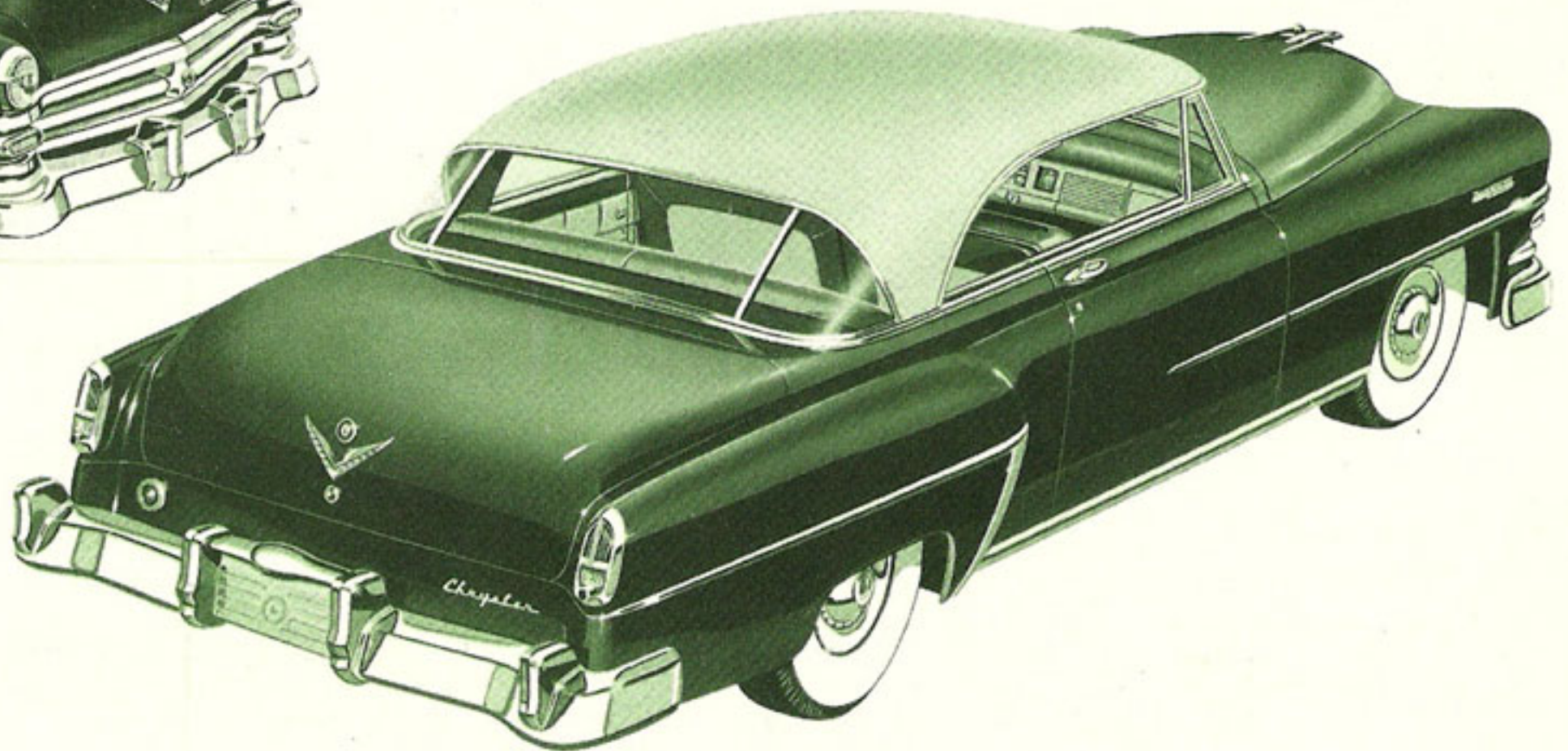
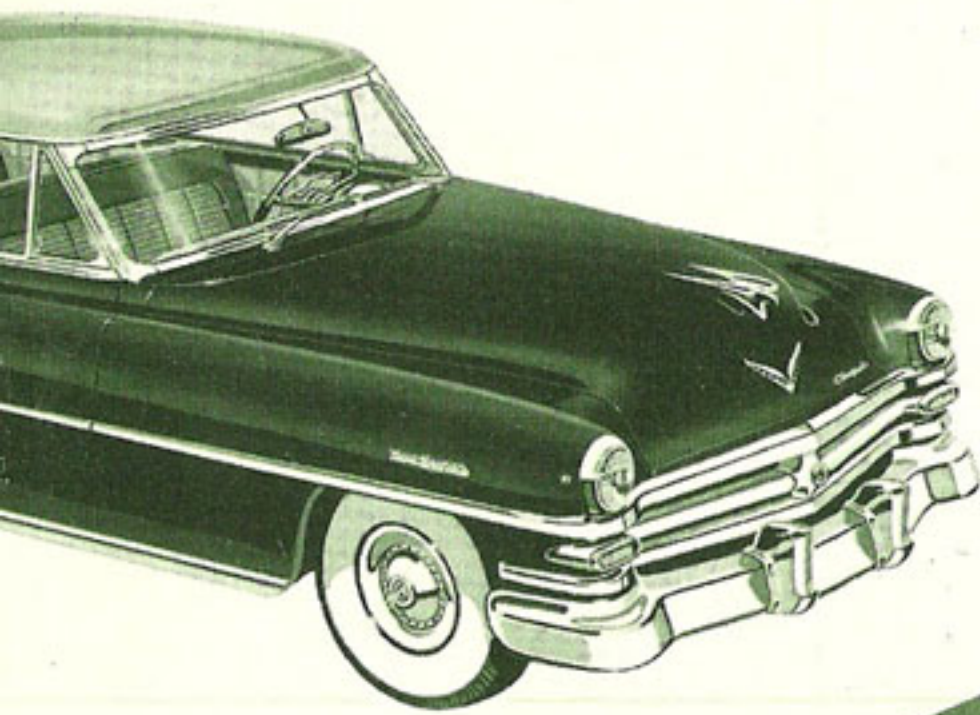


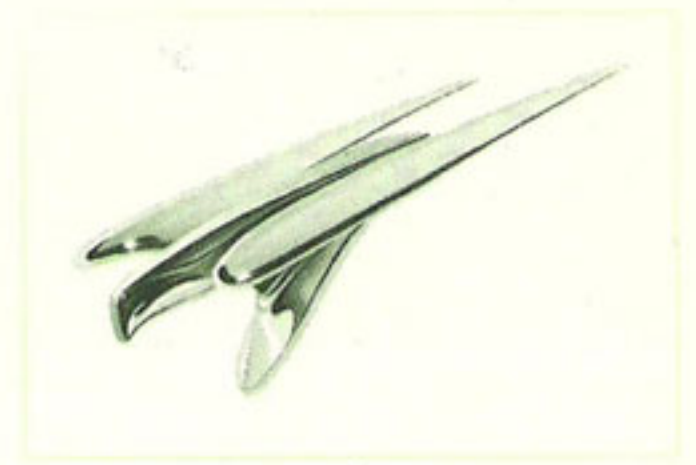
CHRYSLER

*America's First Family
of Fine Cars!*



The most beautiful CHRYSLERS ever designed!

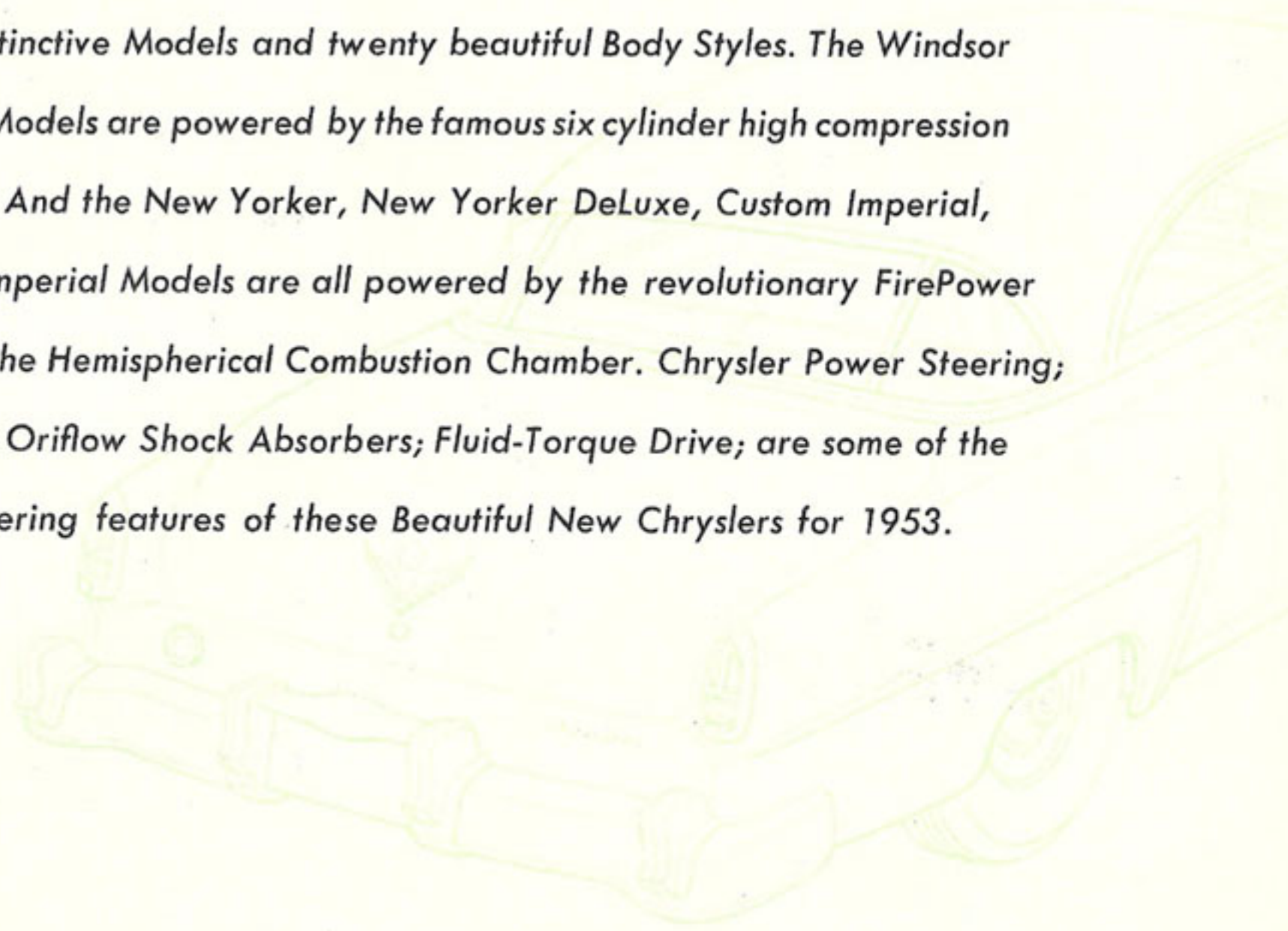
*America's First Family
of Fine Cars!*



CHRYSLER

America's First Family of Fine Cars offers for 1953, not only the finest engineered, but also, the most beautiful Chryslers ever designed. And it is this rare combination of fine engineering and exquisite beauty that makes the new Chryslers the finest cars America has yet produced.

