

1975 IMPERIAL

Cordoba **CHRYSLER**



1975

Cordoba

Chrysler elegance in a new sport size.



Presenting Chrysler Cordoba. Everything you've come to expect from a best selling luxury automobile, in a car of trimmer proportions. The perfect answer for those who prefer a car of more personal size, but refuse to settle for anything less than Chrysler quality and Chrysler luxury.

The excellence of Cordoba is immediately apparent. Chrysler breeding shows from every angle. From the renowned Chrysler electronic ignition system to an elegant

grille that symbolizes Chrysler design superiority. There could be no finer embodiment of the Chrysler credo "extra care in engineering".

Cordoba. A new dimension of Chrysler elegance. A new personal motoring experience for you.

The dimensions of quality.

Our illustration below offers striking evidence of why we describe Cordoba as a new dimension for Chrysler. For this is indeed an

inspired interpretation of personal luxury in a new dimension of Chrysler elegance. Yes, Cordoba is every inch a Chrysler. With unique youthful lines that set it entirely apart. With a full complement of luxury features. With gracious interiors designed to reflect your own personality, and interior space of the sort one normally associates with longer, larger models. And like every 1975 Chrysler automobile, Cordoba uses any gas, leaded or unleaded.

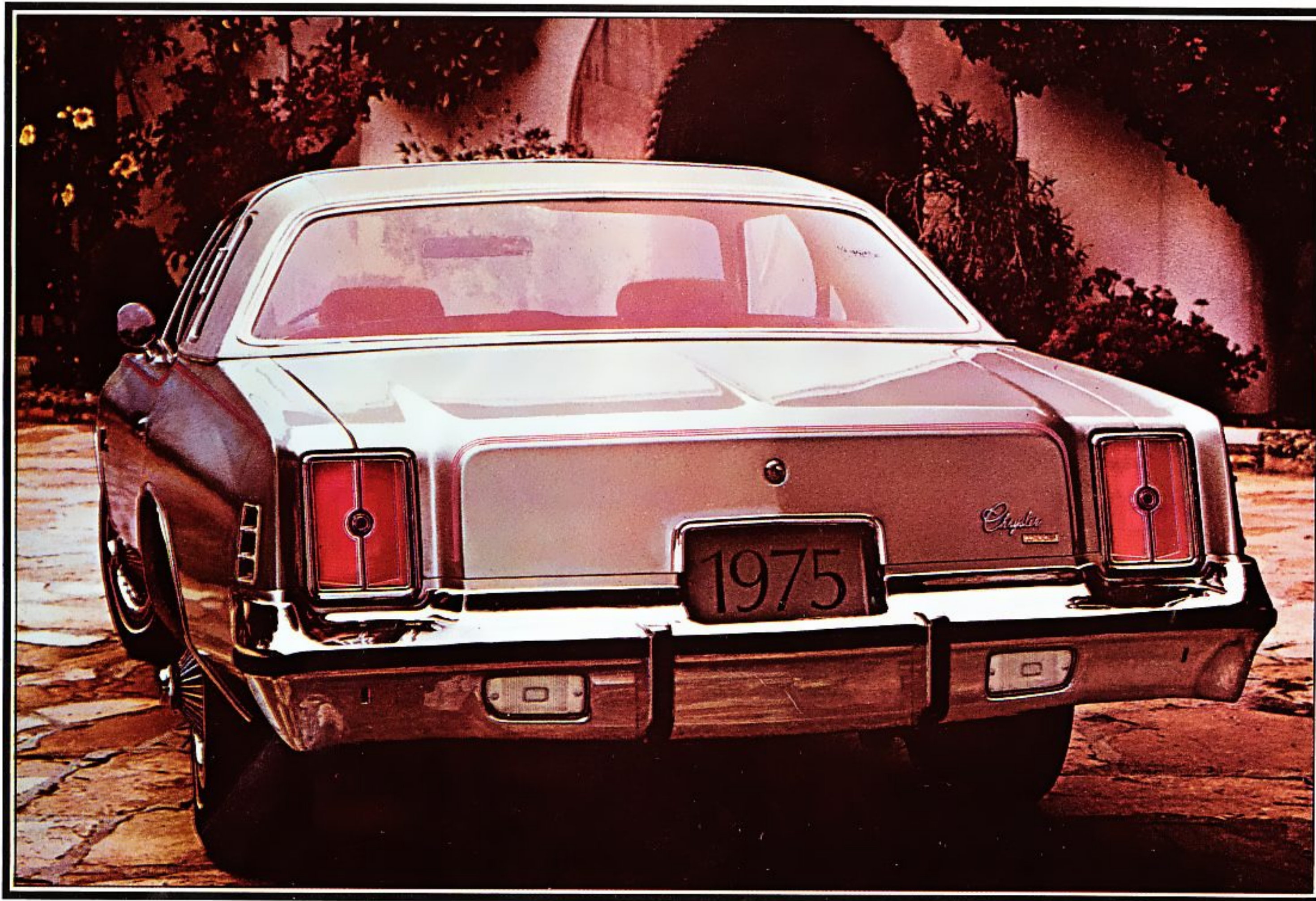
If its overall specifications identify Cordoba as one of the year's most exciting personal cars, consider some other important dimensions, as well.

The doors, for example. Each is five inches wider than standard Chrysler hardtops to permit convenient entry and exit for rear seat guests. The wider rear view mirror (12") and wiper blades (18") are a welcome aid to safer vision. Substantial 15" wheels are fitted with fuel-saving GR 78 x 15 whitewall steel-belted radial tires. Standard power is our 360 cubic inch 2 bbl. V-8 coupled to an even smoother TorqueFlite transmission. A 21¼ imperial gallon fuel tank assures a longer-than-usual touring radius. Power front disc brakes and power steering add to your driving pleasure at no extra cost.

Most important is Cordoba's impressive visual dimension: its style. Restrained, refined, taut good looks. Chrome trim is sparingly used. The Cordoba's opera window provides immediate identity, adds to an aura of quality and distinction that carries through to interior treatment.

Standard contoured seats offer a comfortable haven from the harsh reality of today's traffic. In all, a car equal to your every personal driving need.

Surely, you will want to test drive this exciting new Chrysler. If only to prove conclusively that you can find no finer personal motoring. Even among those cars costing thousands more.



Clean, classic looks with integrated bumper design.

Cordoba

The dimensions
of comfort.

You'll find that Cordoba's interior testifies eloquently to Chrysler's traditional regard for creature comfort.

There's a fine choice of seating. From gently contoured standard seats, finished in rich velour cloth with folding centre armrest to bucket seats, in magnificent genuine leather.

The 24-ounce shag carpeting is not content to be merely wall-to-wall. It reaches up and cushions parts of the doors and seat backs.

And that, along with the ingeniously soundproofed Unibody construction, give you an interior environment of matchless quiet.

The instrument panel is modular in concept. And beautiful in design. Rich walnut-like inserts are laid out over the entire surface.

And many niceties like inside hood release, electronic digital clock and more come standard equipment.

A. Standard Cordoba interior with velour cloth in ruby red.

B. Cordoba instrument panel. The

emphasis is on making the driver's job easier.

C. Cordoba's optional bucket seats, superbly tailored leather with vinyl trim.



Cordoba

The dimensions
of choice.

A. Trunk carpeting and spare tire cover are standard.

B. Opera window plus soft-glow lighting typifies Cordoba's personal character.

C. Urethane-coated "Turbo" wheel.

D. Landau Roof with opera window.

E. Halo Roof with opera window.

F. Electronic digital clock is *standard* on Cordoba.

G. Electrically heated rear window defroster. A boon when the weather turns foul.

H. Manual sun roof for fresh air

enthusiasts. Available on all Cordoba roofs.

