

IMPERIAL

● THE TRIUMPHANT IMPERIAL

... AMERICA'S NEW FINE-CAR STYLE LEADER

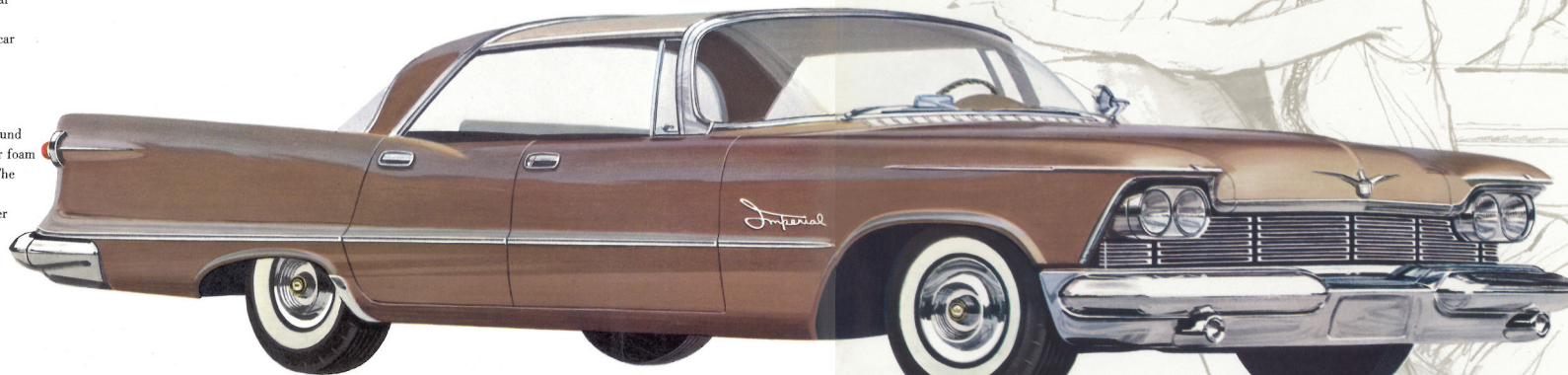
Imperial. Sleek, low, glittering. A car of matchless good looks, good taste and quality. Of silent, surging, magnificent power. Of silken handling. Of floating velvet ride. Here it is—in all its splendor—for 1958. Here is the fine car that has emerged as the foremost preference of knowing people among all fine cars. The beautiful, dramatic new leader, the finest product of Chrysler Corporation. The triumphant Imperial.



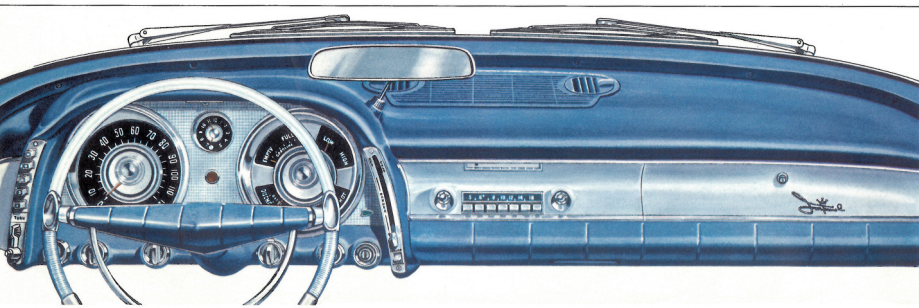
● THE SPACIOUSNESS AND LUXURY OF CUSTOM COACHCRAFT...
GRACIOUSLY YOURS WITH IMPERIAL

One of the outstanding features of the Imperial 4-Door Southampton is its luxurious roominess and comfort—not found in similar body styles of other makes. It has the extraordinary spaciousness of the Imperial 4-Door Sedan . . . with head, leg, and elbow room that makes Imperial motoring the most relaxing and comfortable in the fine-car field. Doors swing generously wide so you can get in and out of the car easily and gracefully.

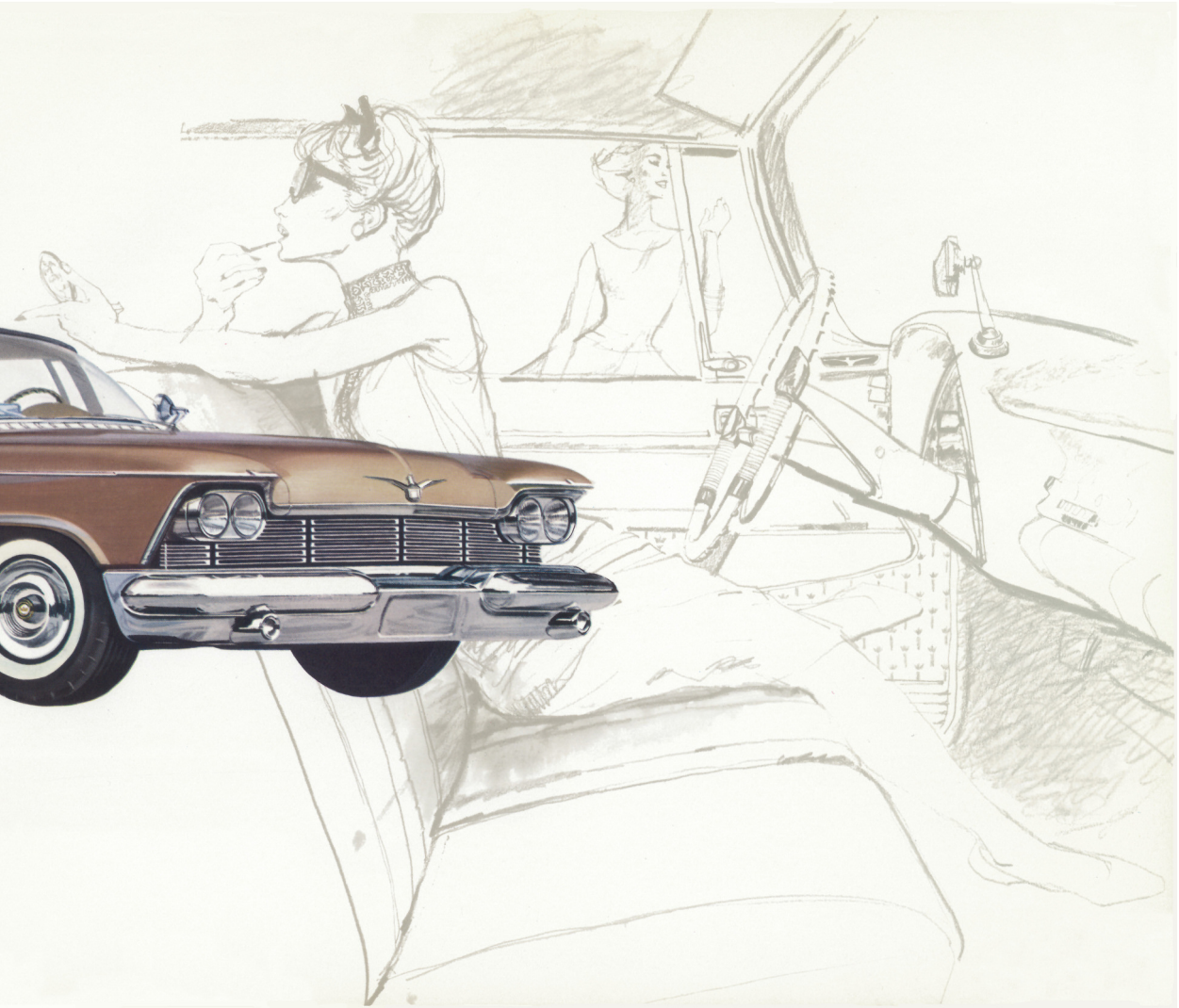
Once inside the beautiful Imperial, you are surrounded by light and freedom, thanks to the world-of-tomorrow airiness of compound windshield and curved sideglass. You revel in the comfort of the air foam cushioning. The soft thickness of the sheared pile wool carpeting. The polished elegance of every smallest appointment. The subtle, fashionable beauty of textures, colors, weaves. You sense the sheer quality that goes through and through this beautiful car—the very finest quality an automobile can offer.

