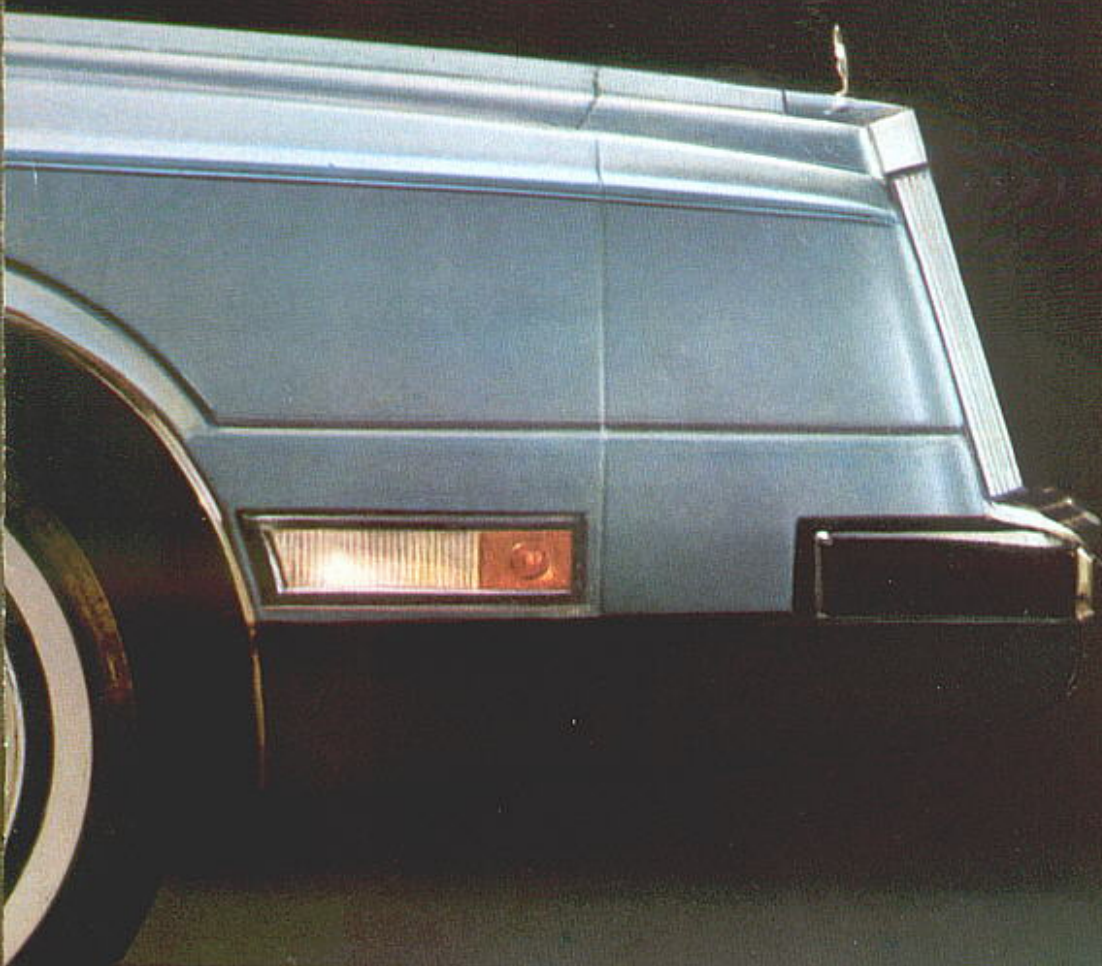


Fashion looks at the new Imperial.

In stores from coast to coast, here's how seven designers see fashion's newest look —
the luxurious new Imperial.



I. Magnin, California, looks at Imperial
with Saint Laurent Rive Gauche.

I. Magnin sees the Imperial with the fashion authority of Saint Laurent.
Expressed for Rive Gauche resort collection in this asymmetrical
flounce dress of black cotton satin with its deep ruffle of black pointelle.