I. Automatic Speed Control monitors your speed.

J. Standard deluxe wheel covers.

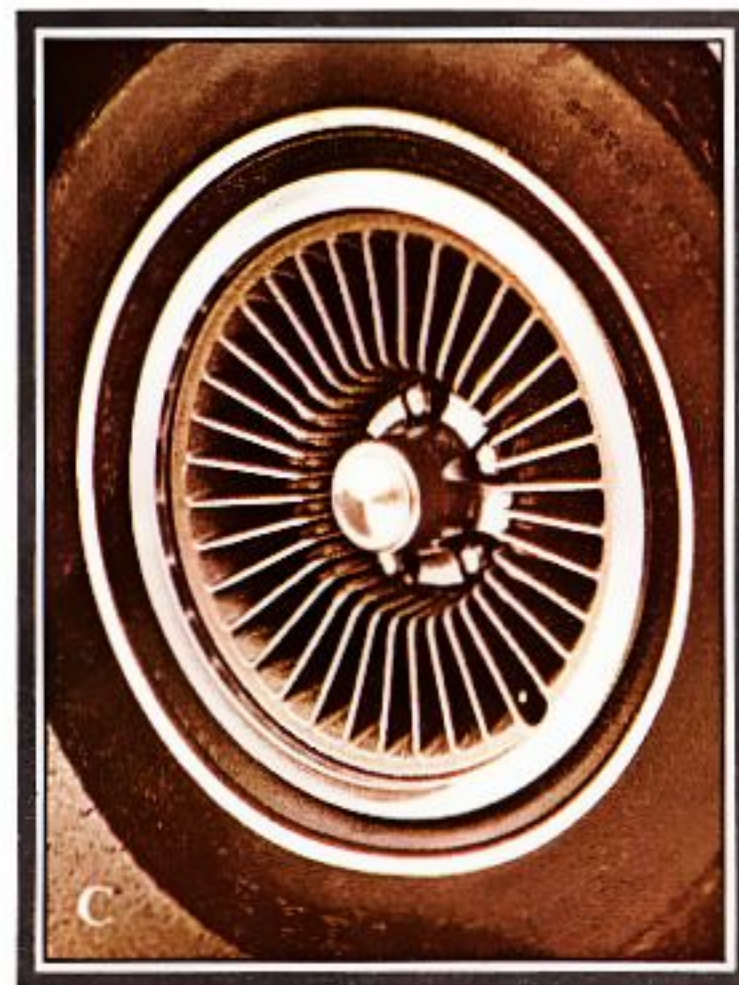
K. The remarkable Fuel Pacer constantly reminds you of the rate you're consuming gasoline.

L. AM-FM Pushbutton radio with 8-track stereo tape deck.

And if you choose to use it as such, the Cordoba can make a fine trailer towing vehicle. There is plenty of power and ruggedness to

handle trailers in either the light-weight or heavyweight classes. Your Chrysler dealer will be glad to explain what equipment you'll need to adapt Cordoba to this popular mode of travel.

And there are even more accessories to choose from. Your particular selection will make your Cordoba more personal. Even more outstanding.



Chrysler Newport Custom

For those of you who want a car with a sporty flair. Newport Custom is just what you're looking for.

Like Newport, it too is available as a 2-door hardtop, 4-door hardtop and 4-door sedan in a wide range of colours and interiors. But its sleek styling outside is accented by a slim full length double stripe available in any of seven colours. And a Chrysler grille medallion adds a touch of elegance to its sporty appearance.

Quick, responsive handling is

ensured by a built-in sway bar and steel-belted radial-ply tires, both standard equipment.

In fact, you'll find all the advanced features you've come to associate with Chrysler. Like Electronic Ignition, Unibody construction, Torsion-Quiet Ride and TorqueFlite automatic transmission. More of the Chrysler engineering story appears on pages 18 and 19.

You'll find Newport Custom has all the Chrysler comfort features too. Like thick loop-pile

carpeting, padded dash, deep plush cloth-and-vinyl or all-vinyl seats.

If there are a few things to your liking which you wish added to your Newport Custom, such as air conditioning, electrically heated rear-window defroster, power sun roof, power seats, or power windows, then please check the options list on pages 14 and 20.

We're sure that with everything Newport Custom has to offer, you'll find it a car you can become very much at home with...with ease.



Chrysler Newport Custom 2-door hardtop.

Chrysler Newport

Permit us the pleasure of introducing you to the comfort and security of "leisure class" driving. Through the most affordable Chrysler, Newport.

It is available as a 2-door hardtop, a 4-door hardtop and a 4-door sedan. A wide selection of colours and interiors are available to tailor your Newport into a very personalized Chrysler.

The equipment range is excellent and affords you all the comfort and convenience you would expect

of a Chrysler. Power steering, power front disc brakes, steel-belted radial ply tires and automatic transmission are standard on every Newport. Thick loop-pile carpeting cushions your feet. And even small details have not been left unattended. There is a trip odometer and a bin type lockable glove compartment with coin holder. A moulded one-piece headliner assures complete quietness.

Chrysler engineers designed security as well as comfort into

Newport. Side impact protection beams in the doors are standard, as is the instrument panel safety pad and energy absorbing steering column. Back-up lamps make parking at night much easier. And the inside hood latch release makes getting at the engine much harder for a would-be thief.

Comfort and security. Two very big reasons why our Newport is every inch a Chrysler.



Chrysler Newport 4-door

Newport Custom & Newport Interiors

The atmosphere of comfort and convenience in either Newport or Newport Custom, be it 2-door hardtop, 4-door hardtop or 4-door sedan, is one to which you will become easily attracted.

A. The standard Newport Custom interior, shown below, is a cloth-and-vinyl 50/50 divided bench seat with dual armrests and passenger-side recliner (on 4-doors). An all-vinyl seat of the same type is optional. Available in blue, red, green, parchment, black

or gold.

B. The standard Newport interior, shown here in blue, is a cloth-and-vinyl bench seat with full-foam seatbacks. Additional colours: green, parchment, black or gold. Also available in all-vinyl.

C. Another Newport option is the cloth-and-vinyl bench seat with fold down centre arm rest shown here in red. This special seat is available only with the following exterior colours: Silver Cloud Metallic, Vintage Red Metallic,

Spinnaker White, Formal Black.

All models come with adjustable headrests for your added safety, and durable, luxurious loop-pile carpeting for your added comfort.



Chrysler New Yorker Brougham

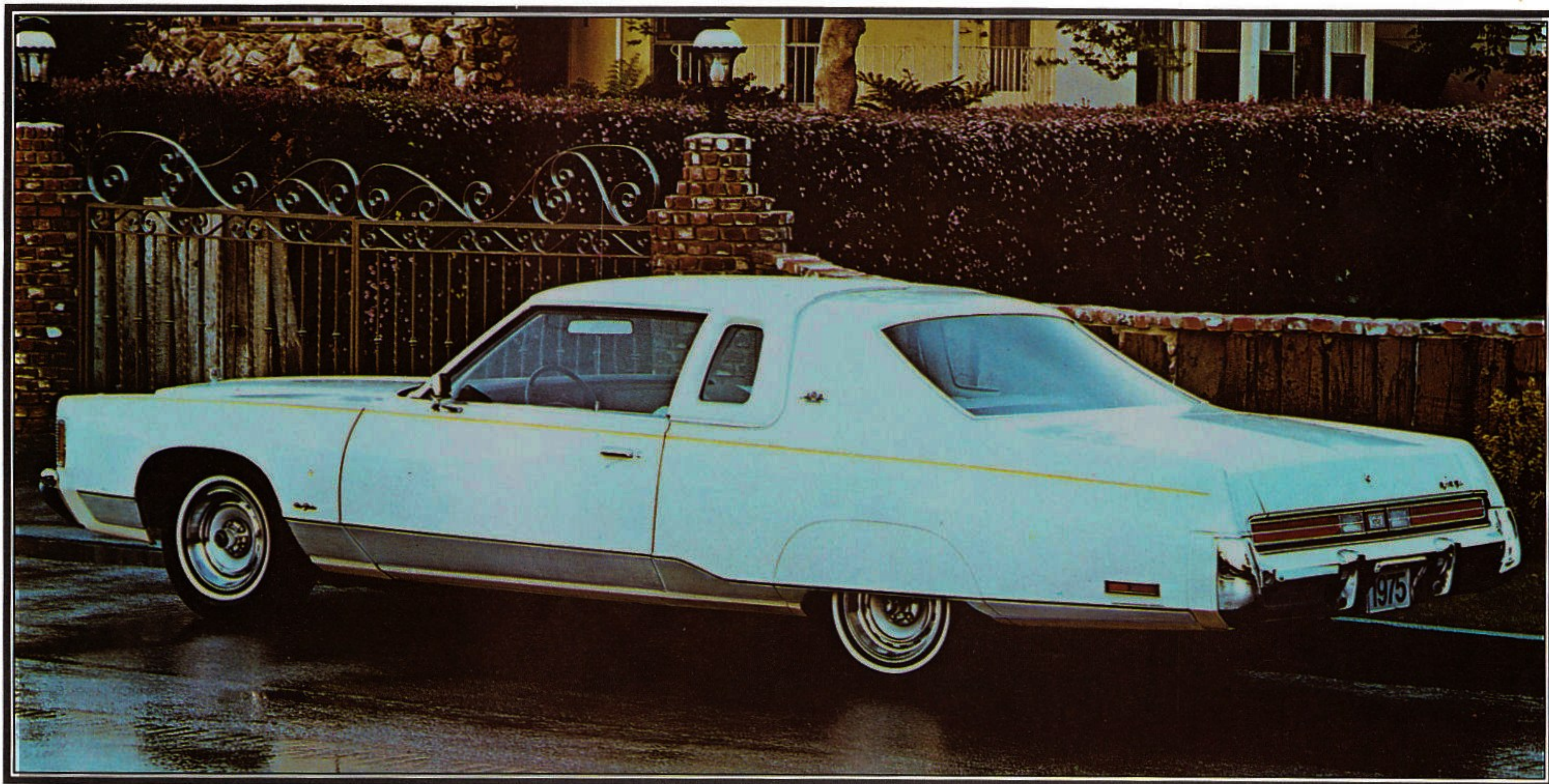
Certainly the 1975 Chrysler New Yorker Broughams are an expression of the level of comfort and security their owners have attained. It is an expression which is further amplified by the wide choice of colours, features and interiors. The Chrysler St. Regis 2-door Brougham shown below is freshly elegant, impressively proportioned and superbly equipped. And its engineering features persuade one that this is an automobile that is as dependable as it is stylish.