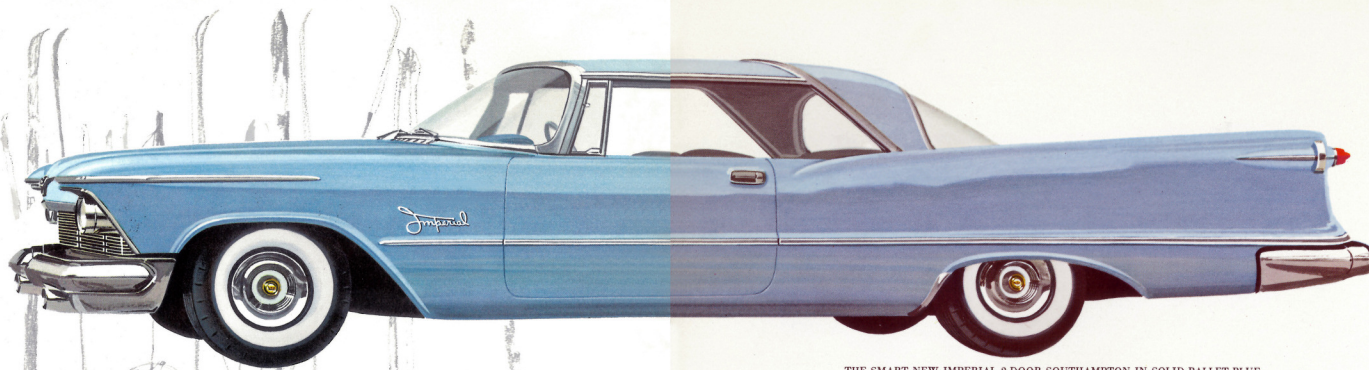


THE MAGNIFICENT IMPERIAL 4-DOOR SOUTHAMPTON IN TWO-TONE SANDALWOOD AND MESA TAN.



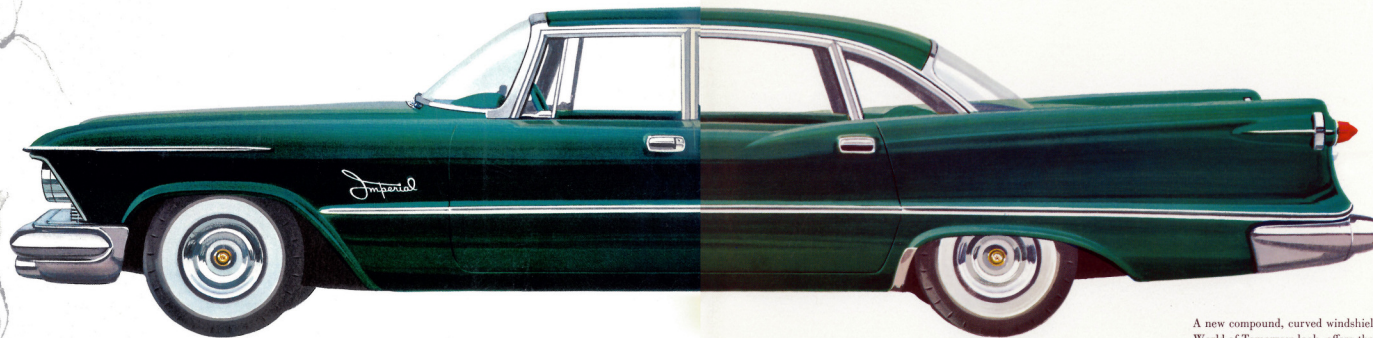
The jewel-like instrument panel—with its massive sun-shading brow—clusters the neatly arranged instruments directly in front of the driver for easy and instant readability. Covering both top and bottom of the panel is harmonizing leather-covered, foam-lined padding that softly cushions any contact . . . greatly reduces sunlight glare, too. To the left are the famous Imperial pushbutton controls for the smoothest, most economical automatic transmission ever built.





THE SMART NEW IMPERIAL 2-DOOR SOUTHAMPTON IN SOLID BALLET BLUE

● IMPERIAL... POWERFULLY PLEASING AND EVER SO GRACEFULLY GUIDED

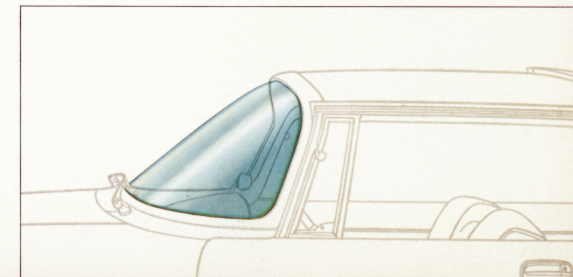


THE DISTINCTIVE IMPERIAL 4-DOOR SEDAN IN SOLID MANDARIN JADE

A new compound, curved windshield, with its World-of-Tomorrow look, offers the driver a vast sweep of the road before him. A full 1622 square inches of safety glass gives you a complete unobstructed, crystal-clear view at not only the corners and sides but also the top.

Here at the wheel of this magnificent car, you feel as if you own the world. No other fine car can touch your Imperial for distinction, splendor and performance. When you touch the pushbutton and summon Imperial's tremendous 10 to 1 compression ratio power, you can feel the true greatness of Imperial come alive by the way it surely and confidently moves out front. This great car offers an amazing fleetness at all speed ranges. From its deep-skirted block engine comes a well of surplus power to pass anything at any time—a vital safety feature which you may summon instantly. And—of equal importance—it even excels the dependability and economy that made its airplane-type V-8 engine predecessor, the winner over all classes in the 1957 Mobilgas Economy Run.

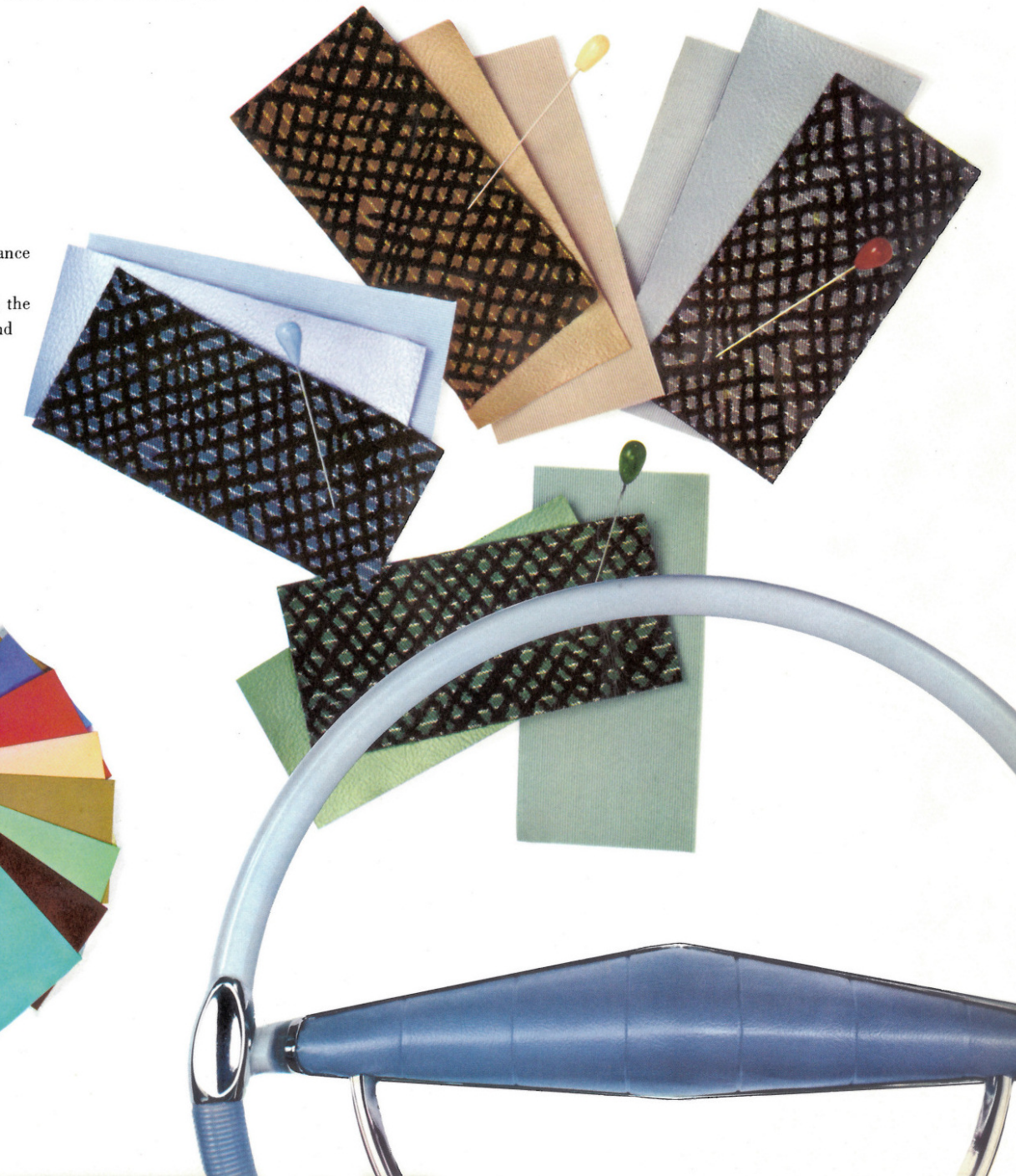
All road surfaces turn to velvet under the wheels of this glorious automobile. The "Imperial ride" is an experience at once thrilling and restful. For the exclusive torsion-bar suspension system in conjunction with the stabilizing outrigger rear springs holds you serenely level and supremely comfortable on any road, any curve, any surface, any stop. Under your hands, this car of perfectly engineered and balanced weight and length handles lightly, effortlessly. Going down a street or across a state, the Imperial offers you, the driver or passenger, a special delight. Go anywhere, any distance and your Imperial will deliver you fresh and rested.





