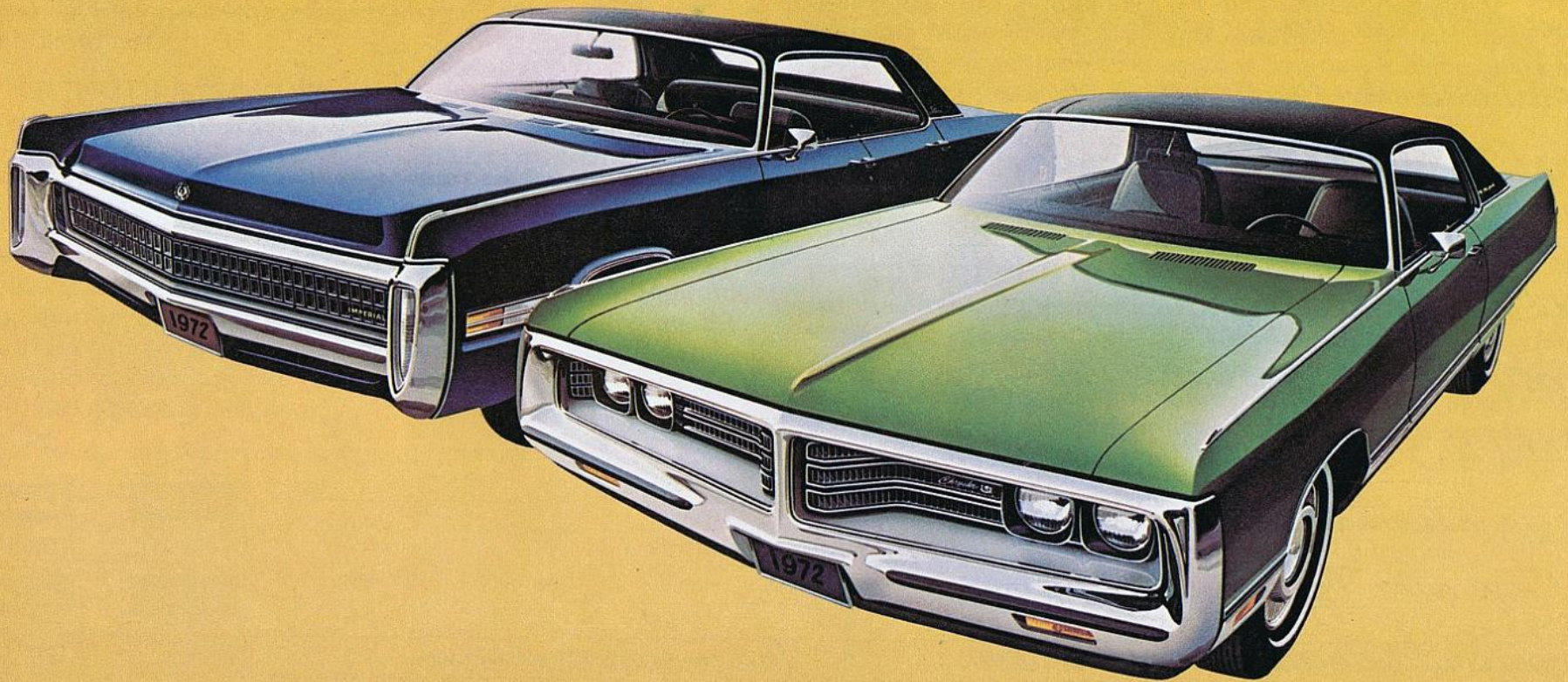


1972

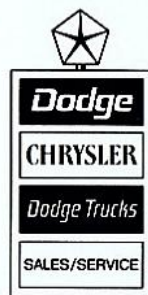
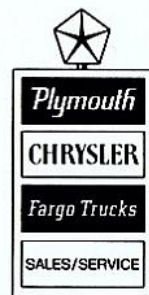
# CHRYSLER

IMPERIAL LE BARON · NEW YORKER BROUGHAM · NEW YORKER · TOWN & COUNTRY · NEWPORT · CUSTOM · NEWPORT ROYAL



*There's a lot more to a big car than bigness. You buy it for ride, comfort, luxury and standard features you won't likely find on other cars. We think that Chrysler and Imperial are the best of the luxury cars because they're quality-engineered that way. People think so too. That's why for the past seven years Chrysler has been Canada's best selling luxury car. And this year Chrysler has improved the things you count most important—durability, ride and comfort. That's why we believe the 1972 models are the finest ever. Try one. It'll give you all you could demand in a fine car.*

*The people that care.*



# 1972 Chryslers—luxury that lasts

Luxury that lasts is a pretty bold concept. But it's the kind of assignment Chrysler engineers were given for 1972 . . . to design a line of luxury cars that run better and last longer.