Standard equipment on the Brougham and indicative of Chrysler designers' attention to luxury and detail are features that include a trunk light, ash tray lights and a windshield washer fluid level indicator with 3-speed wipers. Also standard are power windows, a remote control outside mirror and electric clock.

And to ensure your Brougham is a true expression of your tastes and desires, we leave a few features for you to choose. Like electrically

heated rear window defroster, tinted glass, air conditioning, a vinyl roof and the tilt-away steering wheel. Also optional is our Speed Control which automatically maintains your desired speed and lets you arrive at your destination refreshed.

Together, features and options such as these can produce an automobile truly representative of the stature achieved by its owner, yet in every way, a very personal reflection of his individuality.



New Yorker St. Regis 2-door Brougham.

Chrysler New Yorker Brougham

The stately Broughams of Chrysler, 4-door sedan and 4-door hardtop, are quietly confident examples of extraordinary comfort, modern convenience and outstanding engineering. These cars so cater to the desires of their owners that only a handful of options remain from which to choose. And five of those options concern the highly personal matter of choosing radio equipment. The hallmark of these cars is unique Chrysler engineering features: Unibody construction,

Torsion-Quiet Ride, Phase II Electronic Ignition System and 7-step dip-and-spray rust prevention process.

Chrysler engineered safety features make the 4-door Broughams ideal family cars. Steel side impact beams in the doors and a padded dash protect the occupants. And a door ajar indicator lamp helps you make sure everyone is safely inside.

If you find efficient organization a luxury and luxuries a necessity, you will appreciate the Brougham's

features and options as well. An example is the modular instrument panel, a most appropriate illustration of careful planning. All the operational instruments of your Brougham are located to the left of the steering column, comfort controls to the right.

But these facts are just the beginning. You must experience Chrysler New Yorker Brougham for yourself before you begin to really understand what sets it apart from all other cars.



New Yorker Brougham 4-door hardtop.

New Yorker Brougham Interiors

The standard Brougham interior provides a truly sensual experience. Finely textured cloth and sleek vinyl cover the 50/50 divided bench seat (A). Or if you prefer, an all-vinyl seat is optional (B). Folding dual armrests are standard on 2- or 4-door models and a passenger-side reclining seat is standard on 4-door models. Loop-pile carpeting, selected from the finest carpet mills cover layers of sound insulating pads on the floor. So you not only enjoy luxurious

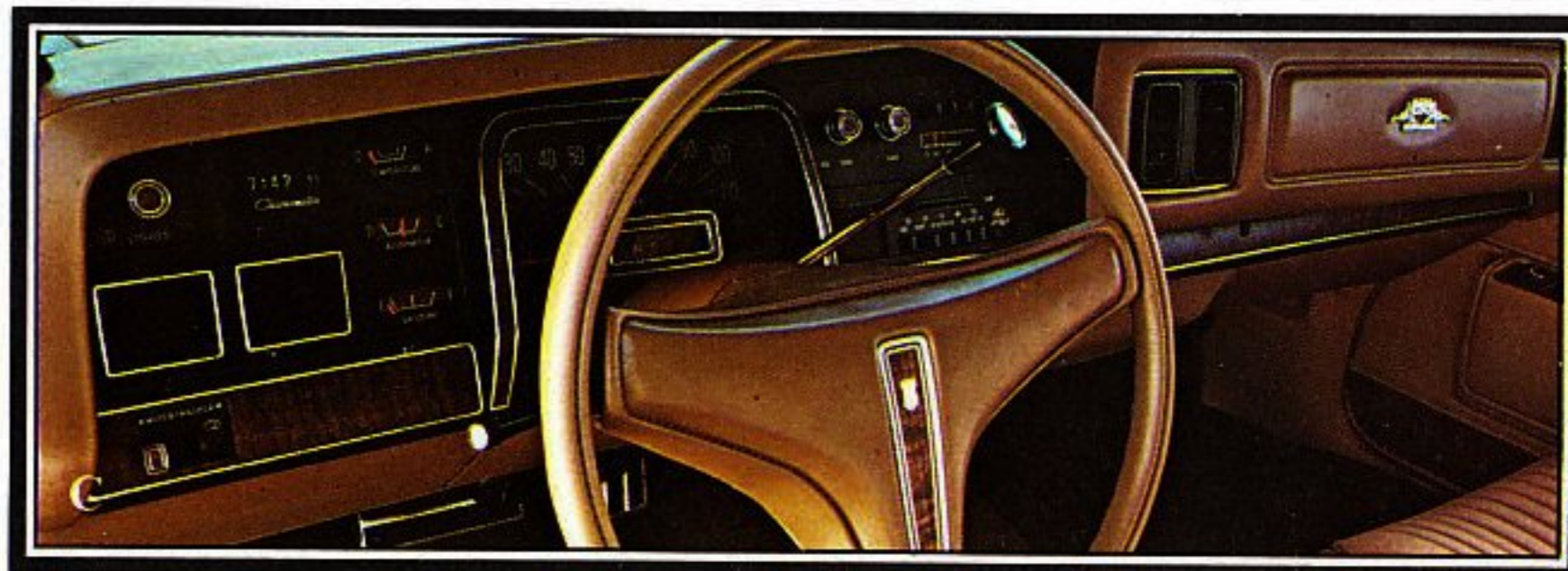
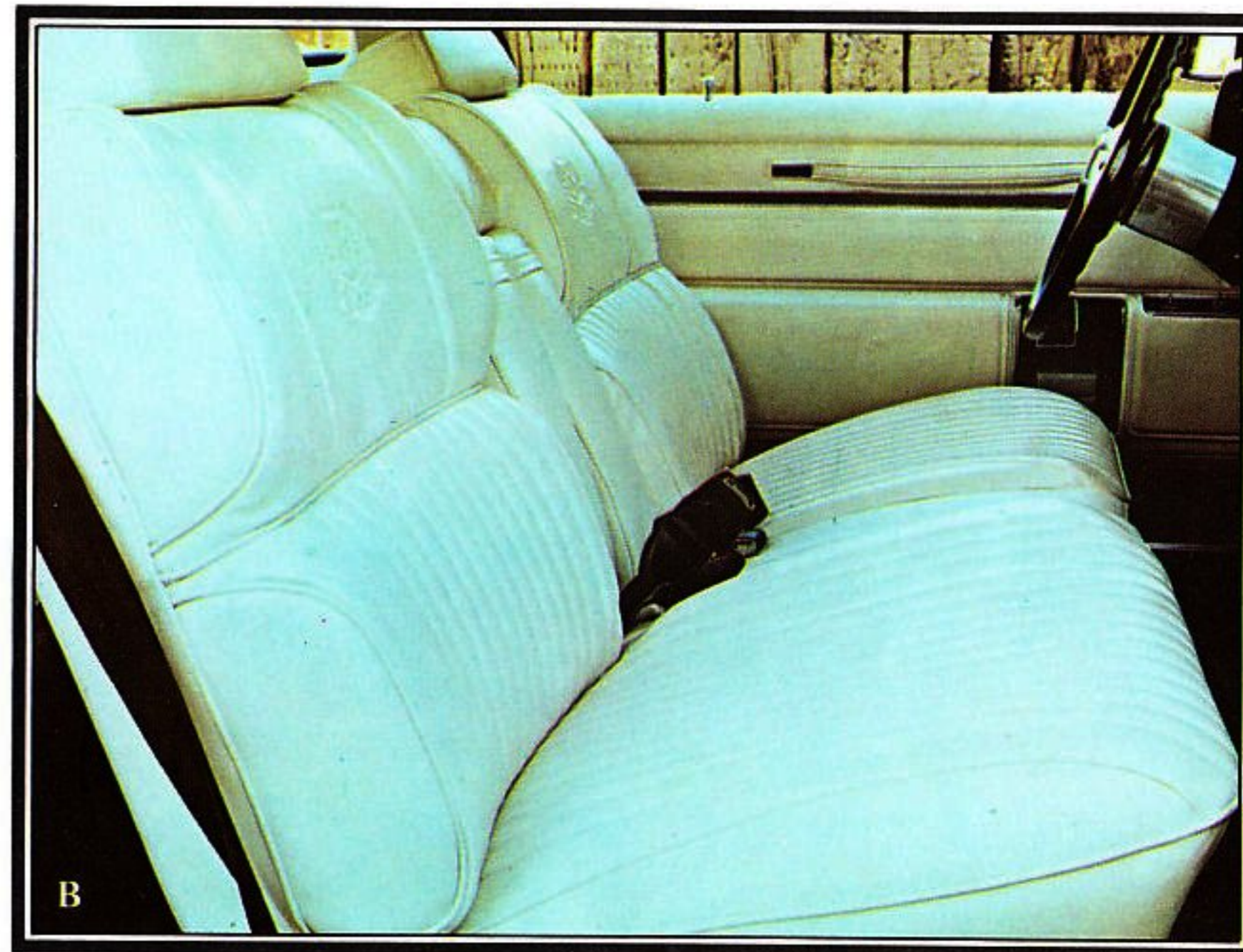
carpeting, you also enjoy restful quiet. And the padded dash, shown below (C) adds functional modular design and safety to its elegant appearance.

