

A man in a dark suit and striped tie is seated in a large, plush red leather chair. He is looking directly at the camera with a slight smile. His hands are clasped in his lap. The setting is a dimly lit, sophisticated interior, possibly a lounge or office. In the background, there is a wooden bar cart with a vase of pink flowers on top. To the right, several pieces of brown leather luggage are stacked. The lighting is warm and focused on the man, creating a sense of luxury and elegance.

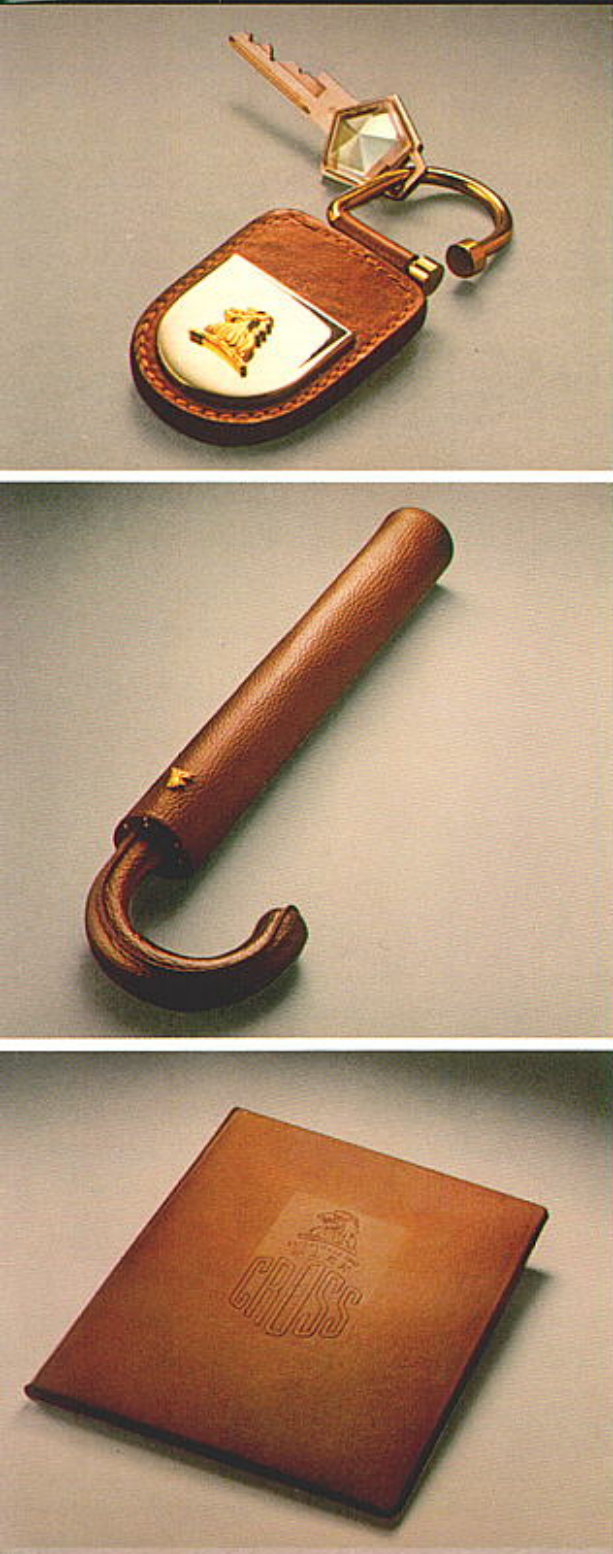
**“The quality of the Mark Cross name  
is inside every Imperial.  
And it’s the only car that has it.”**

G. David Wasserberger  
Chairman, Mark Cross Inc.

**It's time for Imperial.**



1981 Imperial in Sterling Silver Crystal Coat



### It's time for the Mark Cross tradition.

Tradition. A word synonymous with Mark Cross, America's most distinguished name in leather since 1845. A tradition of leather craftsmanship that has never been surpassed.

Quality. The only word to describe the richness of Mark Cross leather. A richness now synonymous with the Imperial for 1981, America's newest luxury automobile.

### Luxury. Imperial for 1981.

Herein, all the tradition and quality that are understandably Mark Cross. Luxurious leather seats, of steer hide especially tanned and milled to incredible softness. From a leather-wrapped steering wheel to thick plush carpeting, Imperial surrounds you with total luxury.

Not to mention all of the little extras that are uniquely Mark Cross. All the little extras that set Imperial for 1981 apart from all other personal luxury cars. And make it truly unique.

The key fob is a fine contemporary classic created with superb workmanship and part of the exclusive Mark Cross Signet Edition.

The crystal key embodies the Imperial symbol: a Chrysler pentastar of Cartier crystal.

A sleek Mark Cross umbrella is housed beneath the instrument panel, a whole new way to unfold elegance. Stroke the clean, uncluttered lines of the handsome leather folio, designed by Mark Cross to hold the Imperial quality assurance papers and to fit precisely in the Imperial's tailored seat back pockets.

The Imperial's Mark Cross-signed assist straps are elegance made easy. Richly textured. Placed to be useful. And designed to be admired.

Rest your arm on the smooth, polished surface of the center armrest, the Mark Cross signature proudly embossed on its upper and lower surfaces. It serves both driver and passenger as a reminder of the distinguished origins of the Imperial's interior. All of these essentials are distinctively Mark Cross. All are decidedly Imperial for 1981.

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

Imperial for 1981. In fact, the electrically-powered sliding roof is the only extra-cost option. Here are just four from the extraordinary list of standard luxury features. The adjustable tilt steering column. The automatic Speed Control. The dual map lights. And the illuminated visor-vanity mirrors. Nothing has been overlooked.

