

A black and white advertisement for the Imperial car. The image shows the front left side of a classic car, featuring a large, prominent headlight with a circular grille, a multi-bar chrome grille, and a wheel with a distinctive five-spoke hubcap. The car is set against a dark background. The word "IMPERIAL" is written in a large, white, serif font across the upper right portion of the image.

IMPERIAL



IMPERIAL

The Imperial is truly one of the really fine cars in the world today. And in some respects *it stands alone* — so different from all other fine cars, built either here or abroad.

One of the most appreciated notes of difference is the conservative, modern design that gives the Imperial an individuality, a distinctive appearance that is all its own. There is no mistaking the Imperial for any other car. And this exclusive style is one reason for the pleasure and pride of ownership so keenly enjoyed by Imperial owners.

Another reason for the ever-increasing preference for the Imperial, by those who have an inherent sense of quality and a long-

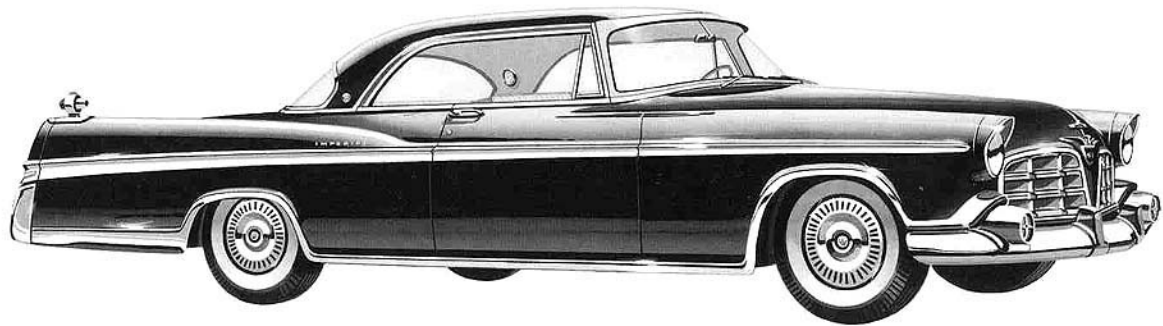
nurtured appreciation of fine things, is the excellence of its engineering, which gives a quality of performance that is equally as outstanding as its distinctive appearance.

If you have not as yet had the opportunity, or perhaps the inclination, to inspect and drive the Imperial, may we suggest that you do so, because we believe you will find, as many other fine car owners have discovered, that the Imperial is really the *finest car built today*.

We will be delighted to place an Imperial at your disposal, for you to drive as you please, and, we can assure you, it will be a thrilling and revealing experience.



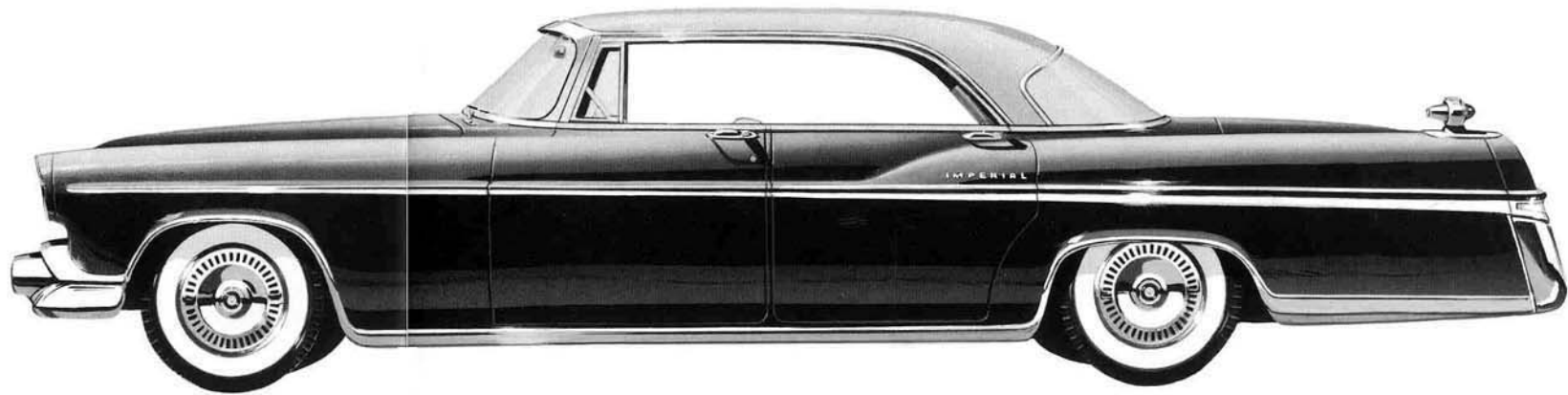
the finest expression of the Forward Look



