



1961 COLOR and FABRIC SELECTIONS

IMPERIAL



1961 CHEVROLET

1961
SPECIAL
EQUIPMENT
and
ACCESSORIES

1961
FABRICS

1961
COLORS



IMPERIAL LE BARON



IMPERIAL CROWN CONVERTIBLE



IMPERIAL CUSTOM TWO-DOOR SOUTHAMPTON



IMPERIAL CROWN FOUR-DOOR SOUTHAMPTON

1961

SPECS
and
EQUIPMENT
CONDITIONS

SPECIFICATIONS

ENGINE—High compression 90° Imperial V-8. Bore, 4.18 in. Stroke, 3.75 in. Piston displacement, 413 cu. in. Compression Ratio, 10.1 to 1. Brake horsepower, 350 at 4600 r.p.m. Slipper-type cam ground, steel bank aluminum alloy pistons. Three rings per piston. Full pressure lubrication. Waterproof ignition. Silicon chromium steel intake and exhaust valves. Replaceable element air cleaner. Shear-type engine mountings. Full-Flow oil filter. Dual exhaust.

FUEL SYSTEM—Four-barrel carburetor. Automatic choke. Plastic fuel filter in gas tank. Supermicronic, replacable filter at engine. Tank capacity, 23 gallons. Premium fuel recommended.

COOLING SYSTEM—Series-flow-type with thermostatic control. Full-length water jacket. Capacity, 17 quarts (with heater). Pressure-vent radiator cap.

ELECTRICAL SYSTEM—12 volt battery, 35-amp alternator; 40-amp. for cars equipped with air conditioning. 14mm Power-tip spark plugs.

TRANSMISSION—TorqueFlite—fully automatic torque converter, with 3-speed planetary gear set. Torque converter ratio, 2.2 to 1. Transmission gear ratios: First gear, 2.45 to 1; Second gear, 1.45 to 1; Third gear, 1 to 1.

DRIVE—Hotchkiss Drive through rear springs. Hypoid rear axle. Axle ratio, 2.93 to 1.

SUSPENSION—Independent front wheel suspension with torsion bar springs. Oriflow Shock Absorbers, front and rear. Tapered-leaf outboard rear springs with interliners and rear axle strut.

STEERING—Full-Time, Constant-Control Power Steering with symmetrical idler-arm steering linkage. From full right to full left, only 3.5 turns of steering wheel.

BRAKES—Total-Contact hydraulic braking system, with Power Brakes and independent Parking Brake. Brake size, 12 x 2.5 in., front and rear. Brake lining area 251 sq. inches. Two cylinders on each front wheel brake. Cycle-bonded brake linings. Foot-operated parking brake.

WHEELS AND TIRES—15 inch. Rayon Custom Super-Cushion Tubeless Tires, 8-20 x 15. Safety-Rim Wheels. Stainless Steel Wheel Covers. Rayon White Sidewall Tires (Standard on LeBaron) available.

DIMENSIONS—Wheelbase, 129 inches. Front tread, 61.8 inches; rear, 62.2 inches. Over-all length, 227.1 inches. Width, 81.7 inches. Height (loaded) 56.7 inches.

All specifications subject to change without notice.

IMPERIAL CUSTOM BODY STYLES

Four-Door Southampton—Hardtop
Two-Door Southampton—Hardtop

Exterior Styling



STANDARD EQUIPMENT

Constant-Control Power Steering
Total-Contact Power Brakes
TorqueFlite Automatic Transmission
Dual Headlamps
Pneumatic Instrument Lighting
High-Tower Seat
Air-Foam Seat Cushions, Front and Rear
Full-Volume Air-Foam Seat Backs,
Front and Rear
Arm Rest, rear center
Padded Steering Wheel
Safety Cushion Instrument Panel
Pushbutton Drive Selector
Vanity Mirror
Outside Left Rearview Mirror
Interior Lights, actuated by front and
rear door
Back-up Lights
Map Light
Luggage Compartment Light
Hand Brake Warning Signal
Variable-Speed Electric Windshield Wipers
Electric Clock
Windshield Washer
Tilt-type Mirror
Landau Roof
Undercoating and Hood Insulation Pad
Tubeless Tires
Carpet Floor Covering
Directional Signal Lights
Glove Box Lock
Glove Box Light