Chrysler has always been proud of its reputation for engineering. Because there's a lot more to a luxury car than status. A luxury car should get you around in maximum comfort. It should give you more room than lesser cars. Handling must be effortless but precise. And it should carry a host of standard features.

The 1972 Chryslers were designed to reflect a smooth look that is both aerodynamic and functional to make it easy for you to enjoy all the living you do. And let you do it in style and with class. At the same time Chrysler is very much aware that you expect a new car to perform well and remain trouble-free for a long time. That's why every Chrysler, from the poshest Imperial to the most affordable—Newport Royal, is built to last.

## THE "NUTS & BOLTS"

Chrysler is famous for its Torsion-Quiet Ride. Over 250 square feet of sound insulation material shelters you from nearby hubbub.

The same philosophy that a Chrysler should be seen and not heard applies to its unibody construction. One completely welded body means there are no bolts to work free and rattle. In addition, eight rubber mount sound isolators separate the stub frame from the structure of the car. There are rubber isolated rear springs too. Gives you a quiet, luxurious ride, without a peep or a squeak.

The quiet-riding Chrysler is a great road car. Torsion bars are

used instead of front springs and actually twist and flex to rid the car of road shock, take corners and curves without undue lean and sway. Chrysler handles beautifully, precisely, for outstanding driver comfort, particularly on long trips.

And there's the TorqueFlite automatic transmission. It's smooth, quiet and effortless. Continuous improvement through the years means it provides the matchless performance you expect from a luxury car. Standard on all Chrysler models is a heating/defrosting system with upper level ventilation.

Chrysler's electronic ignition system is new. It's standard on Imperial and available at extra cost on all other Chrysler engines. It has no breaker points or condenser—less to replace at tune-up time.

## TO MAKE YOUR LUXURY LAST LONGER

Body side vinyl mouldings are standard on many models to give you more protection against nicks and scrapes in parking lots. Chrysler's elegant new split grilles are inset in rugged loop-type front bumpers for greater protection against damage. Massive full-width rear bumpers provide added protection. In addition to keep your bumpers looking shiny for a long time there's a new micro-cracked chrome plating process which helps prevent corrosion.

Luxury, reliability, durability, safety, and all-in-all value for your money, Chrysler provides you with luxury that lasts. We're confident you will agree.

## POLLUTION CONTROL

Chrysler helps fight pollution through its continuing efforts to reduce vehicle emissions. This year, for example, all Chrysler engines are designed to operate on regular gas. There are also such new and important pollution control features as a valve which prevents overfilling the fuel tank, and a charcoal canister which stores fuel vapours from the fuel tank and carburetor.

Displacement	Carburetion	Comp. Ratio	Air Cleaner	Exhaust System	Newport Royal	Newport Custom	New Yorker	Town & Country	New Yorker Brougham	Imperial
400	1, 2-bbl.	8.2	Silenced	Single	Std.	Std.	—	Std.	—	—
440	1, 4-bbl.	8.2	Silenced	Single	Opt.	Opt.	Std.	Opt.	Std.	Std.
440	1, 4-bbl.	8.2	Silenced	Dual	Opt.	Opt.	Opt.	—	Opt.	—

Chrysler builds Imperial because it believes it is the best luxury car you can buy. The Imperial looks every inch a luxury car. It will also stay looking like a luxury car for a long time. The 1972 Imperial's all-new styling starts with a bold, new grille and hidden headlights protected by a new massive loop-type front bumper. Body lines are smooth and classic. Hardtop rooflines show a slim silhouette. A big rear bumper with built-in bumper guards provides extra protection. Elegant interiors come in cloth and leather combinations or optional all leather.

