

*The Beautiful Chrysler*

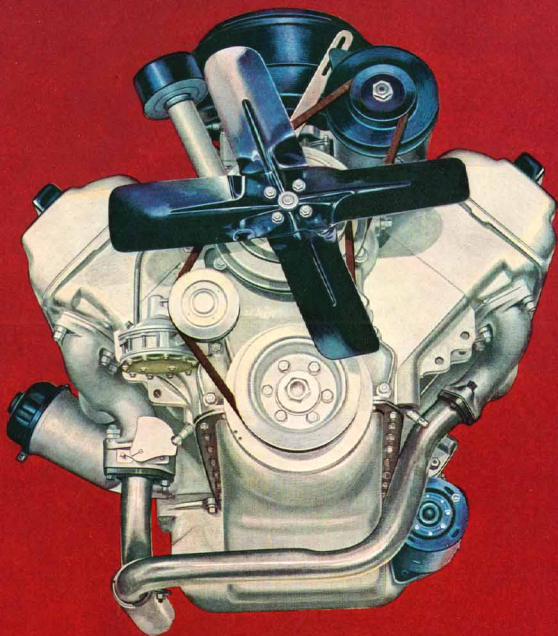


**NEW YORKER**



The  
Sensation  
of the  
Century!

180  
Horsepower



## The Beautiful Chrysler New Yorker with the great, new FirePower V Engine

During the past twenty-seven years, Chrysler has made many important announcements, but none compares, we believe, with the announcement of the Beautiful 1951 Chrysler New Yorker.

The first Chrysler, which was introduced in 1924, had both engineering and design features that were new, revolutionary, and so excitingly different from all other cars of that long-ago day.

The original High Compression engine was something to marvel at—and the streamlined beauty, smartness, and individuality of the car established a new vogue, a new trend in body design.

The 1951 New Yorker is another of these perfect combinations of engineering and smart body designing that happen at long intervals in the history of a motor car manufacturer. As such, it takes its rightful place as the *finest car* in the fine car field.

From the standpoint of beauty, smartness and style, which are, of course, a matter of personal taste, it is almost a certainty that the distinctive and distinguished beauty and smartness of the New Yorker will be quickly recognized and sincerely appreciated by those who love fine things.

From the standpoint of engineering—we give no ground whatever. No concessions need be made because no car has ever had an engine to compare with the sensational new 180 horsepower FirePower V8—or shock absorbers to compare with the amazing new Chrysler Oriflow Shock Absorbers—or a steering mechanism comparable to the unbelievable

Hydraguide Power Steering that does four-fifths of the work of steering and parking your car! These, and other engineering and design features, give the New Yorker *performance* that is unequalled by any other car in the world—a statement you can prove to your own satisfaction behind the wheel.

The outstanding engineering feature of the New Yorker is, of course, the new FirePower engine. As a matter of fact, it is the *outstanding engine development* in the Industry in the last twenty-seven years.

FirePower did not “just happen.” Five years of research, designing, and testing are behind it.

Each and every component part was designed and perfected as an integral part of the engine, to function perfectly with every other part. And it was this careful and thorough attention to every detail that resulted in such an extraordinary engine.

During the five years of development, the engine was tested for more than one million miles. In the laboratories and on roads in every section of the country it was subjected to the most grueling tests ever given any Chrysler engine. Side by side, on the dynamometers, it has been tested and compared with other V8 engines made both here and abroad.

And the results of these endless tests prove it is the most *powerful*, the most *efficient*, the *best constructed* engine ever developed for a motor car.

It develops 180 horsepower at 4000 revolutions per minute—the most powerful automobile engine in



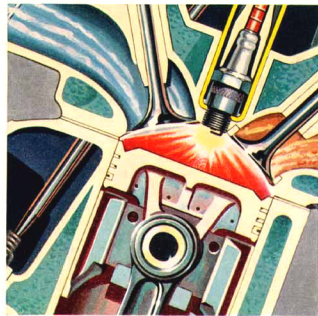
America—and the fastest, with a top speed well in excess of one hundred miles an hour.