IMPERIAL CROWN BODY STYLES

Four-Door Southampton—Hardtop
Two-Door Southampton—Hardtop
Convertible Coupe

Exterior Styling



STANDARD EQUIPMENT

Constant-Control Power Steering
Total-Contact Power Brakes
6-Way Power Seat
Power Windows
TorqueFlite Automatic Transmission
Dual Headlamps
Panelescent Instrument Lighting
High-Tower Seat
Air-Foam Seat Cushions, front and rear
Full-Volume Air-Foam Seat Backs, front
and rear
Arm Rest, rear center
Arm Rest, front center (4-D only)
Padded Steering Wheel
Safety Cushion Instrument Panel
Pushbutton Drive Selector
Vanity Mirror
Outside Left Rearview Mirror
Interior Lights, actuated by front and
rear door
Back-up Lights
Map Light
Luggage Compartment Light
Hand Brake Warning Signal
Variable-Speed Electric Windshield Wipers
Electric Clock
Windshield Washer
Tilt-type Mirror
Landau Roof
Undercoating and Hood Insulation Pad
Tubeless Tires
Rear License Plate Frame
Carpet Floor Covering
Directional Signal Lights
Glove Box Lock
Glove Box Light

IMPERIAL LeBARON BODY STYLE

Four-Door Southampton—Hardtop

Exterior Styling



STANDARD EQUIPMENT

Constant-Control Power Steering
Total-Contact Power Brakes
6-Way Power Seat
Power Windows
Power Vent Windows
Torqueflite Automatic Transmission
Dual Headlamps
Pneumatic Instrument Lighting
High-Tower Seat
Air-Foam Seat Cushions, front and rear
Full-Volume Air-Foam Seat Backs, front and rear
Center Arm Rest, front and rear
Padded Steering Wheel
Safety Cushion Instrument Panel
Carpet Floor Covering
Pushbutton Drive Selector
Vanity Mirror
Outside Left Rearview Mirror
Interior Lights, actuated by front and rear door
Back-up Lights
Map Light
Luggage Compartment Light
Hand Brake Warning Signal
Variable-Speed Electric Windshield Wipers
Electric Clock
Windshield Washer
Tilt-type Mirror
Landau Roof with Stainless Steel Roof Inserts
Undercoating and Hood Insulation Pad
Rayon White Sidewall Tubeless Tires
Carpeted Spare Tire Cover
Chrome Wheelhouse, Stoneshield, and Sill Mouldings
Rear License Plate Frame
Directional Signal Lights
Glove Box Lock
Glove Box Light

ACCESSORY GROUPS

EXTRA COST

CODE 301

BASIC GROUP

(For all Imperials except on Convertible or when Dual Air Conditioning is installed)

Custom Conditionaire Heater

Golden Touch Tuner Radio with Power Antenna and Rear Seat Speaker

Door Edge Protectors

Left Outside Remote Control Mirror

Tinted Glass

Rear Window Defogger

CODE 302

CUSTOM GROUP

(For Imperial Custom only)

Power Seat

Power Windows

License Plate Frame, Rear

CODE 303

DECOR GROUP

(For Custom and Crown)

