



A superb example of automotive excellence, this is the Imperial LeBaron Crown Coupe.

1975 Chrysler Imperial.

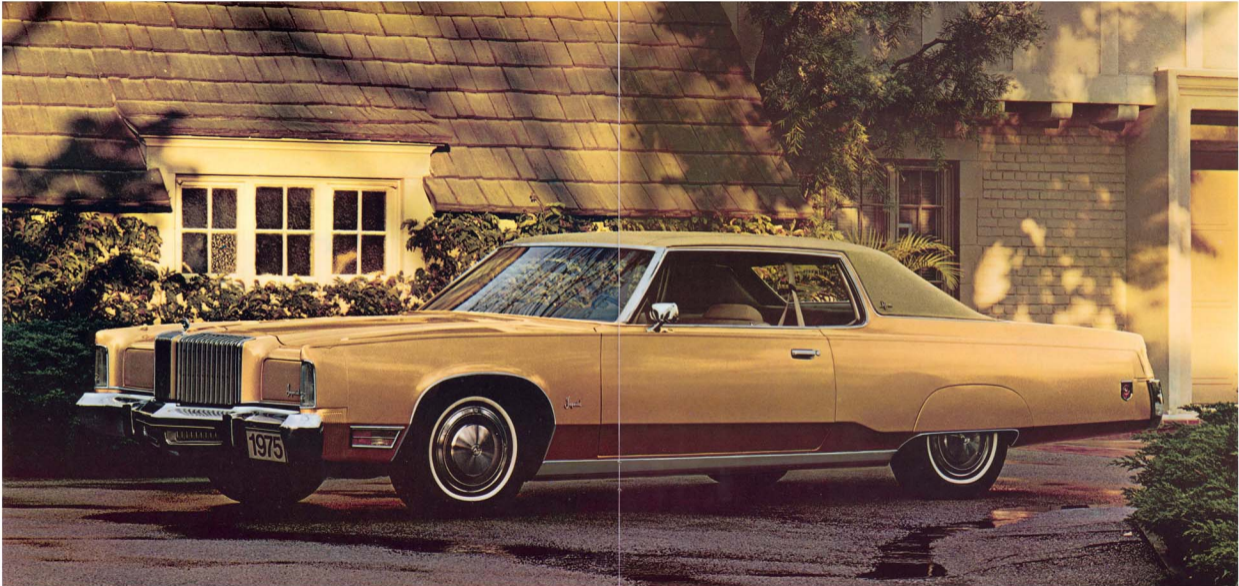
Completely committed to every comfort.

Totally confident of every comparison.



The Chrysler Security Five

IMPERIAL



The impressive Imperial LeBaron Two-Door Hardtop. Its style and equipment prepares it for any fine car comparison.



The Imperial LeBaron Four-Door Hardtop is distinguished by its formality, accepted for its elegance.



The rich leather interior, trimmed with vinyl, includes a standard reclining front seat on the Four-Door Imperial.



The Imperial standard interior consists of exceptionally comfortable velvet cloth cushions combined with leather and vinyl.

THE SEARCH FOR COMFORT ENDS HERE.

This is the 1975 Imperial, an automobile of astounding luxury. It is an automobile completely committed to your every comfort . . . an automobile totally confident of your every comparison. So, consult your senses. In the end, only the senses can tell you what car you are most comfortable in.

First, observe. Here, the delicate colors of earth and wood harmonize to create richness and warmth. There, the handsome planes of the side trim panels lend subtle contrast to small billowed curves in the seats. Visually, there is a compelling suggestion of rare comfort, even before the fact of it. The rich, wood-like panel overlay provides a handsome setting for the complete array of instruments and gauges. The finish of the steering wheel, the jeweler finish of each control

reflects the care and thoughtfulness lavished on this impressive automobile.

Now sit, touch. Confirm what you see. Each seat is a deep pillow comprised of still smaller pillows . . . all gathered and sewn with particular care to achieve maximum comfort. The fabric is soft, finely finished velour. Its remarkable texture is exceeded only by a glove-soft version in genuine Corinthian leather, available at extra cost. To sink into the welcoming comfort of these remarkable seats is an experience, we feel, you will encounter in no other car, regardless of its status or cost.

Indulge yet another sense: the sense of well-being. For every Imperial detail is reduced to even finer detail. The clock, for example, is a most exceptional timepiece. It is an electronic digital clock like the

ones certified by Swiss technicians to be accurate to within a minute per month. The visor mirror actually has its own separate light. And the gauges (yes, real gauges) are augmented by solid state warning lights. Unlike conventional warning lights, these light-emitting diodes lack filaments which eventually "burn out." Such design, if only considered a detail, provides certain testimony that Imperial for 1975 is wholly concerned with your motoring comfort, your convenience, your every satisfaction.

On the following pages are more convincing reasons for choosing a Chrysler Imperial. Attention to detail is a sure touchstone to quality in a luxury automobile. As you continue to look over the 1975 Imperial, you come to the conclusion that Imperial overlooks nothing.



Conceived with your convenience in mind, this is the tasteful, fully-appointed Imperial instrument panel.



Optional door lock shown with standard power window controls.



Automatic Speed Control—a most popular Imperial option.



Reading lamps are a luxury touch—standard on all models.



Lighted visor vanity mirror is standard.



The standard electronic digital clock is highly accurate.

IMPERIAL FEATURES

On these pages you will discover everything that makes the 1975 Imperial a truly luxurious automobile. For everything mentioned on these two pages is standard, or readily available, with every Imperial built.

In keeping with Imperial's quest for your total comfort is Auto-Temp II. Beyond mere "air conditioning," it is a completely integrated unit which allows you to simply preset any comfort level at any time of the year and be done with it. No fiddling, no juggling, no compromises.

For additional comfort, there is tinted glass and plush cut-pile carpeting of the highest quality. In concert with Imperial's minute attention to fine detail, quality loop-pile carpeting covers the trunk interior and spare tire. Front seats are individually adjustable. On the passenger side of four-door models, there is a recliner which allows the occupant to adjust the seat back to a wide variety of angles.

The instrument panel is a study in elegant simplicity. Operational controls such as wipers, lights, and rear window defroster are left of the steering column; convenience controls like radio, lighter and air conditioning are to the right. Temperature, alternator and gasoline gauges tell you how things are going. There are small light-emitting diodes to forewarn you in the unlikely event that these functions require attention. Another light will come on if and when your windshield washer fluid is low.

Another advantage of the Imperial instrument panel is its modular construction. Control and gauge units can be removed individually (if and when any service is required).



Bin-type glove box is convenient—and practical.



Inside power trunk release is available.

Readable gauges keep you informed.



The power sun roof is a popular option for Two-Door or Four-Door models.



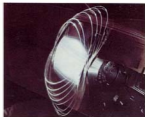
The optional electrically-heated rear window defroster.



Optional right side remote-control rearview mirror.



A further touch of elegance—the optional Crown Coupe opera roof.



Optional tilt-and-telescope steering wheel.



The optional Fuel Pacer System.

NOTE: Due to occasional printing irregularities, the colors below may vary slightly from actual hues. See your Chrysler Dealer for accurate color chips.



Check with your
local dealer for details.



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