

THE BEAUTIFUL CHRYSLER



Crown Imperial

FOR 1940

THE BEAUTIFUL
1940 CHRYSLER

Crown Imperial

- THE EIGHT PASSENGER SEDAN LIMOUSINE
- THE EIGHT PASSENGER SEDAN
- THE SIX PASSENGER SEDAN



Chrysler's Finest

THE CHRYSLER CROWN IMPERIAL

. . . . WITH FLUID DRIVE

To those discriminating motor car owners who desire a car which provides far more than the simple requirements of ordinary transportation . . . a car designed and built for no other purpose than to provide the maximum in comfort and luxury, in performance, in safety and in distinctive styling . . . a car in which these factors are of prime importance and price is secondary . . . to those owners we are proud to offer Chrysler's Finest—the Beautiful Crown Imperial.

The Crown Imperial is truly a magnificent motor car and the luxury note is dominant throughout. The finest of fabrics, the soft floor coverings, the rich, yet unobtrusive appointments—all contribute to the dignified and impressive interior. Nor is luxury its sole attribute. Comfort plays an important part, as exemplified by the deep, resilient seat cushions, with their generous layer of Airfoam over the best of springs.

Built on a wheelbase of 145½ inches, with an overall length



of 225½ inches, the Crown Imperial lends itself perfectly to that smartness of line which has long been a distinctive mark of Chrysler.

Powered by the Chrysler High-Torque 137 horsepower engine, the car moves forward with the grace and ease which only advanced engineering can give. Chrysler Fluid Drive, which was first introduced in 1939 on the forerunner of the present Crown series, offers a smoothness of operation

hitherto unknown in a gasoline-propelled automobile. A more detailed description of this revolutionary device follows later in this brochure. Suffice to say here that, whether driver or passenger, an amazing experience awaits those who have yet to ride in the Fluid Drive-equipped Crown Imperial.

The owner of this majestic car is secure in the knowledge that he possesses an automobile of uncompromising quality . . . Chrysler's Finest!



DRAWING ROOM

Luxury

FOR 8 PASSENGERS

The Crown Imperial lends its undeniable smartness to carry on the Chrysler tradition of luxury and forward styling.



PASSENGERS' COMPARTMENT

Luxury beyond compare greets your eye as you open the full-width rear door of the Beautiful Chrysler Crown Imperial eight-passenger Sedan-Limousine. Here is the epitome of smartness, of comfort, of convenience and of good taste.

Spaciousness beyond belief is set off by rich, luxurious fabrics and appointments which combine beauty and refinement with utility. Here is an interior designed by master craftsmen for the most discriminating motor car owner.



DRIVER'S COMPARTMENT

The driver's compartment, upholstered in fine leather, is equipped with every convenience contributing to safe driving. All instruments are conveniently grouped directly in front of the driver and tiny red lights flash a warning when gasoline supply is low or on those rare occasions when oil pressure, water temperature or ammeter discharge rate vary from normal.

The glass partition, raised or lowered from the rear compartment, provides complete privacy for passengers.

