

FACTS AND FEATURES

'68 Imperial vs. Cadillac

	Imperial Crown	Cadillac deVille
Exterior		
Wheelbase.....	127.0"	129.5"
Overall length.....	224.5"	224.7"
Overall width.....	79.6"	79.9"
Tread—front.....	62.4"	62.5"
rear.....	61.1"	62.5"
Interior—4-door Hardtop		
Headroom—front.....	39.5"	38.4"
rear.....	37.3"	37.4"
Legroom—front.....	41.9"	41.2"
rear.....	39.6"	39.7"
Hiproom—front.....	63.2"	63.7"
rear.....	63.2"	62.8"
Trunk capacity—cu. ft. (usable).....		
	16.8	16.5
Windshield vertical height.....	15.8"	14.5"
Rear window—vertical height.....	14.8"	9.0"
width.....	57.2"	49.3"
Front doorway entrance width.....	27.3"	24.3"
V-8 Engine		
Displacement.....	440	472
Horsepower.....	350	375
Torque—lb.-ft.	480	525
Automatic transmission—type.....	3-speed	3-speed
Springs, front—type.....	Torsion bars	Coils (Torsion bar on Eldorado)
Springs, rear—type.....	Leaf springs	Coils (Leaf on Eldorado)
Brakes, front—type.....	Disc	Drum (Disc on Eldorado)
Brakes, rear—type.....	Drum	Drum
Tires—standard size.....	9.15 x 15"	9.00 x 15"
FEATURES		
Body construction.....	Unitized	Body-and-frame
Body anti-rust treatment.....	Dip and spray	Spray only
Exterior paint.....	Acrylic enamel	Acrylic lacquer
Instrument panel trim.....	Antique bronze	Brushed aluminum
Concealed radio.....	Yes	No
Alternator indicator.....	Gauge	Light
Oil pressure indicator.....	Gauge	Light
Engine temperature indicator.....	Gauge	Lights
Sentry signal.....	Yes	Eng. temp. only
Door armrest glove boxes.....	Yes	No
Roof grab handles.....	Yes	No
50/50 divided front bench seat.....	Standard on 4-door Hardtop	Not available
Automatic doorway enlarger.....	Standard on Convertible Optional on 2-door Hardtop	Not available
Door pull handles.....	Chrome plated	Vinyl covered
Rear heater.....	Optional	Not available
Dual air conditioner.....	Optional	Not available
Trunk floor covering.....	Carpet	Felt pad

FACTS AND FEATURES QUIZ

'68 Imperial vs. Cadillac

Underline the correct word or words in parentheses.

- 1.** Imperial's trunk is (smaller, larger) than Cadillac trunk.
- 2.** Imperial's windshield has (1.3", 3.1") more vertical height than Cadillac's.
- 3.** Front wheel disc brakes are standard on all Imperials. They are extra cost on all Cadillacs except the (deVille, Eldorado).
- 4.** A 50/50 divided front bench seat is (not available, extra cost) on Cadillac.
- 5.** Imperial's standard tires are (smaller, larger) than Cadillac's standard tires.

Answer the following questions TRUE or FALSE.

- 6.** (TRUE) (FALSE) Torsion-bar front suspension is standard on all Imperial and Cadillac Eldorado models only.
- 7.** (TRUE) (FALSE) An automatic doorway enlarger is extra cost on Cadillac's Convertible and 2-door hard-top models.
- 8.** (TRUE) (FALSE) A separate rear compartment heater is an Imperial option that Cadillac doesn't offer.
- 9.** (TRUE) (FALSE) Door armrest glove boxes are standard on all Imperials, not available on any Cadillac.
- 10.** (TRUE) (FALSE) Imperial and Cadillac both offer dual air conditioners as an option.

NOTE: Answers for the above quiz can be found in the Facts and Features on the other side of this card.