During the evening you'll appreciate Brougham even more, bathed in the soft glow of our many courtesy lights. We include lights for the ash trays and cigarette lighters, glove box, ignition switch with time delay and a light to read maps by. We even have lights to tell you if a door is ajar, or if your

windshield washer fluid or fuel is low.

And Brougham offers you several options to make their interiors even more comfortable. Like air conditioning to keep you cool, tinted glass to cut out glare, and five optional radios to fill your Brougham with music.

You'll find Brougham interiors hearken to your every wish, and help make this luxury automobile truly the aristocrat of its kind.



Chrysler Town and Country

Ask what you will of our 1975 Town & Country. Ask it to arrive at the most exclusive clubs and it does so, majestically, with Torsion-Quiet Ride. Ask it to carry guests and it couches them in full-foam seating. Ask it to accept the trappings for an extended vacation, or fine furnishings, or the accumulations of one year of university and it will house them with ease, in 102.3 cubic feet of cargo space that is carpeted from wall to wall.

Town & Country offers you

more than volume though. Chrysler engineers built strength and toughness into this car. So it can carry its loads with ease.

A 440 cubic inch engine, steel-belted radial-ply tires, front sway bar, heavy-duty shock absorbers (front and rear), fender skirts and roof air deflector are all standard.

You are further accommodated with these standard features: power steering, power front disc brakes, Auto-Lock which locks the 3-way tailgate when the ignition is on,

power tailgate window, and a new high speed 1.8 hp starting motor.

In cargo volume, styling and strength, the Town & Country responds with grace. And better than that you cannot ask.



Town and Country Wagon.

Chrysler Town and Country Interiors

The capacity of the 1975 Town & Country for pleasing is as large as its capacity for carrying. And that is sizeable. It can carry sheets of 4' x 8' paneling flat, with the tailgate closed! Even with the front seats in the most rearward position!

The interior seating is an all-vinyl 50/50 divided bench seat. With individually adjustable seats, folding dual centre armrests and passenger side recliner. Like the one below left in chestnut (A). Other colours: blue, green, parch-

ment, black or gold. The same type of seat is available in cloth-and-vinyl as an option. Available colours: gold or parchment.

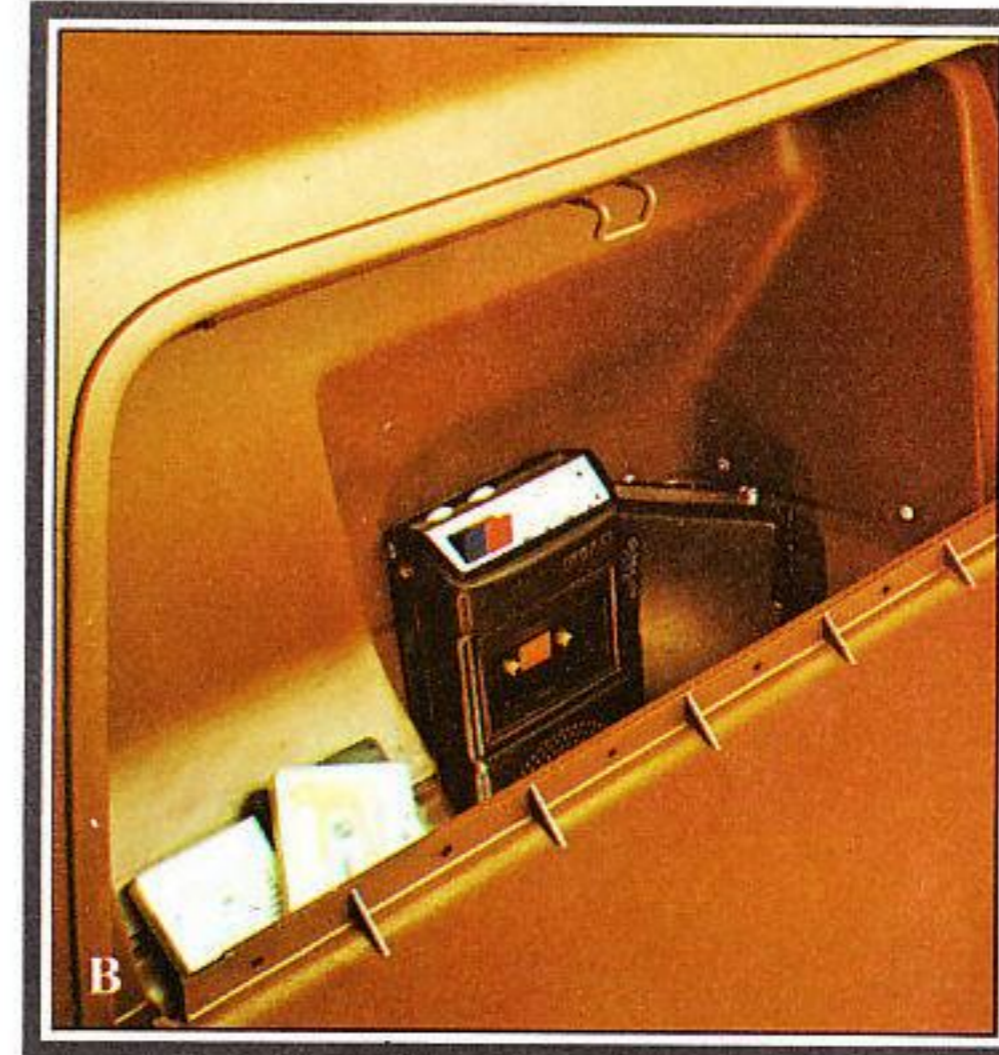
Loop-pile carpeting is standard throughout, including the entire cargo area floor, on both the 2- and 3-seat models. Also in the cargo area is a handy storage compartment shown below. (B).

To heighten the pleasure of Town & Country ownership, such options as an electrically-heated rear window defroster (C) which

automatically shuts off after 10 minutes of operation, and a roof luggage rack can also be ordered.

And of course, the three-way tailgate for easy loading comes with every Town & Country. (D, E & F).

All this and more make Town & Country a car with a wonderful capacity for pleasing.