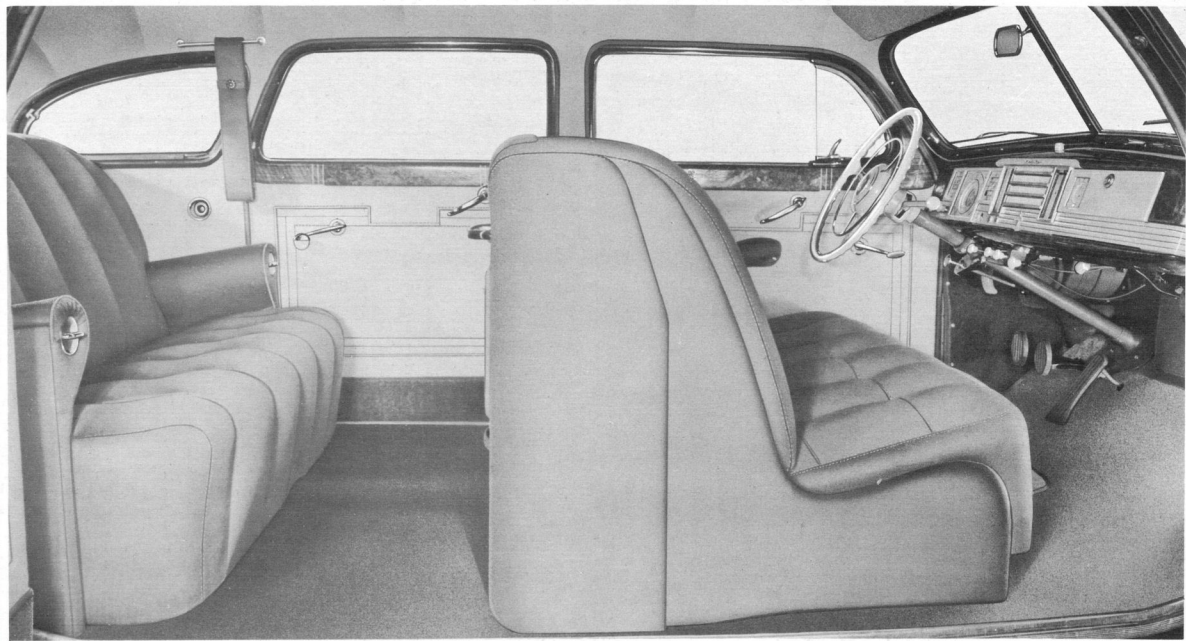
THE BEAUTIFUL CHRYSLER

Crown



Imperial

EIGHT PASSENGER SEDAN LIMOUSINE



The finest of fabrics, carpeting and fittings characterizes the interior of the Beautiful Chrysler Crown Imperial Eight-Passenger Sedan.

The deep, billowy cushions accommodate three passengers in utmost comfort. Even when the auxiliary seats are in use, there's plenty of room for elbows, shoulders and feet! And those auxiliary seats are fashioned for all-day riding comfort, for the Eight-Passenger Sedan is a motor car for town, and country . . . a car in which four couples may ride uncrowded

on a cross-country run . . . a car in which the passengers may ride in state to opera or social function.

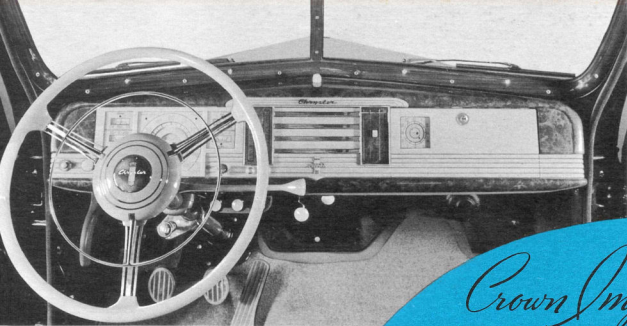
Yet, despite its spaciousness, the Crown Imperial Sedan is exceptionally easy to drive. It is a genuine pleasure to get behind the wheel of this superb automobile. Chrysler Fluid Drive and Overdrive transmission are standard equipment and the resultant smooth, steady flow of power at any speed brings a new meaning to safe, effortless driving.

 THE BEAUTIFUL CHRYSLER



Crown Imperial

EIGHT PASSENGER SEDAN



Beauty and utility are the keystones of the Crown Imperial instrument panel on which all instruments are grouped directly in front of the driver.



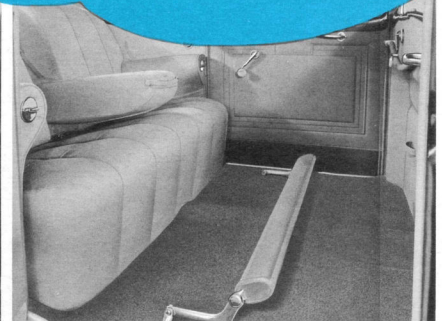
In the six-passenger Crown Imperial Sedan, a wide, softly-carpeted foot rest offers complete relaxation to rear compartment passengers.

Crown Imperial **APPOINTMENTS**

Blending perfectly with the drawing room atmosphere of Crown Imperial interiors, appointments are designed to offer the utmost in comfort, convenience and luxury and provide an ensemble to delight the most critical and discriminating owner.



Absence of auxiliary seats in the six-passenger sedan makes possible additional storage space behind the front seat. Seven roomy compartments offer a wealth of space for parcels, small luggage, emergency raiment for sudden storms, etc.



The center section of rear seat backs may be lowered to form a wide, comfortable arm rest when but two passengers ride in the rear compartment. Auxiliary seats of eight-passenger models fold out of sight when not in use.

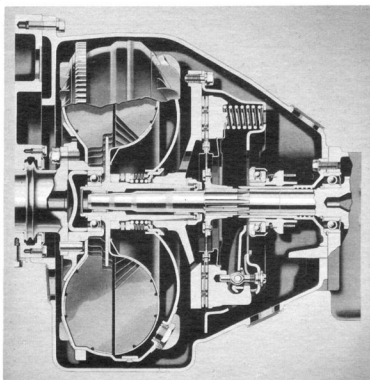


Rear quarter windows may be easily adjusted to give draft-free ventilation. Cigar lighters and ash receivers are conveniently located at either side of the rear seat. Assist straps add their bit to the comfort of rear seat passengers.