Wheelhouse, Stone Shield and Sill Mouldings

Flitesweep Deck Lid

Mirror—Right Outside, Manual

INDIVIDUAL ACCESSORY ITEMS

- 072 TIRES—(F) 8.30 x 15 Rayon White Sidewall—(Custom and Crown—Standard on LeBaron Southampton)
- 203 *POWER SEAT—(Custom only—Standard on Crown and LeBaron Southampton)
- 294 *POWER WINDOWS—(Custom only—Standard on Crown and LeBaron Southampton)
- 296 POWER VENT WINDOWS—(Only with Power Windows, Custom and Crown; Standard on LeBaron Southampton)
- 298 POWER DOOR LOCKS—(Available only with Power Windows)
- 311 AIR CONDITIONING UNIT—(Includes Heater)
- 312 AIR CONDITIONING UNIT, DELUXE DUAL, (Includes Heater—Not available on Convertible)
- 313 AIR CONDITIONING UNIT—(When Accessory Group 301 is ordered)
- 315 *HEATER, CUSTOM CONDITIONAIRE—(Included with Air Conditioning Units, Codes 311 and 312)
- 339 *DEFOGGER, REAR WINDOW—(Not Available on Convertible or when Dual Air Conditioning Unit is ordered)
- 348 *FLITESWEEP DECK LID
- 361 *LICENSE PLATE FRAME—REAR—(Custom only; Standard on Crown and LeBaron Southampton)
- 375 AUTOMATIC BEAM CHANGER
- 376 *DOOR EDGE PROTECTORS
- 377 AUTO PILOT
- 379 DIFFERENTIAL SURE GRIP
- 383 *MIRROR—Left Outside Remote Control
- 385 *MIRROR—Right Outside Manual
- 387 CLOSED CRANKCASE VENT SYSTEM
- 404 ROOF INSERTS—STAINLESS STEEL (For 4 Door Custom & Crown Southampton only; Standard for LeBaron Southampton)
- 416 *WHEELHOUSE, STONE SHIELD AND SILL MOULDING—(Standard for LeBaron Southampton)
- 423 RADIO—GOLDEN TOUCH TUNER— with Power Antenna and Less Rear Seat Speaker (For Convertible or models with Deluxe Dual Air Conditioning)
- 428 *RADIO—GOLDEN TOUCH TUNER— with Power Antenna and Rear Seat Speaker (Not available on Convertible or models with Deluxe Dual Air Conditioning)
- 441 *TINTED GLASS
- 472 SWIVEL SEATS—CUSTOM MANUAL—(Available only with Power Seats)

**These accessory items are included in accessory groups*

1961 IMPERIAL UPHOLSTERY SELECTIONS

IMPERIAL CUSTOM

IMPERIAL CROWN

IMPERIAL LeBARON

IMPERIAL CUSTOM

Southampton
Two-Door and Four-Door Hardtops

RECOMMENDED WITH THE
FOLLOWING EXTERIOR COLORS

Shown opposite are the six recommended upholstery combinations available featuring saddle grain Vinyl "A", and Fabric "B".



TRIM	CAR COLOR
901*	Formal Black Ice Blue Cape Blue Midnight Blue Alaskan White
902	Peabuck Green Alaskan White
903	Comrade Cream Alaskan White
904*	Formal Black Teal Blue Sheffield Silver Executive Gray Comrades Red Alaskan White
900*	Formal Black Teal Blue Sheffield Silver Executive Gray Comrades Red Alaskan White
905*	Alaskan White Malibu Tan Autumn Russett

*Special Seats are Available



IMPERIAL CROWN

Southampton
Two-Door and Four-Door Hardtops

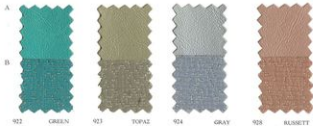
RECOMMENDED WITH THE
FOLLOWING EXTERIOR COLORS

Shown opposite are the five recom-
mended interior upholstery combi-
nations available featuring
Leather (A) and Fabric (B).



TRIM	CAR COLOR
921*	Forest Black Ice Blue Capri Blue Midnight Blue Alaskan White
912	Pinehorn Green Alaskan White
913	Coronado Green Alaskan White
924*	Forest Black Teal Blue Stafford Silver Executive Gray Concession Red Alaskan White
926*	Alaskan White Malibu Tan Autumn Russett

*Special Seats are Available



IMPERIAL CROWN

Convertible (Standard)
Southampton (Optional)

RECOMMENDED WITH THE
FOLLOWING EXTERIOR COLORS:

Shown opposite are the five recom-
mended upholstery combinations
available featuring Leather Inter-
iors.



TRIM	CAR COLOR
911*	Formal Black Ice Blue Capri Blue Midnight Blue Alaskan White
915*	Formal Black Sheffield Silver Executive Gray Cinnamon Red Alaskan White
956*	Comrade Green Formal Black Ice Blue Capri Blue Pinehurst Green Teal Blue Sheffield Silver Executive Gray Cinnamon Red Alaskan White Madhu Tan Autumn Russett
957*	All Colors—Consult Color Chips
958* (Convertible Only)	Formal Black Alaskan White Madhu Tan Autumn Russett

*Standard Seats are Available



911

BLUE



955

RED



956

BLACK



957

WHITE



958

RUSSETT

IMPERIAL CROWN
IMPERIAL LeBARON

Southampton Four-Door Hardtop

RECOMMENDED WITH THE FOLLOWING EXTERIOR COLOR STYLING (features Stainless Steel Appliques in the roof insert areas as standard trim).

