



The Finest Engineered Cars of All

THE WINDSOR

THE WINDSOR DELUXE

THE SARATOGA

THE NEW YORKER

THE IMPERIAL

THE CROWN IMPERIAL

PERFORMANCE ★ SAFETY ★ DEPENDABILITY ★ ECONOMY

The Chrysler Cars for 1952 are the finest cars we have ever built, and we honestly believe they are the *finest engineered cars of all*. But, before going into the reasons why we make such a broad, all-inclusive statement, here are the details about the 1952 Chrysler Line.

There are six different Models . . . the Windsor and Windsor De Luxe; the Saratoga; the New Yorker; the Imperial; and the Crown Imperial.

There are eighteen different body types . . . four on the Windsor; three on the Windsor De Luxe; four on the Saratoga; three on the New Yorker; two on the Imperial; and two on the Crown Imperial . . . all of which are illustrated on the following pages.

There are two exceptionally fine engines . . . the new, larger, and more powerful Spitfire Six Cylinder Engine of 119 horsepower, and the sensational Chrysler FirePower Engine, which has 180 horsepower . . . and MORE!

The Spitfire Engine powers the Windsor and Windsor De Luxe, and the FirePower Engine gives the Saratoga, New Yorker, Imperial and Crown Imperial such amazing new performance and driving thrills.

In the 1952 Line, Chrysler offers the largest number of outstanding engineering and design features in its history . . . features which make these cars *the finest engineered cars of all*. Truly, no other car has an engine comparable with the FirePower Engine. It develops an actual, honest 180 horsepower . . . and MORE . . . and is capable of performance unmatched in the Industry.

The new Hydraguide Power Steering is the most revolutionary development since the electric starter. It makes parking and driving easy, effortless, pleasurable, and much safer under all road conditions.

The new Fluid-Torque Drive, standard on Crown Imperial and available as optional on the FirePower Models, gives you breath-taking acceleration and thrilling highway driving.

The Power Brakes, long an outstanding Chrysler feature, give you the surest, softest, safest brakes you ever experienced.

The new Oriflow Shock Absorbers smooth out the bumps and chuck holes and make the roughest roads comfortably and safely passable at surprising speeds.

And there are so many others . . . the money-saving Full-Flow Oil Filter . . . the constant speed Electric Windshield Wipers . . . the weather-defying Water-proof Ignition . . . the life-saving Safety Rim Wheels and Safety Crash Pad . . . the safe and sure independent Parking Brake . . . the sound-deadening and rust-preventing body and chassis undercoating . . . the money-saving Oil-bath Air Cleaner, Oil Intake Filter, and gas tank filter . . . and a long list of others, many of which are exclusively Chrysler.

The best and surest way of getting the complete story of the excellence of Chrysler engineering is to examine the car itself, learn all the factual details first-hand, and then drive the car in traffic, over the rough roads, and out on the highways . . . because, when you *drive* a Chrysler you *learn the difference*.





THE CLUB COUPE . . . *the ideal car for children . . . or the business man who needs an extra large rear compartment. Beautifully upholstered and tastefully appointed.*



THE 8-PASSENGER SEDAN . . . *a long and luxurious body type with two comfortable folding seats in the rear compartment. The wheelbase is 139½ inches.*

THE TOWN & COUNTRY WAGON . . . *the smartest and most serviceable station wagon on the road. Divided seat in rear compartment folds forward giving large luggage space. Tailgate lowers for rear loading.*



THE SIX-PASSENGER SEDAN . . . *a fine possession that looks the part. Comfortable chair-height seats . . . plenty of head, leg and elbow room . . . wide doors that open all the way . . . and full vision — for safety — in every direction.*

CHRYSLER
The Windsor

The *fine car* of the medium price field . . . a big, roomy, beautiful car of 125½ inch wheelbase . . . a great performing car that is economical to operate and maintain. Powered by the new, larger, more powerful 119 horsepower Spitfire High Compression Engine.





THE CONVERTIBLE COUPE, with the new, larger, more powerful Spitfire engine, Fluid-Matic Drive, and the amazing (optional equipment) Hydraguide Power Steering, is first choice of those who want nothing but the best.

