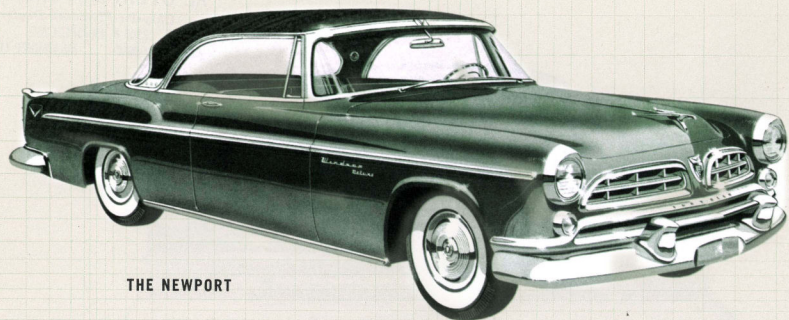




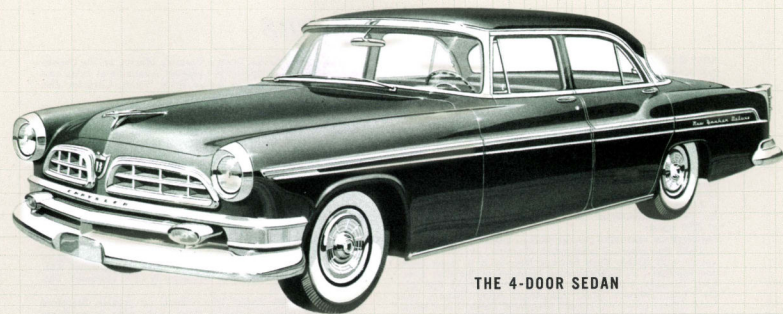
*Chrysler Announces*

**THE NEW  
100-MILLION-DOLLAR LOOK**

*Americas Most Smartly Different Car!*



THE NEWPORT

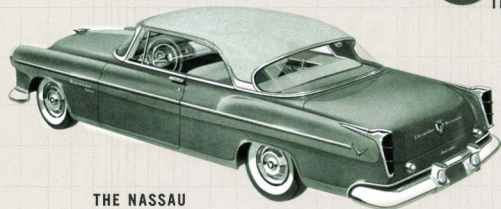


THE 4-DOOR SEDAN

## Chrysler Windsor DeLuxe



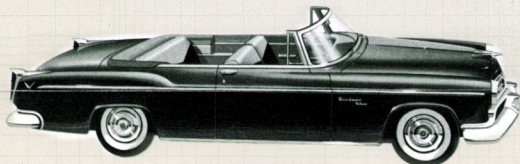
THE TOWN & COUNTRY WAGON



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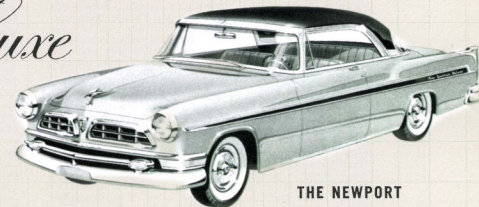


