

CHRYSLER-PLYMOUTH DIVISION
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NEW IMPERIAL FOR 1968

Imperial for 1968 is large in every way. It weighs more than 5,000 pounds, is almost 19 feet long, and is powered by Chrysler Corporation's largest engine, a 440-cubic-inch V-8.

Designed for maximum motoring enjoyment with dozens of luxury items as standard equipment, Imperial's sculptured-metal styling emphasizes its size and strength. Unitized body construction resists the twisting forces caused by road irregularities and torsion bar front suspension provides outstanding cornering ability. Imperial goes on sale September 14.

"The engineers and designers have put a great deal more than luxury into this luxury car," said Robert Anderson, general manager of the Chrysler-Plymouth Division. "It is also a remarkable road car."

High speed performance has been improved through the use of larger diameter exhaust valves, and combustion chambers have been modified to reduce exhaust emissions. For even quicker performance response, the "440 Dual" with dual snorkle air cleaner and dual exhausts is available as an option.

New, high quality upholstery fabrics and new interior trims appear throughout the line. The deeply recessed instrument panel, embossed with rich antique bronze overlays, has even more safety padding and gauges and instruments are arranged for maximum driver convenience.

There are five Imperial models: the four-door sedan, Crown four-door hardtop, Crown two-door hardtop, convertible and LeBaron four-door hardtop.

The 1968 Imperial has a new grille of horizontal design with the Imperial medallion centered and two dual moldings which stretch the length of the car along the body sides.

Air conditioned Imperials will be equipped with the Auto-Temp automatic temperature control system, an electro-mechanical device which enables the driver to maintain a constant interior car temperature.

A new luxury option is the AM/FM stereo multiplex, which offers passengers a choice of AM, FM, or FM stereo radio, utilizing as many as five speakers. A new stereo tape player can be installed in conjunction with any of the three available radio packages. There also is a new cowl-mounted headlamp dimmer, completely transistorized, which is available in conjunction with the Safeguard Sentinel automatic headlight actuator.

Among the luxury items which are standard equipment are the new cornering lamps which illuminate the road on each side of the car with over 500 candlepower when the turn signals are actuated. Other luxury items which are standard on, for example, the LeBaron four-door hardtop, are: automatic transmission, power steering, power brakes, power windows, sliding assist straps, retractable safety belts, six-way power seats, power vents, roadside warning flashers, heater, three-ribbon whitewall tires, reading lamps, four arm rest storage compartments, four cigarette lighters, and many others.

Added to the 14 safety items introduced on all models last year as standard equipment are nine additional items or improvements in equipment for occupant safety, which will be standard in 1968. The Cleaner Air System is also standard on all 1968 models.

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1968 IMPERIAL DIMENSIONS

EXTERIOR		4-Door Sedan	Crown 4-Door Hardtop	Crown Coupe 2-Door Hardtop	Convertible	LeBaron 4-Door Hardtop
Wheelbase		127.0				
Over-all Dimensions	Length	224.5				
	Width	79.6				
	Height*	57.0	56.1	56.1	56.0	57.0
Track	Front	62.4				
	Rear	61.1				
INTERIOR						
Head Room	Front Seat	39.8	38.5	39.0	39.4	
	Rear Seat	38.6	37.3	37.9	38.0	38.6
Seat Height	Front Seat	8.4	8.9	8.4	8.5	8.9
	Rear Seat	12.0				
Leg Room	Front Seat	41.8	41.9	41.8	41.9	
	Rear Seat	39.0	39.6	38.1	34.1	39.9
Shoulder Room	Front Seat	59.4				
	Rear Seat	59.4				
Knee Room, Rear Seat		6.2	6.6	5.2	3.9	6.7

* NOTE: Height dimensions are based on a 5-passenger load

1968 IMPERIAL CHASSIS SPECIFICATIONS

				All Models
Turning Diameter, Curb-to-Curb, ft				44.9
Suspension	Front	Type	Torsion Bar	
		Length x Diameter, in.	50 x 1.0	
	Rear	Type	Leaf with Track Bar	
		Length, in.	62	
		Number of Leaves	7	
Steering, Power		Ratios	Steering Gear	15.7
			Over-all	19.1
		Wheel Turns, Lock-to-Lock	3.5	
Brakes	Disc, Front Drum, Rear	Size, in.	Front Wheels	11.76 x 7.36 (a)
			Rear Wheels	11 x 3
	Total Swept Lining Area, sq in.	437.1		
Transmission, Type and Low Gear Ratio				Automatic 3-Speed - 2.45
Rear Axle Ratio				2.94
Capacities	Fuel Tank, gal.		25	
	Engine Crankcase, qt		4	
	Cooling System, qt		18	
Spark Plugs	MoPar		P-3-5P	
	Champion		J-13Y	
Wheels and Tires	Wheel Rim Size		6JK	
	Tire Size		9.15 x 15	

(a) Outside x inside diameter of contacted annular area.

ENGINE DESCRIPTION

Displacement, cubic inches	440
Carburetion	Single Four-Barrel
Camshaft	Standard
Exhaust System	Muffler and Resonator, Single Dual Two Reverse Flow; Extra Cost
Air Cleaner	Silenced, Dry Element
Bore & Stroke	4.32 x 3.75
Compression Ratio	10.1
BHP @ Engine RPM	350 @ 4400
Torque @ Engine RPM	480 @ 2800



For Release Sunday, September 3

LARGE AND LUXURIOUS -- Top quality is the keynote of the 1968 Imperial, which offers dozens of luxury items as standard equipment. Almost 19 feet long, weighing more than 5,000 pounds, Imperial is powered by Chrysler Corporation's largest engine, a 440 CID V-8. Interiors are newly designed with high quality upholsteries and trims, and there's a new grille and new side ornamentation. Five Imperial models are offered.

From: Chrysler-Plymouth Public Relations
P. O. Box 1658, Detroit, Michigan 48231

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From: Chrysler Plymouth Public Relations
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