• THE WORLD'S MOST LUXURIOUS INTERIORS

This year's Imperial interiors are the most beautiful in the history of this truly distinguished automobile. The magnificent jewel-like appearance of the "Diamond Glow" Jacquard cloth creates an inspiring picture of modernity and luxury. In fact, as you will note in the photograph at the left, the whole interior monochromatic effect is one of great elegance and subtlety. A wide selection of smart new interior colors and fabrics is at your command in the 1958 Imperial . . . the beautiful two-tone beige is shown.



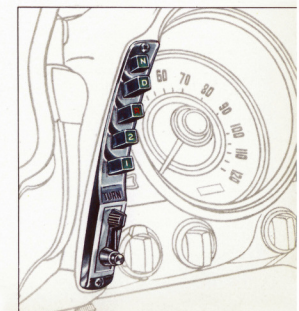
● IMPERIAL... A MEMORABLE MOMENT IN MOTORING EXPERIENCE

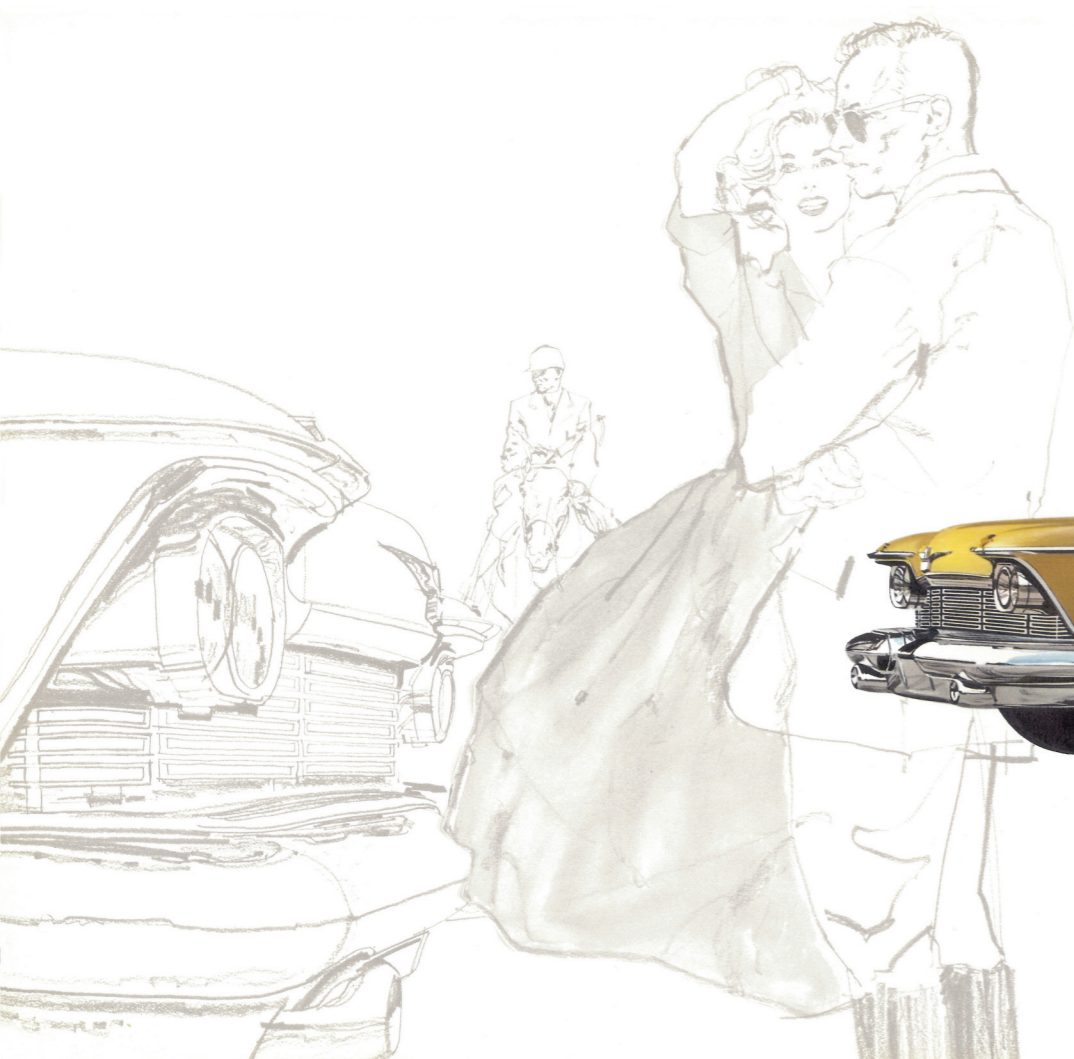
Once into every lucky man's life comes the car he never forgets. It could very well be this one . . . the Imperial Crown Convertible. A few moments behind the wheel of this breathtaking automobile will convince you that here is a car of magnificent design and dimension . . . a car with a remarkable personality of its very own. The classic, yet young and vigorous, flow of its Flight-Sweep lines . . . the tasteful application of the famous Imperial gunsight tail lamps . . . the exquisitely crafted Jacquard and leather interiors . . . all definitely point to the fact that here *today* is a car that will be revered as a masterpiece in motoring history.



THE GLORIOUS IMPERIAL CROWN CONVERTIBLE IN AZTEC TURQUOISE

The Imperial Pushbutton drive selector panel is conveniently located to the left of the steering wheel and close to the driver, yet out of reach of inquisitive children. The illuminated control buttons greatly simplify everyday driving by eliminating the antiquated, cumbersome shifting lever. A new directional signal located just below the drive selector panel makes turning indications extremely convenient and simple.





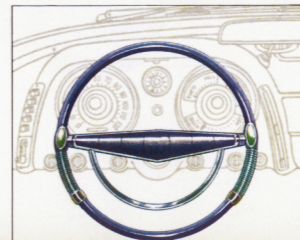
• MOST WANTED CAR IN AMERICA... IMPERIAL



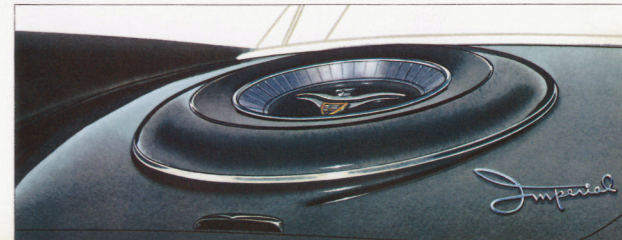
THE INCOMPARABLE IMPERIAL CROWN 2-DOOR SOUTHAMPTON IN TWO-TONE CHAMPAGNE GOLD AND ERMINE

Maybe you've noticed that when men you know drop into a conversation about fine cars, one big name crops up constantly. The name is Imperial . . . now acclaimed the new triumphant leader among all fine cars. This acknowledged superiority goes beyond what is quickly apparent to the eye . . . it reaches to what some might consider "the little things." For example, the ingeniously designed front and rear seat center arm rests . . . both fold down and then back up again to blend perfectly with the smart new seat decor. The convenient storage pockets cleverly hidden below the front door arm rests are another example of the lengths to which Imperial designers have gone to make this automobile truly America's finest, most luxurious motor car. No wonder Imperial has become the most wanted car in the land.