Shown opposite are the four recommended interior upholstery combinations available featuring Leather (A) and Broadcloth (B).



TRIM	CAR COLOR
971*	Formal Black Ice Blue Capri Blue Midnight Blue Alaskan White
971	Commodore Cream Alaskan White
974*	Formal Black Pinehurst Green Teal Blue Sheffield Silver Executive Gray Competition Red Alaskan White
978*	Alaskan White Midnight Tan Autumn Rosewood

*Special Order and Availability

A



B

BLUE

971

A



971

TOPAZ

B



974

GRAY



978

RUSSETT

IMPERIAL LeBARON

Southampton Four-Door Hardtop

RECOMMENDED WITH THE FOLLOWING EXTERIOR COLOR STYLING (features stainless steel applique in the roof insert areas on standard trim).

Shown opposite are the two recommended interior upholstery combinations available featuring brocade cloth throughout.



TRIM	BODY COLOR
911*	Formal Black Ice Blue Capri Blue Midnight Blue Alaskan White
914*	Coronado Cream Formal Black Pinehurst Green Teal Blue Sheffield Silver Executive Gray Crimson Red Alaskan White Malibu Tan Autumn Russett

*Standard Items are Available



911

BLUE



914

GRAY

IMPERIAL LE BARON

Southampton (Optional)
Four-Door Hardtop

RECOMMENDED WITH THE
FOLLOWING EXTERIOR COLORS

Shown opposite are the three
recommended interior upholstery
combinations featuring leather
throughout.



TRIM	CAR COLOR
965*	Ferrari Black Sheffield Silver Executive Gray Carnation Red Alaskan White
966*	Command Cream Ferrari Black Ice Blue Capri Blue Piedmont Green Teal Blue Sheffield Silver Executive Gray Carnation Red Alaskan White Mellon Tan Autumn Russett
967*	All Colors—Consult Color Chips

**Special Seats are Available.*



965

RED



966

BLACK



967

WHITE



IMPERIAL COLORS

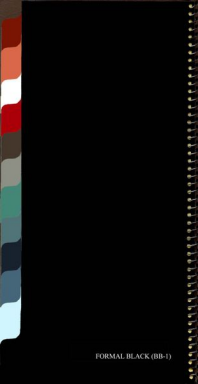
LeBaron features Stainless Steel Appliques in the roof insert areas as standard trim.

Imperial Custom and Imperial Crown available in 13 single tone exterior colors.

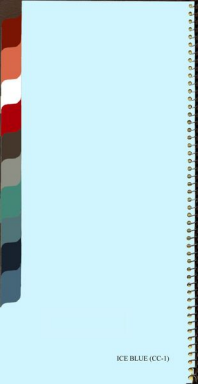
Imperial LeBaron also available in 13 single tone exterior colors.



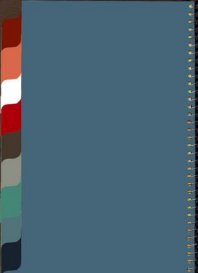
CORONADO CREAM (AA-1)



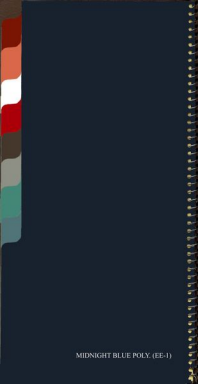
FORMAL BLACK (BB-1)



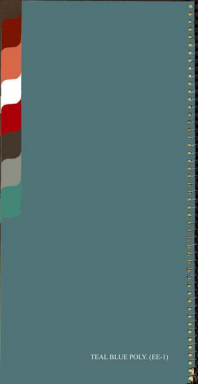
ICE BLUE (CC-1)



CAPRI BLUE POLY. (DD-1)



MIDNIGHT BLUE POLY. (EE-1)



TEAL BLUE POLY. (EE-1)

PINEHURST GREEN POLY. (GG-1)



SHEFFIELD SILVER POLY. (LL-1)



EXECUTIVE GRAY POLY. (NN-1)

CORONATION RED (PP-1)

ALASKAN WHITE (W/W-1)

MALIBU TAN (YY-1)

AUTUMN RUSSETT POLY. (22-1)