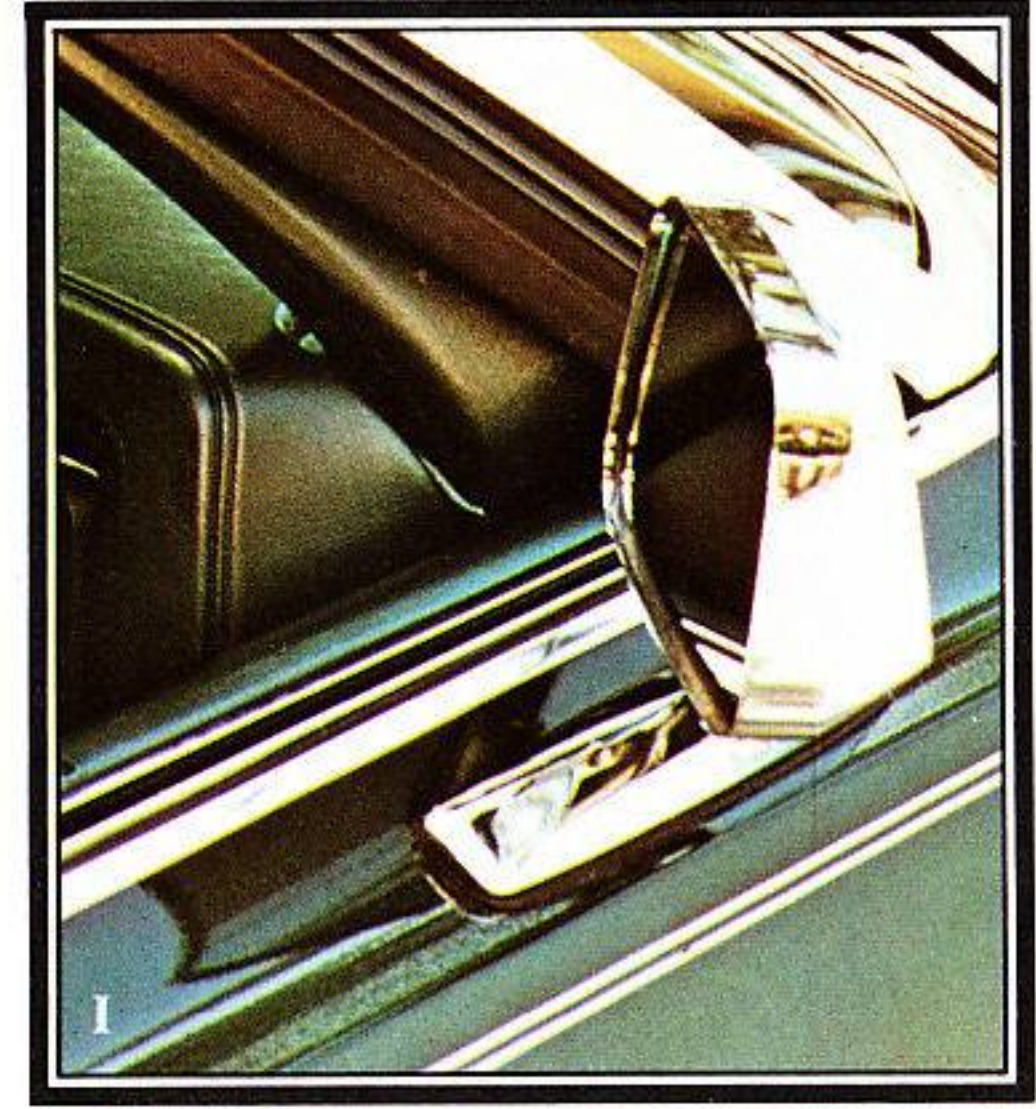
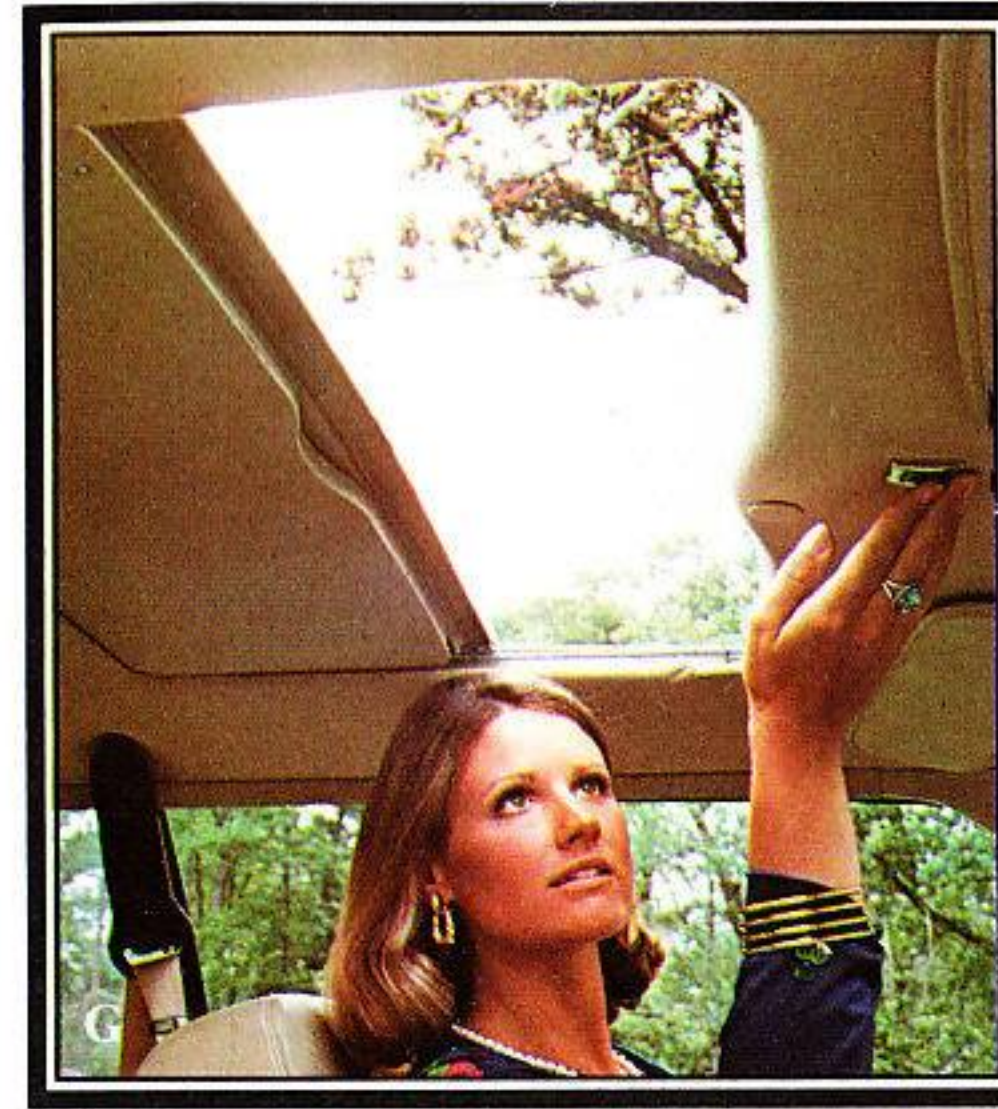
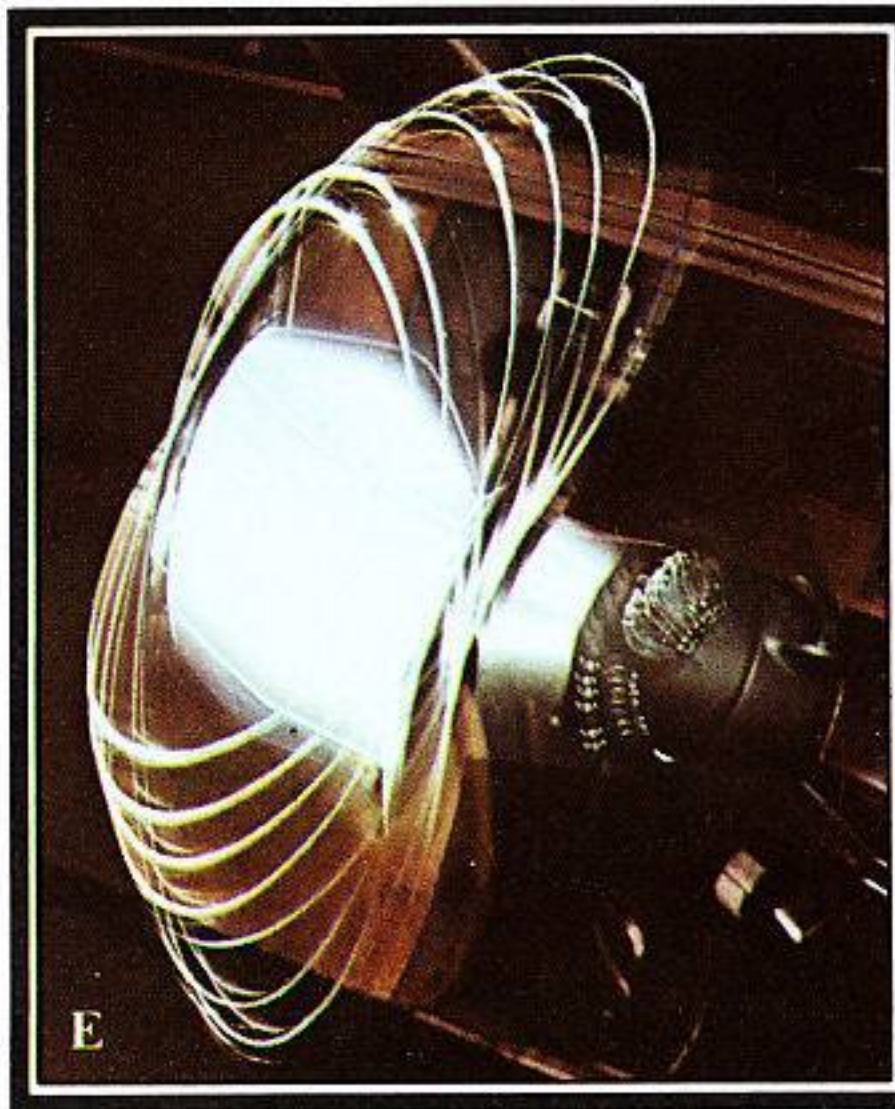
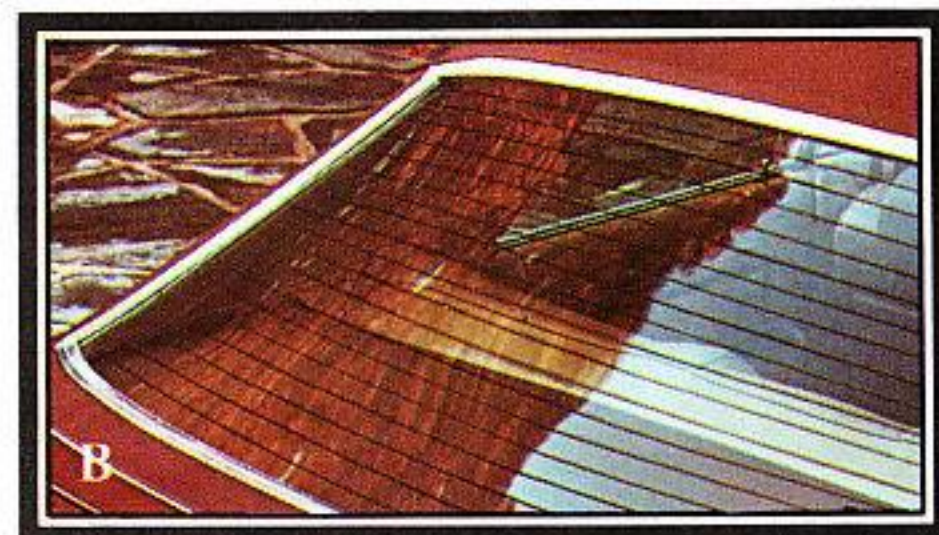
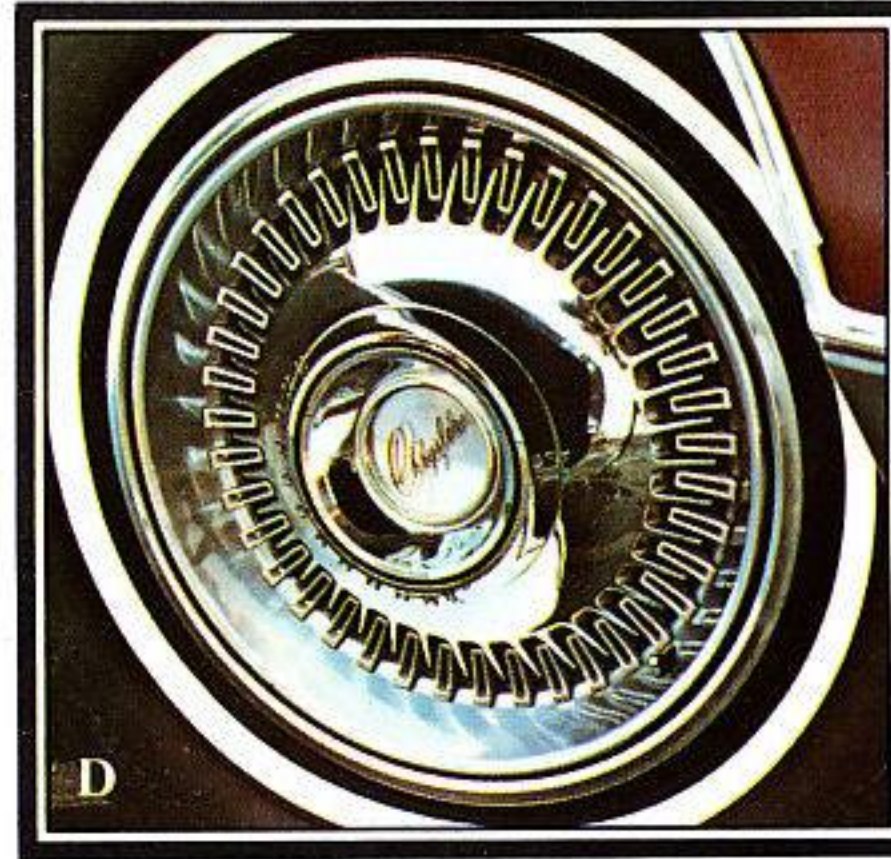
Chrysler Options