THE 4-DOOR SEDAN

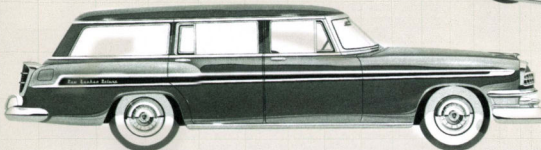


THE CONVERTIBLE

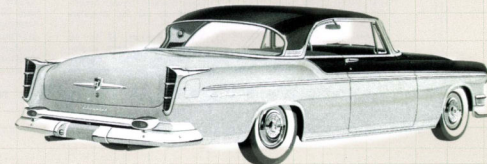
## Chrysler New Yorker DeLuxe



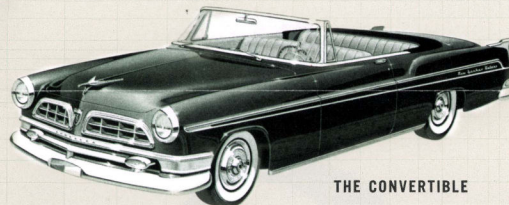
THE NEWPORT



THE TOWN & COUNTRY WAGON



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THE CONVERTIBLE

## The IMPERIAL



THE NEWPORT



THE 4-DOOR SEDAN

For the 1955 Models, Chrysler designers, engineers, and stylists have created a bold new concept of design that has style, beauty, symmetry and grace, an inherent sense of balance, and a feeling of motion that gives the cars a distinctive and smart appearance quite unlike any other cars on the market today.

These smart new cars are all-new—entirely and completely new, from the front grille to the rear deck design. And also, they are

completely new inside the car. Actually, every part of the car, both inside and out, is new in design from an appearance standpoint, which makes the 1955 Chrysler the newest motor car design to be introduced in recent years.

Instead of the square, boxy lines of other cars, the long, low, sweeping silhouette of the new Chrysler design has gracefully flowing curves on the hood and front fender lines; the roof and

window lines; and the rear deck and rear fender design. It is a symphony of graceful, flowing lines that creates a new style design of incomparable charm and eye-appeal.

Rightly termed, "America's Most Smartly Different Car." the Chrysler Line for 1955 includes four Models and fourteen different body styles. The four Models are the Windsor Deluxe; the New Yorker Deluxe; the Imperial; and the Crown Imperial.

The Windsor Deluxe is powered by a great, new V-8 engine of 188 horsepower. And the New Yorker Deluxe and the Imperials, have the famous Chrysler FirePower V-8 engine of 250 horsepower.

In this folder are illustrated the fourteen smart, new Body Styles, and on the back page are brief Specifications. And, we would like to suggest that, before you buy *any* car, you *drive* Chrysler—America's Most Smartly Different Car.

# Specifications

**BODY STYLES**—Chrysler Windsor Deluxe . . . Four door Sedan, Nassau (Hardtop), Convertible Coupe, Newport (Hardtop) and Town & Country Wagon; New Yorker Deluxe . . . Four Door Sedan, Newport (Hardtop), Convertible Coupe, Town & Country Wagon, St. Regis (Hardtop); Imperial . . . Four Door Sedan, Newport; Crown Imperial . . . 8 Passenger Sedan, Limousine.

**ENGINES**—Chrysler Windsor Deluxe . . . Spitfire 90° V-8 Overhead lateral valves, Bore and Stroke 3.63 in. x 3.63 in.; compression ratio 8.0 to 1.; displacement 300.5 cu. in.; Brake Horsepower 188 at 4400 r.p.m.; Torque 275 ft. lbs. at 2400 r.p.m.; Chrysler New Yorker Deluxe and Imperials . . . Firepower 90° V-8 Overhead laterally inclined valves; Bore and Stroke 3.81 in. x 3.63 in.; Compression ratio 8.5 to 1; displacement 331.1 cu. in.; Brake Horsepower 250 at 4600 r.p.m.; Torque 340 ft. lbs. at 2800 r.p.m.

**ENGINEERING FEATURES**—Chrysler Windsor Deluxe . . . Staggered inclined Polyspherical combustion chamber, overhead lateral valves with Amola Steel Springs (Chrysler New Yorker Deluxe and Imperials . . . Hemispherical combustion chamber overhead laterally inclined valves with Amola Steel Springs.) Cast iron Cylinder head; Aluminum Alloy Pistons, steel band slipper type, cam ground tin-plated finish; 3 iron piston rings (2 compression rings tin coated); high manganese forging steel connecting rods with babbit on steel precision bearings; drop forged steel crankshaft with dynamic torsional vibration damper; integrally cast cams and distributor and oil pump drive gear on camshaft, chain driven; silicon-chromium steel intake and exhaust valves with alloy cast iron exhaust seat inserts.