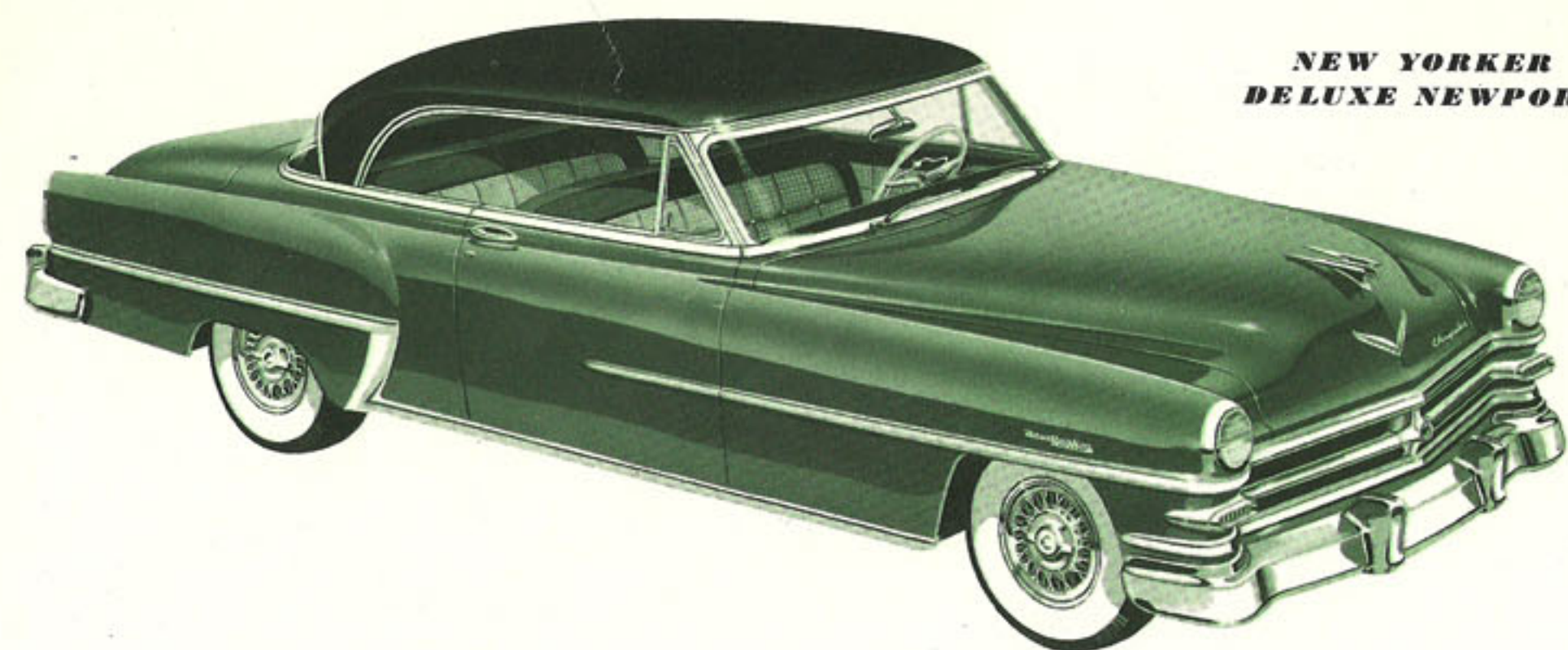
There are six distinctive Models and twenty beautiful Body Styles. The Windsor and Windsor DeLuxe Models are powered by the famous six cylinder high compression Spitfire Engine. And the New Yorker, New Yorker DeLuxe, Custom Imperial, and Crown Imperial Models are all powered by the revolutionary FirePower V8 Engine, with the Hemispherical Combustion Chamber. Chrysler Power Steering; Power Brakes; Oriflow Shock Absorbers; Fluid-Torque Drive; are some of the outstanding engineering features of these Beautiful New Chryslers for 1953.



