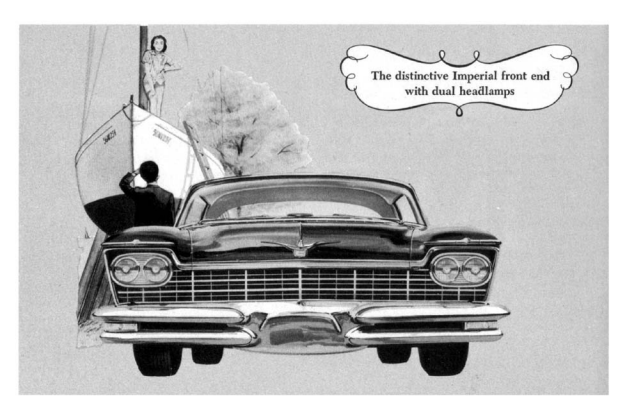




IMPERIAL

Finest expression of the Forward Look




The distinctive Imperial front end
with dual headlamps

A M E R I C A ' S F I N E S T M O T O R C A R

At the London and Paris International Automobile Shows, and again at the New York Automobile Show, the Imperial for 1957 was acclaimed one of the *truly fine cars* built in the world today. * * Here in America, from one end of the country to the other, it has won unprecedented acceptance and approval. And many, those who know fine cars from long experience, enthusiastically say that it is, unquestionably, *America's finest motor car.*

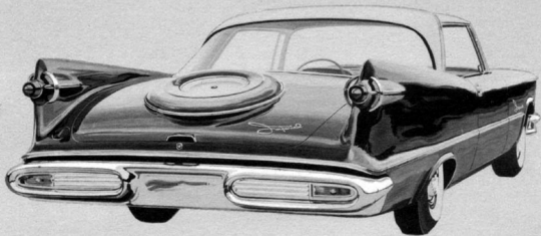
The Imperial has not only the most distinctive, and the most exclusive *new* design of any car, either here or abroad, but also a wealth of major engineering advancements which are equally as outstanding and important to the owner. * * We cordially invite you to see the Imperial — inspect it — compare it — drive it at your leisure — and we believe you, too, will say the Imperial — the finest expression of the Forward Look — is America's Finest Motor Car.





The Imperial LeBaron Sedan

The dramatic rear end styling with
simulated deck tire mount

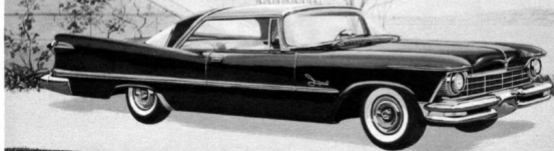




The Imperial Crown 4-Door
Southampton Hardtop



The Imperial 2-Door
Southampton Hardtop





The Imperial Crown Sedan

The Imperial Crown Convertible



S P E C I F I C A T I O N S

BODY STYLES—Imperial—Sedan; 2- and 4-Door Southampton Hardtops. Imperial Crown—Sedan; 2- and 4-Door Southampton Hardtops; and Convertible Coupe. Imperial LeBaron—Sedan and 4-Door Hardtop.

ENGINE—FirePower V-8. Bore 4.0 in., Stroke 3.9 in. Piston Displacement 392 cu. in. Compression Ratio 9.25 to 1. Brake Horsepower 325 H.P.

FUEL SYSTEM—Four-barrel Carburetor. Tank capacity 23 gal.

ELECTRICAL SYSTEM—12-volt battery, 78 plate, 70 amp. hr. 30 amp. capacity generator. Dual Headlamps optional at no extra cost. Directional Signals; Electric Window Lifts and 6-Way Power Seat (extra on Imperial).

TRANSMISSION—Torque-Flite—automatic

torque converter, with 3-speed planetary gear set. Ratio 2.3 to 1. Push-button control on dash panel. Neutral button starting.

SUSPENSION—Torsion-Aire—Independent front wheel suspension with torsion bar springs. Tapered-leaf rear springs. Oriflow Shock Absorbers.

STEERING—Full-Time Coaxial Power Steering.

BRAKES—Total-Contact hydraulic brakes with Power Brakes and independent Parking Brakes.

DIMENSIONS—Wheelbase 129 in. Tread—front 61.9 in., rear 62.4 in. Over-all length 224 in. Width 81.2 in. Height (loaded) 57.5 in.

WHEELS & TIRES—New 14 inch, low pressure Rayon Super-Soft-Cushion Tubeless Tires, 9.50 x 14. White Sidewall Rayon (Standard LeBaron) and White Sidewall Nylon Tires available.

Consult your Imperial Dealer regarding Detailed Specifications and Standard and Optional Equipment.

CHRYSLER DIVISION . . . DETROIT