# Imperial le baron

2-DOOR HARDTOP



# Imperial le baron

4-DOOR HARDTOP

Imperial luxury goes far deeper than a beautiful body—like Torsion-Quiet Ride for instance. You'll be amazed at the silence that surrounds you and the ride and handling that it provides. Imperial is powered by Chrysler's biggest engine, the 440 cubic inch 4-barrel V-8. It has as standard a new solid state electronic ignition system which minimizes tune-ups. Some other Imperial standard features: air conditioning, tinted glass, power windows, power steering, power front disc brakes, TorqueFlite automatic transmission.



## Imperial Interiors

Imperial's inside story is told with finely-tailored luxury. Supple Cologne leathers and luxuriant Icarus and Calais cloths cover deeply-padded seats for comfort that is sumptuous. The look of rosewood graces the instrument panel, driver's console, doors and passenger assist handles. Door-operated courtesy lights show the way. Switch-operated reading lamps are provided for the convenience of rear seat passengers.

**A.** Standard Imperial 4-door split-bench seat in Cologne leather and Icarus cloth, available in blue, green, gold, tan, parchment or black. Driver and passenger seats adjust individually. The passenger seat reclines to a wide variety of positions.

**B.** Optional split-bench seat in Cologne leather available on 4-door models. This all-new, ultra-plush seat features a "floating cushion." Shown in gold, it also comes in blue, green, tan, parchment, black and white with black.

**C.** Optional leather bucket seats provide maximum individual comfort. Passenger seat reclines. Colour availability: black, green, gold, blue, tan or white.

**D.** Standard 2-door split-bench in green leather and Calais cloth. Note centre armrest has wide, deeply-padded surface for driver and passenger. Also available in blue or black.

**E.** Imperial's instrument panel has been designed to be functional and beautiful.

**A.** Standard 4-door split-bench seat.



B. Optional leather split-bench seat.



C. Optional leather bucket seats.



D. Standard 2-door split-bench seat.



E. Imperial's instrument panel.

# New Yorker Brougham

4-DOOR HARDTOP

New for '72, New Yorker Brougham is a most luxurious Chrysler. It bears a split grille recessed in the solid loop-type front bumper. The loop-type rear bumper wraps around the rear of the quarter panels. Body lines are smooth and flowing. A double full-length side moulding with colour-keyed vinyl insert in the upper moulding gives parking lot protection. Fender top mouldings house turn signal indicators. The roofline of the 4-door hardtop has been designed to give a trim look complementing the aerodynamic body styling. New Yorker Brougham is also available as a 4-door sedan or a 2-door hardtop.





# New Yorker

4-DOOR SEDAN

Chrysler luxury has to be engineered into a car. The '72 New Yorker for instance; body and frame have been built as one unit to eliminate body-frame squeaks and rattles. That means quiet and in today's blaring noise, quiet is important. To really keep things hushed up: 250 square feet of sound insulation throughout. Luxury means "extras" that are standard. Try these: 440 cubic inch V-8, TorqueFlite automatic transmission, power steering, power brakes, with front discs and self-adjusting rear drums, heating/defrosting system with upper level ventilation. New Yorker models: 2-door hardtop, 4-door hardtop, 4-door sedan.

2-DOOR HARDTOP





## New Yorker Interiors

New Yorker Brougham, the newest Chrysler, has an interior that sets a new standard of elegance. A heavy-weave Casino cloth and Cologne vinyl covers the standard 50/50 split-bench front seat on 4-door models. This seat has dual folding centre armrests. Cologne vinyl covers the standard bucket seats on the 2-door. All models have rear seat centre armrests, power windows, console-type armrests on all doors and distinctive New Yorker Brougham ornamentation. New Yorker maintains its reputation for fine interiors with a standard bench seat handsomely finished in Canterbury cloth and Cologne vinyl. Optional seats are available in leather-like all-vinyl.

**A.** The standard 50/50 split-bench seat with reclining passenger seat of the New Yorker Brougham 4-door models. Available in blue, green, parchment, black or gold. This seat also available in vinyl in the same colours except gold.

**B.** Optional bucket seats on the New Yorker 2 and 4-door hardtops in all-vinyl colours of green, black and white with black.

**C.** Standard New Yorker 4-door cloth-and-vinyl bench seat in parchment, also available in blue, green, gold or black, with appropriate body colours. Also available in vinyl in green, gold or black.

**D.** The standard bucket seats of the New Yorker Brougham 2-door hardtop are in white with black, green, tan or black with appropriate exterior colours.