I M A G N I N

At Hattie, Michigan, Giorgio Armani
looks at the new Imperial.

Take a classic. Cut it sleek and strict, using the finest materials, paring away all
non-essentials. The results? A brand-new look in tuxedos by Giorgio Armani
for Hattie. And a brand new look in luxury cars: the new Imperial.

H A T T I E



Look at Imperial's styling.
It's time an American luxury car was styled this clean and
uncluttered. (You can look at Imperial's styling at your
Imperial dealer.)
It's time for Imperial.

1981 Imperial. Size and price comparable to
Cadillac Eldorado and Continental Mark VI.

In Florida, Lillie Rubin South and West
looks at the new Imperial with
Oscar de la Renta.

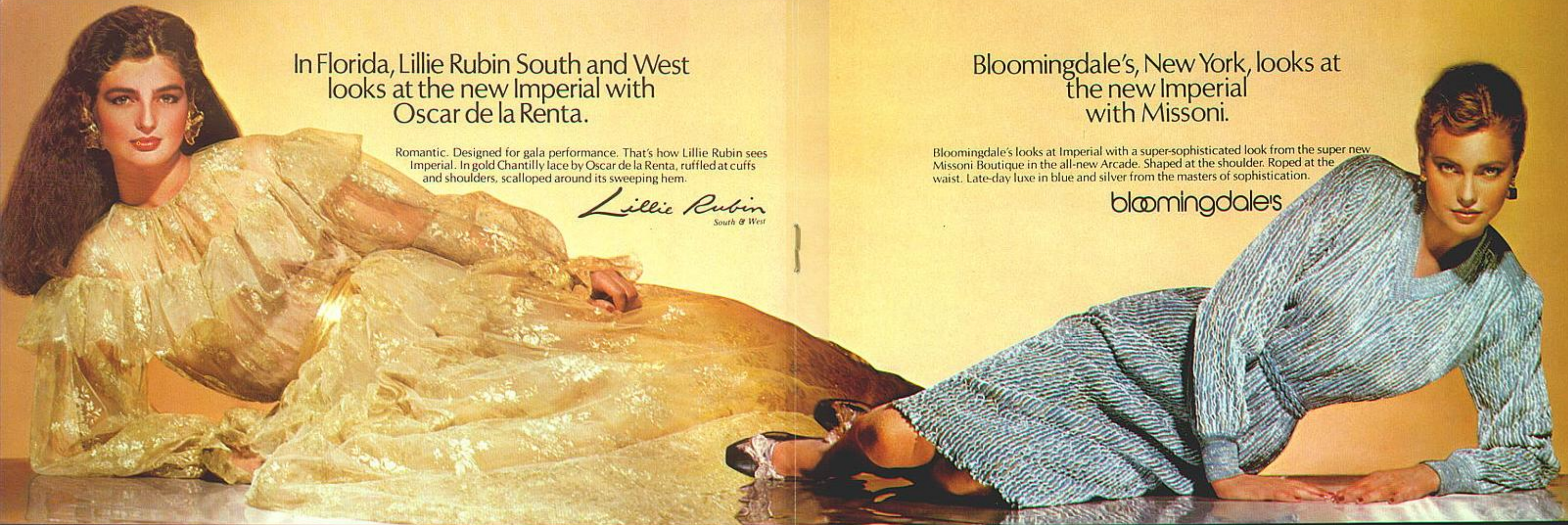
Romantic. Designed for gala performance. That's how Lillie Rubin sees
Imperial. In gold Chantilly lace by Oscar de la Renta, ruffled at cuffs
and shoulders, scalloped around its sweeping hem.

