it is a lavishly equipped luxury car.

Power steering, power brakes, power windows, and automatic transmission are all standard.

Standard luxuries also include

glove compartments in each door, an electric clock, remote control mirror, four lighters and ashtrays.

The new Imperial Sedan shows exceptional attention to detail. An instance, even the trunk floor is completely covered with carpeting. The jack is fully concealed. Your fine

luggage travels unmarred.

Seats are upholstered with double layers of thick, luxuriant foam. Beneath that, additional padding. In the Imperial, luxury runs deep.

Inside and out.

For 1968, new, larger cornering lamps. New side marker lights, am-

ber in front, red in the rear, grace both sides of the car. They illuminate when taillights are turned on, making Imperial more apparent at night. Deluxe wheel covers, standard.

When you open the door to enter, the ignition switch lights automatically. You insert your key with ease

at night. The light turns itself off.

In all, more than 30 luxuries are standard on the lowest-priced Imperial.

Perhaps you are considering your first luxury car. The new Imperial Sedan presents an exceptional opportunity to attain it.

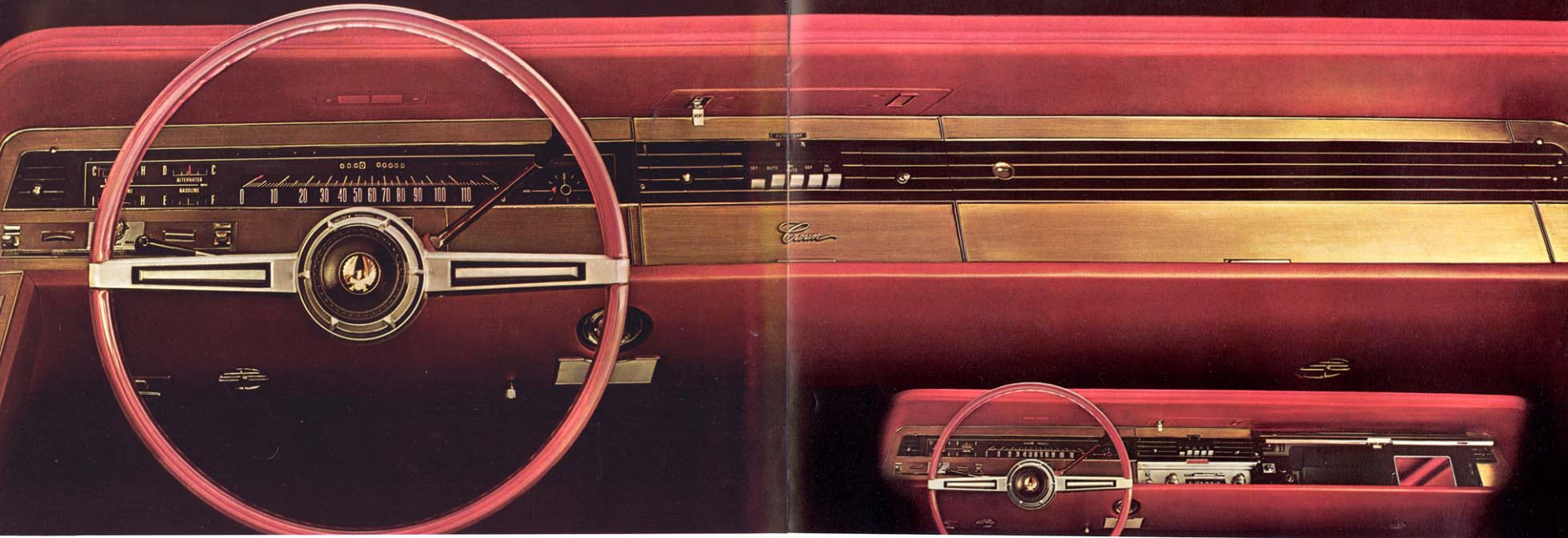


Imperial Sedan seats are upholstered in Inglewood cloth with supple Cologne-grain vinyl trim.