The options pictured below are some you might find particularly appealing.

- A.** AM/FM Search & Tune Radio. Touch "local", the radio searches for local stations with strong signals. Touch "distant", it searches for and tunes in strong distant stations.
- B.** Electrically-Heated Rear Window Defroster. When turned on, will stay on for 10 minutes, then automatically shuts off.
- C.** Electronic Fuel Pacer. Constantly monitors fuel-to-air power

- mixture. When mixture is "fuel-rich", driver is alerted by a warning light. You are using fuel most efficiently when light is off.
- D.** Premier wheel covers.
- E.** Tilt & Telescope Steering Wheel. Adjusts up and down, in and out, for each driver's comfort, convenience and ease of entry or exit.
- F.** Chrome styled road wheel. (N.A. Town and Country)
- G.** Power Sun Roof. With one finger you can open your car to the

- freshness of nature. Or close it when the weather fails to co-operate. Not available with St. Regis or Town and Country.
 - H.** Electronic digital clock. Accurate to plus or minus one minute a month.
 - I.** Remote-Control Outside Mirror. Right side. Control within easy reach of both driver and passenger.
- Automatic vehicle rear height control system is a new option for 1975. (Not illustrated)



IMPERIAL LE BARON

Even at rest, Imperial Le Baron presents an air of movement. Sweeping lines and firm but graceful contours augment your impression of a car constantly in motion.

Slip inside and close the door. Here, in the light of softly tinted glass, you find a world of sumptuous luxury. There are deep real leather or cloth and leather seats to rest on, and cut-pile carpeting to sink your feet into.

Everything is power on Imperial: power steering, power window lifts,

power disc brakes front and rear, air conditioning with automatic temperature control, and a powerful 440 cu. in. engine to lift you effortlessly along. A rear automatic vehicle height control system is standard.

Imperial Le Baron is secure as well as comfortable. With side impact protection beams, energy absorbing steering column and an instrument panel safety pad. It even has a door ajar indicator lamp standard, so you can be sure every-

one is safely inside.

In engineering, again you will find Imperial unsurpassed. Le Baron has Electronic Ignition System standard. And Torque-Flite automatic transmission, to give unparalleled smoothness with absolutely no recommended service intervals.

Experience the luxury and quiet of Imperial Le Baron for yourself. Only then will you understand what makes Le Baron truly Imperial.



Le Baron 4-door hardtop.

IMPERIAL CROWN COUPE

Every inch a Le Baron, Imperial Crown Coupe incorporates all the engineering luxury, and safety features found on LeBaron. Its difference lies in styling. The Imperial Crown Coupe features a canopy vinyl roof and distinctive opera window. If your taste runs to luxury with a sporty flair. Imperial Crown Coupe is for you.

Stylish elegance is evident everywhere: from the luxurious real leather or cloth and leather seats to cut-pile carpeting even in

the luggage compartment.

However, the attention Imperial devotes to detail is the real hallmark of a true luxury car. You'll find a drivers side remote control outside rear view mirror, a trip odometer for accurate distance judgment, an electronic digital clock: even an illuminated vanity mirror for the front seat passenger.

Other small details you'll come to appreciate on your Crown Coupe include an instrument panel of modular construction for quick

servicing if ever required, a battery fluid warning light, windshield washer fluid level warning light, and three speed wipers. Anti-sway bar and steel-belted whitewall radial-ply tires are also standard.



IMPERIAL INTERIORS

From the inside out, Imperial is an automobile committed to your every comfort.

A. Imperial luxury is evident the instant you enter, with seats of matchless quality. Hand-stitched from finely ribbed velour, their remarkable texture is exceeded only by an optional version in genuine Corinthian leather.