THE NEWPORT combines the smartness of the Convertible with the safety of the Sedan.



CHRYSLER
The Windsor

DE LUXE

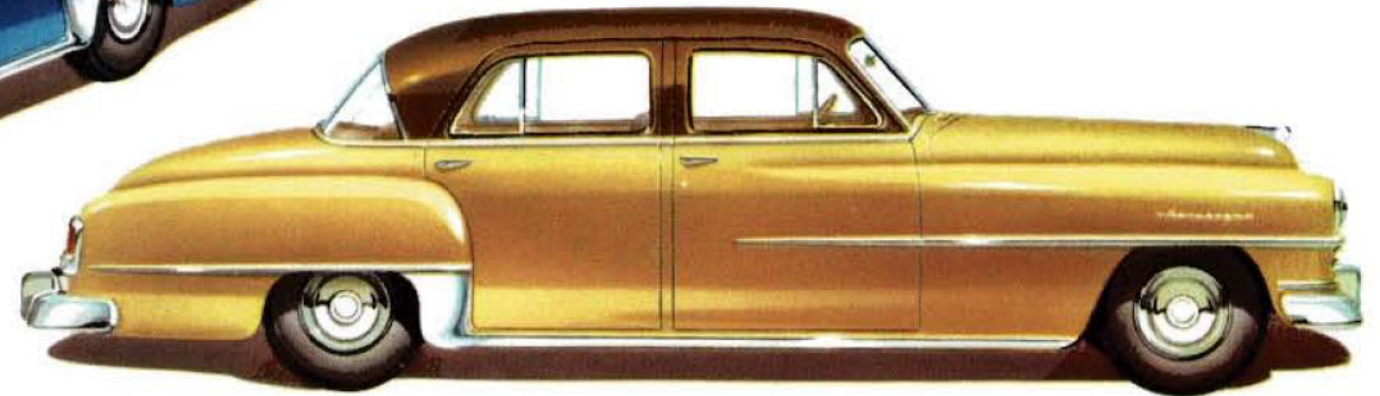
Three smart body types of distinctive beauty and charm make the Windsor De Luxe a car you will be proud to own and proud to drive in any company. Here is fine car performance, comfort, style, and beauty at medium price.



THE SIX-PASSENGER SEDAN . . . has spacious, tailored-to-taste interiors and many features for the comfort, convenience, and safety of the driver and passengers.



THE CLUB COUPE will easily accommodate six passengers comfortably. Extra large storage compartment in rear deck.



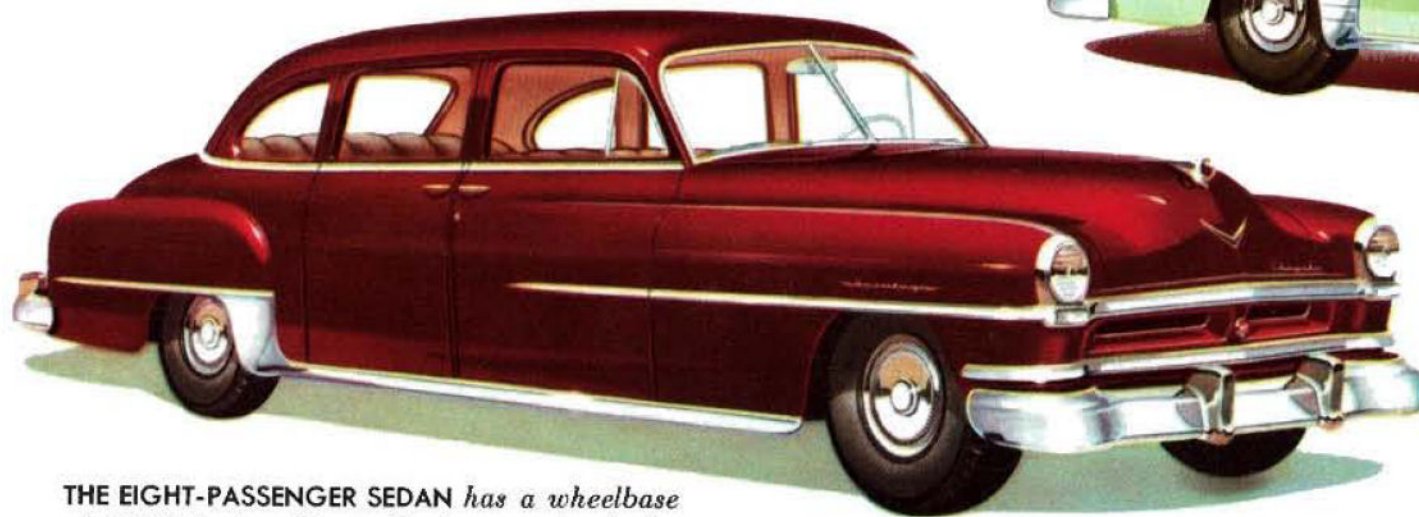
A 180-HORSEPOWER ENGINE; 125½ inch wheelbase; Oriflow Shock Absorbers; Hydraguide Power Steering, if desired—what a performer—what a car!
Illustrated above is the beautiful Six-Passenger Sedan.