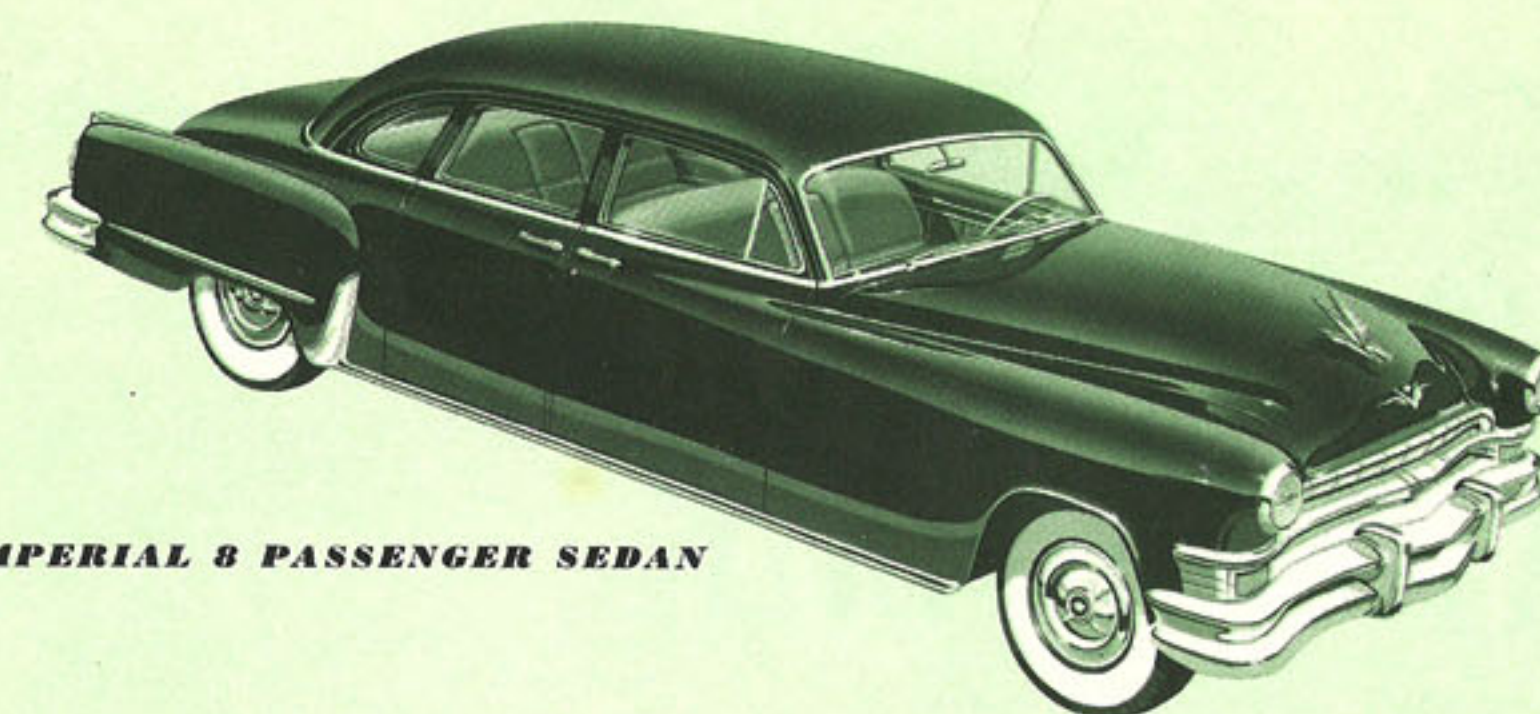


WINDSOR CLUB COUPE

WINDSOR 8 PASSENGER SEDAN



NEW YORKER DELUXE NEWPORT



CROWN IMPERIAL 8 PASSENGER SEDAN

The
WINDSOR and WINDSOR DELUXE MODELS

The
NEW YORKER and NEW YORKER DELUXE MODELS

The
CUSTOM IMPERIAL and CROWN IMPERIAL MODELS



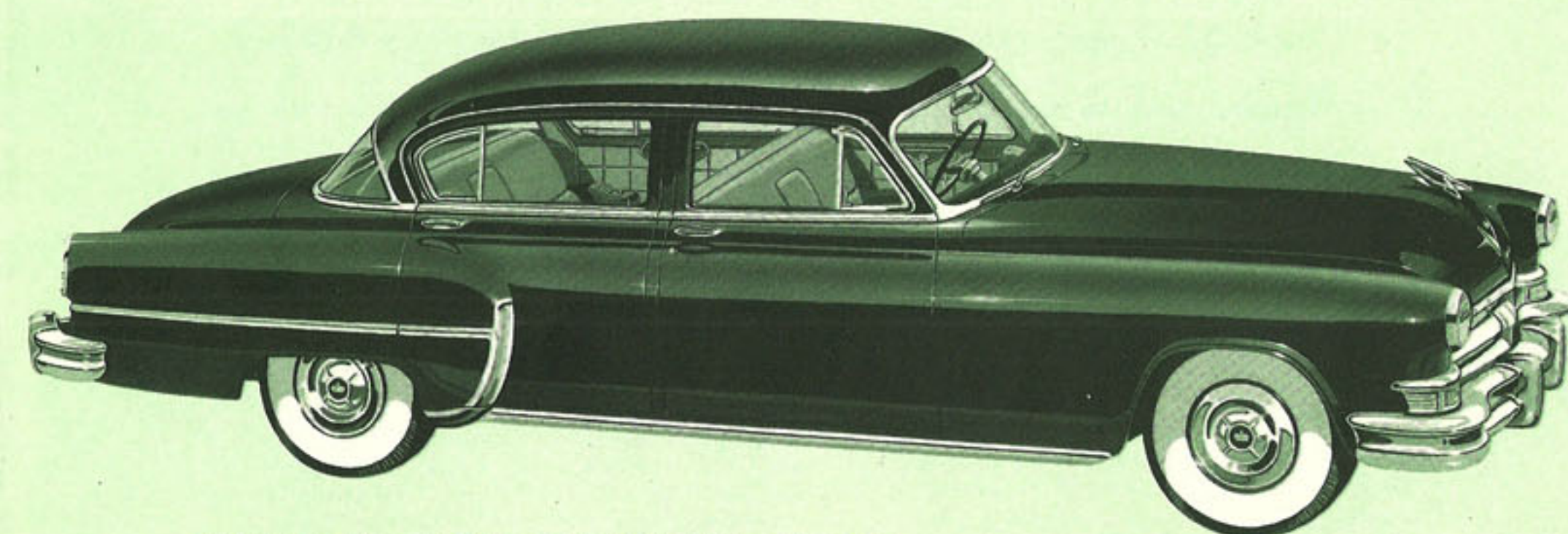
WINDSOR DELUXE 6 PASSENGER SEDAN



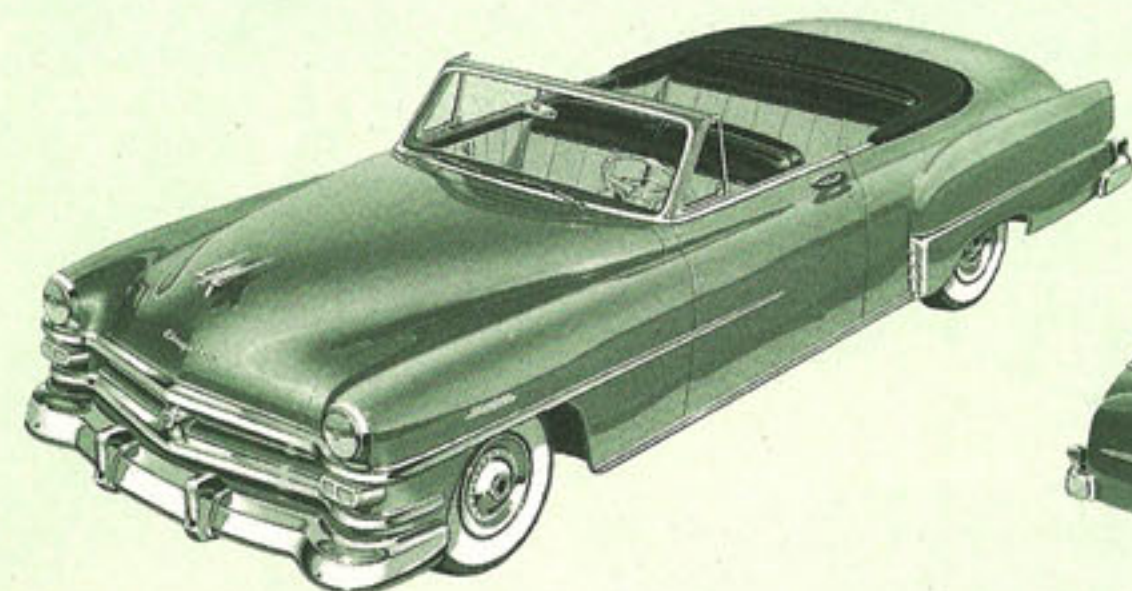
NEW YORKER TOWN & COUNTRY WAGON



NEW YORKER DELUXE CONVERTIBLE COUPE



CUSTOM IMPERIAL 6 PASSENGER SEDAN



WINDSOR DELUXE CONVERTIBLE COUPE



NEW YORKER CLUB COUPE



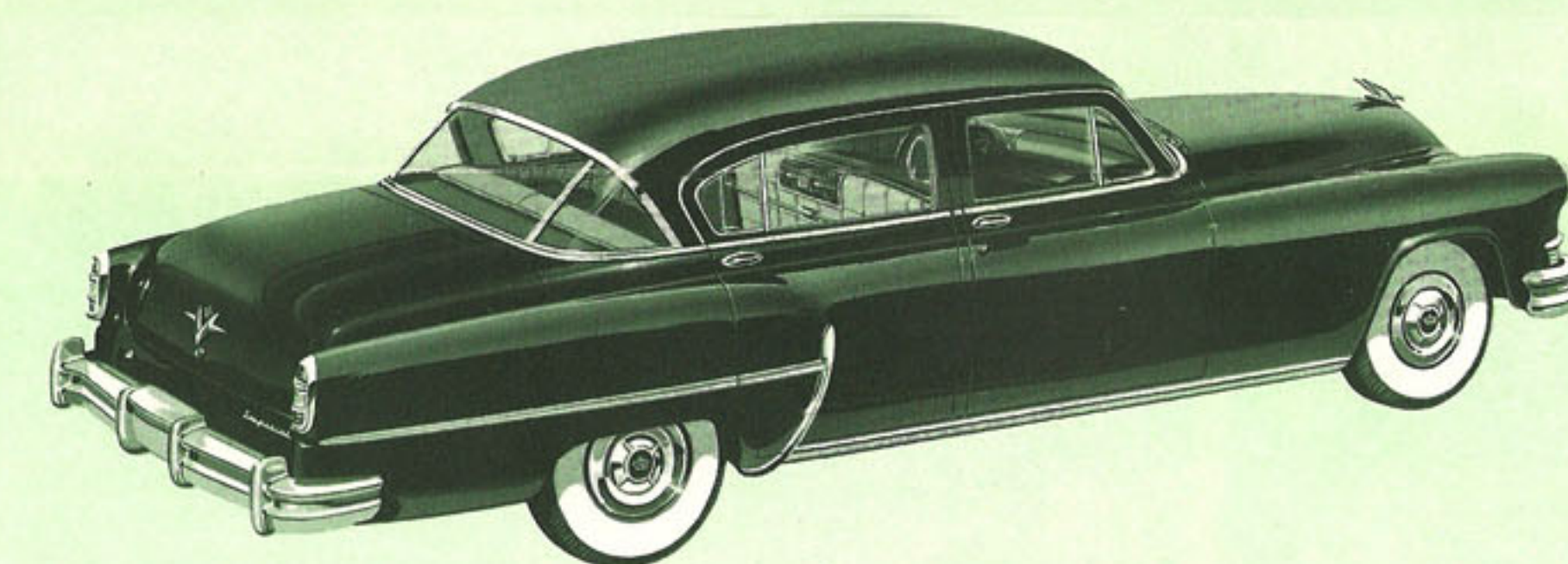
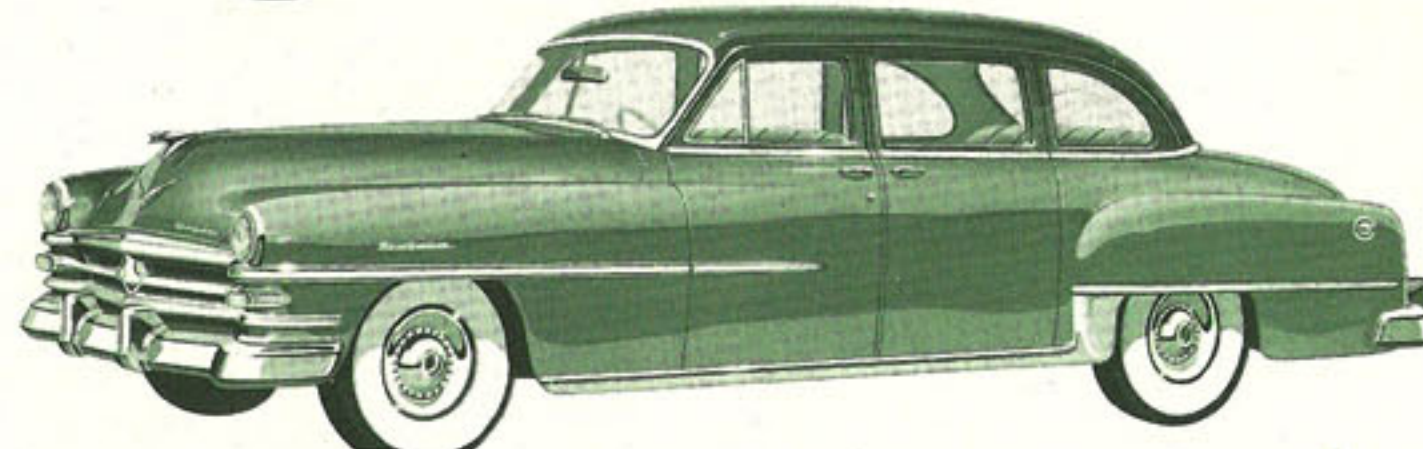
NEW YORKER 6 PASSENGER SEDAN



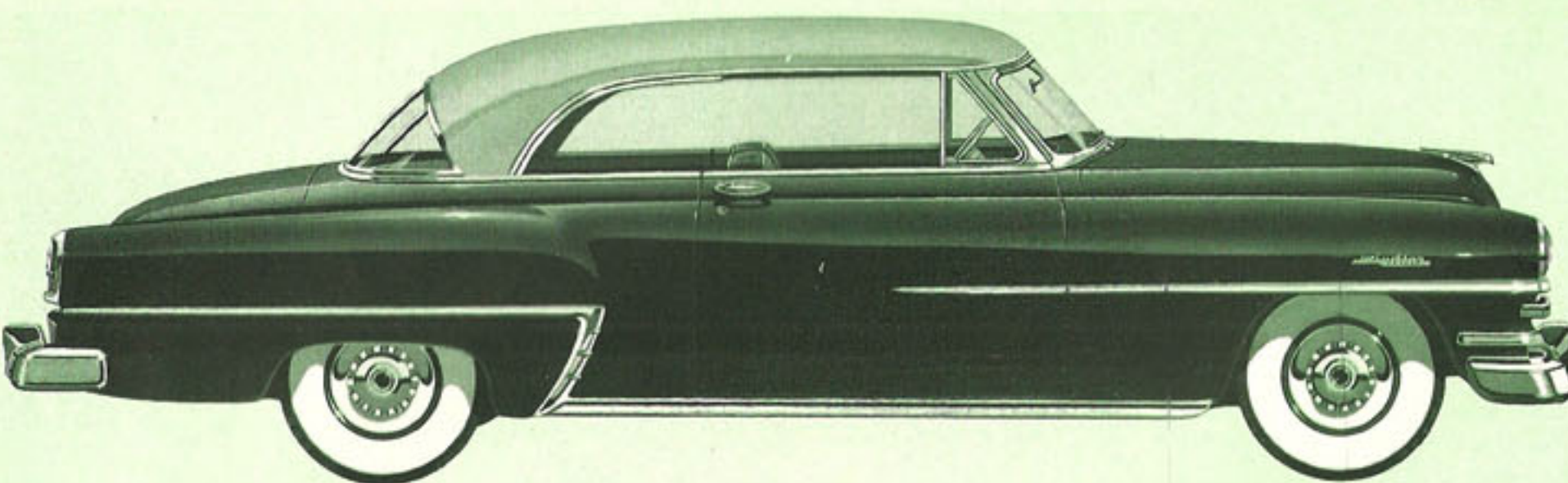
WINDSOR TOWN & COUNTRY WAGON



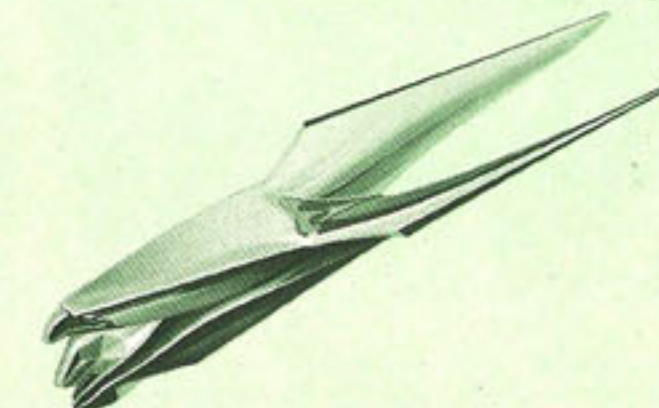
NEW YORKER 8 PASSENGER SEDAN



CUSTOM IMPERIAL 6 PASSENGER TOWN LIMOUSINE



WINDSOR DELUXE NEWPORT

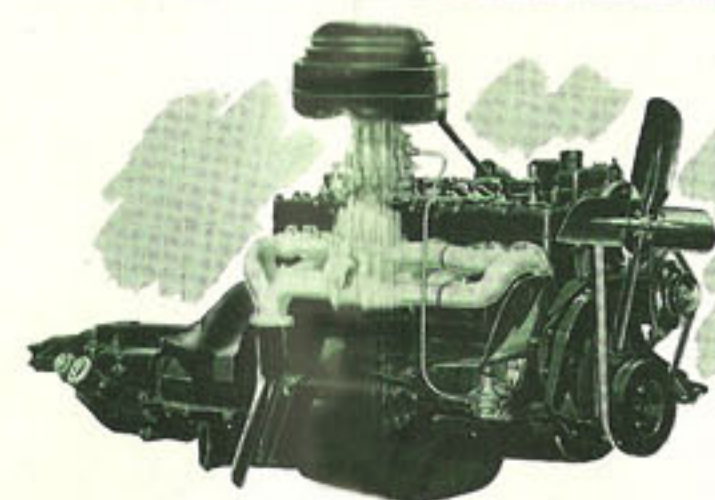


CHRYSLER

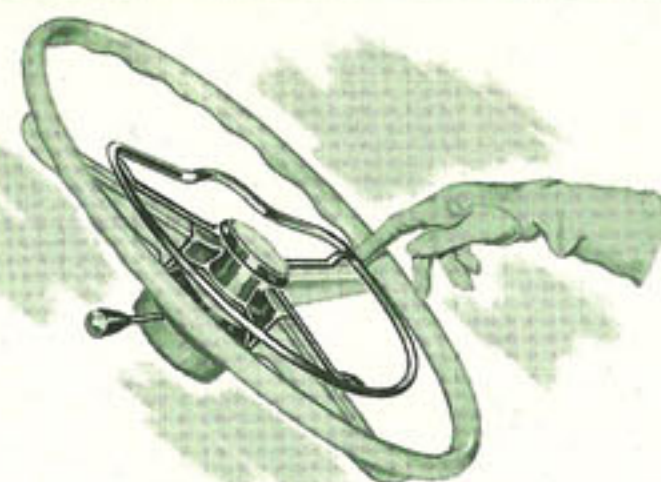
*Finest Engineered Cars
America Has
Yet Produced!*



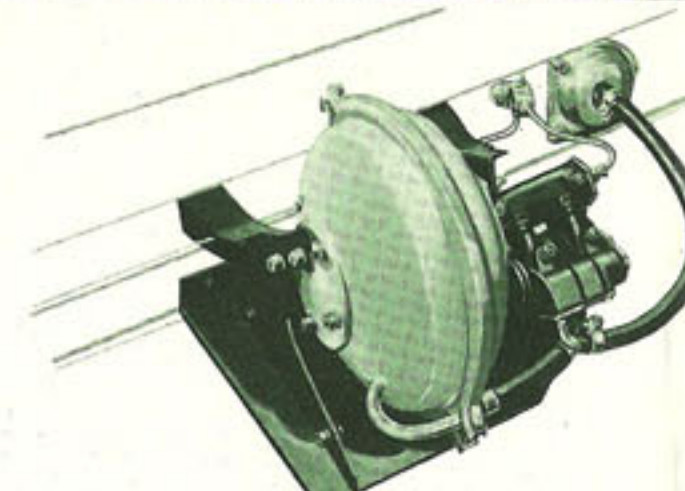
The revolutionary Chrysler FirePower V8 Engine—the finest automobile engine built today—gives performance, economy, dependability, and long life unequalled in the industry.



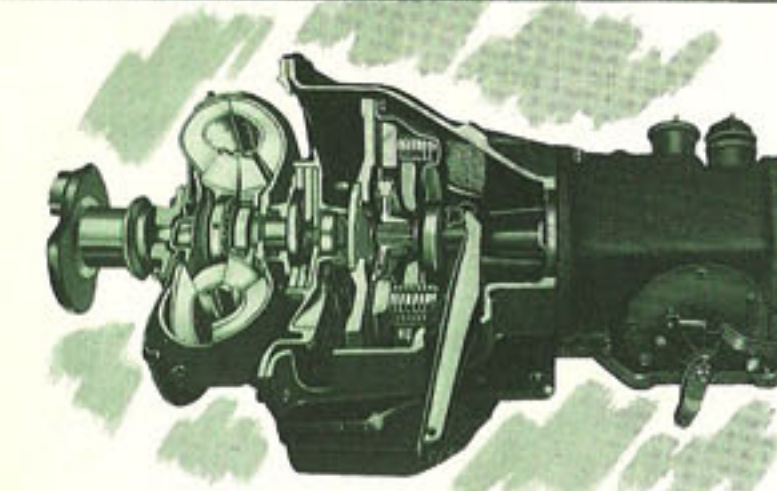
The famous Chrysler Spitfire Engine is generally regarded as the greatest six cylinder engine ever designed! It powers the beautiful Windsor and Windsor Deluxe Models.