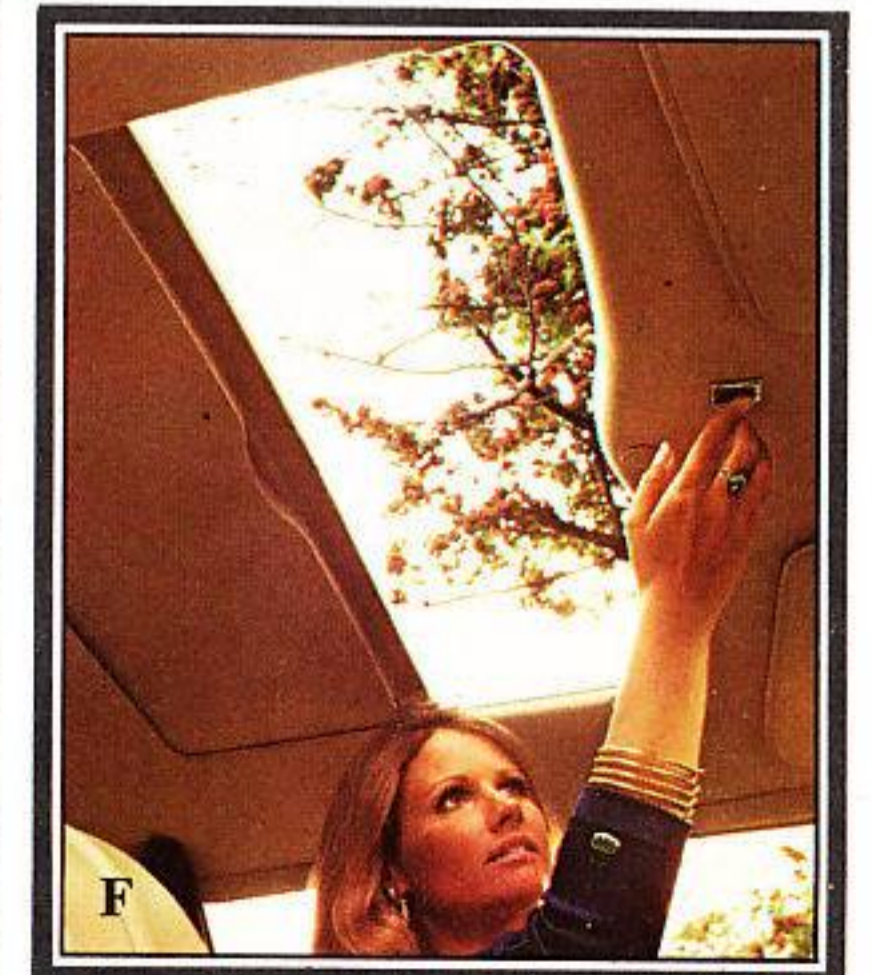
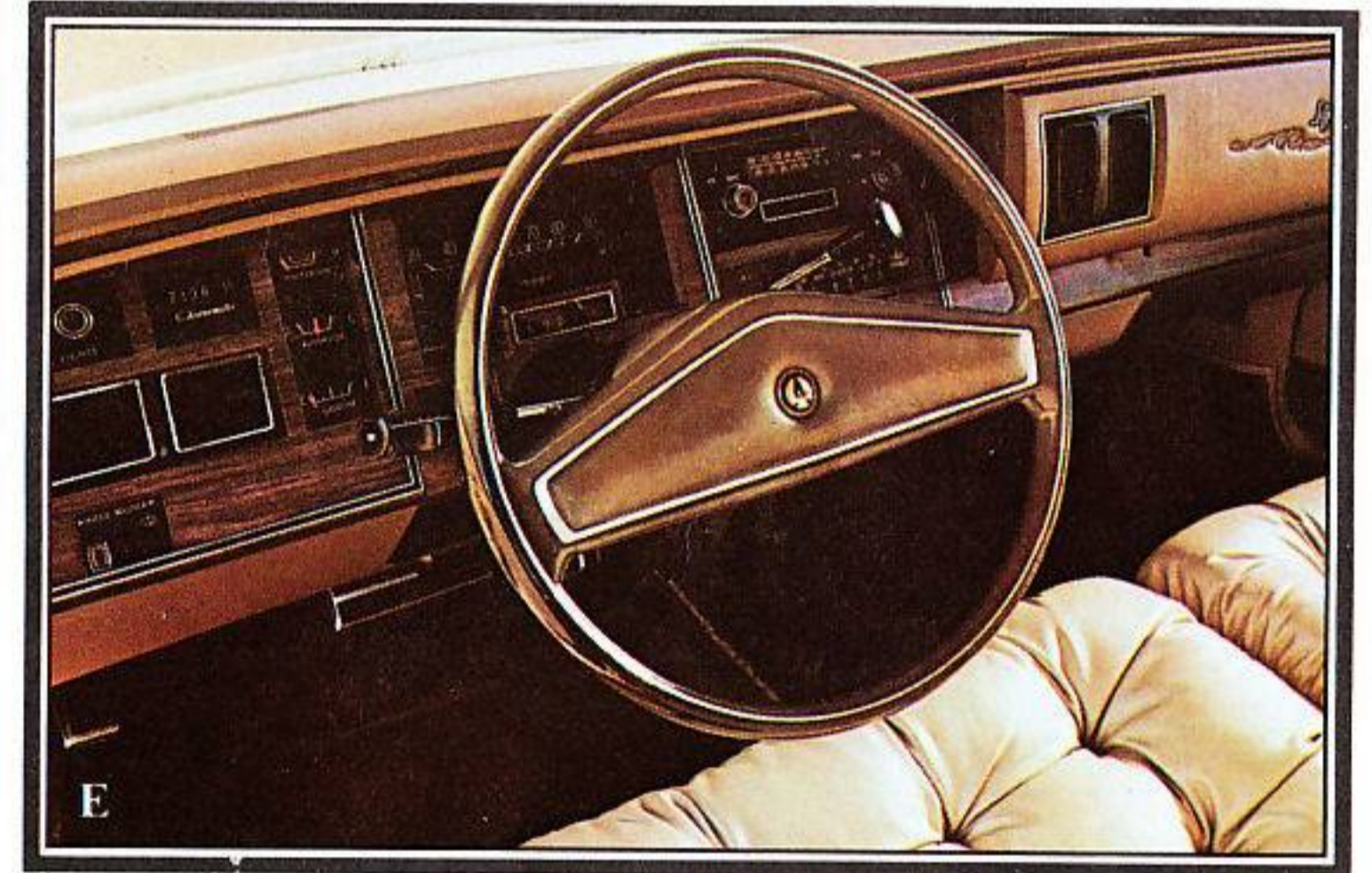
B. The clock demonstrates the finer touch in Imperial luxury. It is digital, and accurate to within one minute per month.

C. Deep cut-pile carpet covering even the trunk and spare tire is final testament to the fact that Imperial is pure luxury, from the inside out.

D. On the passenger side of 4-door models, the backrest adjusts to a variety of angles. This feature is another example of the devotion to personal comfort exercised by Imperial designers.

E. Look closely at the instrument panel. Its display is elegant, but simple. Operational controls and

gauges are left of the steering column. Convenience controls like radio and Air-Temp are to the right. **F.** An electrically operated sun roof is optional, to put even more sparkle in your driving. (not available on Crown Coupe).



Cordoba

IMPERIAL CHRYSLER

The Extra Care In Engineering Story

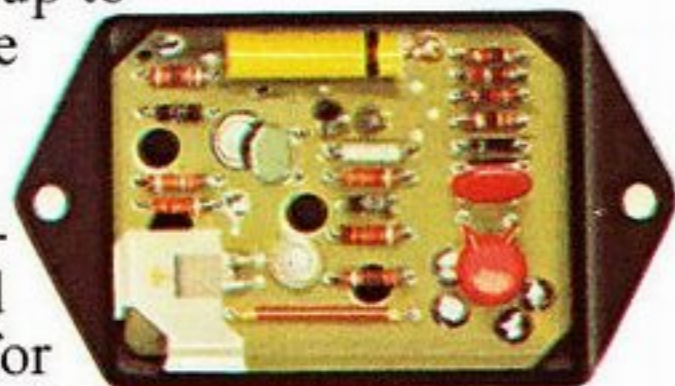
The extra care, extra thought, given by Chrysler engineers to basics has resulted in features which make your Chrysler, quiet, comfortable, simple, and reliable. Features such as:

TorqueFlite automatic transmission:

Rugged. No recommended fluid or filter replacement under normal driving conditions. Smooth-shifting. No recommended band adjustment under normal conditions.

Electronic Ignition System:

Delivers up to 35% more starting voltage than conventional systems for easier starting



in all kinds of weather. Standard on New Yorker Brougham,

Town & Country and Imperial is our Phase II Electronic Ignition System. It combines our Electronic Ignition System and electronic voltage regulator with long life spark plugs and long life battery. The Phase II Electronic Ignition System is guaranteed for 5 years or 50,000 miles, with the exception of spark plugs that have a 3 year or 30,000 mile guarantee when leaded fuel is used.