CHRYSLER *The Saratoga*

Here is the car that is going to cause the big sensation in 1952! . . . the Chrysler Saratoga with the 180 horsepower . . . and MORE, FirePower Engine. The revolutionary Hydraguide Power Steering, and the Fluid-Torque Drive to give you even greater performance, are available as optional equipment.



THE TOWN & COUNTRY WAGON. With rear seat folded forward, storage space is 88 inches long and 44¼ inches wide. With tailgate open, length is 116 inches.



THE EIGHT-PASSENGER SEDAN has a wheelbase of 139½ inches. Power Brakes are standard equipment on all Saratoga body types.

THE SMARTEST CONVERTIBLE COUPE *on the road . . . and the greatest performer on wheels. Top raises and lowers automatically.*



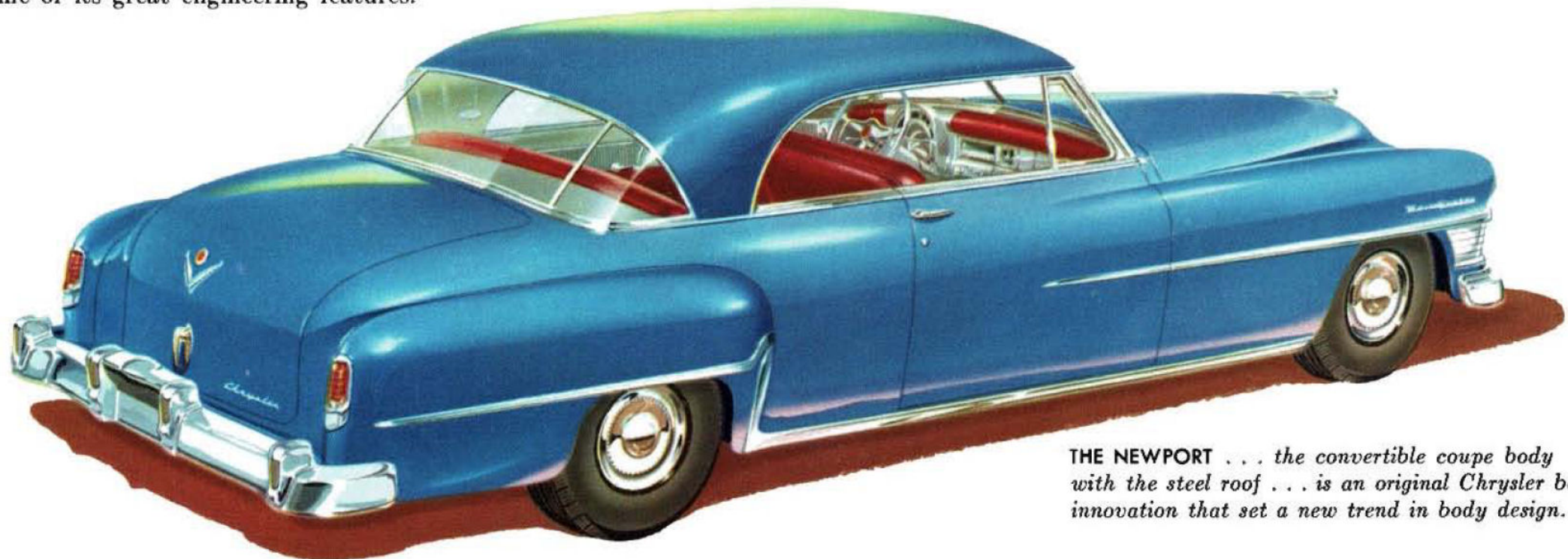
THE SIX-PASSENGER SEDAN *is a stylish, luxurious car that reflects the owner's appreciation of the finest in motor cars.*