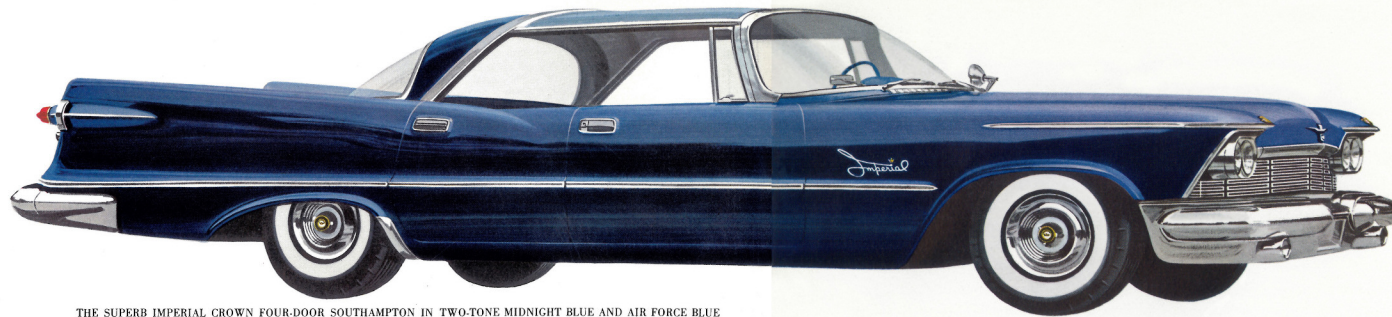
Here's elegance with a purpose! The steering wheel of the 1958 Imperial features a deeply recessed center that is tastefully covered with leather and heavily padded with sponge rubber for driving safety. Note the convenient hand grips and chrome thumb rests.



A famous Imperial "trademark"—the optional, racy Flight-Sweep tire mount on its deck lid. This, with the great lifting sweep of the back fender, makes Imperial unmistakable even from behind.



Wherever the Imperial Crown 4-Door Southampton goes it attracts tremendous interest and enthusiasm. Whether parked or in splendid motion, heads turn and eyes follow admiring the smooth uncluttered Flight-Sweep lines, vastness of the compound curved front windshield and the unique distinction of the Imperial landau top. Won't you permit your Imperial dealer to put this magnificent new car at your disposal so that you might experience the swell of pride that comes with driving and owning the triumphant 1958 Imperial?



THE SUPERB IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON IN TWO-TONE MIDNIGHT BLUE AND AIR FORCE BLUE

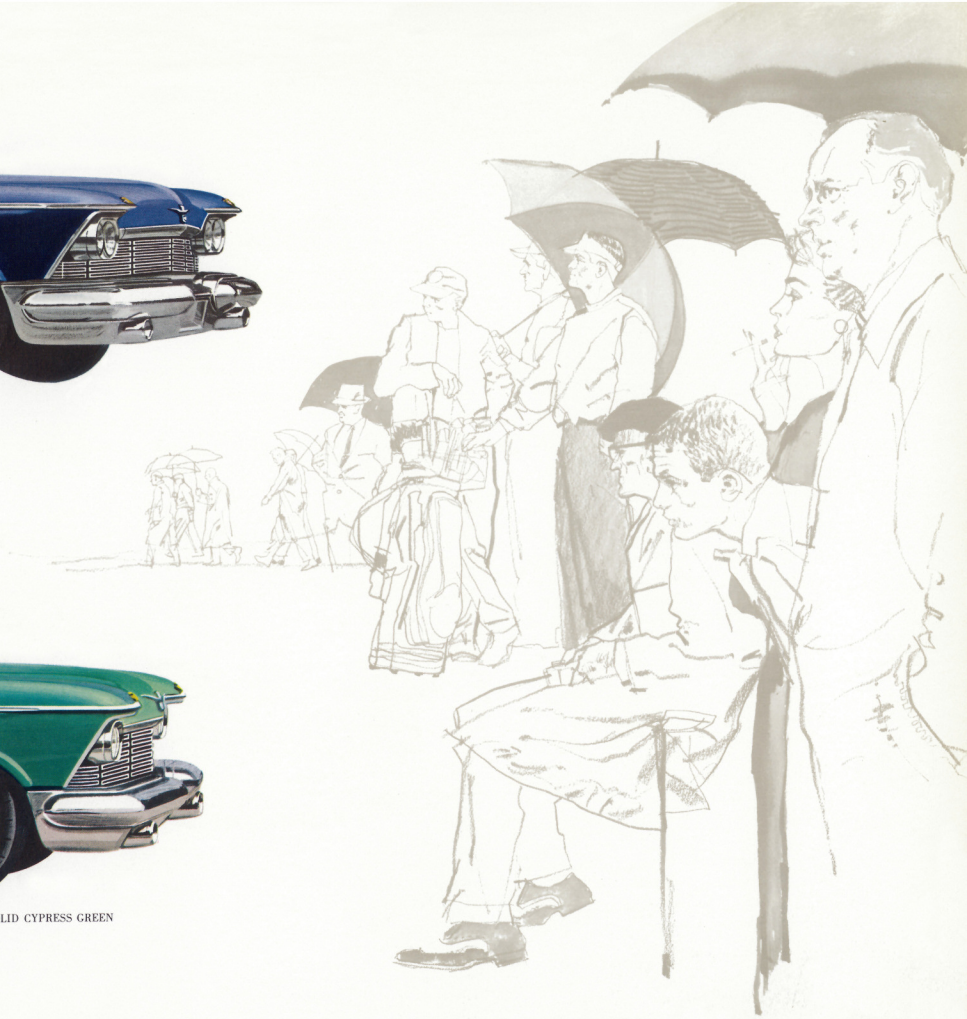
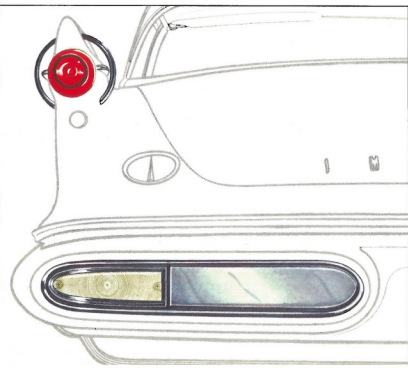
● EXPECT HEADS TO TURN WHEN YOU DRIVE IMPERIAL

Those who appreciate truly fine things quickly recognize the 1958 Imperial Crown sedan as an automobile of greatness and majesty. Note in the car illustrated at the right the tasteful, restrained use of chrome, the clean, unbroken flow of the body design . . . the overall dignity of appearance. Here is a car that among all fine cars stands out as a masterpiece of automobile designing and engineering.



THE DISTINCTIVE IMPERIAL CROWN SEDAN IN SOLID CYPRESS GREEN

Imperial . . . significantly different . . . from every view!
The soaring rear fins with their exclusive gunsight tail-lights, the gracefully sculptured rear bumper with integral back-up lights, dramatically announce to other motorists that the triumphant Imperial has just swept ahead.



● EXQUISITE NEW APPROACHES TO INTERIOR DESIGN AND COMFORT

The instant you step into the Imperial Crown, you are softly lapped in luxury. You sink into buoyant foam rubber cushions. Underfoot, there is heavy, magnificent nylon carpeting. And all around you are elegant, beautiful colors . . . misty pale blue (shown here) . . . or smoky beige . . . or soft gray . . . or gentle green . . . in superb broadcloths, with matching supple metallic leathers, marvelous heavy silks and wools designed by Imperial and executed by America's top fabric houses. The soft blending of colors brings a spacious and fashionable look to Imperial . . . an effect of complete unity and restful harmony.

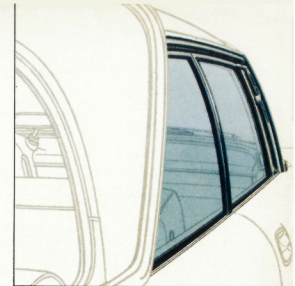
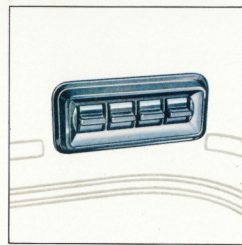




THE SUMPTUOUS IMPERIAL LEBARON 4-DOOR SEDAN IN SOLID WINCHESTER GRAY

● TODAY... SO MANY KNOWING PEOPLE DRIVE THE IMPERIAL

Imperial electric window lifts, standard equipment on Crown and Le Baron models, lets the driver lower and raise all vertical moving windows by just a touch of the controls (shown right) located on the driver's door. Passengers have individual controls for automatically operating their own windows.