Inglewood is woven through a new process. Thick foam padding is pre-stuffed into each pipe. A distinctive scroll pattern is neatly centered on the piping. Metallic yarns add a luxuriant sheen.

Center armrests are standard in both front and rear seats.

The Inglewood-and-vinyl interior combination is available in dark blue (shown), green, tan and chestnut, black, red, turquoise.



Every Imperial has an electric chauffeur.

With the 1968 Imperial you can expect certain things done for you.

The new ignition light goes on when you open the door, turns off automatically.

The vacuum-operated parking brake releases automatically when you shift the transmission into gear.

Headlights turn on and off, dim

and brighten by themselves*. At night, they light the way to your door, then extinguish automatically.

Imperial's Auto-Pilot speed control* provides an automatic throttle. The turn of a knob pre-sets speed. The Auto-Pilot maintains it.

Tap the touch-and-turn indicator. Change lanes. The indicator returns automatically.

The AM or AM/FM radio* tunes itself automatically with a tap of your foot on the floor switch. The touch of a switch raises and lowers the power antenna.

In the 1968 Imperial, even your climate may be controlled automatically. Set the new Auto-Temp air conditioning control* at the temper-

ature you prefer. It is then maintained summer and winter.

Three-speed windshield wipers and washers are standard.

From the illuminated console in the driver's door, you operate the standard power windows and window locks and optional power vents† and door locks.

The face of the Imperial instrument panel is angled upward for easy reading. Antiqued bronze is inlaid across the entire panel.

There is a full set of gauges. And a master gauge that double checks the other gauges. A warning light monitors the brakes.

An electric clock and trip odometer are also standard.

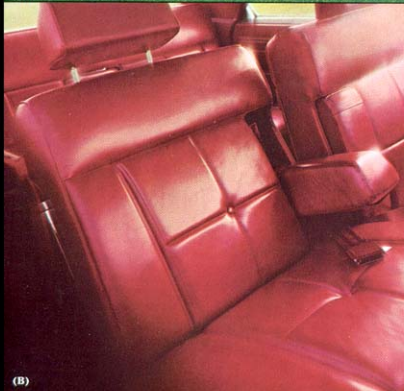
Switches to operate the roadside warning flashers and remote-control trunk lid release* are concealed behind an antiqued bronze cabinet door in the dash panel.

Imperial for 1968, with full equipment, becomes a nearly automatic car.

*Optional
†Standard on LeBaron



(A)



(B)



(C)

(D)

(E)

(F)

(A) The Crown Coupe with vinyl roof canopy, standard. (B) The front seat in the Crown Four-Door Hardtop (shown) and LeBaron is actually three seats in one. It is a sectional sofa which adjusts into twin armchairs. Then becomes an armchair plus recliner. (C) In Imperial, each door has a glove compartment. (D) Set the Auto-Temp control* at the temperature you prefer. It is maintained winter and summer. (E) The AM/FM Stereo Multiplex radio* may be ordered with up to five speakers. (F) From the illuminated console in the driver's door, you operate the standard power windows and window locks, optional power vents† and door locks.

*Optional

†Standard on LeBaron

The policy of Chrysler Corporation is one of continual improvement in design and manufacture wherever possible, to insure a still finer car. Hence, specifications, equipment and prices are subject to change without notice. Automobile and interior illustrations, in some cases, show optional equipment, available at extra cost.

The LeBaron standard

equipment includes:

- Sliding assist straps
- Reading lamps
- Two glove compartments
- 50/50 split front seat with passenger recliner and seat-back storage pockets
- Six-way power seats (left and right)
- Power windows
- Power windows
- Power windows
- TorqueFlite automatic transmission
- Body side paint stripes
- Deluxe wheel covers
- Door-to-door carpeting
- Heater
- Electric clock
- Four cigarette lighters and ashtrays
- Vanity mirror
- Time delay ignition switch light
- Undercoating
- Three-ribbon whitewall tires
- Spare tire cover
- Cleaner Air System

Optional equipment includes:

- Vinyl roof
- Seats with leather upholstery
- Head restraints
- Auto-Temp front air conditioner
- Rear air conditioner (available only with front air conditioner)
- Rear heater with defroster system (not available with rear air conditioning)
- Rear window defogger (not available with rear air conditioning)
- Auto-Pilot speed control
- Remote trunk release
- Tilt-A-Scope steering wheel
- Passenger-side outside mirror
- Safeguard Sentinel lighting
- Cowl-mounted automatic headlight dimmer
- Electric door locks
- Tinted glass for all windows
- Shoulder safety harnesses
- Center lap belts, front and rear
- AM/FM or AM search-tune radio with power antenna, front and rear speaker, and floor tuning switch
- AM/FM pushbutton Stereo Multiplex Radio with 5 speakers
- Stereo tape player (available with any radio)
- Sure-Grip differential
- "440 Dual" V8 package.

The Imperial Crown Coupe standard equipment includes:

- Vinyl roof canopy
- Auxiliary door handle
- Two glove compartments
- Split-back bench seat with center armrest
- Power steering and power disc brakes
- Power windows
- TorqueFlite automatic transmission
- Body side paint stripes
- Fender-mounted turn signal indicators
- Deluxe wheel covers
- Door-to-door carpeting
- Heater
- Electric clock
- Four cigarette lighters and ashtrays
- Vanity mirror
- Time delay ignition switch light
- Undercoating
- Cleaner Air System

Optional equipment includes:

- Full vinyl roof covering
- Mobile Director package, including a conference table, turnabout seat, head restraints, and portable luggage
- Power windows
- Individual bucket seats with leather upholstery, doorway entrance enlarger, passenger recliner
- Head restraints
- Power steering
- Electric door locks
- Auto-Temp front air conditioner
- Rear air conditioner (available only with front air conditioning)
- Rear heater with defroster system
- Rear window defogger (not available with rear air conditioning or rear seat-back storage pockets)
- Power antenna, front and rear speaker, and floor tuning switch
- AM/FM pushbutton Stereo Multiplex Radio with 5 speakers
- Stereo tape player (available with any radio)
- Auto-Pilot speed control
- Remote trunk release
- Tilt-A-Scope steering wheel
- Passenger-side outside mirror
- Safeguard Sentinel lighting
- Cowl-mounted automatic headlight dimmer
- Tinted glass for all windows
- Shoulder safety harnesses
- Center lap belts, front and rear
- Three-ribbon whitewall tires
- Sure-Grip differential
- "440 Dual" V8 package
- Spare tire cover

The Imperial Crown Four-Door Hardtop

standard equipment includes:

- 50/50 split front seat with passenger recliner
- Four glove compartments
- Power steering and power disc brakes
- Power windows
- TorqueFlite automatic transmission
- Body side paint stripes
- Fender-mounted turn signal indicators
- Deluxe wheel covers
- Door-to-door carpeting
- Heater
- Electric clock
- Four cigarette lighters and ashtrays
- Vanity mirror
- Time delay ignition switch light
- Undercoating
- Cleaner Air System

Optional equipment includes:

- Vinyl roof
- Seats with leather upholstery
- Head restraints
- Six-way power seats
- Two glove compartments
- Auto-Temp front air conditioner
- Rear air conditioner (available only with front air conditioner)
- Rear heater with defroster system (not available with rear air conditioning)
- Rear window defogger (not available with rear air conditioning or rear heater)
- AM/FM or AM search-tune radio with power antenna, front and rear speaker, and floor tuning switch
- AM/FM pushbutton Stereo Multiplex Radio with 5 speakers
- Stereo tape player (available with any radio)
- Auto-Pilot speed control
- Remote trunk release
- Tilt-A-Scope steering wheel
- Passenger-side outside mirror
- Safeguard Sentinel lighting
- Cowl-mounted automatic headlight dimmer
- Tinted glass for all windows
- Shoulder safety harnesses
- Center lap belts, front and rear
- Three-ribbon whitewall tires
- Sure-Grip differential
- "440 Dual" V8 package
- Spare tire cover

The Imperial Crown Convertible standard equipment includes:

- Vinyl convertible top
- Glass rear window
- Center lap belts
- Two glove compartments
- Auxiliary door handle
- Doorway entrance enlarger
- Individual bucket seats with leather upholstery
- Six-way power seats (both sides)
- Passenger recliner
- Power top
- Power windows
- Power steering and power disc brakes
- Two glove compartments
- Auto-Temp front air conditioner
- Body side paint stripes
- Fender-mounted turn signal indicators
- Deluxe wheel covers
- Door-to-door carpeting
- Heater
- Electric clock
- Four cigarette lighters and ashtrays
- Vanity mirror
- Time delay ignition switch light
- Undercoating
- Cleaner Air System

Optional equipment includes:

- Head restraints
- Power vent windows
- Electric door locks
- Auto-Temp front air conditioner
- AM/FM or AM search-tune radio with power antenna, front and rear speaker, and floor tuning switch
- AM/FM pushbutton Stereo Multiplex Radio with 4 speakers
- Stereo tape player (available with any radio)
- Auto-Pilot speed control
- Remote trunk release
- Tilt-A-Scope steering wheel
- Passenger-side outside mirror
- Safeguard Sentinel lighting
- Cowl-mounted automatic headlight dimmer
- Tinted glass for all windows
- Shoulder safety harnesses
- Center lap belts, front and rear
- Three-ribbon whitewall tires
- Sure-Grip differential
- "440 Dual" V8 package
- Spare tire cover

The Imperial Sedan standard equipment includes:

- Four glove compartments
- Power steering and power disc brakes
- Power windows
- TorqueFlite automatic transmission
- Body side paint stripes
- Fender-mounted turn signal indicators
- Deluxe wheel covers
- Door-to-door carpeting
- Heater
- Electric clock
- Four cigarette lighters and ashtrays
- Vanity mirror
- Time delay ignition switch light
- Undercoating
- Cleaner Air System

Optional equipment includes:

- Vinyl roof
- Six-way power seats
- Power windows
- Electric door locks
- Auto-Temp front air conditioner
- Rear air conditioner (available only with front air conditioner)
- Rear heater with defroster system (not available with rear air conditioning)
- Rear window defogger (not available with rear air conditioning or rear heater)
- AM/FM or AM search-tune radio with power antenna, front and rear speaker, and floor tuning switch
- AM/FM pushbutton Stereo Multiplex Radio with 5 speakers
- Stereo tape player (available with any radio)
- Auto-Pilot speed control
- Remote trunk release
- Tilt-A-Scope steering wheel
- Passenger-side outside mirror
- Safeguard Sentinel lighting
- Cowl-mounted automatic headlight dimmer
- Tinted glass for all windows
- Shoulder safety harnesses
- Center lap belts, front and rear
- Three-ribbon whitewall tires
- Sure-Grip differential
- "440 Dual" V8 package
- Spare tire cover

Standard safety features on all 1988 Imperial models:

- Unibody construction (More than 5600 welds unite body and frame into a single fortress of exceptional strength and silence)
- Dual braking system with warning light
- Energy-absorbing steering column
- Recentered steering column
- Padded instrument panel
- Padded sun visors
- Safety-Action inside door handles
- Interlocking safety door latches
- Non-overdrive 3-Speed Inverse Day Shift
- Interlocking safety-Action arm
- Remote control outside mirror, left
- Three-speed electric windshield wipers and washers
- Energy-absorbing front seat backs
- Lap belts, front and rear
- Sentry sign (a master gauge that monitors the other gauges)
- Vehicle-side marker lights
- Roadside warning flashers
- Locking seat back-latches (on bucket and split-back bench seats)
- Back-up lights
- Safety-Rim wheels
- Power window safety lockout