CHRYSLER

The New Yorker

Style-wise and performance-wise, the New Yorker is one of the outstanding cars in the fine car field. Wheelbase is 131½ inches. The FirePower 180 horsepower Engine, Power Brakes, Oriflow Shock Absorbers are some of its great engineering features.



THE NEWPORT . . . *the convertible coupe body with the steel roof . . . is an original Chrysler body innovation that set a new trend in body design.*



CHRYSLER
The Imperial

If you want the finest that money can buy, your choice should, quite logically, be the Imperial, by Chrysler. For both appearance and performance, it stands alone . . . and it welcomes comparison with any other fine car in the world.

EXQUISITE INTERIORS, a distinctive and distinguished exterior, and incomparable performance are yours in the Six-Passenger Sedan.



THE NEWPORT . . . *the smartest, most beautiful car you ever laid your eyes on. Windows lower into the side of the body, giving open car freedom.*



FROM AN EXTERIOR APPEARANCE the Sedan and Limousine are identical. On the Limousine, the front, or chauffeur's compartment, is upholstered in leather. Also, it has a glass partition behind front seat.

The Crown Imperial

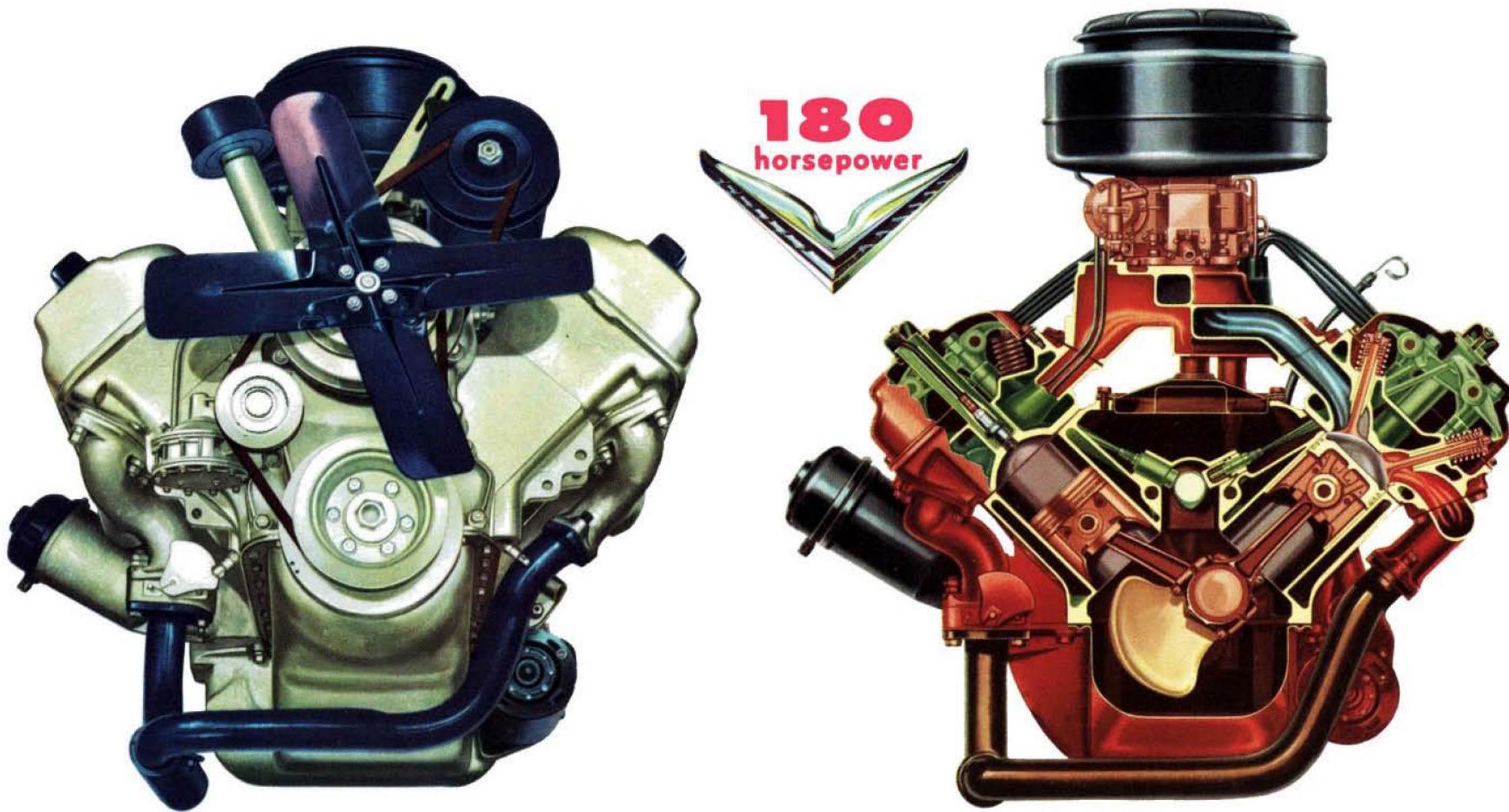


The Crown Imperial is generally regarded as the most luxurious car built in America. The wheelbase is 145½ inches. It has such exclusive features as the FirePower Engine; Chrysler Disc Brakes; Hydraguide Power Steering; the Fluid-Torque Drive; Electric Window Lifts. Two body types . . . the Eight Passenger Sedan and Limousine are available.

ILLUSTRATED on the right is one of the exquisite upholstery combinations available on the Crown Imperial.



The Chrysler *FirePower* V-8 Engine

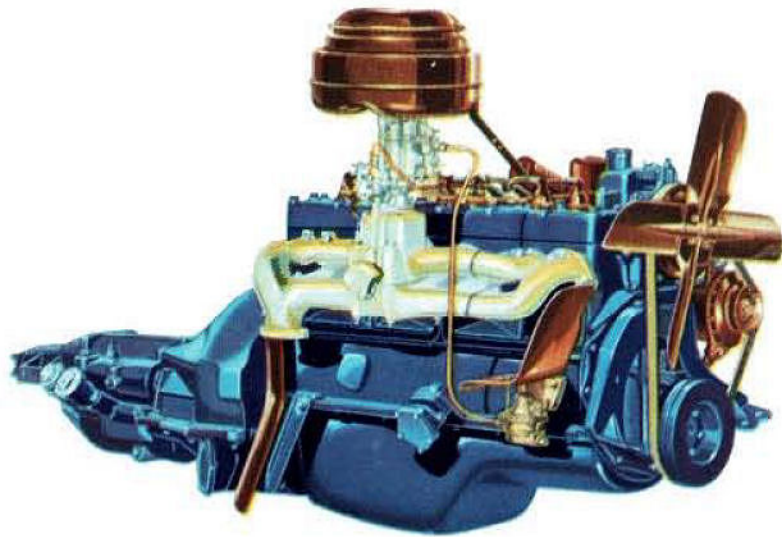


The biggest news in the automobile industry in 1951 was the revolutionary, new Chrysler FirePower V-8 Engine. And this great engineering achievement and advancement will still be the *big news* in 1952.

Not since the first Chrysler high compression engine in 1924, has any new engine created such a furor. And the interest in,

the talk about, and the praise for the Chrysler FirePower Engine is sweeping the country like a tidal wave.

