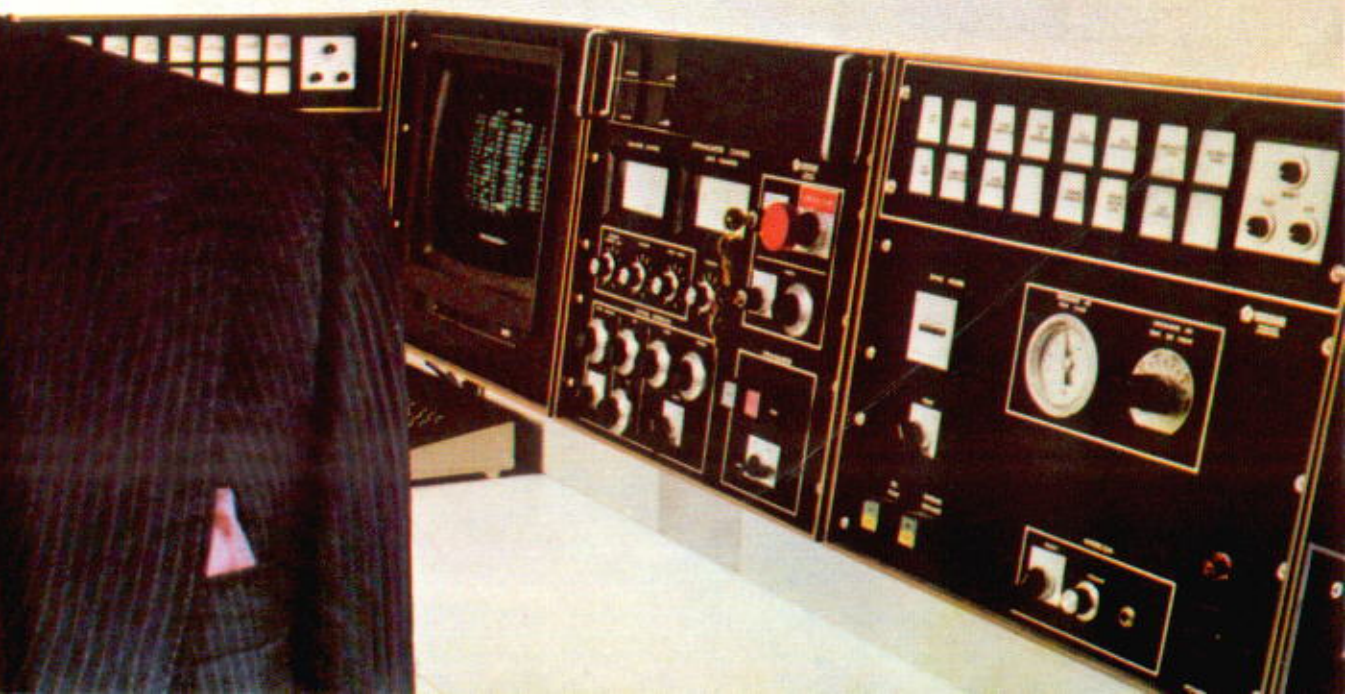


**“Our new Imperial is an
electronic marvel.”**

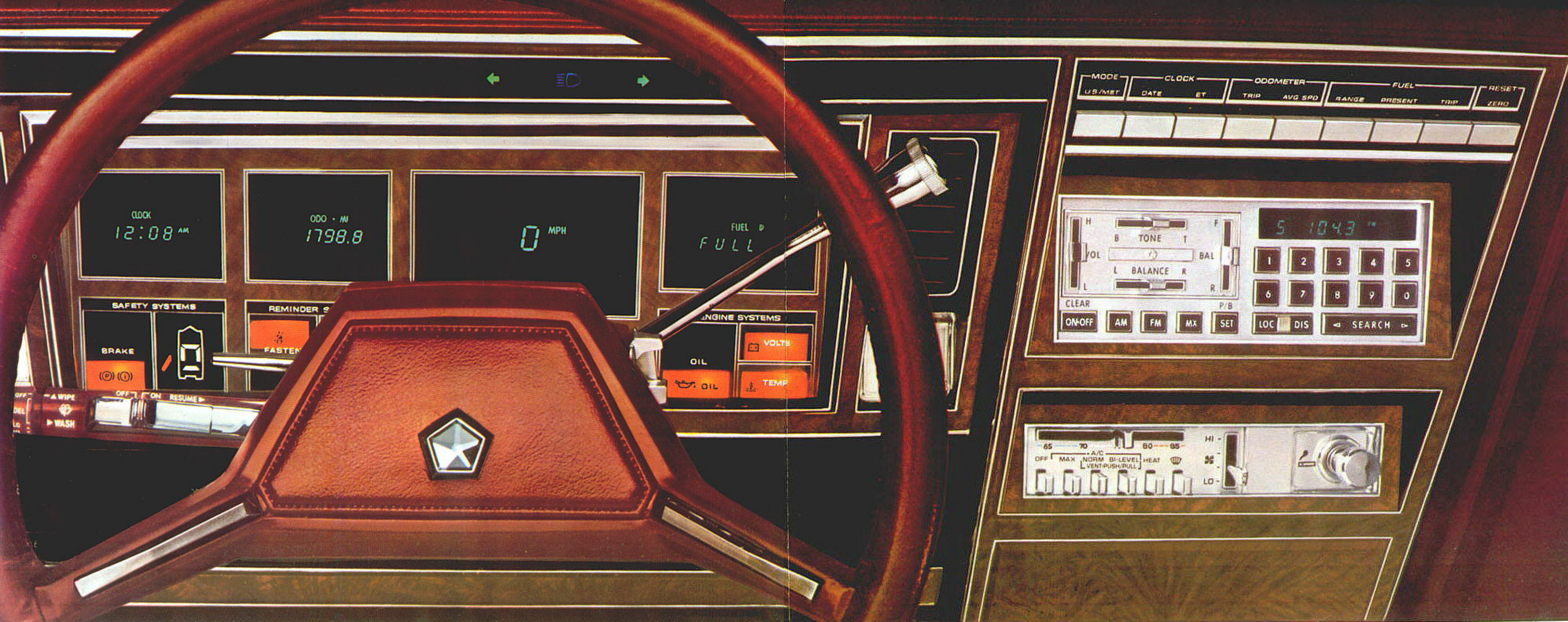
Lee A. Iacocca
Chairman of the Board, Chrysler Corporation



It's time for Imperial.



1981 Imperial in Sterling Silver Crystal Coat



1981 Imperial Electronic Instrumentation

The new Imperial is an electronic marvel.

A personal luxury car with two electronic systems that are unmatched by any other American automobile.

One system is an electronics communications center that tells you, at a glance, just about everything you need to know to drive your car safely and efficiently.

The other is EFI, Imperial's unique Electronic Fuel Injection system, that gives you better driveability and better efficiency, at the same time.

Both were manufactured at Chrysler's Huntsville, Alabama, Electronics Division, in cooperation with engineers at Chrysler Headquarters. One of the most advanced electronics operations in North America, Huntsville has been a prime aerospace contractor in the Redstone and Saturn Apollo programs.

Imperial's Electronic Communications Center.

Our 1981 Imperial is the only American automobile with a completely electronic digital instrument cluster. Its nine-button module answers almost any question a driver is likely to ask.

Three digital displays activated by the nine-button module instantly provide information as to speed, fuel supply, time, and date.

There are also three systems that supply important information automatically: the Safety System, the Reminder System, and the Engine System.

EFI: Electronic Fuel Injection. Another engineering innovation manufactured at Huntsville is EFI: Electronic Fuel Injection for Imperial's 5.2 liter V-8 engine, the first continuous-flow, fully electronically controlled fuel injection for

any production automobile built anywhere in the world.