**E.** Standard New Yorker 2-door bench seat with centre armrest, in cloth-and-vinyl available in green, gold, black, parchment or blue. It may be ordered in vinyl in black, gold or green.

**F.** New Yorker Brougham instrument panel with Rim-Blow steering wheel.

On this and all Chrysler instrument panels all driving information is in immediate view.

**A.** Standard 50/50 split-bench seat.  
New Yorker Brougham 4-door models.



B. Optional bucket seats on the New Yorker.



C. Standard New Yorker 4-door bench seat.



D. Standard bucket seats of the New Yorker Brougham 2-door hardtop.

E. Standard New Yorker 2-door bench seat.



F. New Yorker Brougham instrument panel.

# Town & Country

The complete wagon, with such standard features as power steering, power disc brakes, TorqueFlite automatic transmission. A new standard 400 cubic inch V-8 engine gives you the kind of hauling power you'll need. Step to the rear for a look at what makes Town & Country the wagon it is—new hardtop style tailgate which can be opened as a door with the window in the raised position. The power tailgate window is another plus that's standard. Elegant new simulated wood grain applique on body sides and rear wheel opening skirts help complete the picture. For options, a new vinyl roof allows you to dress things up formally.



# Interiors

To call the Town & Country "the complete wagon" is especially appropriate inside. It's beautiful, tough and roomy.

Rugged Cologne vinyl covers the standard bench seats (you can order 2-seat or 3-seat models). Deep-pile nylon carpeting covers the floor and load area. There's 113.2 cubic feet of storage space in the 2-seat version, including a lockable hidden compartment under the rear floor; and a host of other standard features like power Auto-Lock for the tailgate. It locks the gate anytime the ignition is on.

**A.** Town & Country's standard bench seat with folding centre armrest—Cologne vinyl in blue, green, tan or black. There's also an optional 50/50 split-bench seat with passenger recliner.

**B.** Town & Country opens up a new way this year with its Three-Way Tailgate. You can open it as a door or a gate *and* you can open it as a door with the window up thanks to its hardtop design for the tailgate glass.

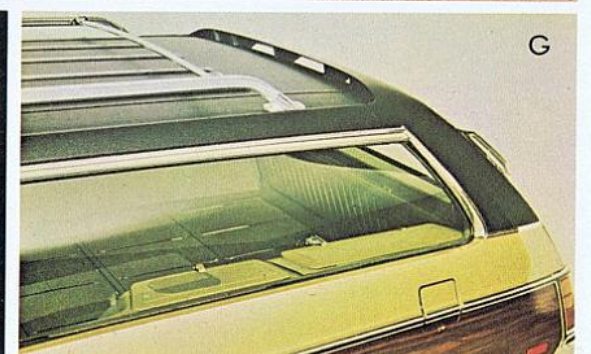
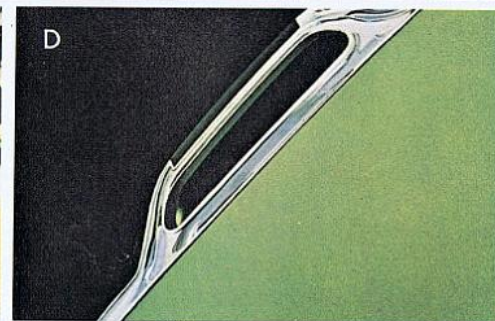
**C.** Convenient step pad is built into the rear bumper.

**D.** Optional rear assist handles make it easier to get in and out of the third seat.

**E.** Chrysler's famed, highly-functional roof air deflector is standard. When you order Town & Country with an optional vinyl roof, the air deflector is colour-keyed to match the roof.

**F.** Dual Auto-Temp II air conditioning is available. Designed specially for Town & Country, this unit provides maximum comfort throughout the passenger and load area.

**G.** Optional vinyl roof, available in black and tan.



# Newport Custom

Chrysler's Newport Custom delivers a high standard of luxury at a modest price. It comes with Chrysler's Torsion-Quiet Ride and the new 400 cubic inch V-8 engine. Bright touches include front and rear wheel lip mouldings. Add optional air conditioning, an AM/FM radio perhaps and you're set for many miles of pleasure.