Unibody construction:

Body panels and structural members on all Chryslers are fused into one unit by more than 4,000 tough welds. The result is a tough, shake-resistant structure with no bolts to loosen or rattle.

Torsion-bar suspension:

More easily adjusted for height than conventional coil springs.

And, in combination with Unibody construction and sound insulation, produces our unique Torsion-Quiet Ride.

Modular instrument panels:

A new approach to panel design allows all components (gauges, switches, indicators, heater controls) to be inspected from the front, rather than the back, of the panel.

Electronic Fuel Pacer System:

It constantly monitors the fuel to air mixture. When the mixture is "fuel-rich," it alerts the driver by an exterior warning light. You are using gas most economically when the light is off.

Extension of oil change interval:

The recommended oil change interval for all Chryslers has been extended from 3 months/4,000 miles to 6 months/5,000 miles.

30,000 mile long life spark plugs:

These new spark plugs have a precious metal (platinum) center electrode with chromium-plated surface. They are standard with the 440 CID engine in New Yorker Brougham, Town & Country and Imperial and guaranteed for 3 years or 30,000 miles when leaded fuel is used.



5 year/50,000 mile long life battery:

Standard on New Yorker Brougham, Town & Country, and Imperial this 500 amp battery performs very well in cold weather, requires water only once a year, and is guaranteed for 5 years or 50,000 miles.



Engineering Features

Chrysler engineering makes a difference you can feel. **Torsion-bar suspension** and **TorqueFlite automatic transmission** team up for

unparalleled riding comfort and smoothness.

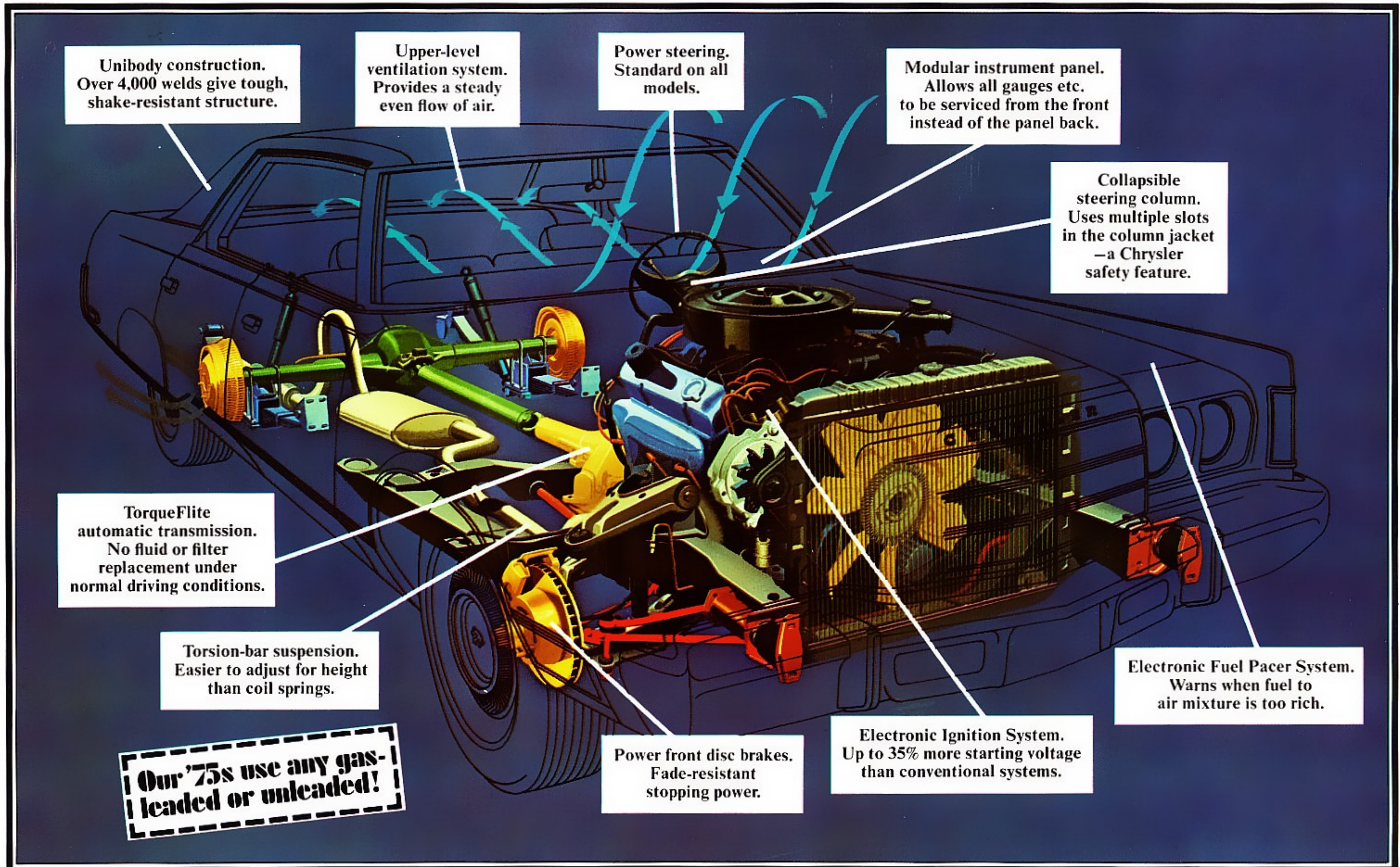
A difference you can hear. Uni-body construction and thorough

sound insulation provide a unique driving sensation: Chrysler quiet.

A difference every time you turn the key. The Electronic Ignition

System delivers up to 35% more starting voltage.

Chrysler engineering features. Together they make the difference.



OPTIONS

Check off your choice with this handy option selector.

CAR MODELS

CORDOBA NEWPORT NEWPORT CUSTOM NEW YORKER BROUGHAM TOWN & COUNTRY IMPERIAL LE BARON

CHECK LIST

COLOR CODE
 OPTIONAL
 STANDARD
 NOT AVAILABLE

	CORDOBA	NEWPORT	NEWPORT CUSTOM	NEW YORKER BROUGHAM	TOWN & COUNTRY	IMPERIAL LE BARON
Comfort/Convenience						
†Air Conditioner						
†Air Conditioner—Auto-Temp II						
Automatic Vehicle Rear Height Control System						
Auto-Speed Control						
Clock—Electric						
Clock—Electronic Digital						
Cornering Lights						
Deck-lid Release—Electric						
Defroster—Electric Rear window						
Differential—Sure-Grip						
Electric Fuel Pacer System						
Engine Block Heaters						
Light Package						
Locking Gas Cap						
Luggage Rack & Assist Handles						
Power Door Locks						
Power Seat Bucket or 50/50—Left						
Power Seats—Bench, Left & Right 50/50 Seats						
Power Windows						
Radio Antenna—Power						
Radio—AM						
Radio—AM/FM						
Radio—AM/FM Search Tune Multiplex Stereo						
Radio—AM with 8-track Stereo Tape						
Radio—AM/FM Multiplex Stereo with 8-track Stereo Tape						
Safeguard Sentinel						
Security Alarm System						
Steering Wheel—Deluxe						
Steering Wheel—Tilt & Telescopic						
Sun Roof						
Tinted Glass						
Trailer-Tow Package—Heavy Duty						
Trailer-Tow Package—Light Duty						
Undercoating & Hood Pad						
Vent Windows—Manual (4-door models only)						
Windshield Wipers—3-speed						
Decor/Dress-up						
Door-edge Protectors						
Mirror—Remote-control, Left						
Mirror—Remote-control, Right						
Sun Visor with Illuminated Vanity Mirror						
Trunk Dress-up—includes Carpeted, Spare Tire Cover						
Tires: Blackwall Standard Size Steel-Belted, Radial-ply						
Tires: White Sidewall Standard Size Steel-belted, Radial-ply						
Vinyl Roof						
Wheel Covers—Premier						
Wheels, Road—Chrome-styled (set of 5)						
Wheels, Road—Urethane coated (set of 5)						
Wheel Opening Skirts						
Performance						
318 V-8 (2-barrel)						
360 V-8 (2-barrel)						
400 V-8 (4-barrel)						
440 V-8 (4-barrel)						
500-ampere Extended Life (50,000 mile guarantee) Battery						
Heavy-duty Shock Absorbers						
Heavy-duty Suspension						

DEALER NAME AND ADDRESS

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colours and materials, and to change or discontinue models.

†With tinted glass only



Extra care in Engineering...it makes a difference.



Dodge
CHRYSLER
Dodge Trucks
 SALES/SERVICE



Plymouth
CHRYSLER
Dodge Trucks
 SALES/SERVICE