The safety, ease of handling, and effortless control of the car with Chrysler full-time Power Steering must be experienced to be believed. It makes parking and driving a pleasure.



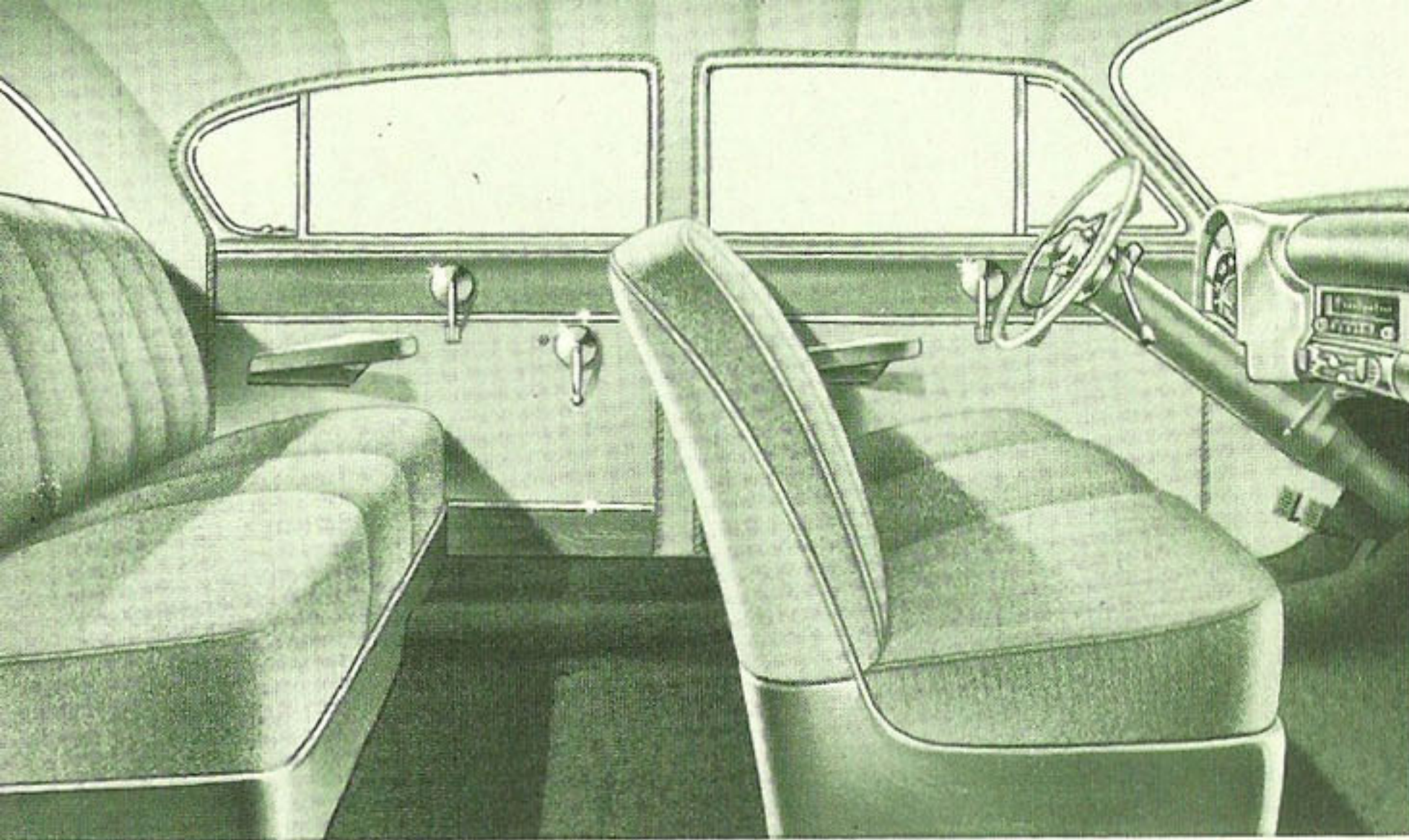
With greater horsepower, you must have more powerful, more efficient brakes. Chrysler Power Brakes insure quick, easy, safe braking under all conditions—meaning greater safety.



Chrysler Fluid-Torque Drive—available as extra equipment on the Windsor and New Yorker Models, gives lightning-fast acceleration and smoother performance at all speeds.

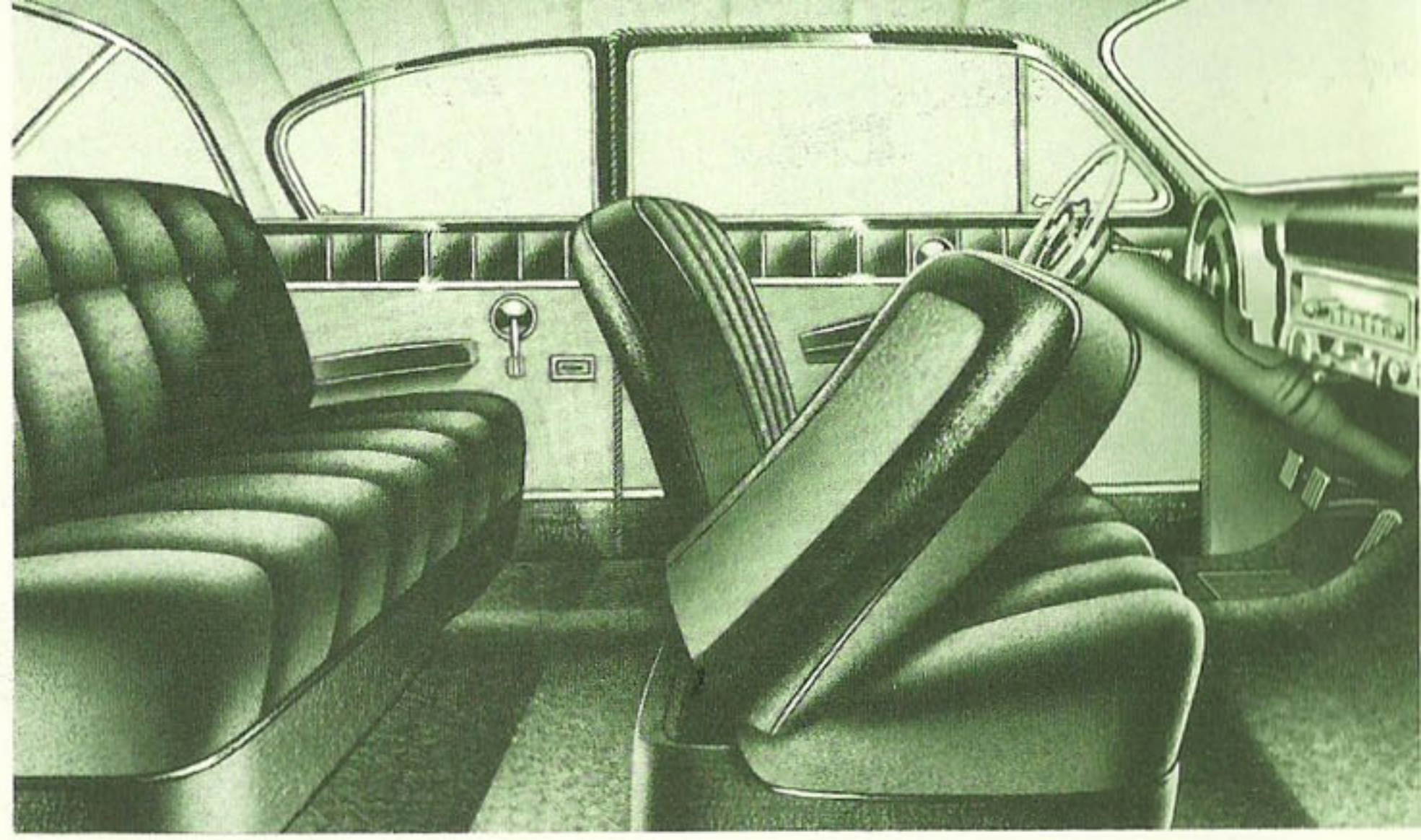


Chrysler straddle-mounted Oriflow shock absorbers hold the car on an even keel on rough roads, giving greater comfort and greater safety, the smoothest ride you have ever experienced.



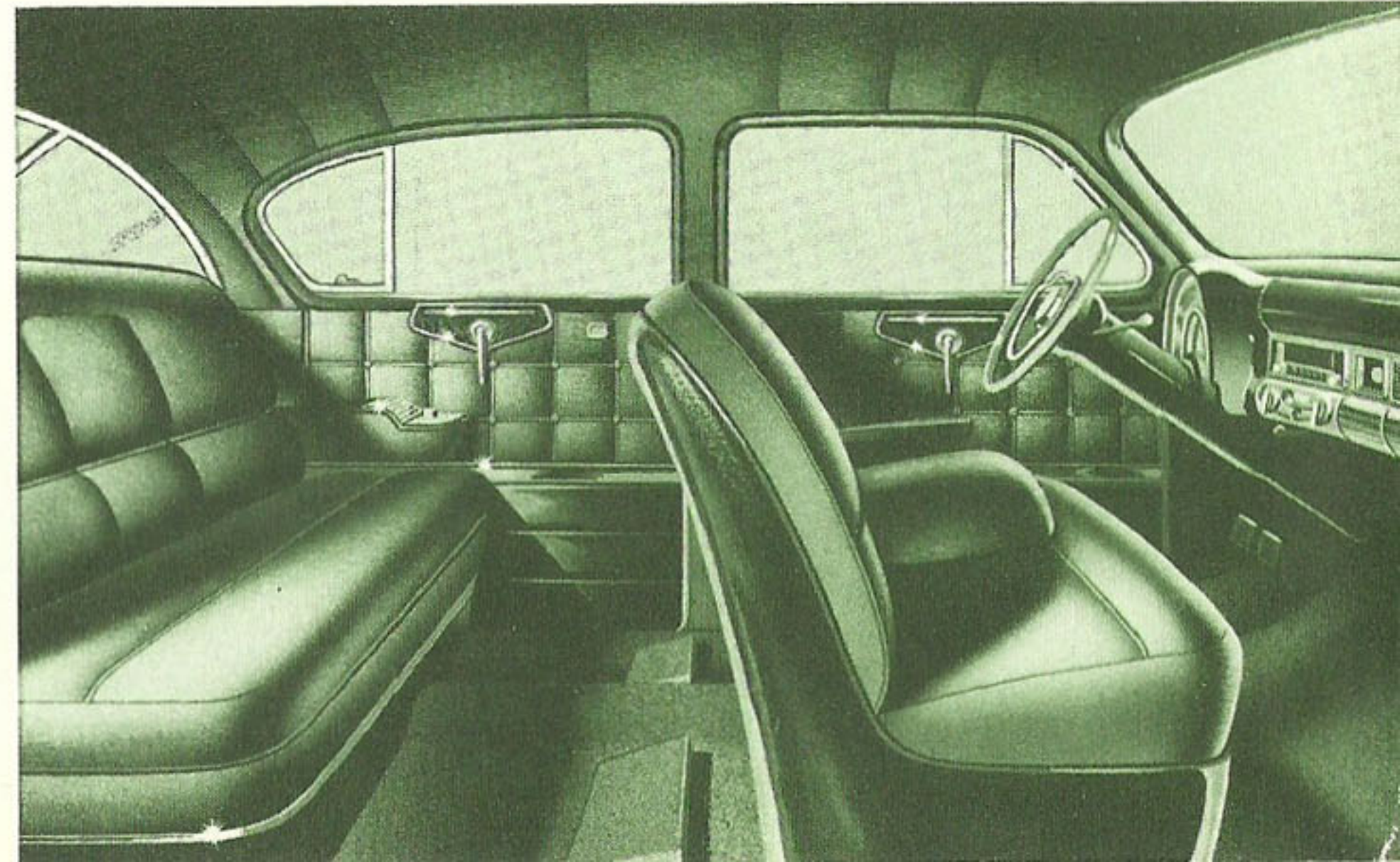
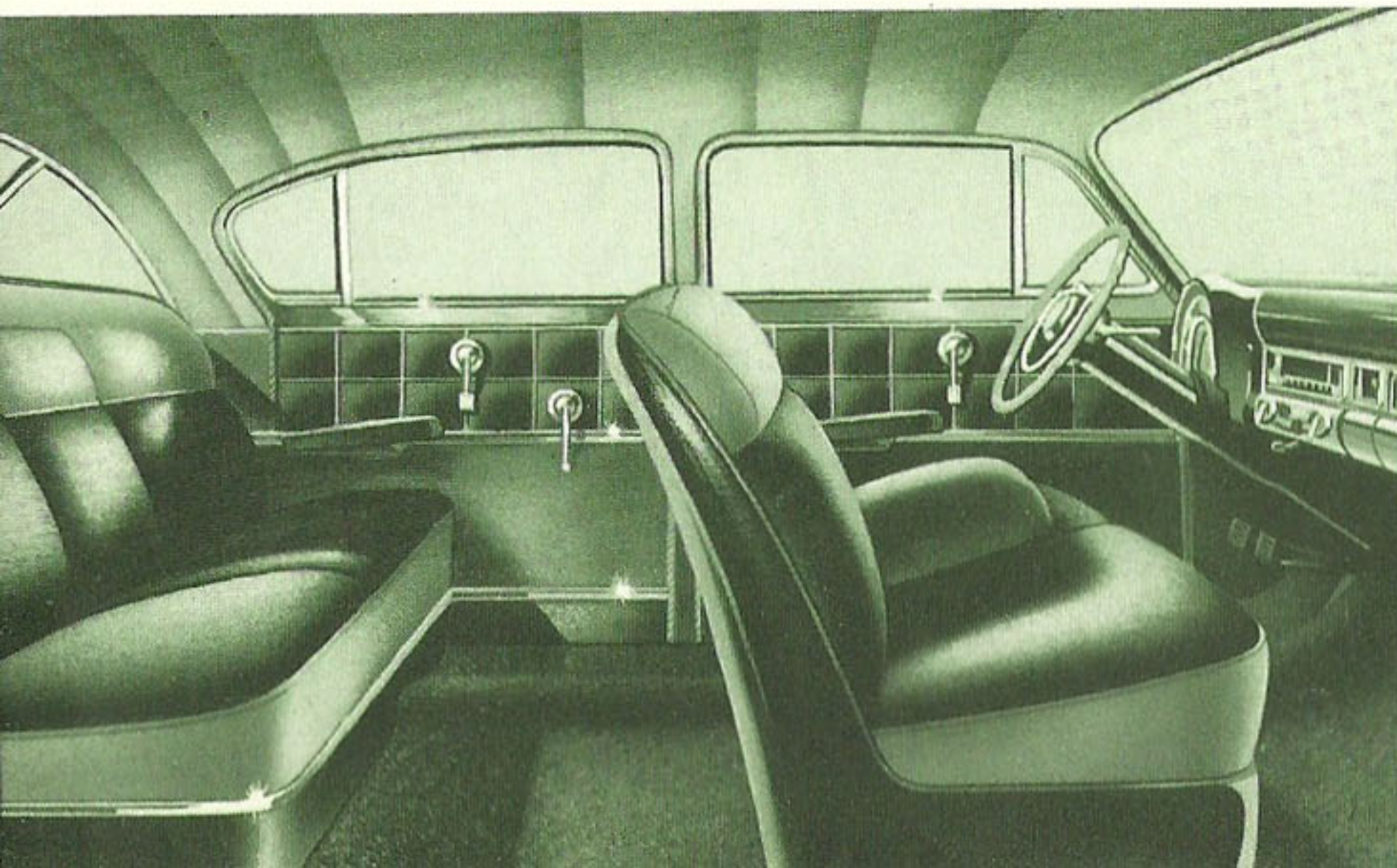
The interiors are handsomely tailored with rich fabrics. There is plenty of headroom and legroom for your comfort. The doors are wide for easy entrance or exit. And there is unusually fine visibility from any position in the car.