4-DOOR HARDTOP



Big is a "buyword" for '72. Newport Custom stretches over a 124 inch wheelbase. It carries one of the roomiest interiors in its class. The seats are over 5 feet wide. Foam padded and cushioned for total luxury. Trunk room to spare, with 22.4 cubic feet of space you will be hard pressed to fill. There's a new wide stance too for even greater stability. It's one of those things that mean a lot in handling and interior room.

# Newport Custom

4-DOOR SEDAN

2-DOOR HARDTOP



# Newport Royal

Newport Royal is the lowest priced Chrysler but it's all Chrysler. It gives you all the things you'd want in a big car. Roomy inside, big outside and more trunk room than you'll likely ever need. And think about these standard features: 400 cubic inch V-8 engine that burns regular gas, TorqueFlite automatic transmission, Torsion-Quiet Ride, power steering, power brakes, with front discs and self-adjusting rear drums, unibody construction, Sound Isolation System and many more. This is no junior edition Chrysler.

2-DOOR HARDTOP





# Newport Royal

The 1972 Chryslers feature luxury that lasts. That applies to all Chryslers—even Newport Royal, the most affordable one. A number of new quality control checks have been devised to make sure Chryslers last a long, long time. There is new testing equipment to check front suspension, ball-joint studs and steering knuckles. There is a computerized check of TorqueFlite automatic transmissions. And also a system to check electrical circuits before their assembly. New production procedures to ensure Chrysler reliability.

4-DOOR HARDTOP

4-DOOR SEDAN





## Newport Interiors

Newport Custom offers you a choice of plush interiors, starting with a standard bench seat in Calais cloth and Coachman vinyl and ranging up to a 50/50 split-bench seat with passenger recliner in Coachman vinyl. Newport Royal protects its reputation as a great buy with interiors that are rich and durable.

**A.** Newport Custom's standard Calais cloth and Coachman vinyl bench seat with folding centre armrest, shown in blue. Also available in green, gold, parchment or black. Available in vinyl in green, gold, parchment or black.

**B.** Newport Royal 2-door hardtop optional bucket seats in all-vinyl come in black or white with black.

**C.** Newport Royal's standard cloth-and-vinyl bench seat in blue, also available in green, gold, parchment or black.

**D.** The optional 50/50 split-bench seat with passenger recliner for Newport Custom 4-door models. It is available in Cologne vinyl in black or in Coachman vinyl and Calais cloth in green, parchment or black.

**E.** Optional all-vinyl bench seat for Newport Royal in gold. Also may be ordered in green, parchment or black.

**A.** Newport Custom's standard bench seat.

B. Newport Royal 2-door hardtop optional bucket seats.



C. Newport Royal's standard bench seat.

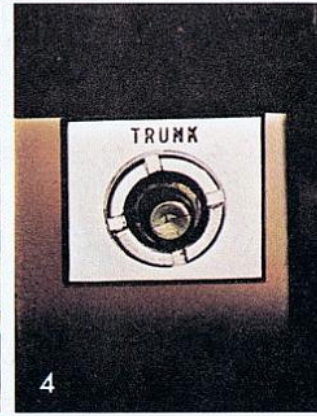
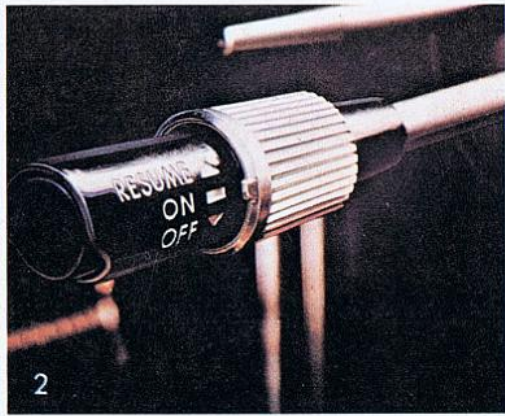
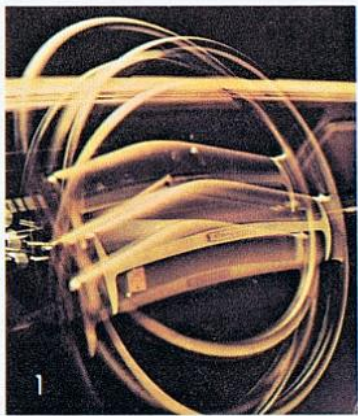


D. Newport Custom's optional 50/50 split-bench seat. 4-door models.



E. Newport Royal's optional bench seat.





# Options

Your choice of comfort and convenience options. Your dealer can give you the latest information on availability.