A breath-taking design innovation of the Imperial is the curved body structure with airy curved sideglass, which maintains the smooth flow of body lines and gives the car a low, sculptured perfection.

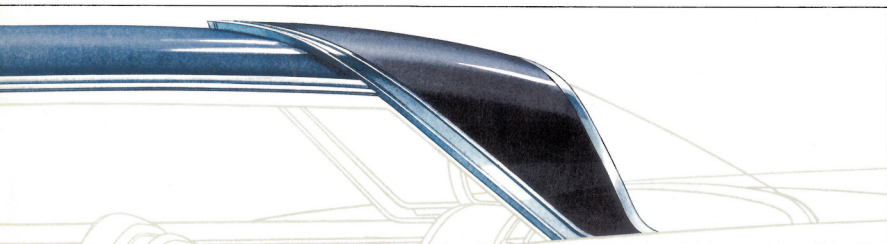
The wisdom of owning Imperial was never more apparent than in this magnificent 1958 version of America's fine car leader. For the Imperial LeBaron brings back the almost forgotten meaning of the word "coachwork." Its interior and appointments alone suggest the word "palatial." In a fashion unique in the automotive world, it combines beautifully advanced, clean, crisp styling with a luxuriously quiet interior and exterior decorating motif. The eye is rested, not startled, with the decor of the Imperial LeBaron, so tastefully upholstered in the world's finest wool broadcloth. It is really no wonder that discriminating people across the land . . . people who know and appreciate the ultimate in quality . . . are changing to the triumphant new leader in the fine-car field . . . Imperial!

● MAJESTY ON WHEELS... THE TRIUMPHANT IMPERIAL LE BARON

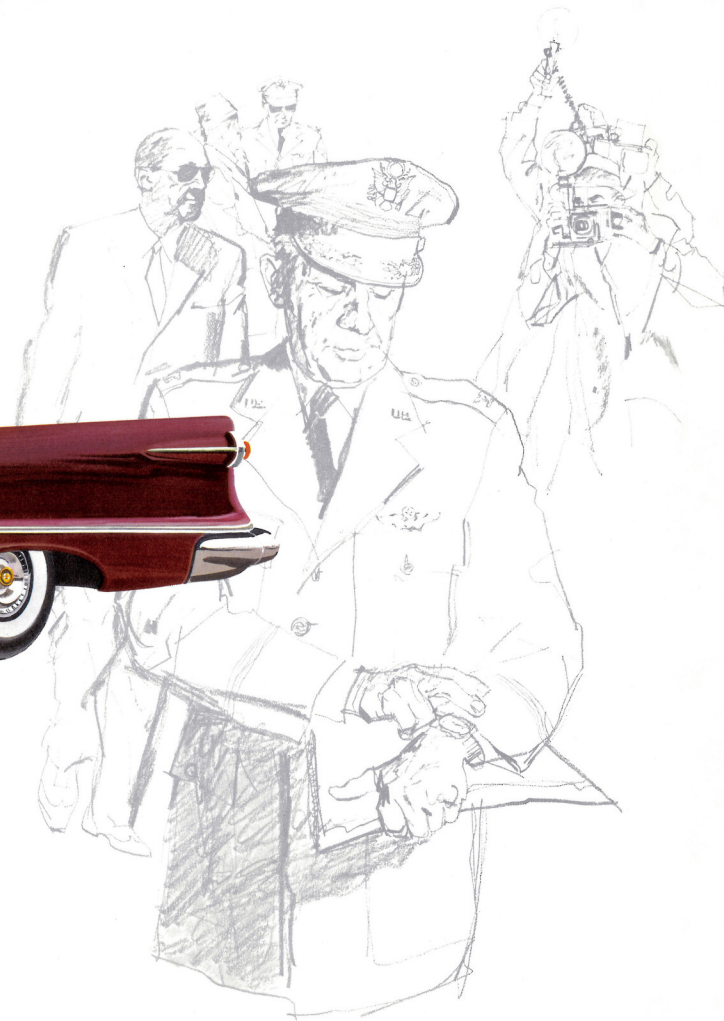
The great and good things of the world are quickly recognized. From the day the magnificent Imperial LeBaron swept on the scene, people of discerning taste and judgment realized that a new fine car leader had arrived. But Imperial owners are finding much more than grace and beauty beneath that dazzling surface. They've discovered the ease and assurance of America's finest engineering. For the first time in their lives, they're enjoying a truly level ride, as delivered by Imperial's precision engineered torsion-bar suspension system. They've felt the tremendous energy of Imperial's airplane-type V-8 engine power . . . silent, satiny, instantly responsive. And they are reveling in a new kind of elegance, a true elegance. To own and drive the Imperial LeBaron is to drive the *right* fine car . . . but to have the pleasant feeling of being just a little different from the rest of the world.