Only Imperial for 1981 offers as many standard luxury features. Power assists are standard. There's a highly sophisticated electronic instrument cluster that's easy to read and understand. A choice of four sound systems.

Folding armrests, front and rear – and reclining front passenger seat – all standard. There's even a miniature transmitter installed in the driver's visor that activates your garage door opener. The list of standard features is so extensive it fills two single-spaced typed pages. All you need do is select your wheels.

Your exterior color choice. And your interior color in luxurious leather or the magnificent Yorkshire Cloth. The rest awaits you with Imperial.

### It's time for Imperial: an electronic marvel.

The instrumentation in the 1981 Imperial is more than impressive. Its two electronic systems are unsurpassed by any other American automobile. One system is an electronics center that tells you at a glance, just about everything you need to know to drive your Imperial safely and efficiently. The other system is EFI, Imperial's unique Electronic Fuel Injection System, that provides better driveability and better efficiency, at the same time.

### Imperial's Electronic Communication Center.

The 1981 Imperial is the only American automobile with a completely electronic digital instrument cluster. Its nine button module answers

almost any question you're likely to ask, while operating your car.

What is the time? The date? How much time has elapsed since the start of the trip? What's the accumulated mileage? The distance that has been driven? The average speed for the trip? How much fuel remains? And what's the average MPG for the trip? There's even a "Mode" button that converts miles and fuel from U.S. standards to metric and vice versa.

All these are at your finger tips in the 1981 Imperial.

### EFI: Electronic Fuel Injection.

EFI is yet another exclusive feature of the 1981 Imperial that sets it apart from all other personal luxury cars. Electronic Fuel Injection for Imperial's 5.2 liter V-8 engine is 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 propor-

tion 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 essential areas.

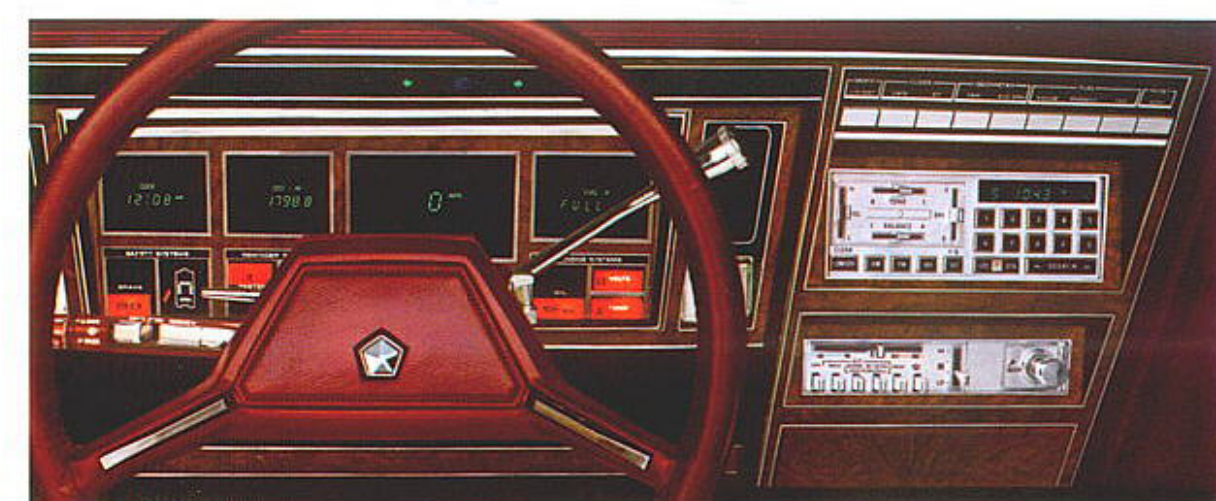
Starting is simpler, quicker, and surer. Efficient engine performance is immediate since EFI controls the engine idle for smooth performance even on the coldest mornings. And balks and stalls are virtually eliminated, even in heavy, stop-and-go traffic. All of these features were designed exclusively for your total and absolute convenience. See them now in Imperial for 1981.

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

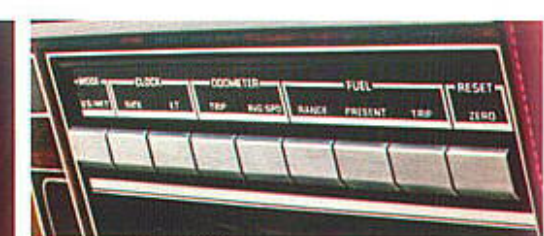
The Imperial for 1981 has a remark-

ably complete basic limited warranty, which 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 corrosion warranty extends beyond the vehicle warranty to a full three years. Your Imperial dealer has the full details. And he'll answer all your questions. Because your satisfaction comes first. With a warranty, that is truly a first. Exclusively with America's newest personal luxury car.

It represents a strong expression of confidence in the total quality of Imperial for 1981. This confidence begins with the fabrication of its body. Major panels are built of 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, it is then given a rigorous 5.5-mile road test over all kinds of terrain.



1981 Imperial Electronic Instrumentation



Nine button module



Miles per hour

Remaining fuel



Running temperature engine check



High pressure water leak test



Front-end aligning



Underbody bolt torque inspection



Electronic systems check



Body metal inspection

### 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. And

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 which come with your car when you take delivery. 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.

This is where you come in. And you really must. It's time for Imperial!

## It's time for Imperial.



The New Chrysler Corporation

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Litho in U.S.A.