FACTS **AND** FEATURES

1968 IMPERIAL AND LINCOLN

	Imperial	Lincoln
Exterior		
Wheelbase.....	127.0"	126.0"
Overall length.....	224.5"	221.0"
Overall width.....	79.6"	79.7"
Tread—front.....	62.4"	62.1"
—rear.....	61.1"	61.0"
Turning diameter—curb to curb.....	44.9'	47.4'
Interior—4-door Models		
Headroom—front.....	39.5"	39.4"
—rear.....	37.3"	38.6"
Legroom—front.....	41.9"	41.0"
—rear.....	39.6"	40.5"
Hiproom—front.....	63.2"	61.8"
—rear.....	63.2"	61.8"
Trunk capacity—cu. ft. (usable).....	16.8	18.0
Rear window—vertical height.....	14.8"	9.1"
—width.....	57.8"	51.3"
V-8 Engine		
Displacement—cu. in.....	440	462
Horsepower.....	350	340
Torque—lb.-ft.....	480	485
Automatic transmission—type.....	3-speed	3-speed
—breakaway ratio.....	4.90 to 1	5.17 to 1
Models available.....	Five: Two 4-door Hardtops, Convertible, 2-door Hardtop and 4-door Sedan	Two: 4-door Sedan and 2-door Hardtop
Springs, front—type..... Torsion bar		
Springs, rear—type..... Leaf		
Brakes, front—type..... Disc		
Brakes, rear—type..... Drum		
Brakes, swept drum & disc area—sq. in..... 471.6		
FEATURES		
Body construction.....	Unitized	Unitized
Body anti-rust treatment.....	Dip and spray	Dip and spray
Exterior paint.....	Acrylic enamel	Acrylic enamel
Instrument panel trim.....	Antiqued bronze	Wood-like applique
Concealed radio.....	Yes	No
Alternator indicator.....	Gauge	Light
Oil pressure indicator.....	Gauge	Light
Engine temperature indicator.....	Gauge	Light
Windshield wiper power.....	Electric	Hydraulic
Sentry signal.....	Yes	No
Door armrest glove boxes.....	Yes	No
Roof grab handles.....	Standard on Crown 4-door & LeBaron	On sedan pillars only
50/50 divided front bench seat.....	Standard on 4-door Hardtops	Not available
Automatic doorway enlarger.....	Standard on Convertible Optional on 2-door Hardtop	Not available
Rear door hinging.....	Hinged at front of door	Hinged at rear of door
Rear heater.....	Optional	Not available
Dual air conditioner.....	Optional	Not available
Standard 4-door trim (Crown vs. Lincoln).....	Cloth and leather	Cloth and vinyl

FACTS AND FEATURES QUIZ

1968 IMPERIAL AND LINCOLN

Underline TRUE or FALSE for the first five statements.

- 1.** (TRUE) (FALSE) Imperial has a longer wheelbase and is longer overall than Lincoln.
- 2.** (TRUE) (FALSE) Imperial is bigger than Lincoln in four of six interior comfort dimensions that include headroom, legroom, and hiproom for front and rear seats.
- 3.** (TRUE) (FALSE) Although Lincoln's V-8 engine is bigger in displacement than Imperial's, the Imperial V-8 actually produces more horsepower.
- 4.** (TRUE) (FALSE) Imperial offers the luxury-car buyer a selection of FIVE models; Lincoln offers only TWO.
- 5.** (TRUE) (FALSE) Imperial's superior ride results from torsion-bar front springs, leaf-type rear springs. Lincoln uses coil springs at all four wheels.

Complete the following statements.

- 6.** Both Imperial and Lincoln have _____type front brakes and _____rear brakes.
- 7.** Lincoln's brake linings sweep _____square inches of brake drums and discs; Imperial's brake linings sweep _____square inches.
- 8.** Antiqued bronze is used on Imperial's instrument panel. Lincoln's instrument panel is trimmed with a _____appliance.
- 9.** Imperial's rear doors open to the rear. Lincoln's rear doors open to the _____.
- 10.** The standard interior trim on the Crown 4-door hardtop is cloth and leather. The standard interior trim on Lincoln's only 4-door model is cloth and _____.

Answers can be found in the slidefilm and in the Facts and Features on the other side of this card.