THE BEAUTIFUL CHRYSLER



Crown Imperial **SIX PASSENGER SEDAN**



This sectional view shows the Chrysler Fluid Drive, which replaces the conventional flywheel. Immediately back of the Fluid Drive unit are the friction clutch and a portion of the transmission. Power is transmitted from the engine solely through the medium of a fluid developed expressly for Fluid Drive.



THE CHRYSLER

Unique in Principle.....

FOR many years, the goal toward which automotive engineers have been striving has been the development of a gasoline-propelled motor car which could, under all ordinary conditions, be driven without constant use of the clutch or gear shift lever but which would operate with all the flexibility of steam or electricity. The first application of a fluid coupling to passenger cars in the United States was made late in 1938, when Chrysler introduced Fluid Drive as standard equipment on the 1939 Chrysler Custom Imperial.

It is not in any sense an overstatement to say that Chrysler Fluid Drive is the most far-reaching and noteworthy improvement in motor car operation since chains and sprockets were discarded in favor of bevel gears.

In a car with conventional flywheel, it is quite impossible to start the engine with gears in mesh and the clutch engaged. Yet, this is exactly what you do in the Chrysler Crown Imperial equipped with Fluid Drive, and without the slightest possibility of injury to any mechanical part.

Your engine will not stall; it will continue to operate. Moreover, you will not feel the faintest jerk or jar as the car moves from a standstill. This is true even if you suddenly push the

FLUID DRIVE

..... Sensational in Performance

accelerator pedal right down to the floor board. The car seems to gather momentum as smoothly and as effortlessly as a toboggan on a gradual slope.

Its smoothness in transmitting power is one notable advantage of the Fluid Drive, but not its only one. Even more important is the fact that this revolutionary improvement greatly reduces the use of the gear shift lever and clutch in all ordinary driving conditions. In fact, it is quite possible to drive for hours, through varying traffic conditions, without once touching gear shift lever or clutch pedal, after the original shift to high gear.

With Chrysler Fluid Drive, just as in any conventional car, the engine may be used as a brake on long, steep hills, and it may be started by towing the car, whenever necessary. Chrysler Fluid Drive has no effect on gasoline consumption—the unit is self-lubricating and requires no attention beyond an occasional check to see that the fluid fills the casing to 80% capacity.

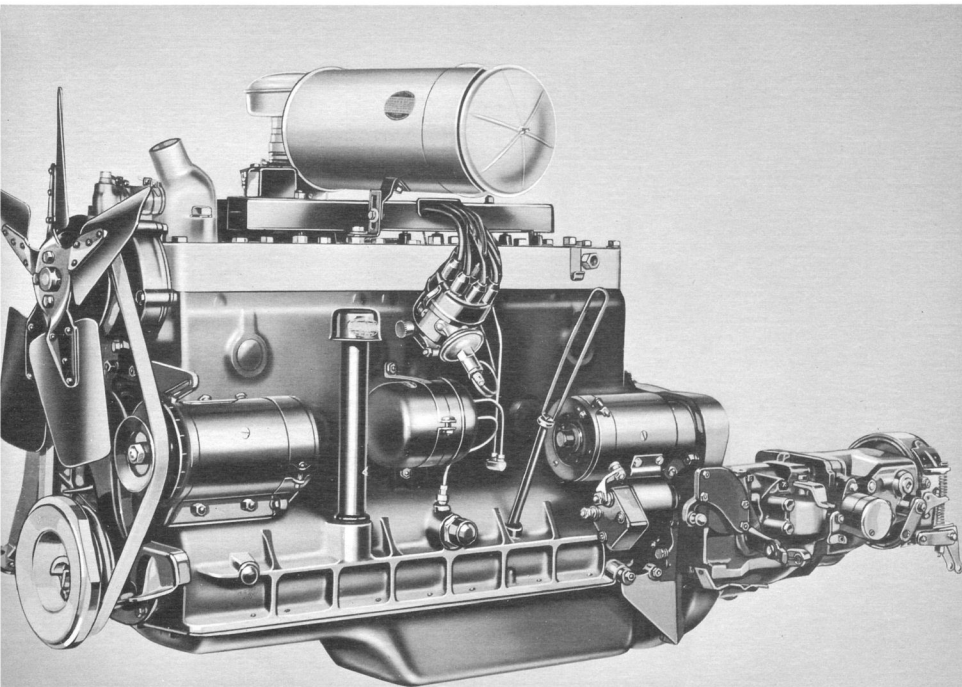
It is difficult, in the limited space available here, to do full justice to an exposition of the construction and operating principle of Chrysler Fluid Drive. For those who wish to learn more about it, there is available a special booklet which may be obtained through any Chrysler dealer.