Using *regular* fuel, it will outperform any other car using *premium* fuel. And it has gas and oil economy that is extraordinarily high for its horsepower. Compared to the 1950 Chrysler In-line 8, it has ten percent greater gasoline economy, which is especially significant when you realize its horsepower is 33 percent greater than the In-line engine.

It has remarkable efficiency, which gives it unbelievable pick-up, even at the higher speeds. It is smooth and quiet throughout its entire speed range. And it has ruggedness and durability that insure a surprisingly low operation and maintenance cost.

The secret of its high power-output and efficiency is the Hemispherical Combustion Chamber and lateral valve which are illustrated below.

For years engineers have known the hemispherical chamber was the ideal design, but Chrysler engineers were first to develop and perfect an efficient



and practical valve train that permits its use in quantity production of an automobile.

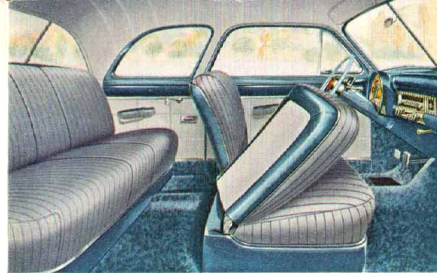
In the illustration below, note the lateral arrangement of the large, widely spaced valves; the central location of the spark plug; and the free, downhill flow of the gas-air mixture into the chamber and out the exhaust port. This exceptionally fine piece of engineering results in almost perfect combustion, which means the greatest amount of power from the fuel, *with little or no carbon formation*. It means smooth operation and better performance at all speeds, greater economy, and longer life.

The complete story of the Hemispherical Combustion Chamber and the many other engineering features of the FirePower engine are included in a separate Engine Booklet, which your Chrysler Dealer will gladly supply you.

Another remarkable engineering feature on the New Yorker is the Oriflow Shock Absorbers. These great new Chrysler-designed shock absorbers are two and a half times more effective than any shock absorber ever designed—and they are at their best on rough roads, making the ride unbelievably smooth at speeds other cars would not even think of attempting.

Another "Chrysler First" feature is the Hydraguide power steering unit, which is available at extra cost. This hydraulically operated mechanism actually performs four-fifths of the work of steering and parking the car. With one finger on the spoke of the steering wheel you can turn the wheel the full travel while parked at the curb. Like the FirePower Engine and the Oriflow Shock Absorbers, you have to drive the car to appreciate what it gives—and means to you as a Chrysler owner.

The four beautiful body styles of the New Yorker are shown on the following pages. Also included are interiors of rare elegance and beauty, and facts about other engineering features which make the 1951 New Yorker *the finest* in the fine car field.



So many things are new about the New Yorker—the distinctive new grille—the long, graceful front fenders—the massive fender-curve bumper—the new, low, sweeping hood lines—the wider windshield—the long rear fender, with a new stone shield—and the full-vision Clearbac window.

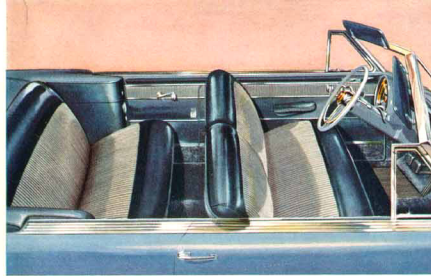
Illustrated below is the Club Coupe in one of the fourteen different exterior paint colors from which to choose. On the left is one of the beautiful upholstery combinations available—Blue Stripe Broadcloth—a rich fabric, finely tailored, for luxurious appearance and solid comfort.



The Club Coupe



It was years ago that Chrysler introduced the now famous Two-tone upholstery—and it is still the favorite. On the right is illustrated the green Two-tone combination in the New Yorker Sedan, and you will look long and far before you will find such richness, such solid comfort, such style. Below is illustrated the Six Passenger Sedan in a perspective which shows the long, graceful lines of the new front fender, fading back to the edge of the door, to give the car a streamlined silhouette of distinctive beauty.