Developing 180 horsepower . . . and MORE, it gives amazing performance, economy, and dependability, and to realize and appreciate how great this engine really is you must DRIVE IT yourself. Do this before you buy any car.



The Famous Spitfire Engine

The other great engine in the Chrysler Line for 1952 is the new, larger, more powerful Spitfire Engine, which 27 years of experience, in the hands of hundreds of thousands of owners, has proved it to be the finest six cylinder ever built.

The new 1952 Spitfire Engine is a bigger engine. It is more powerful. It has greater torque. And it brings to the Windsor and Windsor De Luxe Models finer performance throughout its entire power range.

In addition to these two great engines, Chrysler offers another revolutionary engineering advancement . . . Hydraguide Power Steering. With Hydraguide, you can actually turn the steering wheel completely around with one finger on the spoke of the steering wheel.

Hydraguide does four-fifths of the work of turning the wheel when parking or steering the car. It gives absolute, instant, and easy control of the wheel under all traffic and road conditions, which makes driving much safer over rough roads, soft shoulders, and in snow or gravel. It eliminates driving fatigue on the long trips and gives a feeling of confidence and self assurance that make driving more pleasurable . . . and safer. It makes even the biggest Chrysler, the 145½ inch wheelbase Crown Imperial, so easy to drive and handle that parking and steering are no trouble or effort. A great convenience and safety feature for women, and for men who are not supposed to over-exert themselves. Ten miles behind the wheel will prove to you that it is the greatest advancement you have ever experienced. It is standard equipment on the Crown Imperial and optional on the Imperial, New Yorker, Saratoga, Windsor and Windsor De Luxe.

The Oriflow Shock Absorber is another feature of the 1952 Models that means so much in comfort, safety and car enjoyment to both the driver and passengers. This remarkable shock absorber smooths out the rough roads with astonishing efficiency. You can take the chuck-hole and bumpy roads, comfortably and safely, at speeds other cars would not dare attempt.

We repeat our sincere assertion that Chrysler Cars for 1952 are *the finest engineered cars of all . . .* and we would welcome the opportunity for you to let us . . . *and the car* prove the truth of this statement . . . anytime . . . at your convenience.



Detailed Specifications

★ WINDSOR AND WINDSOR DE LUXE ★

BODY STYLES—Windsor, 6-Passenger Sedan; 8-Passenger Sedan; Club Coupe; Town & Country Wagon. Windsor De Luxe, 6-Passenger Sedan; Convertible Coupe; Newport.

ENGINE—Spitfire High Compression 6-Cylinder. Bore 3-7/16 in.; Stroke 4³/₄ in.; Displacement 264.5 cu. in.; Compression Ratio 7.0 to 1; Brake Horsepower 119 at 3600 rpm. Torque 218 ft. lbs. at 1600 rpm. Engine features—Full-Flow Oil Filter; Waterproof Ignition; Exhaust Valve Seat Inserts; Crankcase Ventilation; Full Pressure Lubrication; Floating Screen Oil Intake; Automatic Manifold Heat Control; Floating Power Engine Mountings; Silent, Chain-driven Camshaft; Counterbalanced Crankshaft with Rubber-cushioned Vibration Damper. Oil capacity 5 qts.

FUEL SYSTEM—Down-draft Carburetor with automatic choke and fast idle control. Heavy-duty oil-bath air cleaner and silencer. Oilite Fuel Filter in gas tank. Gas tank capacity, 17 gal.

COOLING SYSTEM—Thermostatic by-pass temperature control. Four blade fan. Full length waterjacket cooling. Cellular-type radiator core. Capacity, 17 qts.

CLUTCH—Single Plate, dry, ventilated, with two woven asbestos facings. Plate diameter 10 in. on Windsor with standard transmission; 9¹/₄ in. on Windsor De Luxe with Fluid-Matic transmission.

ELECTRICAL SYSTEM—High capacity generator. Charging rate 45 amps. Automatic voltage and current control. 17-plate battery, 120 amp-hr. capacity. Resistor-type spark plugs. Automatic-advance spark. Solenoid engaged starter. Directional Signals; Back-up lights; Ignition key starter switch; Sealed Beam Headlights.