Lillie Rubin
South & West

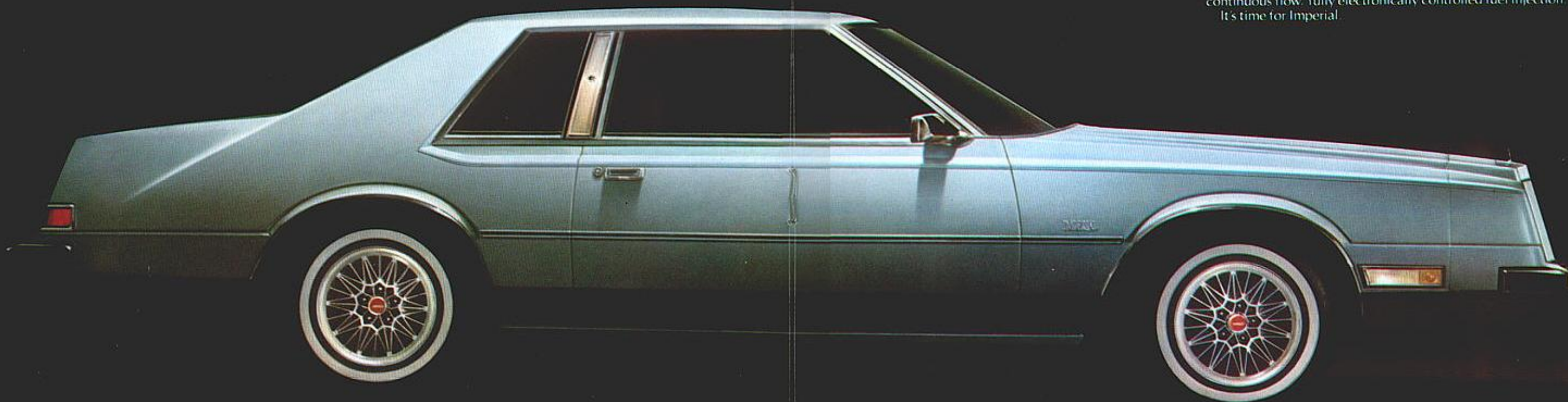
Bloomingdale's, New York, looks at
the new Imperial
with Missoni.

Bloomingdale's looks at Imperial with a super-sophisticated look from the super new
Missoni Boutique in the all-new Arcade. Shaped at the shoulder. Roped at the
waist. Late-day luxe in blue and silver from the masters of sophistication.

bloomingdales



Look at Imperial's technology.
It's time an American luxury car had electronics from
the labs that started the space program. Including the only
all-electronic digital instrument cluster. And the first
continuous flow, fully electronically controlled fuel injection.
It's time for Imperial.



At Marshall Field's, Chicago, Tringere
looks at the Imperial.

The understated allure of black silk chiffon with gold leaf embroidery. Handkerchief-pointed hem, sashed with black satin. That's how Pauline Tringere looks at Marshall Field's. And that's how Marshall Field's looks at Imperial.

Marshall Field's
A DIVISION OF MARSHALL FIELD & COMPANY

Lou Lattimore in Dallas looks at the new Imperial
with Koos van den Akker.

Lou Lattimore looks at Imperial with the fresh young vision of Koos van den Akker. Here in a triple-tiered skirt of multicolored velvet, beaded in rhinestones and topped with a velvet-and-knit pullover with a lace metallic collage.

LOU LATTIMORE
DALLAS



Look at Imperial's quality.
It's time a quality built American luxury car had a basic limited warranty twice as long as any competitor's: two years or 30,000 miles, whichever comes first. Our rust warranty extends beyond the basic warranty to a full three years. And our basic warranty covers all labor, all scheduled maintenance and every part except tires.
It's time for Imperial.



Foley's, Houston, looks at Imperial with Stephen Burrows Furs.

Stephen Burrows' look is unmistakably Imperial: full-length Crown Russian sable with an Empress wing collar. What a way to keep warm! For Robert Sidney Furs, exclusively for Foley's.

foley's

Look at Imperial's equipment.

It's time an American luxury car came one way: totally equipped. And with more luxury features standard than any other American automobile. From its Mark Cross interior to its Cartier crystal ornamentation to its choice of four sophisticated sound systems, all of Imperial's luxury features — except a power sliding roof — are standard.



It's time for Imperial.

The New Chrysler Corporation