**1. Tilt and Telescope Rim-Blow Steering Wheel.** Suits your favourite driving position. Squeeze the rim to blow the horn.

**2. Auto-Speed Control.** Set your cruising speed and maintain it automatically until you brake or accelerate.

**3. Automatic Headlight Dimmer.** Dims your lights for oncoming cars then returns them to high beam. (Imperial).

**4. Power Deck Lid Release.** Convenient.

**5. Auto-Temp II.** Automatic temperature control throughout the seasons.

**6. 6 Way Power Seats.** Available for bench seats or driver seat only. Or both front seats with buckets and 3-in-1.

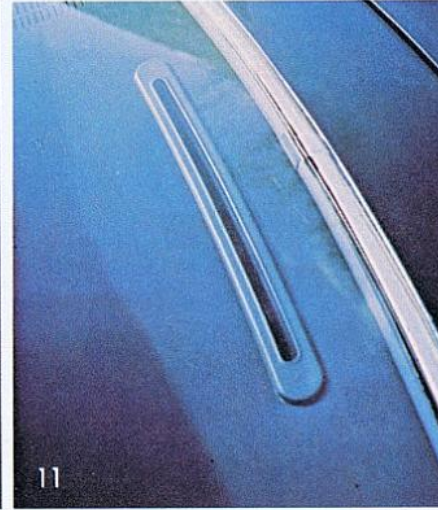
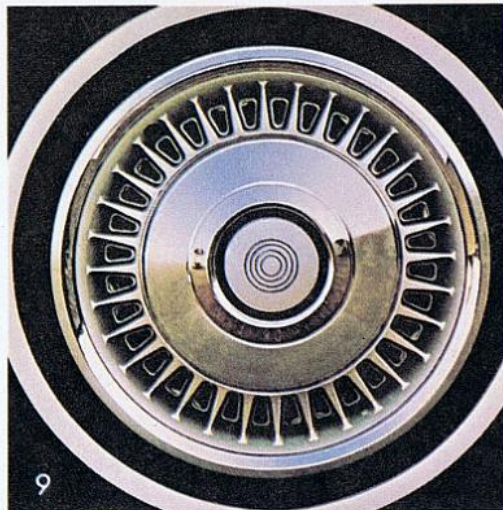
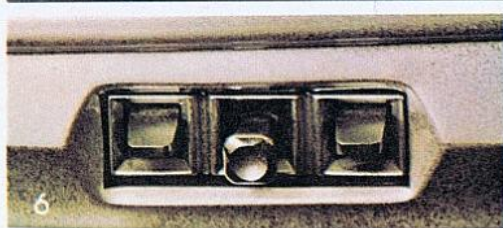
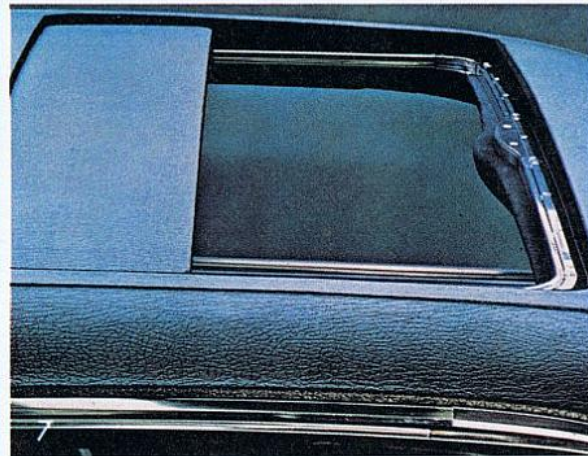
**7. Sun Roof.** Let the sunshine in.

**8. Road Wheels.** Set of four. (Not available on Imperial or Town & Country.)

**9. Deluxe Wheel Covers.** Smart. (Chrysler)

**10. AM/FM Multiplex Stereo With Cassette Tape.** Take along your favourite music or dictate.

**11. Rear Window Defogger.** Helps improve visibility.



Detailed Specification Sheets are available for Chrysler and Imperial. Ask your Chrysler Salesman for your copy.

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