THE EXQUISITE IMPERIAL LEBARON 4-DOOR SOUTHAMPTON IN SOLID GARNET MAROON

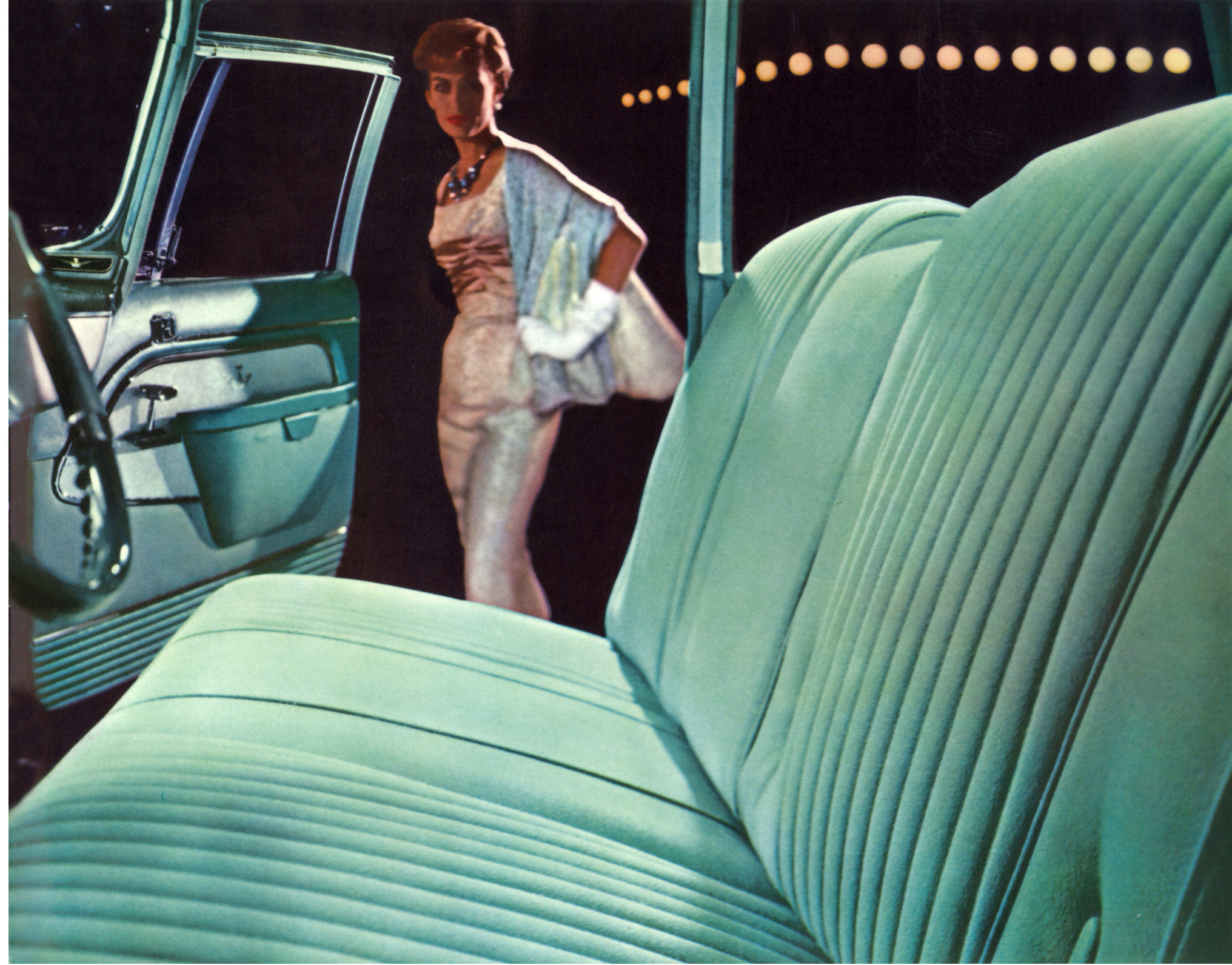
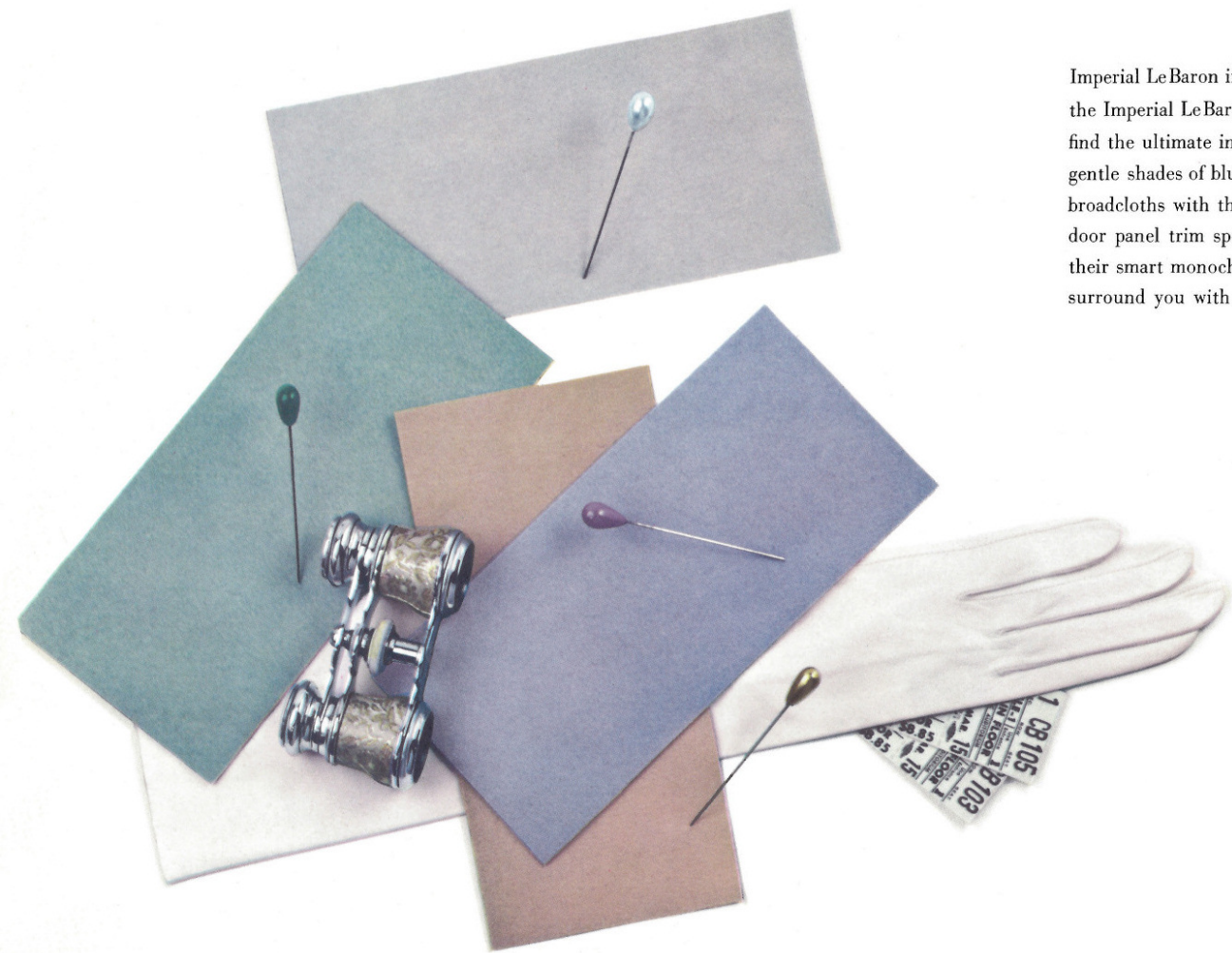


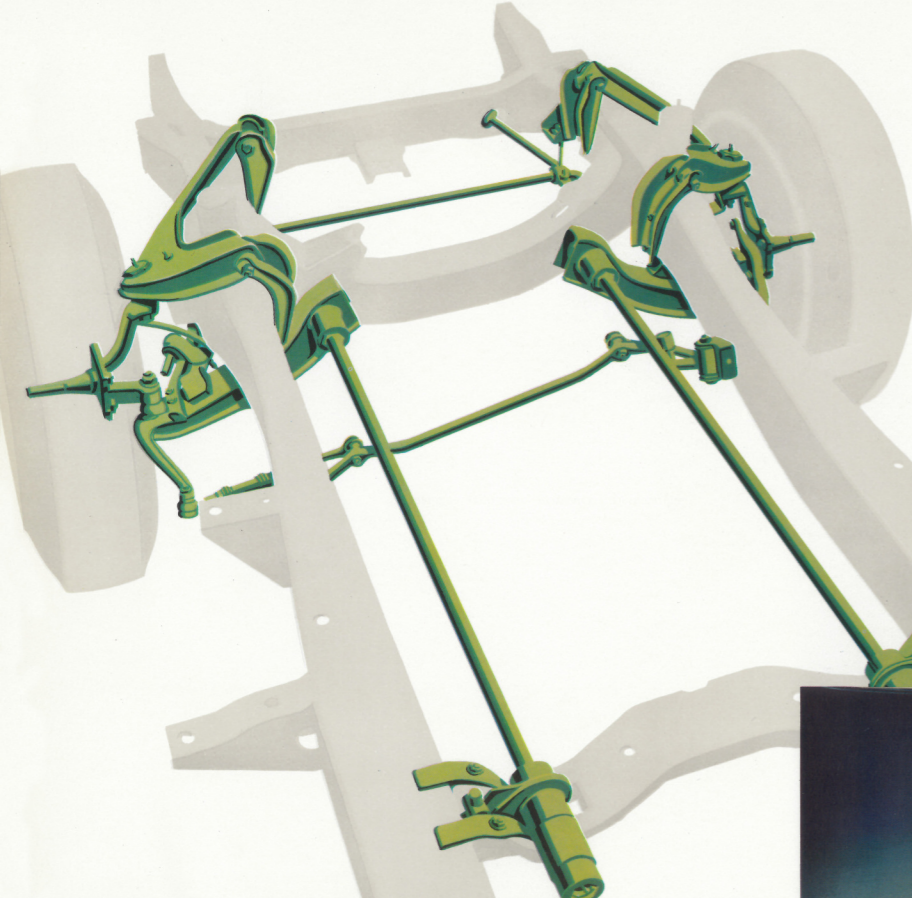
The elegant Imperial landau top adds an extra grace and flare to this magnificent design. Curving upward, the top points forward on the roof to a wind-split center crest.



• THE EPITOME OF AUTOMOTIVE INTERIOR CRAFTSMANSHIP

Imperial LeBaron interiors triumphantly lead the return to elegance. And in the Imperial LeBaron—"flagship" of the triumphant Imperial fleet—you will find the ultimate in luxury and craftsmanship. Quiet, exquisite colors . . . gentle shades of blue, beige, gray or green (shown here). Soft, smooth wool broadcloths with the faint sheen of silk. Impeccable tailoring. Beautiful door panel trim specially designed in our styling studios. Interiors—with their smart monochromatic look—accentuate the Imperial body design, surround you with a wonderful sense of space, light and luxury.

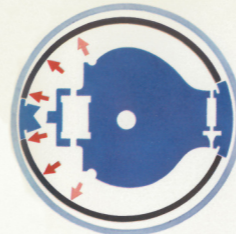




**IMPERIAL'S NEW
TOTAL-CONTACT BRAKES**

Of any part of a car, the braking system is probably the most important. That's why Imperial engineers devoted so much of their time to the development of a superior design . . . a system called "Total-Contact Brakes."

With this design, the large brake linings come in contact with all of the brake drum, giving you much greater stopping power. Smaller brake linings of many other cars touch the drum only at isolated points (as shown at the left) and lose their braking efficiency.