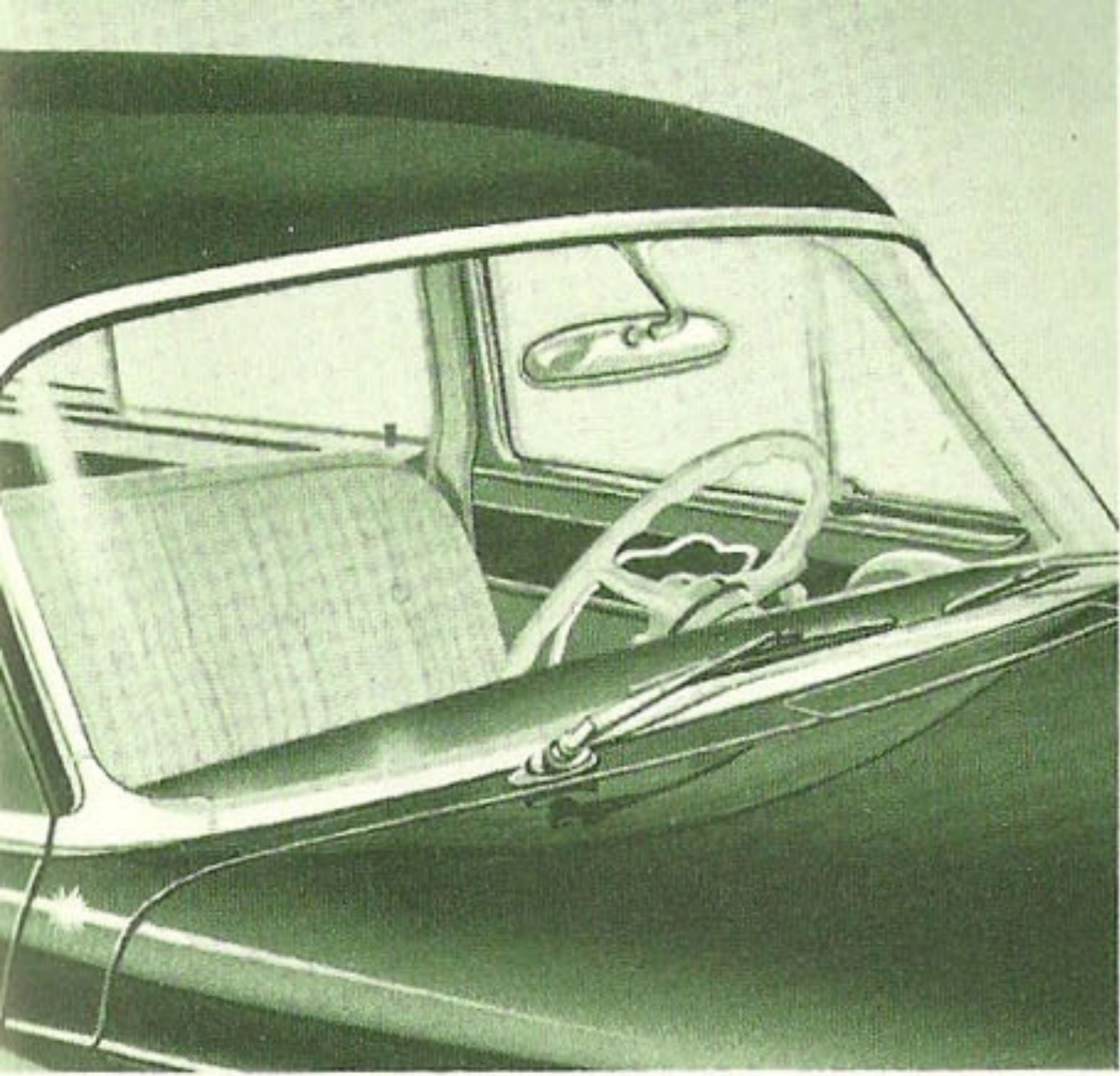
The beauty and charm of Chrysler's tailored-to-taste interiors are very much in evidence in the two-tone upholstery combination of the New Yorker DeLuxe Sedan. Electric Window Lifts are available at extra cost.



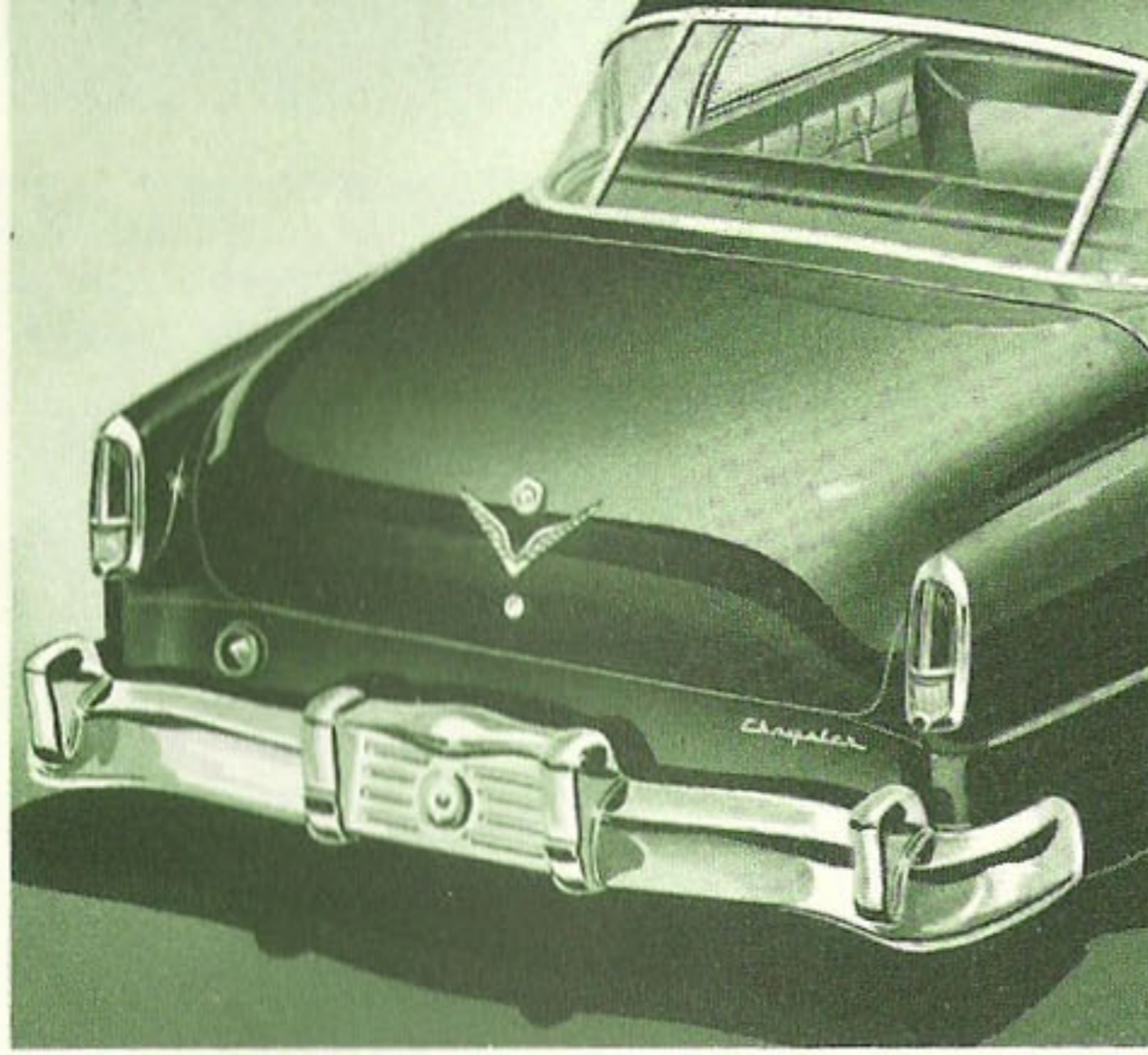
With many beautiful exterior paint colors and a wide variety of fine fabrics in harmonizing patterns and colors, your Chrysler can be tailored to your taste. Above is the smart interior of the New Yorker Club Coupe.

The interior of the Imperial, by Chrysler, has breath-taking elegance, living-room spaciousness and comfort, and every conceivable appointment for your convenience and pleasure. Center Arm Rests in both front and rear.