Imagine the Convertible Coupe, shown below, with the 180 horsepower V8 FirePower Engine under the hood—what an unbeatable combination—for supremacy of the highway—joy of the heart—thrill of the open road—and the downright satisfaction of knowing you have the finest car in the world! Sit back and relax—nothing can pass you, if you choose—and revel in the envious glances which say—"what an automobile!" The gorgeous interior of Blue Leather and Nylon Cord is but one of many available to make your New Yorker Convertible the car of your dreams, come true.

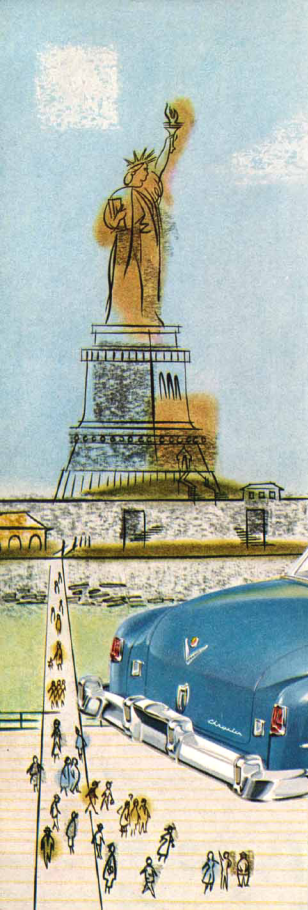


*The Four Door Sedan*



*The Convertible Coupe*





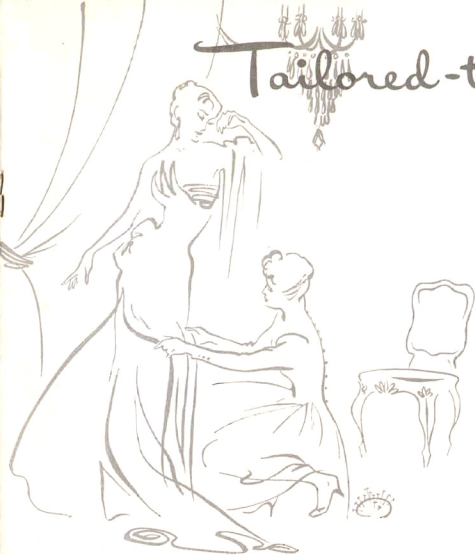
It would be hard to imagine a car more beautiful, smarter, more desirable than the

Newport, shown below. No other car looks like it. No other car has the streamlined smartness, or the inherent beauty. And, surely, no other car has 180 horsepower under the hood, or the performance on the wheels. Just as a matter of record, Chrysler presented the first "hard-top convertible"

in 1945, and the Chrysler "hard-top" of 1951 is still the most beautiful car on the road. And after you drive it through traffic and on the highways, you will know it is the most desirable car in the world today.



The Newport



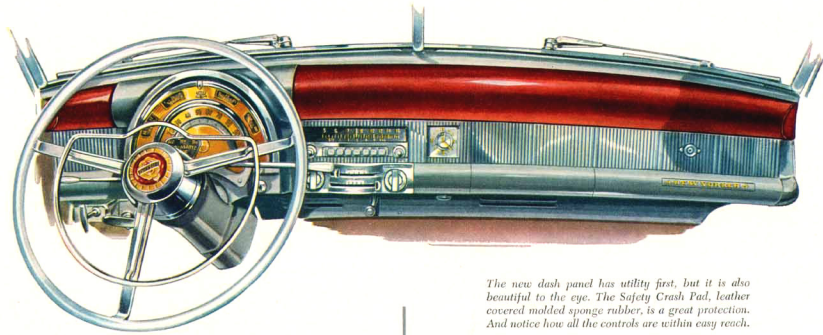
## Tailored-to-your-taste

The exterior and interior of your Chrysler need not be of any standardized color or hue. With a long list of beautiful exterior paint colors and many varieties of fine fabrics, harmonious colors, and trim combinations, you can make your selections to tailor your Chrysler to your taste—just as you do in the decorating and furnishing of your home. Rich fabrics of different colors and exclusive patterns are available from which you can make your selection. Likewise, are the many different colors for the exterior of the car—all of them of the Chrysler Baked Enamel finish, the most beautiful and durable automobile finish ever developed.