ORDINARY BRAKES



1958 IMPERIAL BRAKES

NEW IMPERIAL SURE-GRIP DIFFERENTIAL

Ever had the experience of having a rear wheel stuck or skidding in mud, sand, snow or ice while the other rear wheel was on solid, dry ground? Chances are you sat there with the one wheel ineffectually spinning. Imperial's new Sure-Grip differential (optional at extra cost) ends all that by insuring delivery of engine power to the *wheel* that has traction. You move out of all annoying situations without hesitation with this ingenious new Imperial device.

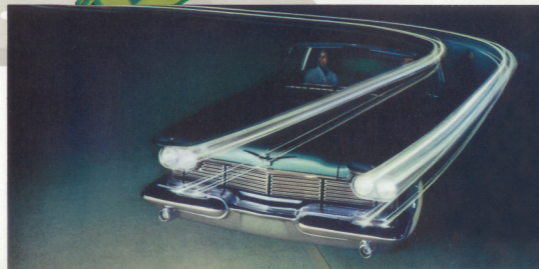


• 1958 IMPERIAL... THE SUPREME ACHIEVEMENT IN AUTOMOTIVE ENGINEERING

**IMPERIAL-ENGINEERED
TORSION BAR SUSPENSION SYSTEM**

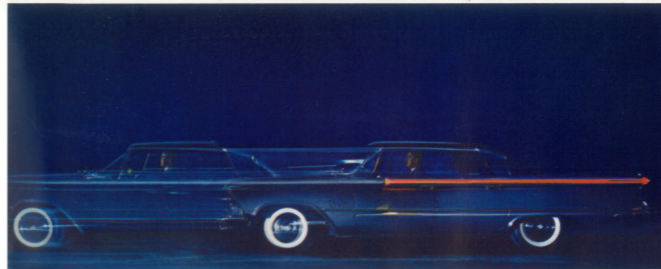
Outmoding all other types, Imperial's torsion bar suspension system, coupled to the new antifriction ball joints, smooths out the roughest roads, takes the sway and swerve out of turns. The torsion bar, as illustrated here, absorbs shocks and other annoying motions by a twisting action of the bar itself . . . bumps and bounces never reach the passengers.

NO SWAY . . . no swerve on turns with the Imperial torsion bar system. You ride perfectly level on even the sharpest curves. Notice the perfectly horizontal position of both Imperial headlights in the photograph below.



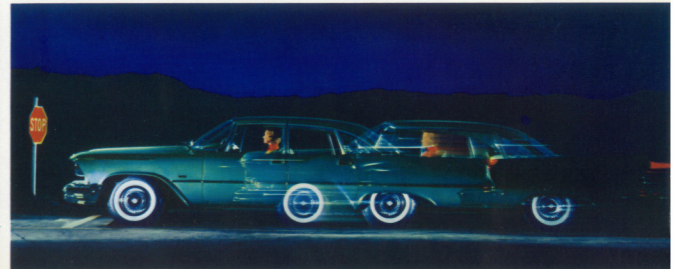
"Finest product of Chrysler Corporation" . . . these words most perfectly describe the quality of the 1958 Imperial. Yet to the people who are associated with designing and building this great automobile this phrase goes deeper still . . . it is a creed by which they work. In every phase of development . . . the fundamental ideas, the designing, engineering, testing and actual building . . . Imperial craftsmen take great pride in their product. The results of this tremendous skill, effort and enthusiasm are obvious at first glance . . . and even more apparent after you have had the opportunity to own and drive your new Imperial for a period of time.

NO REAR-END DIP—when you accelerate your 1958 Imperial . . . you take off in one steady, level sweep of motion. The unretouched photograph shown here illustrates perfectly the level take-off and complete lack of rear-end dip.



The Imperial ride, for example, is unequalled for smoothness, comfort and motoring ease. The Imperial torsion-bar suspension system that gives you this remarkable ride is exclusive in its field. Such is the case with Imperial's new Constant-Control Power Steering, Total-Contact Braking system, Pushbutton automatic transmission and rear-end suspension system with its Oriflow shock absorbers. With exclusive engineering advancements such as these coupled to the industry's highest quality production control that has precision as its keynote, it is readily understandable that the 1958 Imperial is truly the supreme achievement in automotive engineering.

NO DIVE—with Imperial's torsion bar suspension. The front-end nosing down action found in many other cars is completely eliminated. You come to a smooth, steady stop even under emergency braking conditions. See how level the front end of the Imperial in the photograph below remained as it came to a sudden stop.



● BOUNDLESS PLEASURE... AUTOMATICALLY YOURS WITH
IMPERIAL-DESIGNED OPTIONAL EQUIPMENT AND ACCESSORIES

1958 IMPERIAL STANDARD EQUIPMENT

STANDARD ON IMPERIALS:

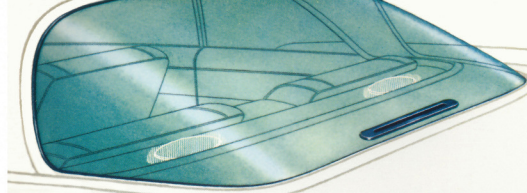
TorqueFlite Automatic Transmission
Constant-Control Power Steering
Total-Contact Power Brakes
Safety Cushion Instrument Panel
Back-up Lights
Directional Signals
Windshield Washers
Electric Clock
Factory Undercoating and hood insulating pad
Dual Headlamps

STANDARD ON IMPERIAL CROWNS:

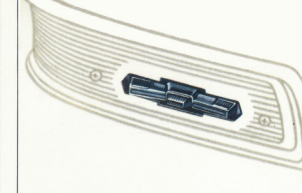
All Imperial standard equipment plus the following:
Electric Window Lifts
6-Way Power Front Seat
Visor Vanity Mirror
Inside Tilt-Type Rear View Mirror
License Plate Frame (rear)
Outside Rear View Mirror

STANDARD ON IMPERIAL LE BARONS:

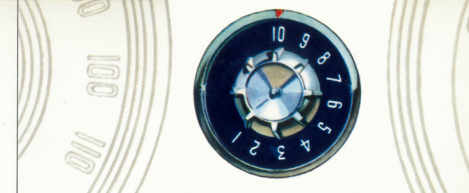
All Imperial and Crown equipment plus the following:
White Sidewall Tires (Rayon)



IMPERIAL REAR WINDOW DEFOGGER* (not available on convertible) with its powerful blower quickly and efficiently removes fog and frost deposits during cold or damp weather. An important driving safety accessory, the defogger also helps to remove ice and snow from the outside of the rear window.