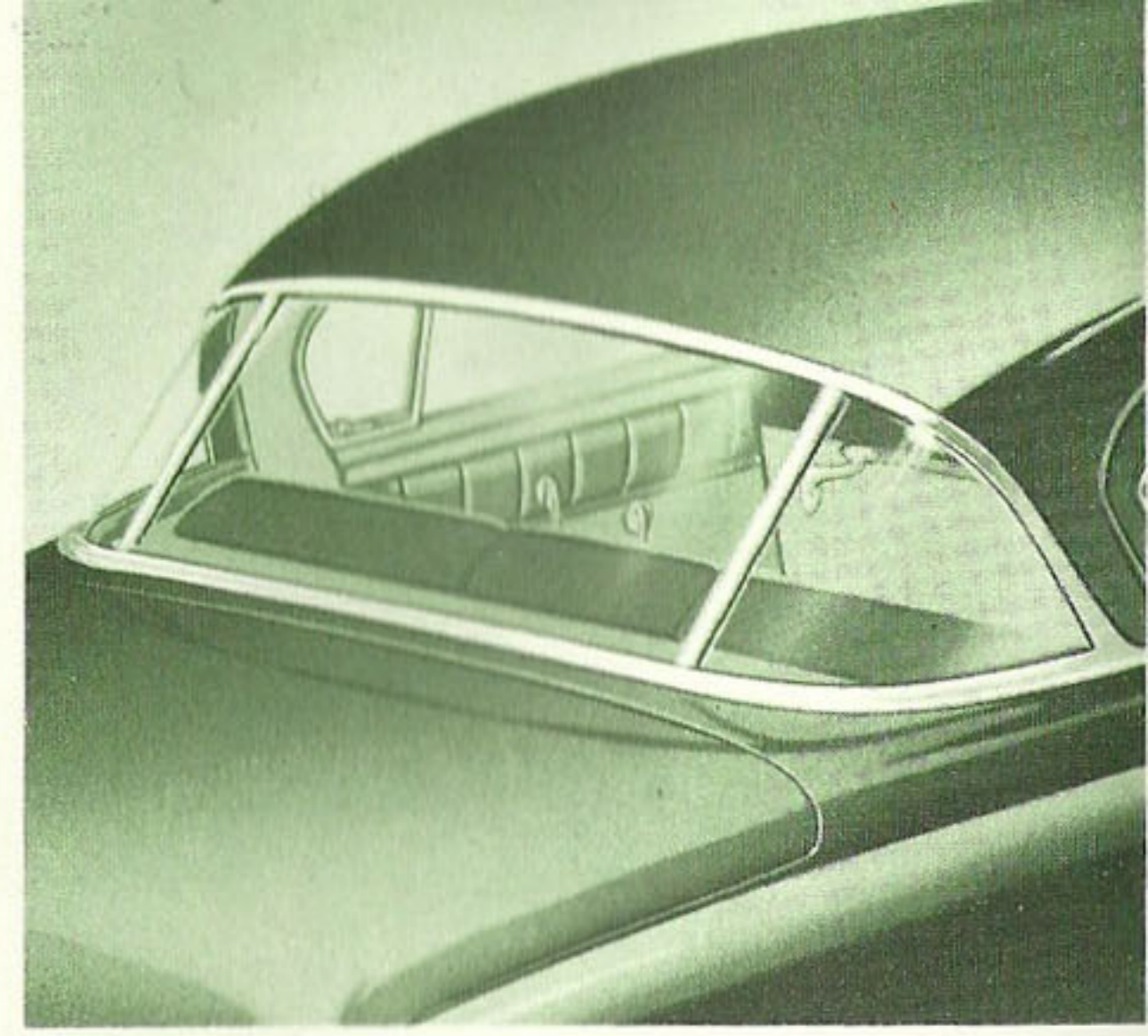




The new curved one-piece windshield gives greater visibility. There is no distortion or glare. Constant two-speed electric windshield cleaners.



The most distinctive, beautifully designed rear end on any car today. Note the massive bumper, the new gas filler cap location on left side of body.

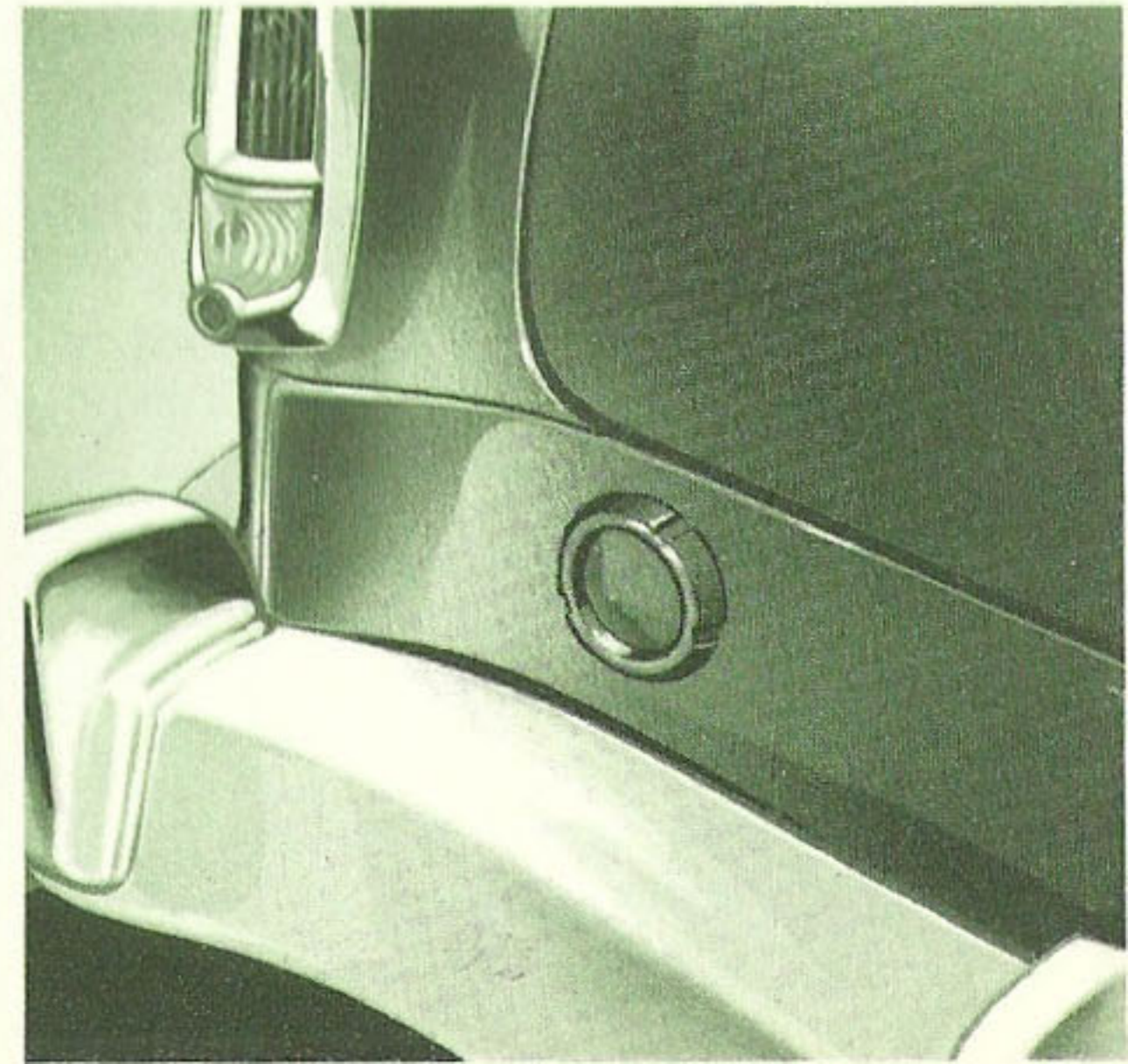
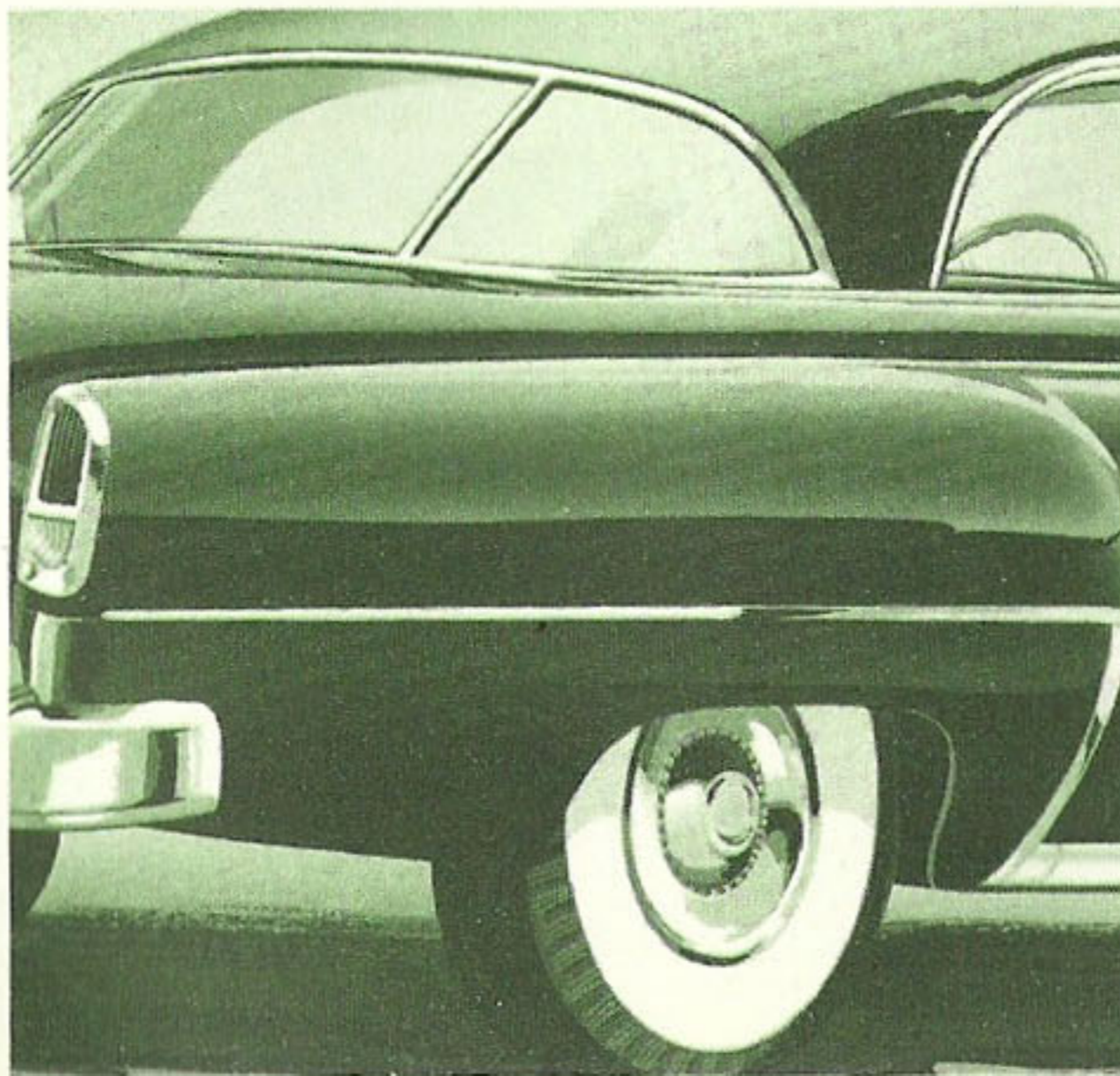