The brain of Imperial's EFI is the Combustion Computer, which determines the correct proportion of air and fuel delivery based on functional and environmental conditions, driver demands, vehicle load and weather. It also controls the spark advance, aided by remote sensors that provide still more information to the combustion computer.

Imperial's continuous-flow Electronic Fuel Injection improves driving efficiency in three important areas. Starting is simpler, quicker, surer. Efficient engine performance is immediate since EFI controls the engine idle for smooth performance even on coldest mornings. Balks and stalls are virtually eliminated, even in heavy, stop-and-go traffic.

Imperial's unique Electronic Fuel Injection represents another exclusive

feature which sets Imperial apart from all other personal luxury cars.

It's time an American luxury car was styled clean and uncluttered.

Imperial's classic grille, crowned with a crystal pentastar, and its sleek rear deck, are unmistakably those of an aerodynamically styled luxury car. Pentastars in Cartier crystal grace the steering wheel and opera lamps as further evidence of Imperial elegance.

This handsome yet functional exterior design is complemented with an interior styled by Mark Cross, America's most distinguished name in leather since 1845. The proud Mark Cross emblem is inset on the front center armrest. Seating surfaces are available in luxurious leather or magnificent Yorkshire Cloth.

It's time that a quality built American luxury car was warranted for twice as long as any of its competitors.

Imperial basic limited warranty is remarkably complete. It covers all labor and all scheduled maintenance. Every part, except tires. And it lasts for two full years or 30,000 miles, whichever comes first. Our rust warranty extends beyond the vehicle warranty to a full three years. Your Imperial dealer has full details.