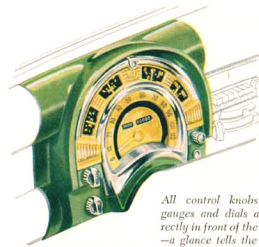




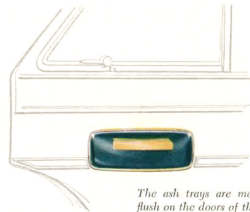
# Design features for your Comfort, Convenience and Safety



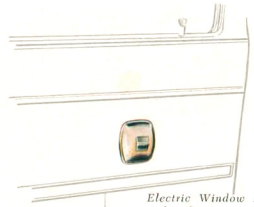
The new dash panel has utility first, but it is also beautiful to the eye. The Safety Crash Pad, leather covered molded sponge rubber, is a great protection. And notice how all the controls are within easy reach.



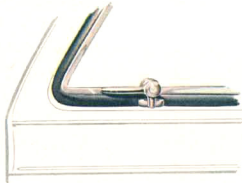
All control knobs, and gauges and dials are directly in front of the driver—a glance tells the story.



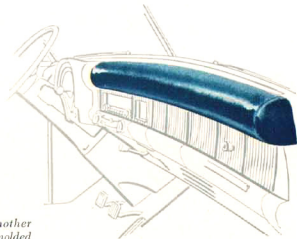
The ash trays are mounted flush on the doors of the rear compartment for easy accessibility and convenience.



Electric Window Lifts, each with a separate motor, are available as optional equipment at extra cost.



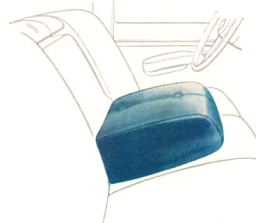
To lock the front or rear door vents, merely turn the screw and the handle is locked.



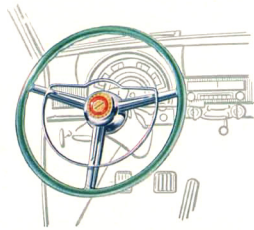
The Safety Crash Pad—another Chrysler First—is made of molded rubber—a great safety feature.



In a Chrysler you sit on normal chair-height seats, relaxed, comfortable, with plenty of leg, head, and elbow room.

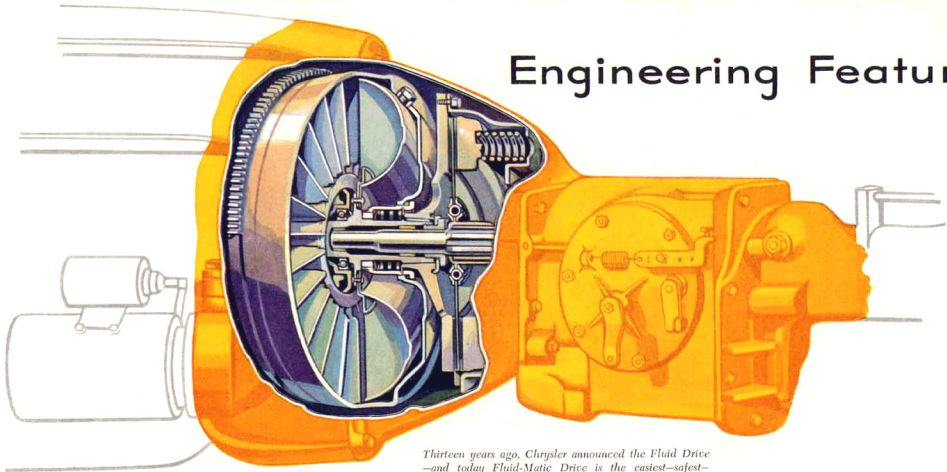


Double-width center arm rest—a great comfort feature—available in either front or rear optional, or both, at extra cost.