**FUEL AND LUBRICATION SYSTEM**—Down draft carburetor (dual on Chrysler Windsor Deluxe and four barrel on Chrysler New Yorker Deluxe and the Imperial). Integral automatic choke; Venturi vacuum controlled secondary draft system on Fire-Power 250 HP with automatic lock-out of secondary system during choking and warm-up period. Automatic intake manifold heat control; mechanical fuel pump; Full-pressure lubrication to all moving parts; full-flow oil filter; oil bath air cleaner; Oilite fuel filter in gas tank. Gas tank filler cap on right fender. Gas tank capacity 20 gals.—all models and body styles (except Town & Country Wagons—18.5 gals.) Crankcase capacity: 5 qts.

**COOLING SYSTEM**—Thermostatic by-pass temp. control. 6 blade Fan Windsor Deluxe, 4 Blade Fan New Yorker Deluxe and Imperial. Full length water-jacket cooling. Capacity Windsor Deluxe 24 qts., New Yorker Deluxe and the Imperials 25 qts.

**ELECTRICAL SYSTEM**—Chrysler Windsor Deluxe . . . 45 Amp. Generator. 19 plate 6 volt battery, 120 amp. hr. capacity. 14mm Resistor spark plugs. Chrysler New Yorker Deluxe . . . 45 amp. Generator. 19 plate 135 amp. hr. 6 volt battery. 14mm "Long-Reach" Resistor spark plugs. Imperial . . . 50 amp. Generator. 19 plate 135 amp. hr. 6 volt battery, 14mm "Long-Reach" Resistor spark plugs. Crown Imperial . . . 25 amp. Generator. 13 plate 65 amp. hr. 12 volt battery. 14mm "Long-Reach" Resistor spark plugs.

**CHASSIS**—Anti-Roll front suspension, unsurpassed road-hugging feel due to highest "roll center" in the industry; solid-feel ride; improved spring mountings with wider apart parallel mounted rear springs. Rugged, deeper and wider box-section frame side rails extending from front to rear; stronger front cross member, additional new body mounts; stronger rear shock absorber cross member. Independent front wheel suspension with Amola steel coil springs and new longer stroke Oriflow shock absorbers mounted within coil springs with upper end attached to frame. Four rubber limit bumpers; rubber bushed torsion rod stabilizer. Semi-elliptic rear springs with grooved and tapered leaves. Straddle mounted rear Oriflow Shock Absorbers.

**STEERING**—Manual symmetrical idler arm steering linkage with three tooth roller gear. Full-Time coaxial power steering standard on the Imperials—available on all the Chryslers (with PowerFlite) at extra cost.

**BRAKES**—Chrysler Safe-Guard Hydraulic Brakes, 12 in. in diameter internal expanding. Easi-Lock independent Parking Brake located on drive shaft. Parking Brake handle mounted on instrument panel. Power Brakes standard on

Chrysler Windsor Deluxe Town & Country Wagon, on the Chrysler New Yorker Deluxes, and on the Imperial. Available at extra cost on other Chrysler Windsor Deluxe Body Styles. Chrysler disc brakes standard on Crown Imperial.

**TRANSMISSION**—Manual shift transmission, three forward and one reverse speed; Helical, syncro-Mesh gears, standard on Chrysler Windsor Deluxe. PowerFlite . . . Fully automatic torque converter with two speed planetary gear set (available at extra cost on Chrysler Windsor Deluxe) standard on Chrysler New Yorker Deluxe and on the Imperials. Torque converter and planetary gear break-away ratio 4.47 to 1. Upshift from 15 to 65 m.p.h.; automatic downshift at 11 m.p.h.; instantaneous passing gear. Finger tip PowerFlite Range Selector shift lever located on instrument panel.