Here's how the warranty on your 1988 Imperial protects you: Chrysler Corporation warrants to the first and second registered owners the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (except manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, suspension system (except shock absorbers), steering axle and linkage system, wheels and wheel bearings of its 1988 automobiles for 5 years or 50,000 miles, whichever occurs first, and all other parts (excluding tires) for 24 months or 24,000 miles, whichever occurs first, against defects in materials and workmanship and will repair or replace such defective parts without charge for parts or labor at any Imperial, Chrysler, Plymouth or Dodge Authorized Dealer's place of business. Maintenance, such as replacement of spark plugs, condensers, ignition points, filters, brake and clutch lining, etc., and normal deterioration of hoses, belts, upholstery, soft trim and appearance items are not included. Maintenance services required under the warranty are: change oil every 3 months or 4,000 miles, whichever occurs first, and replace oil filter every second oil change; check operation of crankcase ventilator valve and clean oil filter cap every 6 months and replace crankcase ventilator valve every year; clean carburetor air filter every 6 months and replace every 2 years; lubricate front suspension ball joints and tie rod ends at 3 years or 36,000 miles, whichever occurs first; and every 12 months, (A.) have the current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Warranty Validation form (I) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation. To qualify for continuing warranty coverage, the second registered owner must have an authorized Imperial, Chrysler, Plymouth or Dodge dealer submit a Warranty Validation form (I) receipt of evidence of performance of the required services and (ii) the car's then current mileage, and (B.) the owner must submit such completed form to Chrysler Motors Corporation within 30 days from the date of his purchase and receive from Chrysler Motors Corporation validation that the vehicle is eligible for such coverage.

Silver Blue Metallic	Gray Metallic
Forest Blue	Maroon
Forest Blue Metallic	Maroon Metallic
Forest Blue	Maroon
Count Blue Metallic	Flame Red
Count Blue	Flame Red
Sky Blue Metallic	Roswood Metallic
Military Blue Metallic	Charcoal Gray Metallic
Forest Green Metallic	Midwood Green Metallic
Forest Green	Midwood Green
Forest Green Metallic	Polar White
Champagne	Imperial Navaho Beige
Roswood Gold Metallic	Beige Metallic

Imperial is powered by the largest automobile engine ever offered by Chrysler Corporation.

At 70 m.p.h. it is scarcely audible.

Standard Engine: Overhead valve 90 degree V8. 440 cu. in. displacement. 10.1 to 1 comp. ratio. 350 hp @ 4400 rpm. Torque, 480 lbs.-ft. @ 2800 rpm.

Interior Dimensions: Head room front, 39.8 in.; Rear, 38.6 in.; Leg room front, 41.8 in.; Rear, 39.0 in.; Shoulder room, front and rear, 59.4 in.; Knee room, 62 in. (Dim. for Imperial Sedan only. May vary slightly with other models.)

Transmission: TorqueFlite automatic with column-mounted selector lever. 3-speed planetary gear set with torque converter. Transmission breakaway ratio, 4.90 to 1 overall.

Dimensions: For closed models—wheel base, 127 in. Front tread, 62.4 in.; rear, 61.1 in. Overall length, 224.5 in.; Width, 79.6 in. Height (loaded), 57.0 in. (Dimensions for Imperial Sedan only. May vary slightly with other models.)

If you tow a trailer, consider the special equipment package that is available. See your dealer for details.

Fuel System: 4-barrel carburetor with mechanically controlled secondary barrels. Automatic choke. Positive throttle return. Fuel tank capacity, 24 gallons.

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

Electrical System: 12-volt battery; 78 plates, 70 amp./hr. rating. 37-amp alternator (60-amp with air conditioning.)

Suspension: Chrome-steel torsion bar, independent front wheel suspension. Ball-joint pivots. Hotchkiss drive. 62 in. rubber-isolated leaf-type rear springs, mounted 46 in. apart. Oriflow shock absorbers front and rear. Rear track bar.

Brakes: Disc standard, front. Drum rear. Dual master-cylinder. Swept lining area 471.6 sq. in. Mechanical parking brake with automatic release.

Unit construction body, with isolated front structural system.

Optional Engine Package: The "440 Dual" which includes dual-snorkel air cleaner and dual exhausts.

Wheels and Tires: Low profile tubeless 9.15 x 15 (whitewall on LeBaron). Safety-Rim wheels, stainless steel wheel covers with die cast appliqué.

Recommended Power Train Option: The Sure-Grip differential which automatically transfers power to the rear wheel with traction when the other rear wheel is slipping.



IMPERIAL