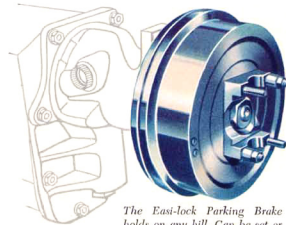


The Chrome Horn Ring can be operated without taking the hand from the steering wheel—a safety feature.

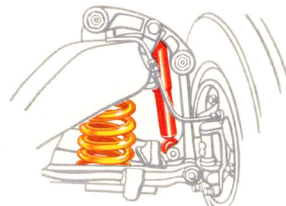
# Engineering Features that make Chrysler so Fine



Thirteen years ago, Chrysler announced the Fluid Drive—and today Fluid-Matic Drive is the easiest—safest—smoothest of them all—no-gear-shifting way to drive.



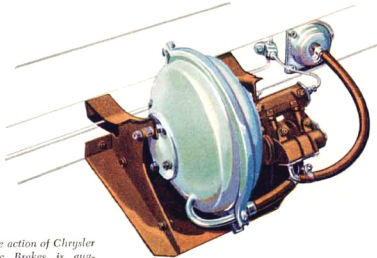
The Easi-lock Parking Brake holds on any hill. Can be set or released with one finger.



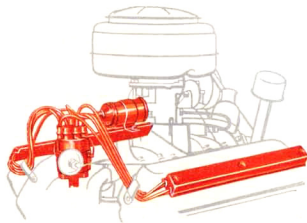
The amazing Oriflow Shock Absorbers—2½ times better than any other—make boulevards out of the rough roads.



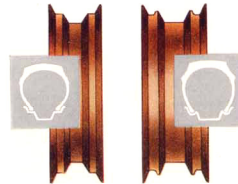
The Resistor Spark Plugs give smoother idling, save fuel, and have longer life.



The smooth, safe brake action of Chrysler Safe-Guard Hydraulic Brakes is augmented by the Vacu-case booster unit.



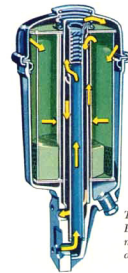
The waterproof ignition system has been made even more impervious to damp or rainy weather, insuring quick starts and no stalling.



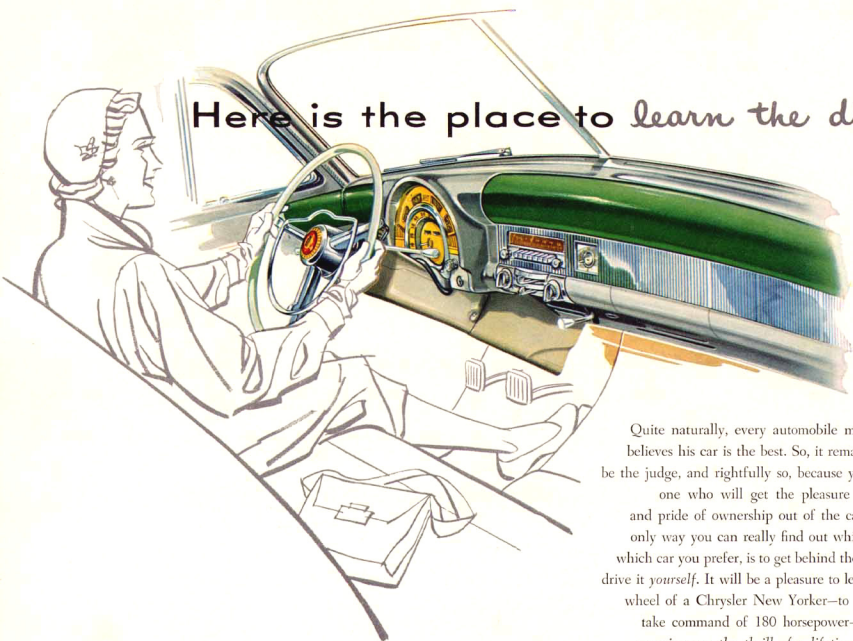
The exclusive Chrysler Safety Rim Wheel holds the tire securely on the rim in case of a blow-out—an important safety feature.



Chrysler Safe Guard Hydraulic Brakes are the safest, finest brakes in the industry—bar none. Cyclebonded brake linings insure long life.