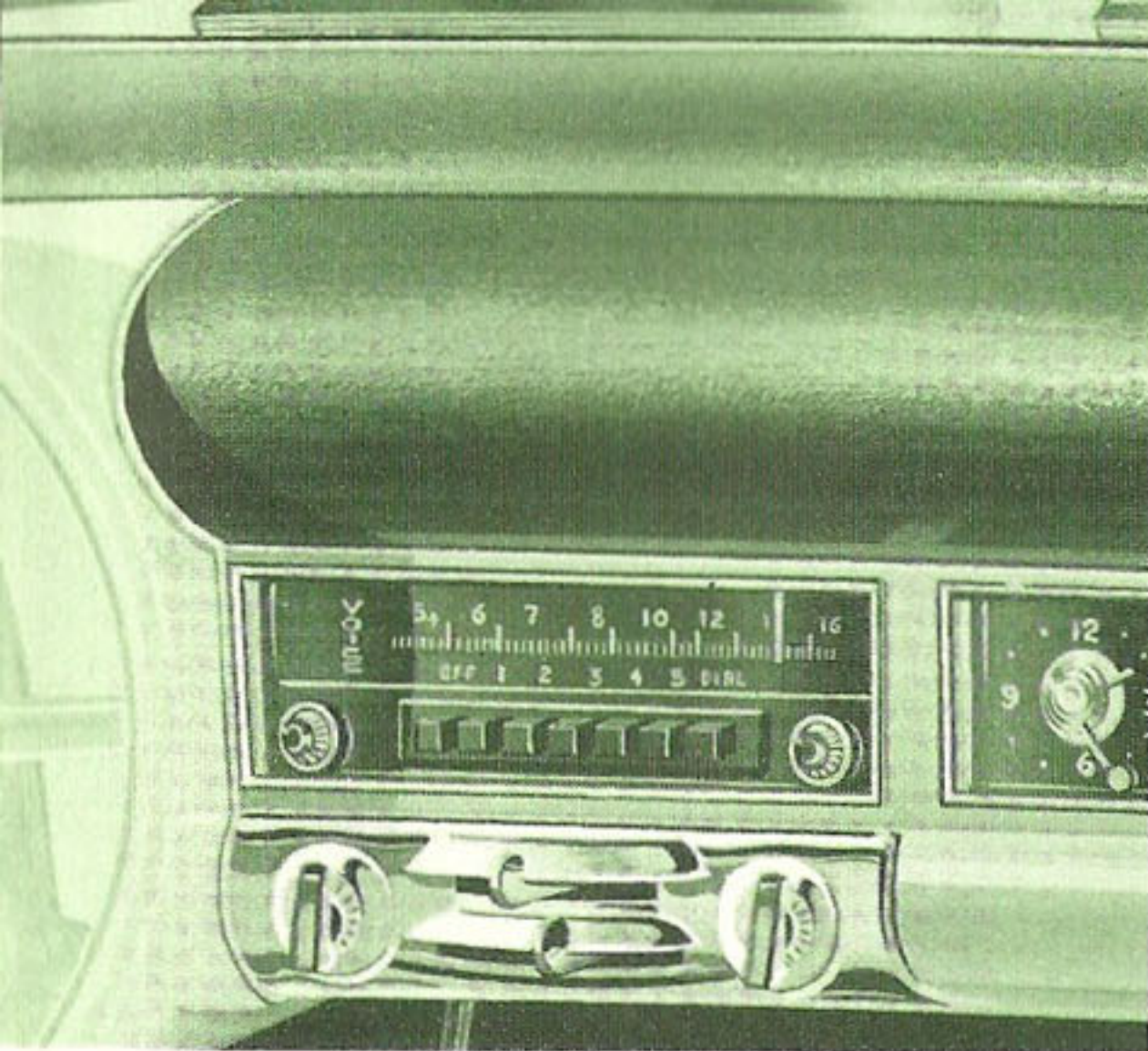
The Chrysler Clearbac wrap-around rear window not only enhances the beautiful lines of the car, but also, gives much greater visibility to the rear.

The new design of the luggage compartment gives 44 percent more space. Also permits the storing of larger articles. Deck lid is counterbalanced.

The new rear fender design has long, graceful, flowing lines that enhance the beauty of the car. Note new stone shield, wheel cover, and tail-light.

The gas filler cap is located on the left side of the luggage compartment lid sill, which permits easier, faster filling from either side of the car.

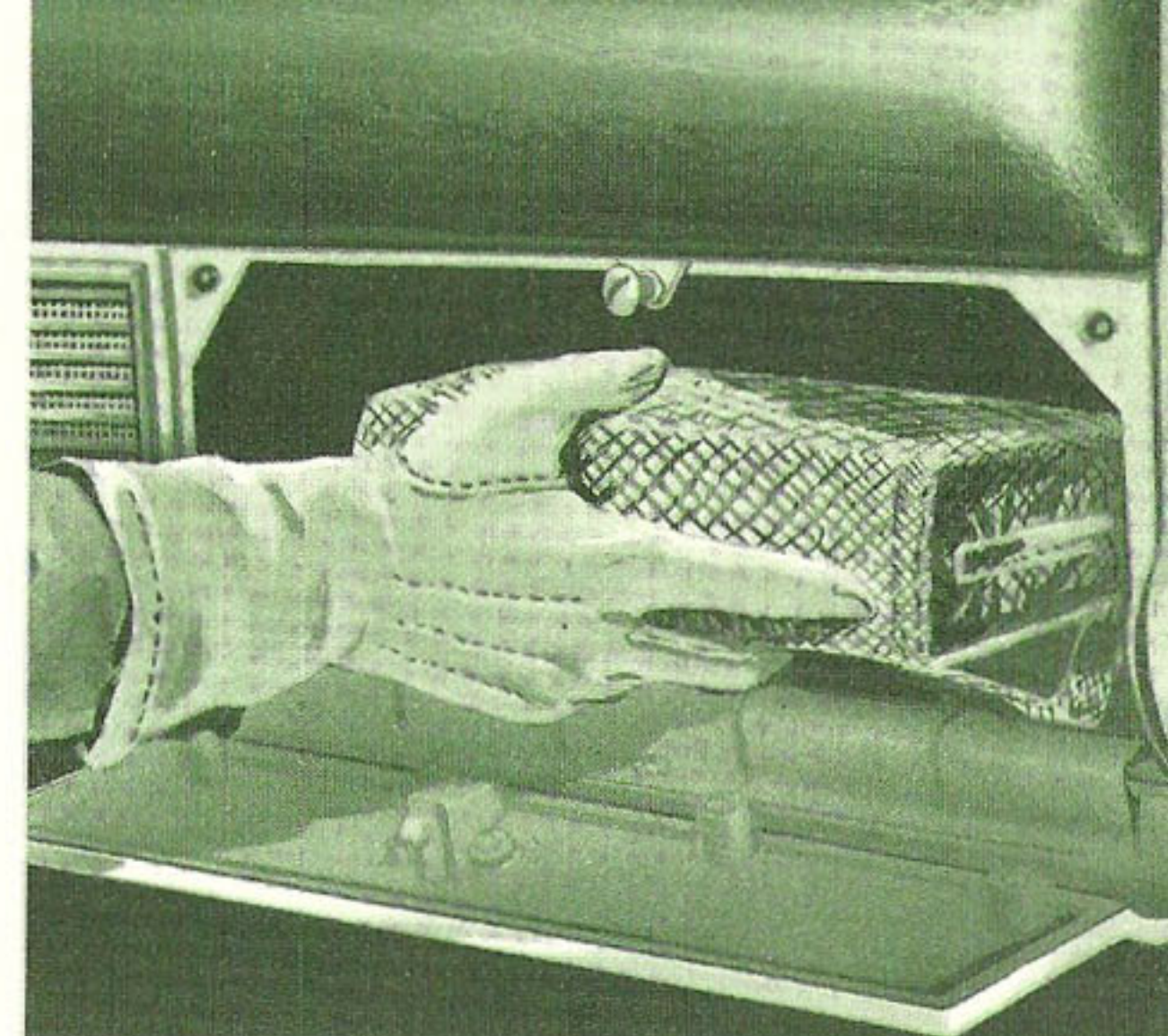




The Chrysler Safety Crash Pad extends across the dash panel, affording greater protection and greater safety for front seat passengers.

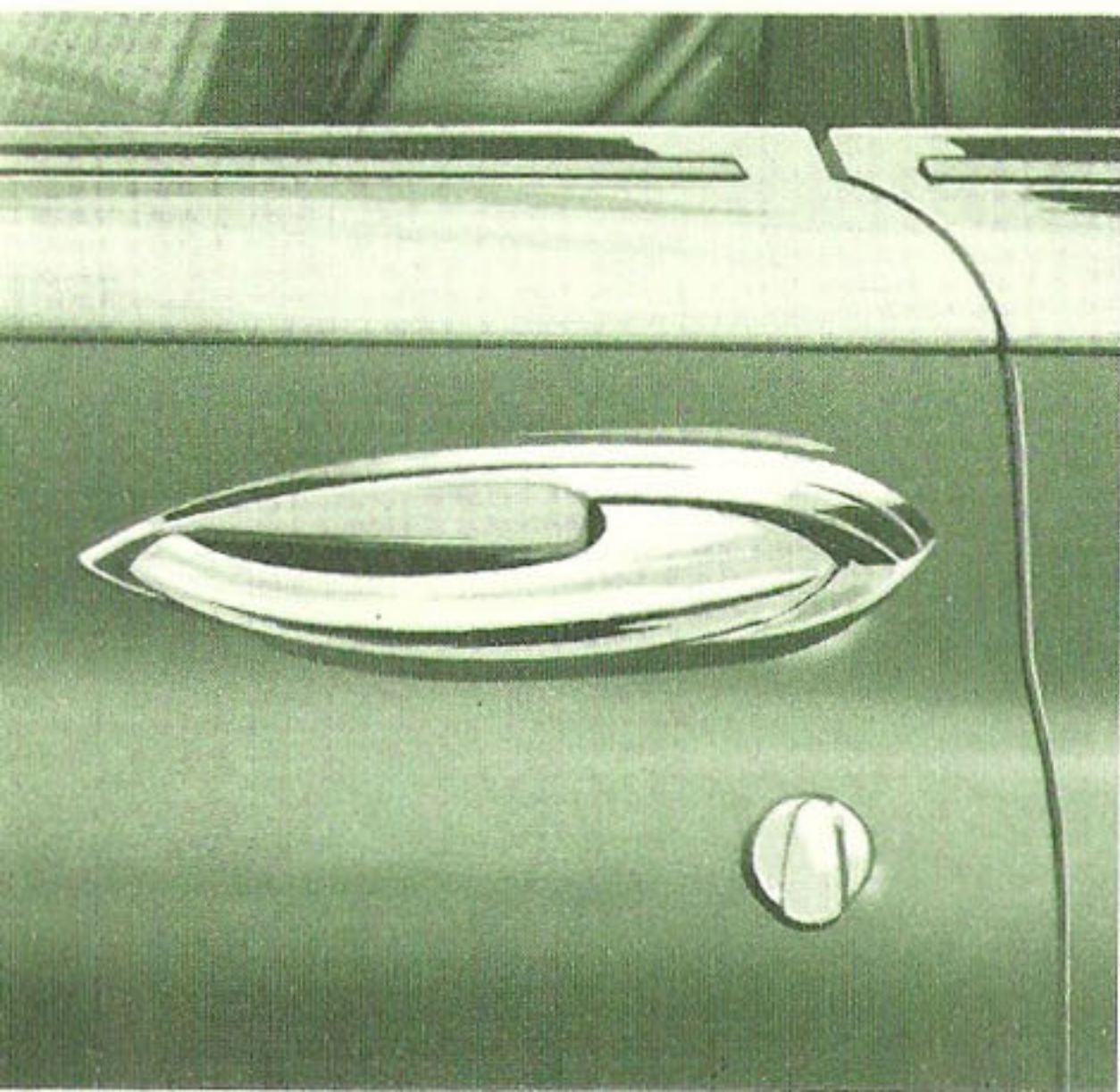


Merely flick the lever on the steering column and a flashing light shows cars in both front and rear the direction in which you are going to turn.