TRANSMISSION—Windsor, standard transmission, manual. Helical cut gears. Lubricant capacity, 2³/₄ pints. Windsor De Luxe, Fluid-Matic Transmission, hydraulically-operated

with gýrol Fluid Drive. Four forward speeds and reverse, with automatic driver controlled upshift from first to second, and third to fourth gear. All forward gears are synchronized. Lubricant capacity, 3 pts. Available on Windsor at extra cost.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle. Ratios—Windsor 6-Passenger Sedan; Club Coupe, 3.9 to 1; 8-Passenger Sedan and Town & Country Wagon, 4.1 to 1. Windsor De Luxe, 3.9 to 1.

FRONT SUSPENSION—Independent Coil Springs of Amola Steel. Oriflow Shock Absorbers. Torsion-rod sway eliminator.

REAR SUSPENSION—Semi-elliptic springs, grooved and tapered leaves. Metal spring covers. Straddle-mounted Oriflow Shock Absorbers.

FRAME—Double channel, welded box type, four cross members. Windsor De Luxe Convertible Coupe has X-type cross members.

STEERING—Center-arm steering. Ratio, 18.2 to 1. Steering wheel diameter, 18 in. Hydraguide Power Steering unit available at extra cost on both Windsor and Windsor De Luxe.

BRAKES—Chrysler Safe-Guard Hydraulic, 12 in. dia., internal expanding, Cyclebond brake linings. Easi-Lock, independent Parking Brake, internal expanding, located on propeller shaft. Power Braking Unit, vacuum operated, standard on Windsor 8-Passenger Sedan and Town & Country Wagon.

WHEELS AND TIRES—Chrysler Safety Rim Wheel, 4-ply Super-Cushion tires 7.60 x 15. Windsor 8-Passenger Sedan tire size, 8.20 x 15. Stainless Steel Wheel Covers.

WHEELBASE—125¹/₂ in. Windsor 8-Passenger Sedan 139¹/₂ in.

OVERALL LENGTH—207¹/₄ in. all body types except Windsor 8-Passenger Sedan, 222¹/₄ in., and Town & Country Wagon, 209³/₄ in.

All Specifications and Prices subject to change without notice.



Detailed Specifications

SARATOGA * NEW YORKER * IMPERIAL * CROWN IMPERIAL

BODY STYLES—*Saratoga*—6-Passenger Sedan; 8-Passenger Sedan; Club Coupe; Town & Country Wagon. *New Yorker*—6-Passenger Sedan; Convertible; Newport. *Imperial*—6-Passenger Sedan; Newport. *Crown Imperial*—8-Passenger Sedan; Limousine.

ENGINE—FirePower High Compression 90° V-8. Bore, 3-13/16 in. Stroke, 3 5/8 in. Piston Displacement, 331 cu. in. Brake Horsepower, 180 at 4000 rpm. Torque, 31 1/2 ft. lbs. at 2000 rpm. Hemispherical Combustion Chamber with lateral valve arrangement. 3 rings per piston. Full Pressure Lubrication. Exhaust Valve Seat Inserts. Waterproof Ignition. Full-Flow Oil Filter. Full length Water Jacket Cooling. Twin Concentric Valve Springs. Resistor-type Spark Plugs. Crankcase Ventilation. Double Breaker Distributor. Dual-throated Carburetor with integral automatic choke. Pressure Vent Radiator Cap.

FUEL SYSTEM—Dual-throated Downdraft Carburetor with integral automatic choke and water-jacketed throttle body. Oilite fuel filter in gas tank. Tank capacity—*Saratoga*, 20 gal.; *New Yorker*, *Imperial*, *Crown Imperial*, 20 gal.

COOLING SYSTEM—Thermostatic by-pass control. Four-bladed fan. Fin and tube radiator core. Full-length water jackets. Pressure Vent radiator cap. Capacity, 25 qts.

CLUTCH—Single-plate, dry, ventilated with two molded, woven asbestos facings. *Saratoga*, 9 1/4 in. dia.; *New Yorker* & *Imperial*, 9 1/2 in. dia.; *Crown Imperial*, 10 1/4 in. dia.