The exclusive Chrysler Full-Flow Oil Filter removes all the dirt and dust from the engine oil.



Here is the place to learn the difference

Quite naturally, every automobile manufacturer believes his car is the best. So, it remains for you to be the judge, and rightfully so, because you are the one who will get the pleasure and enjoyment, and pride of ownership out of the car. And the only way you can really find out which car is best, which car you prefer, is to get behind the wheel and drive it *yourself*. It will be a pleasure to let you take the wheel of a Chrysler New Yorker—to take command of 180 horsepower—and we can promise you *the thrill of a lifetime!*

## Specifications

**BODY STYLES**—6 Passenger Sedan, Club Coupe, Convertible Coupe, and Newport.

**ENGINE**—FirePower High Compression 90° V8. Bore, 3-13/16 inches. Stroke, 3½ inches. Piston displacement, 331.1 cu. in. Brake Horsepower, 180 at 4,000 r.p.m. Torque, 312 ft. lbs. at 2,000 r.p.m. Hemispherical Combustion Chamber with lateral valve arrangement. 3 rings per piston. Full Pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition System. Full-Flow Oil Filter. Full length water jacket cooling. Twin valve springs. Resistor-type spark plugs. Crankcase ventilation. Superfinished parts. Double Breaker Distributor. Dual-throated Carburetor with integral automatic choke. Pressure Vent radiator cap.

**FUEL SYSTEM**—Dual-throated Downdraft Carburetor with integral automatic choke and water-jacketed throttle body. Oilite fuel filter in fuel tank. Gas tank capacity, 20 gal.

**COOLING SYSTEM**—Thermostatic by-pass control. Four-bladed fan. Full-length water jackets. Fin and tube radiator core. Pressure Vent radiator cap. Cooling capacity, 25 quarts.

**CLUTCH**—Single plate, dry, ventilated with two molded, woven asbestos facings. 9½ inches diameter.

**ELECTRICAL SYSTEM**—High capacity generator. 19-plate, 6-volt battery, 135 amp.-hr. capacity. Waterproof ignition. 14mm Resistor-type spark plugs. Back-up lights. Directional signals, front and rear. Ignition key starter switch. Solenoid engaged starter. Sealed-Beam Headlights.

**FLUID-MATIC DRIVE**—Hydraulically operated controlled type automatic transmission with glycol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios: 3.57 to 1—2.04 to 1—1.75 to 1—1.00 to 1—with 3.99 to 1 for reverse. Capacity, 3 pints. Fluid Drive unit permanently sealed at Factory.

**FLUID-TORQUE DRIVE**—Available at extra cost. New Chrysler torque converter used in conjunction with hydraulically operated controlled type automatic transmission.

**DRIVE**—Hotchkiss type, through rear springs. Hypoid rear axle, semi-floating, with tapered roller bearings. Rear axle ratio, 3.73 to 1.

**FRONT SUSPENSION**—Independent front suspension 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. Wax-impregnated permanently lubricated liners. Straddle-mounted Oriflow Shock Absorbers.

**STEERING**—Center-arm steering system with equal length tie rods. Steering ratio 20.4 to 1. Hydraguide Power Steering unit available at extra cost.

**BRAKES**—Chrysler Safe-Guard hydraulic, 12 inches diameter, internal expanding, with Cyclebonded brake linings. Vacuum power braking unit, vacuum operated. Parking Brake—Chrysler Easy-lock, independent, internal expanding located on propeller shaft at the rear of the transmission.

**WHEELS AND TIRES**—Safety Rim Wheels, 15 x 6.00, with 4-ply Super-cushion Tires, size 8.20 x 15. White sidewall tires extra cost. Wheel covers standard equipment.

**WHEELBASE**—131½ inches.

**TREAD**—Front, 57½ inches. Rear, 58-9/32 inches.

**OVER-ALL LENGTH**—213½ inches.

**OVER-ALL WIDTH**—75½ inches.

All Specifications and Prices subject to change without notice.

CHRYSLER SALES DIVISION • DETROIT





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