



**Coming
Through**



**IMPERIAL WINS DECISION
OVER CADILLAC & CONTINENTAL**

It's Imperial that's new for 1972!

Cadillac is hardly changed, and

Continental for 1972 is only slightly

different from the '71 model.





Imperial's new look is also apparent in the rear. Note here, and on the opposite page, the big wrap-around bumpers that protect Imperial, front and back.

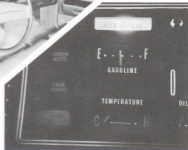
Imperial's the longest of the three luxury cars, with sleek sides protected by vinyl molding. The vinyl top is standard on Imperial, extra cost on the competition.

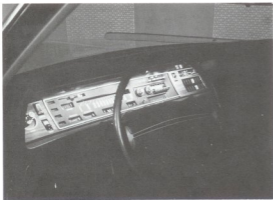




From the side, two points about Continental:
it's a sedan, not a 4-door hardtop. And
that fender-fill gas tank invites a mess
from careless gas station attendants.

Imperial's instrument panel is complete --
with instruments for every engine function
plus the Sentry Signal warning light system.
Neither Cadillac nor Continental provide
such complete instrumentation.

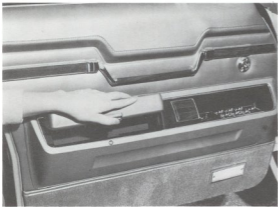




At night, tiny floodlights show Imperial driver every control as well as each instrument -- for greatest convenience and safety. Cadillac and Continental instrument panels are back-lighted.

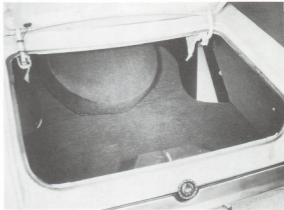
Exclusive with Imperial: 3-in-1 seats
with individual adjustment, passenger
recliner and individual center armrests.
Not available on Cadillac or Continental.

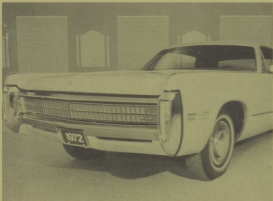




Typical Imperial luxury: individual storage compartments in each door, plus the glovebox. Not available on Cadillac or Continental.

Imperial has the largest capacity trunk in the luxury car class. And it's well organized for convenience in use -- whether for luggage or for trips to the shopping center.





Two important exclusive comfort options: Imperial offers dual air conditioning. And Imperial offers rear seat heater-rear window defroster. Cadillac and Continental don't offer these options.

FILM SHOWS MORE EXCLUSIVE FACTS THAT FAVOR IMPERIAL

1. Smaller turning diameter; true or false? _____
2. 15-mile road test; true or false? _____
3. All-welded Unibody construction; true or false? _____
4. Torsion-Quiet Ride; true or false? _____
5. Override feature on driver's door lock; true or false? _____
6. Optional 4-wheel Anti-Skid Brake Control; true or false? _____
7. Optional power vent wings on 4-door hardtops; true or false? _____
8. Optional electronic ignition; true or false? _____

CHRYSLER-PLYMOUTH DIVISION



CHRYSLER
MOTORS CORPORATION

All product illustrations and specifications are based on authorized information. Although descriptions and illustrations are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.