ELECTRICAL SYSTEM—High capacity generator, 50 amps. *Crown Imperial*, 55 amps. 19-plate, 6 volt battery, 135 amp.-hr. capacity. Waterproof Ignition. Resistor-type spark plugs. Back-up lights. Directional Signals. Ignition key starter switch. Solenoid engaged starter. Sealed-Beam Headlights.

FLUID-MATIC DRIVE—Hydraulically-operated, controlled type automatic transmission with glyrol Fluid Drive. Four forward speeds and reverse. All forward gears are synchronized. Ratios: 3.57 to 1—2.04 to 1—1.75 to 1—1.00 to 1—with 3.99 to 1 for reverse. Capacity, 3 pints. Fluid Drive Unit permanently sealed at Factory. Standard all models except *Crown Imperial*, on which Fluid-Torque Drive is standard.

FLUID-TORQUE DRIVE—New Chrysler Torque Converter with hydraulically operated, controlled type automatic transmission. Standard equipment on *Crown Imperial*. Available on *Imperial*, *New Yorker* and *Saratoga* extra cost.

DRIVE—Hotchkiss type, through rear springs. Hypoid rear axle. Ratios 3.54 to 1.

FRONT SUSPENSION—Independent front wheel suspension with Amola steel helical coil springs. Oriflow Shock Absorbers. Four rubber limit bumpers. Rubber-bushed torsion rod stabilizer.

REAR SUSPENSION—Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated permanently lubricated liners. Straddle-mounted Oriflow Shock Absorbers.

STEERING—Center-arm steering with equal length tie rods. Steering ratios—*Saratoga*, 18.2 to 1, except 8-Passenger Sedan which is 20.4 to 1. *New Yorker* and *Imperial* 20.4 to 1. Hydraguide Power Steering unit is standard equipment on *Crown Imperial* and available at extra cost on other models.

BRAKES—Chrysler Safe-Guard Hydraulic, 12 in. diameter, internal expanding, with Cyclebond brake linings. Power Braking unit, vacuum operated. Parking Brake—Chrysler Easi-Lock, independent, internal expanding, located on propeller shaft at rear of transmission. *Crown Imperial* has Chrysler hydraulic, self-energizing, self-adjusting Disc Brakes as standard equipment.

WHEELS AND TIRES—*Saratoga*, Safety Rim Wheels, 15 x 5.50 with 4-ply Super-Cushion Tires, size 8.00 x 15, except 8-Passenger Sedan, 8.20 x 15. *New Yorker* and *Imperial*, Safety Rim Wheels, 15 x 6.00, with 4-ply Super-Cushion Tires, 8.20 x 15. *Crown Imperial*, 6-ply Super-Cushion Tires, 8.90 x 15. Wheel covers standard all models.

WHEELBASE—*Saratoga*, 125 1/2 inches, except 8-Passenger Sedan which is 139 1/2 in. *New Yorker* and *Imperial*, 131 1/2 inches. *Crown Imperial*, 145 1/2 inches.

TREAD—*Saratoga*, 6-Passenger Sedan and Club Coupe, Front 56-5/16", Rear 59-9/16"; 8-Passenger Sedan, Front 57 1/8", Rear 63"; Town & Country Wagon, Front 57 1/8", Rear 58-9/32". *New Yorker*, Front 57 1/8", Rear 58-9/32". *Imperial*, Front 57 1/8", Rear 58-9/32". *Crown Imperial*, Front 57 7/8", Rear 60".

OVERALL LENGTH—*Saratoga*, 6-Passenger Sedan and Club Coupe, 207 3/4"; Town & Country Wagon, 210 1/4"; 8-Passenger Sedan, 222 3/4". *New Yorker*, 213 1/4". *Imperial*, 212 5/8". *Crown Imperial*, 229 1/2".

OVERALL WIDTH—*Saratoga*, 75 1/2", except 8-Passenger Sedan which is 79". *New Yorker*, 75 1/8". *Imperial*, 75 3/4". *Crown Imperial*, 80 7/8".

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CHRYSLER SALES DIVISION • DETROIT