Disassembled view of the Chrysler Fluid Drive, showing the cover, runner and driver in their relative positions.

THE *Crown Imperial*

HIGH-TORQUE ENGINE



★

The 137-horsepower Chrysler Crown Imperial High-Torque engine is Chrysler Corporation engineering at its greatest. This smooth, powerful and efficient power plant, with every vital moving part Superfinished for longer wear, delivers a performance worthy of the Crown Imperial—finest of fine cars!

★

CRUISE AND CLIMB TRANSMISSION

Chrysler Cruise and Climb Transmission, standard on the Crown Imperial, comes into operation at any car speed above 23 miles per hour, merely by lifting the foot momentarily from the accelerator. One-third fewer engine revolutions are required for every mile the car operates in "Overdrive," thus effecting appreciable savings on fuel and reducing wear on moving engine parts.

★

ALL-WEATHER AIRCONTROL SYSTEM

Designed by Chrysler Corporation engineers, the All-Weather Air-control System provides adequate and uniform heat in all parts of the Crown Imperial. By the introduction of large volumes of fresh air through the cowl vent, clear vision is obtained through the windshield and all windows under practically all operating conditions.

S P E C I F I C A T I O N S

OF THE CHRYSLER

Crown Imperial

SUSPENSION

(Front)—independently sprung wheels.

AXLE

(Rear)—hypoid drive gears, semi-floating type—pressed steel housing.

BODIES

(Safety Steel)—insulated against noise, heat or cold.

BRAKES

(Service)—Chrysler four wheel hydraulic internal expanding with 12" centrifuse drums. Braking contact area 189¼ sq. in. Vacuum power unit.

BRAKES

(Parking)—external contracting on cast iron drum on propeller shaft. (Hand lever under left end of instrument panel.)

CLUTCH

Fully ventilated single dry plate— asbestos-faced. Torque cushioned by special springs and through Fluid Coupling.

FLUID DRIVE

(Or Coupling)—Replaces flywheel—power transmitted through fluid in coupling. No mechanical connection between engine and clutch.

COOLING SYSTEM

Water circulated by centrifugal pump—By-pass thermostat control. Fin and tube type radiator core.

CRANKSHAFT

Balanced and counterweighted. Supported on five steel backed babbit-lined main bearings. Vibration damper.

ENGINE

L-head, eight cylinders, water cooled, four cycle; bore 3¼", stroke 4⅞". Aluminum cylinder head—A.M.A. horsepower 33.8, developed horsepower 137 at 3400 r.p.m. With special high compression head, 143 b.h.p. is developed. Piston displacement 323.5 cu. in. Suspension; patented Floating Power engine mountings. Firing order 1-6-2-5-8-3-7-4. Full pressure lubrication to all crankshaft, camshaft and connecting rod bearings. Oil capacity 6 quarts.

ELECTRICAL SYSTEM

Shunt type generator with full voltage and current regulation—solenoid positive-shift

starter, battery 19 plate 6 volt—135 ampere hour capacity automatic spark advance, with vacuum control.

FRAME

Exceptionally rigid, double drop and X girder type.

FUEL SYSTEM

Dual downdraft carburetor equipped with automatic choke and integral air cleaner and intake silencer. Fuel pump. Fuel tank capacity 20 gallons. (16.65 Imperial gallons.)

PISTONS

Aluminum alloy. U-slot, cam ground, standized. Two compression and two oil rings per piston.

SHOCK ABSORBERS

Aero-type hydraulic, double acting.

SPRINGS

(Front)—"Amola" steel coil. (Rear) Semi-elliptical with tapered leaf ends—11 leaves—length 53⅞" metal covered. Silent U-type shackles, rubber cored bushings on front end of rear springs.

STEERING GEAR

Semi-irreversible worm and roller type 20.25 to 1.

TIRES

Air wheel-rib front, all weather rear Lifeguard Tubes—7.50 x 15.

TRANSMISSION

Silent, synchro mesh, helical type gears throughout. Gearshift lever mounted on steering column under steering wheel. Automatic overdrive—quick automatic disengagement.

WHEELBASE

145⅞". Overall length, with bumpers, 225½".

STANDARD EQUIPMENT

Bumpers, front and rear; Cruise and Climb Transmission, Lifeguard tubes, two windshield wipers, electric clock, dual horns, two combination stop and tail lights, rear view mirror, two adjustable sun visors, dome light, cigar lighters, ash receiver in dash and rear compartment, robe cord, foot rest, assist cords, center arm rest in rear seat, side arm rests in front, sealed beam headlights, chrome wheel discs and rings, stone shields on shock absorbers, chrome running board moulding, tools, five wheels with white sidewall tires and tubes.