THE IMPERIAL TWO-DOOR SOUTHAMPTON HARDTOP



*Luxury, impeccable taste, and incomparable comfort and convenience
— plus the roominess of the four-door Sedan — make the Four-Door
Southampton Hardtop the smartest, most desirable car today.*



THE IMPERIAL FOUR-DOOR SOUTHAMPTON HARDTOP

Engineering excellence that assures superb



THE IMPERIAL FOUR-DOOR SEDAN



performance and pleasure

The Forward Look of the Imperial for 1956 is just as outstanding from an engineering standpoint as it is from the standpoint of its exclusive, stylish design.

The FirePower V-8 engine, of 280 horsepower, is recognized as the most advanced, the most powerful engine design in the Industry today.

The Push-Button control for the famous PowerFlite transmission is a significant development in the trend toward completely automatic driving control. The push-button controls are easier to use, are safer from chance of interference, and are mechanically simple in design.

The new concept in drum-type brake design — the first in many years — gives better, safer braking under all conditions, longer life, less maintenance, and fewer

adjustments — the finest in the industry. The new air-suspended Power Brakes give faster response and easier action.

The new 12-volt electrical system insures performance superior to any system now in use.

The Imperial Power Steering is the original in the Industry and still the finest steering mechanism yet developed.

Four new "engineering firsts" are the Nylon Deluxe Super-Cushion Tires; the Transistor Radio; the Highway Hi-Fi, the first car phonograph; and the new Instant Heater.

There are many other engineering and design features for your safety, convenience, and comfort. And, so that you will fully appreciate what the Imperial offers, we again suggest that you inspect and drive it at your convenience.



No Gear Shift Lever.

SPECIFICATIONS

BODY STYLES — Six-Passenger Sedan; the Four-Door Southampton Hardtop; and the Two-Door Southampton Hardtop.

ENGINE — FirePower High Compression 90° V-8. Bore, 3.94 inches. Stroke, 3.63 inches. Piston Displacement, 354 cu. in. Brake Horsepower: 280 horsepower. Compression ratio: 9.0 to 1.

FUEL SYSTEM — Four-barrel carburetor with vacuum-controlled secondary draft system. Integral automatic choke. Oilite Fuel Filter in gas tank. Capacity, 21 gallons.

ELECTRICAL SYSTEM — 30-amp. capacity generator. 78-plate, 70-amp.-hr., 12-volt battery. 14 mm "Long-Reach" Resistor-type, charge-cooled spark plugs. Sealed Beam Headlights; Back-up Lights; Directional Signals; Map Light; Solenoid engaged ignition key starter switch; Electric window lifts; Electric 4-way front-seat adjustment; Electric two-speed windshield wipers (with windshield washer); Cigar Lighters, one in front and two in rear compartment; Electric Clock; Rear dome-light with automatic switch in Sedan (side lights in Hardtop); Glove-compartment light; Hand Brake Flasher signal; rear license-plate light; luggage-compartment light.

POWERFLITE TRANSMISSION — Fully-automatic torque converter with automatic planetary gear set. Ratio 2.7 to 1 combines with planetary ratio to give 4.64 to 1 gear ratio at breakaway.

SUSPENSION — *Front* . . . Independent front-wheel suspension. Oriflow Shock Absorbers.

STEERING — Full-time Coaxial Power Steering.

BRAKES — New Center-Plane hydraulic braking system, with Power Brakes standard. Easi-Lock independent Parking Brake. Red warning flasher signal on panel.

DIMENSIONS — Wheelbase, 133 in. Front tread, 61.3; rear, 60.4. Over-all length, 229.6 in.; width, 78.8 in.; height (Sedan loaded) 61.5 in.

OPTIONAL EQUIPMENT (*at extra cost*) — Air-temp Air Conditioning; Solex Glass; Custom Conditioner Air Heater; Electro Touch Tuner Radio or Music Master Radio, both with rear-seat speakers. Transistor Radio. Highway Hi-Fi Phonograph. Instant-Heat airplane-type heater.

WHEELS AND TIRES — Nylon Deluxe Supercushion White Sidewall Tubeless Tires. 8.20 x 15. Safety-Rim Wheels. Chromed Stainless Steel Wheel Covers.

All specifications and prices subject to change without notice.

CHRYSLER DIVISION • DETROIT