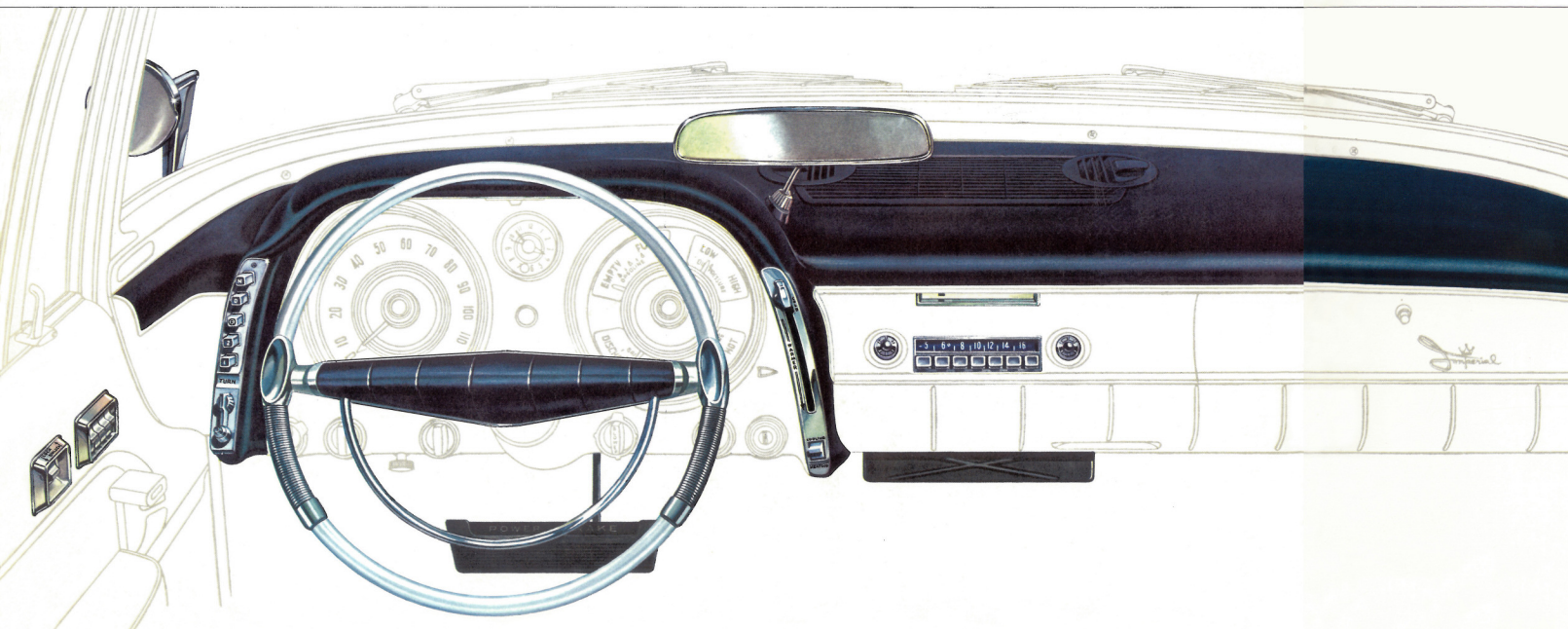


6-WAY ELECTRIC POWER FRONT SEAT* gives you perfect seat position with a simple touch of the convenient controls. Just touch the bar and you can move up or down, forward or back or tilt through an angle of 18 degrees to place the front seat in the exact position you desire.



NEW AUTO-PILOT warns you of excessive speed. Set the control at the maximum speed you desire. Should you pass that speed, the accelerator pedal resists further depression telling you you're going too fast. Extra pressure on the accelerator lets you override the control should an extra

burst of power be needed. For turnpike driving, push the control button and remove your foot from the accelerator . . . your speed is automatically maintained no matter what the grade. Brake pressure cancels speed-maintaining mechanism.



- A. ELECTRIC DOOR LOCKS automatically and positively secure or unlock all doors by the flip of the controls located on both front door panels. Safety device prevents locking the keys in the car.
- B. ELECTRIC WINDOW LIFTS*, controlled by a master panel on the driver's door and individual controls for the passengers, lets you raise and lower all vertical moving windows by the touch of a switch . . . eliminates reaching and hand cranking.
- C. NEW REMOTE CONTROL OUTSIDE REAR VIEW MIRROR lets you adjust mirror position from inside the car. Ideal for night driving when the glare of headlights to your rear can be easily eliminated.
- D. SOLEX TINTED GLASS throughout the car cuts glare and filters out the sun's heat rays. The soft tinting, barely noticeable to the eye, relaxes tension due to brightness and lets you drive for longer periods.
- E. HEATING AND AIR CONDITIONING! Four outstanding systems are available for the 1958 Imperial:

1. COMBINED HEATER AND AIR CONDITIONER in one compact unit, cools, heats, defrosts, dehumidifies and filters out pollen quickly and automatically.

2. NEW DELUXE DUAL COMBINED HEATER AND AIR CONDITIONER gives you all the advantages of the regular Imperial combined unit PLUS extra large cooling capacity. The addition of the second evaporator quickly lowers the inside temperature even under the most extreme conditions. 3. INSTANT CONDITIONAIRE HEATER AND DEFROSTER gives you warm 100° air just fifteen seconds after you slide the control to "Warm" position . . . no more waiting for the engine to warm up. 4. CUSTOM CONDITIONAIRE HEATER AND DEFROSTER, one of the most efficient heating and ventilating systems built, gives you comfortable, even heat throughout the car.

F. INSIDE TILT-TYPE MIRROR* stops blinding glare from the rear simply by the flip of the mirror tab, yet still provides a view of the road behind you. Another flip of the tab and the mirror returns to normal driving position.

G. IMPERIAL TOUGH-TUNER RADIO, with current-saving transistors, automatically tunes in the strongest nearby station by the mere touch of your hand or foot. Permanent pushbutton settings for your favorite stations are also provided. Rear shelf speaker and power antenna included.

NOT ILLUSTRATED

VISOR VANITY MIRROR*, an ideal accessory for women, fits snugly onto the visor.

LICENSE PLATE FRAMES, front and rear**, protect your license from scratches, nicks.

WHITE SIDEWALL TIRES**, both rayon and nylon cord available, beautify your Imperial.

FLIGHT-SWEEP REAR DECK LID sets your Imperial off from other cars.

IMPERIAL HOOD ORNAMENT, modernistic version of the Imperial eagle, is fashioned of gleaming chrome.

SHADED REAR WINDOW (Two- and Four-Door Hardtops only) screens out strong sunlight through the large rear window on the brightest days.

CAPTIVE AIR TIRES, allow you to drive for miles on a flat tire until service facilities are found.

*Standard on Crown and LeBaron models, optional on Imperial.
**Standard on LeBaron models.



SPECIFICATIONS

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

ENGINE—High compression 90° Imperial V-8, airplane-type, with Hemispherical Combustion Chambers and overhead, laterally inclined valve arrangement. Bore 4.0 in., Stroke 3.9 in. Piston displacement 392 cu. in. Compression Ratio 10 to 1. Brake horsepower, 345 at 4600 r.p.m. Slipper-type cam ground, steel hand aluminum alloy pistons. Three rings per piston. Full pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Replaceable element air cleaner. New spool-type engine mountings. Full-Flow oil filter. Twin exhaust system with two mufflers and two resonators.

FUEL SYSTEM—Four-barrel carburetor with mechanically controlled secondary draft system. Integral automatic choke. Plastic fuel filter in gas tank, ceramic filter at engine. Tank capacity 23 gallons.

COOLING SYSTEM—Thermostatic by-pass control. Six-bladed fan. Fin and tube radiator core. Full-length water jackets around cylinders. Capacity 25 quarts (with heater).

ELECTRICAL SYSTEM—12 volt battery, 78-plate, 70 amp. hr. 30 amp. capacity generator. 14 mm "Long Reach" Resistor-type, Power-Tip spark plugs. Sealed Beam Dual Headlights; Back-up Lights; Directional Signals; Map Light; Neutral Pushbutton Starter; Electric Window Lifts and 6-Way Power Seat, Imperial Crown and LeBaron (available on Imperial), Electric, Variable-speed Windshield Wipers (with automatic Windshield Washer); Cigar Lighter, two lighters in rear compartment, Crown and LeBaron; Electric Clock; Rear Compartment Light; Glove Compartment and Luggage Compartment Lights; Parking Brake Warning Signal.

The true excitement of Imperial motoring can never be fully appreciated until you touch your toe to the accelerator and experience the tremendous rush of silken power that is at your command with the 1958 Imperial V-8. Its highly efficient 10 to 1 Compression Ratio, 345 horsepower and dome-shaped combustion chamber combine to give you the immediate response and agility you need for smooth, safe,

TRANSMISSION—Torque-Flite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio 2.3 to 1. Transmission gear ratios—First gear 2.45 to 1; Second gear 1.45 to 1; Third gear 1 to 1. Push-Button Control located on dash panel to left of steering wheel. Neutral push-button starting.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio 2.93 to 1.

SUSPENSION—Independent front wheel suspension with torsion bar springs. Oriflow Shock Absorbers in both front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut.

STEERING—Full-Time Constant-Control Power Steering, with symmetrical idler-arm steering linkage. From full right to full left, only 3.3 turns of steering wheel.

BRAKES—"Total-Contact" hydraulic braking system, with Power Brakes and independent Parking Brake. Brake diameter 12 in. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Parking Brake actuated by foot pedal—released by control on dash panel. Red warning signal on panel.

WHEELS AND TIRES—14-inch, low pressure, Rayon Super-Soft-Cushion Tubeless Tires, 9.50 x 14. Safety Rim Wheels, Stainless Steel Wheel Covers, Rayon White Sidewall (standard on LeBaron). Nylon White Sidewall or Captive-Air Tires available.

DIMENSIONS—Wheelbase 129 inches. Front tread 61.8 inches, rear 62.4. Overall length 225.7 inches. Width 81.2 inches. Height (loaded) 56.7 inches.

1958 IMPERIAL V-8 ENGINE

dependable motoring. But performance alone is not the only great attribute of this mighty engine for it is the great new successor to the Imperial engine that won over all classes in the 1957 Mobilgas Economy Run. Such performance excellence can be appreciated only by personal experience. Won't you allow your Imperial dealer to put a triumphant 1958 Imperial at your disposal for a thrilling test drive?

All Colors, Specifications, Equipment and Prices subject to change without notice and without any obligation on cars already built.

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