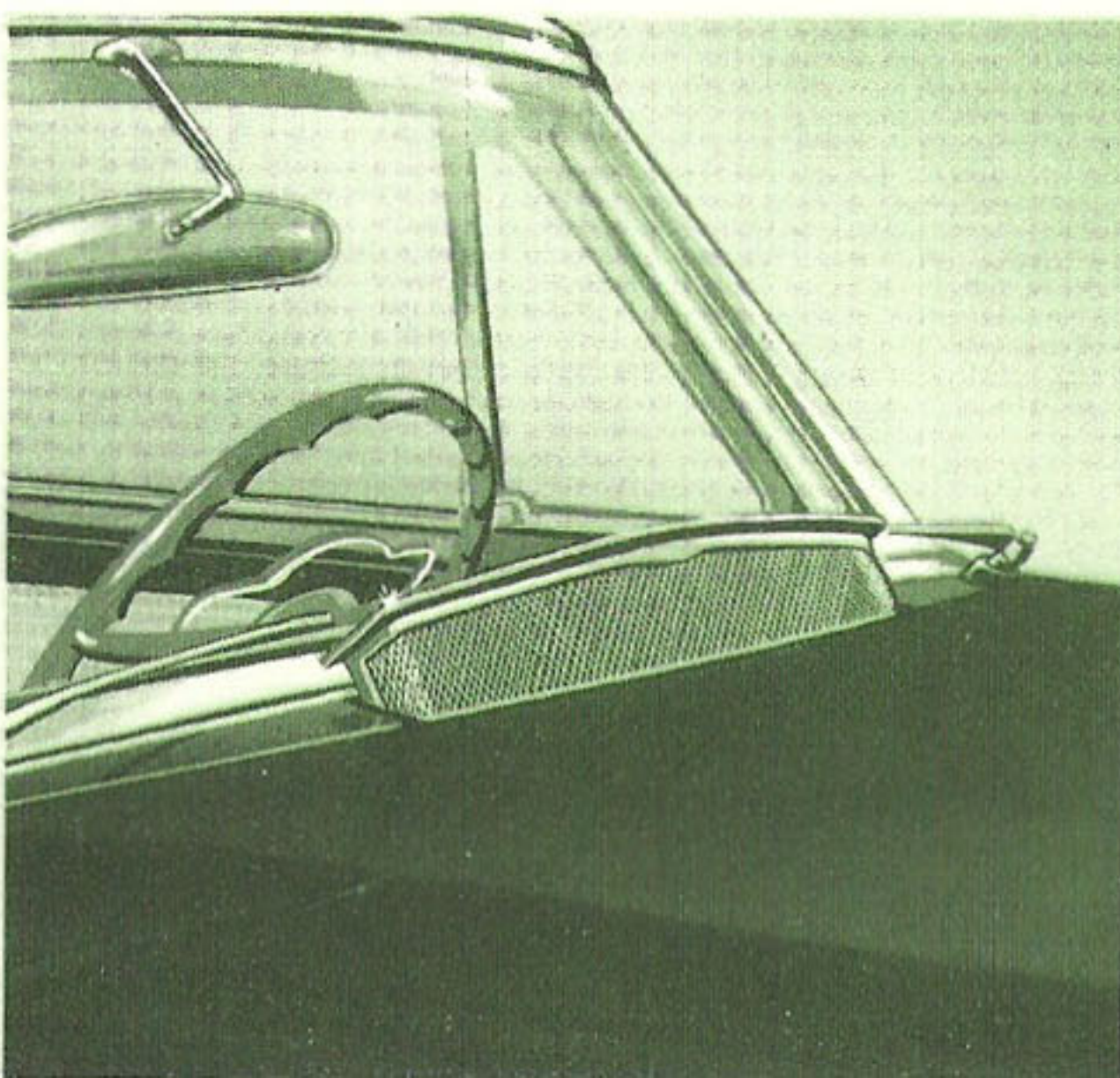


The Glove Compartment is larger, giving more storage space. It has a strong lock that can be operated by the rear deck luggage compartment key.

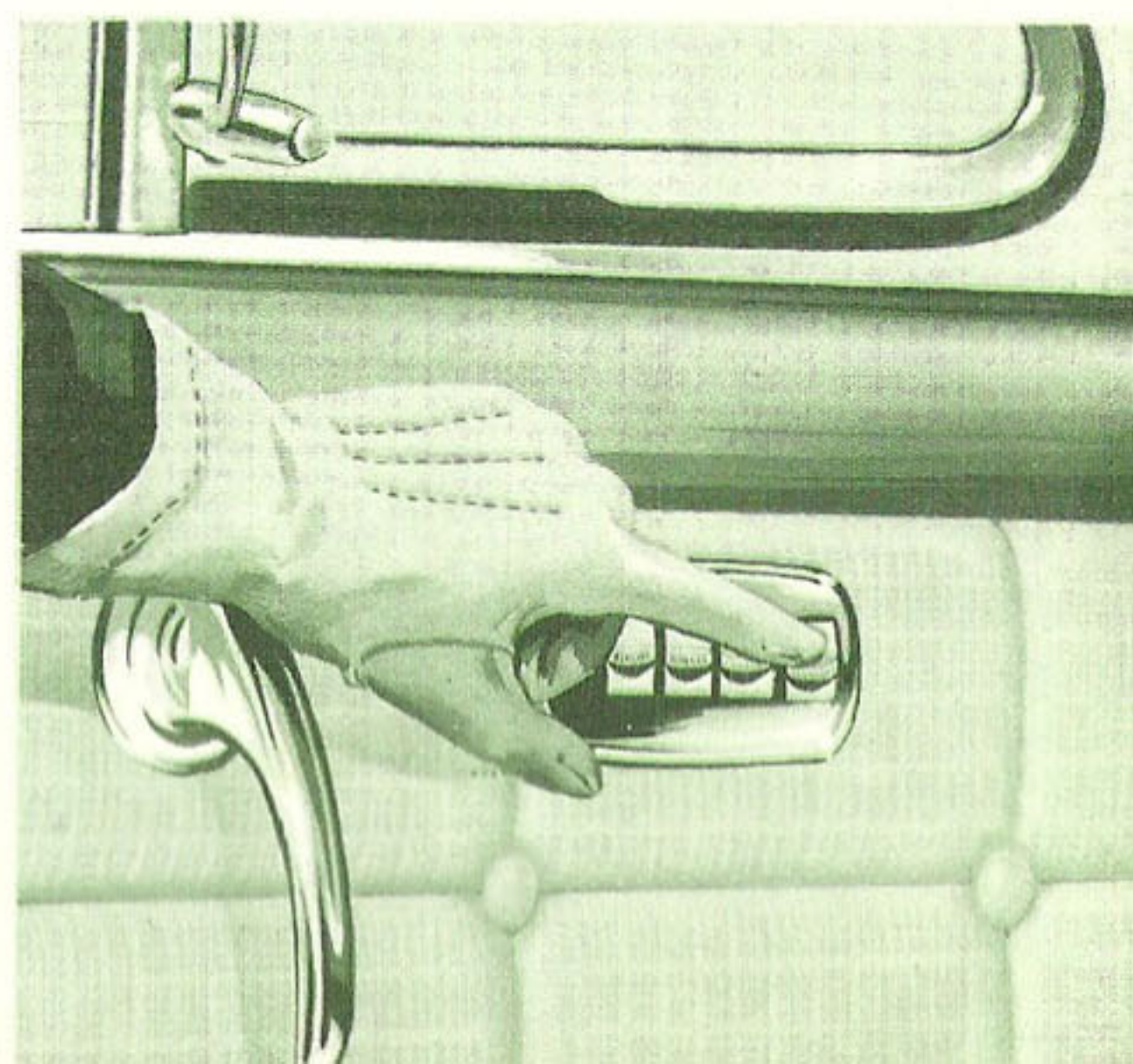
The new door handles are so easy to operate. Merely pull the handle toward you, and the wide door swings open. Escutcheon protects car finish.



Cool, fresh, clean air for the new Chrysler Heater is drawn in through the Cowl Ventilator, minimizing traffic fumes and road dust entering the car.



Chrysler automatic window lifts are electrically operated, with a separate motor and gear box for each window. Standard on the Imperial Models.



Major Specifications

BODY STYLES—*Windsor* . . . Club Coupe; 6 Pass. Sedan; 8 Pass. Sedan; Town & Country Wagon. *Windsor DeLuxe* . . . Newport; Convertible Coupe; 6 Pass. Sedan. *New Yorker* . . . Club Coupe; Newport; 6 Pass. Sedan; 8 Pass. Sedan; Town & Country Wagon. *New Yorker DeLuxe* . . . Newport; Convertible Coupe; Club Coupe; 6 Pass. Sedan. *Custom Imperial* . . . 6 Pass. Sedan; 6 Pass. Town Limousine. *Crown Imperial* . . . 8 Pass. Sedan; 8 Pass. Limousine.

ENGINES—*Spitfire* . . . high compression, 6 cylinder. Bore $3\frac{1}{8}$ in. Stroke $4\frac{3}{4}$ in. Displacement 265 cu. in. Compression Ratio 7.0 to 1. Brake Horsepower 119 at 3600 rpm. Torque 218 ft. lbs. at 1600 rpm. *Fire-Power* . . . high compression 90° V8. Bore $3\frac{1}{2}$ in. Stroke $3\frac{5}{8}$ in. Displacement 331 cu. in. Compression Ratio 7.5 to 1. Brake Horsepower 180 at 4000 rpm. Torque 312 ft. lbs. at 2000 rpm. Hemispherical Combustion Chamber with lateral valve arrangement.

FUEL SYSTEM—Down-draft carburetor with integral automatic choke. Heavy duty oil-bath air cleaner and silencer. Oilite Fuel Filter in gas tank. Tank Capacity—*Windsors* 17 gal; *New Yorkers* and *Imperials* 20 gal.

COOLING SYSTEM—Thermostatic by-pass temperature control. Four blade fan. Full length water jacket cooling. Capacity—*Windsors*, 15 qts. . . . *New Yorkers* and *Imperials* 25 qts.

CLUTCH—Single Plate, dry, ventilated, with two woven asbestos facings. Plate Diameter—*Windsor* with standard transmission 10 in.—*Windsor DeLuxe* with Fluid-Matic Transmission $9\frac{1}{4}$ in. *New Yorker* and *Custom Imperial* $9\frac{1}{2}$ in. *Crown Imperial* $10\frac{1}{4}$ in.

ELECTRICAL SYSTEM—*Windsor* . . . High capacity generator. Charging rate 45 amps. 17 plate 6 volt battery, 120 amp-hr. capacity. *New Yorker* . . . generator charging rate 45 amps. *Custom Imperial* . . . generator charging rate 50 amps. 19 plate, 6 volt battery, 135 amp-hr. capacity. *Crown Imperial* . . . generator charging rate 25 amps. 12 volt battery. *All Models* . . . Resistor-type spark plugs. Automatic advance spark. Solenoid engaged started Ignition key starter switch. Directional Signals. Back-up light. Sealed-Beam Headlights.

TRANSMISSION—*Windsor* . . . standard transmission, manual. *Windsor DeLuxe* . . . Fluid-Matic Drive, with hydraulically operated transmission. *New Yorker*, *New Yorker DeLuxe* . . . Fluid-Matic Drive, with hydraulically operated transmission. *Custom Imperial* and *Crown Imperial* . . . Fluid-Torque Drive.

FLUID-TORQUE DRIVE—New Chrysler Torque Converter, with hydraulically operated, controlled type automatic transmission, standard on Custom and Crown Imperial, available on other Models at extra cost.

DRIVE—Hotchkiss type, through rear springs. Hypoid rear axle.

FRONT SUSPENSION—Independent front wheel, with Amola steel helical coil springs. Oriflow Shock Absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizer.

REAR SUSPENSION—Semi-elliptic springs with grooved and tapered leaves. Straddle-mounted Oriflow Shock Absorbers.

STEERING—Center-arm steering with equal length tie rods. Chrysler full-time Power Steering standard on Crown Imperial, available all other Models.

BRAKES—Chrysler Safe-Guard Hydraulic Brakes, 12 in. dia. internal expanding. Easi-Lock, independent parking brake on propeller shaft. Power Braking unit, vacuum operated, standard on Custom Imperial and New Yorker Models—also *Windsor* 8 Pass. Sedan and Town & Country Wagon. Chrysler Disc Brakes standard on Crown Imperial, available on Custom Imperial.

WHEELS and TIRES—Safety Rim Wheel all Models. Stainless Steel Wheel Covers. Tire sizes—*Windsor Models* . . . 7.60 x 15. *New Yorker Models* . . . 8.00 x 15. *Custom Imperial* 8.20 x 15. *Crown Imperial* . . . 8.90 x 15. *Windsor* and *New Yorker* 8 Pass. Sedan . . . 8.20 x 15. *Town & Country Wagon* . . . 7.60 x 15.

WHEELBASE—*Windsor* and *New Yorker Models* 125½ in. *8 Pass. Sedans* 139½ in. *Custom Imperial* 133½ in. *Crown Imperial* 145½ in.

TREAD—*Windsor* and *New Yorker Models*, Front $56\frac{1}{8}$ in.; Rear $59\frac{3}{8}$ in. *Custom Imperial*, Front $57\frac{3}{8}$ in.; Rear $60\frac{3}{8}$ in. *Crown Imperial*, Front $57\frac{3}{8}$ in.; Rear 66 in.

OVER-ALL LENGTH—*Windsor* and *New Yorker Models* 211 in. *Custom Imperial* 219 in. *Crown Imperial* 229 in.

OVER-ALL WIDTH—*Windsor*, *New Yorker* and *Custom Imperial Models* $76\frac{3}{4}$ in. *Crown Imperial* $80\frac{7}{8}$ in.

OVER-ALL HEIGHT (Loaded)—*Windsor Models* $62\frac{1}{2}$ in. *New Yorker Models* $62\frac{3}{4}$ in. *Custom Imperial* 63 in.

ELECTRIC WINDOW LIFTS—Standard equipment on Custom and Crown Imperial. Available on all other Models.

SOLEX GLASS—heat resisting and glare reducing. Available on all Models.

All specifications and prices subject to change without notice.

CHRYSLER SALES DIVISION