It represents a strong expression of confidence in the quality of the new Imperial. This confidence in Imperial's quality begins with the fabrication of its body. Major panels are built of a special grade steel that is not only resistant to dents and damage, but also provides excellent surface quality for finishing.

During the assembly process, inspection after inspection assures the quality of pre-selected parts, and once the body is assembled, every Imperial is inspected once again, then given a rigorous 5.5-mile road test over all kinds of terrain.

Quality Assurance Center. While the engine is still warm, each Imperial is given additional examinations, along with an underbody fluid-leak inspection. A high-pressure water spray to ensure body tightness. A check for front-end alignment. One at a time, each Imperial is checked out and prepared for the road.

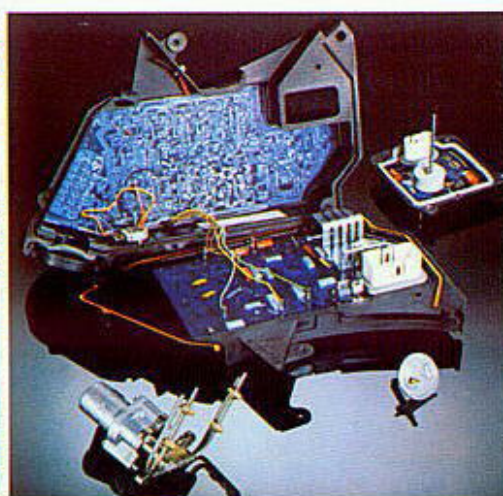
During the inspection procedure, each Imperial receives a number of official sign-offs. Only when all procedures are completed and approved by the Chrysler Quality Audit Staff, is the car approved for its limited warranty and released for shipment.



Nine-button electronic instrumentation module



Warning systems



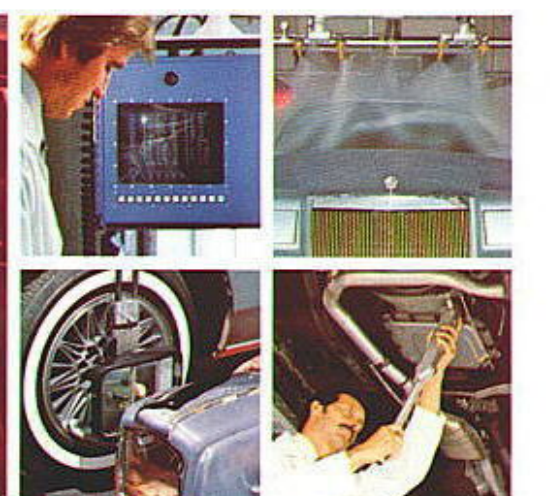
Electronic fuel injection sensors



Mark Cross interior with red leather seating surfaces



Seat back map pockets



Quality Assurance Center



Halogen headlamps



Automatic Speed Control



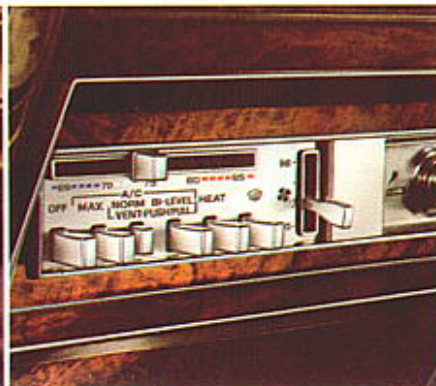
Coach lamp w/Cartier crystal



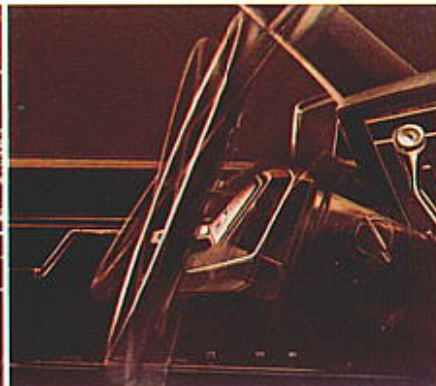
AM/FM stereo radio w/cassette



Mark Cross interior center armrest



Thermostatic air conditioning



Adjustable tilt steering column



Illuminated visor-vanity mirrors

No other American automobile offers as complete a list of standard luxury features as Imperial. Including WSW steel-belted radial tires; Goodyear all-weather Arriva or Michelin. A choice

of four sophisticated sound systems. Speed Control. All power assists. Individually adjustable power seats. Sophisticated electronic instrumentation. There is only one extra-cost

option: an electrically powered and sliding roof. The 1981 Imperial is America's totally equipped personal luxury car. Purchase or lease Imperial at your Imperial dealer.

It's time an American luxury car came one way: totally equipped. And with more standard luxury features than any other American automobile.



The New Chrysler Corporation

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Litho in U.S.A.