

New 1971 Chrysler Royal.



Coming
Through.

We're coming through with our new lowest-priced Chrysler, yet it's a lot more car than others offer. It's called Royal. Available in 2- and 4-door hardtops and 4-door sedan. Royal is bigger inside . . . longer outside . . . with more trunk room and a heftier engine than other cars in its price class. Royal is a new last name and here's what it means. A new 360 2-bbl. V-8 is standard. This is an engine that gets premium power from regular gasoline. Vinyl side moldings are standard, too. A stylish way to protect your Royal from accidental door-opening damage. And there's a massive rear bumper that's exclusive to the Royal line. And with Chrysler for a first name, you're assured of famous Chrysler engineering and design . . . assured of famous full-size Chrysler features. Chrysler engineering gives you Torsion-Quiet Ride. The finest comfort and handling package available. Torsion bars for easy handling and sure control. Unibody construction for a strong, tight car. And the Sound Isolation System that keeps road noise out. Chrysler design gives you the best in automotive styling. The look of luxury from the massive loop front bumpers . . .

to concealed windshield wipers . . . and ventless side glass to accent the rakish lines. Royal. Coming through with everything to make it a Chrysler . . . and the price to make it yours. And a price that makes it easy for you to personalize with options such as Electric Sun Roof, Road Wheels, Bucket Seats, Vinyl Top, AM/FM Radio with Stereo Cassette and optional Microphone. In fact, you can have the same options as found on any other Chrysler Newport except the 440 TNT engine. Ask your dealer for details.





Royal Interior

This is where you really get the Royal treatment. It's one of the roomiest interiors in an American car. The standard cloth-and-vinyl seats are designed for comfort and style. Pick your favorite from these colors: blue, green, gold, gunmetal, beige and black. Best of all, it's a Chrysler interior, and that says a lot about built-in luxury.

Royal Standard Features

360 V-8 engine (2-barrel) • Torsion-Quiet Ride • 37 Amp Alternator • 59 Amp/Hr. Battery • Speedometer-Odometer-Tripometer-Fuel Gauge • Alternator Gauge, Oil Pressure Indicator Light • Coolant Temperature Lights • High Beam Indicator Lights • Heater / Defroster (4 blower speeds) • Glove Box Lock • Color-Keyed Formed Carpet • Two Rear-Seat Ashtrays • Push-Button Seat-Back Release (2-door hardtops) • Padded Instrument Panel • Larger (12") Inside Day-Night Mirror • Ventless

Door Glass • Loop-type Bumpers/Integrated Styling • Wheel Covers (Set of 4) • Dual Horns • Safety-Rim Wheels • Backup Lights • Left Ashtray Light • Dome Center Light • Rear Door Operated Courtesy Light Switches • Vinyl Side Protection Molding • Front and Rear Full Wheel Opening Moldings • G78 x 15 Tires • Simulated Wood-Grain Applique on Door Trim Panels. Plus all of the Chrysler safety features as listed in the 1971 Chrysler catalog.

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Keep your Chrysler and Plymouth coming through in top condition. Service it with men who know it best. See your Chrysler-Plymouth Dealer.



CHRYSLER