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

**REAR AXLE RATIOS**—Chrysler Windsor Deluxe with standard transmission, 3.73; with PowerFlite, 3.54. Town & Country Wagon, with standard transmission, 3.91; with PowerFlite 3.54. Chrysler New Yorker 3.36. The Imperial 3.54 (3.36 optional). The Crown Imperial 3.54.

**WHEELS AND TIRES**—Safety-Rim Wheels all models. Stainless steel wheel covers. Tubeless tires (tires with inner tubes will be used with chrome wire wheels.) Tire sizes: Chrysler Windsor Deluxe . . . 7.60 x 15-4 ply; Chrysler New Yorker Deluxe . . . 8.00 x 15-4 ply; the Imperial . . . 8.20 x 15-4 ply white sidewall; the Crown Imperial . . . 8.90 x 15-6 ply white sidewall.

**WHEELBASE**—The Chryslers—Windsor Deluxe and New Yorker Deluxe—126.0" The Imperial—130.0"; the Crown Imperial—149.5".

**OVER-ALL LENGTH, WIDTH AND HEIGHT**—four door sedan—loaded . . . Chrysler Windsor Deluxe . . . 218.6 in., 79.1 in., 60.6 in. Chrysler New Yorker Deluxe 218.8 in., 79.1 in., 60.9 in. The Imperial 223.0 in., 79.1 in., 61.2 in. The Crown Imperial 242.5 in. (length).

**TREAD**—The Chrysler—Windsor Deluxe and New Yorker Deluxe—front 60.2 in., rear 59.6 in. The Imperial—front 61.0 in., rear 60.4 in. The Crown Imperial—front 61.7 in., rear 60.8 in.

**WIRE WHEELS**—Available on all body styles at extra cost (tires with inner tubes will be used with wire wheels).

**WINDOW LIFTS, ELECTRIC**—Available on doors and quarter windows all body styles. Standard on the Imperials.

**SOLEX GLASS**—Heat resisting and glare reducing. Available on all body styles at extra cost.

**AIR CONDITIONING**—Available all models at extra cost. Not available on Town & Country Wagons or Convertible Coupes.

**SAFETY ACCESSORY GROUP**—Available on Chrysler Windsor Deluxe at extra cost. Standard on Chrysler New Yorker Deluxe and on the Imperial. Includes: Back-up Lights, Luggage Compartment Light; Glove Box Light; Hand Brake Flasher; Automatic Rear Door Dome Light Switch; Safety Cushion Dash Panel.

**CUSTOM ACCESSORY GROUP**—Available on the Chryslers at extra cost. Standard on the Imperials. Includes: Windshield Washer; Custom Steering Wheel; One Outside Rear View Mirror on Left Side; Exhaust Pipe Deflector (not available on Town & Country Wagons); Two Deflectors on New Yorker Deluxe.

**REAR SEAT CENTER ARM REST**—Available on the Chrysler Windsor Deluxe at extra cost. Standard on the Chrysler New Yorker Deluxe and on the Imperials. (Front seat center arm rest standard and available only on the Imperial four door sedan).

**CLOCK, ELECTRIC**—Available on Chrysler Windsor Deluxe at extra cost. Standard on Chrysler New Yorker Deluxe and on the Imperials.

**HEATER**—Custom conditioner air heater—available at extra cost on all models. Standard on Crown Imperial.

**RADIO AND ANTENNA**—"Music Master" available on all models at extra cost. Standard on the Crown Imperial. "Electro-Touch" tuning (with or without foot control) available on all models except the Crown Imperial.

**RADIO SPEAKER, REAR SEAT SHELF**—Available on all Newports and Four Door Sedans at extra cost. Standard on Crown Imperial.

**ELECTRIC FRONT SEAT ADJUSTMENT**—Four-way, available on all models at extra cost. Standard on the Imperials. Two-way available on the Chryslers (Windsor Deluxe and New Yorker Deluxe).

All specifications and prices subject to change without notice.

C H R Y S L E R   D I V I S I O N   •   D E T R O I T