



The new Imperial could change your whole
idea of what a luxury car should be

You'll get the idea
in a private
test drive.

In the new Imperial, you don't just see
luxury. You *experience* it.

You feel it in the response of a highly-efficient
V8, the largest ever offered by
Chrysler Corporation.

And for 1968, there is still another Imperial engine
package. An optional high-performance
"440 Dual" V8 with dual exhausts and
dual-snorkel air cleaner.

Imperial ride and handling are exceptional.

As it should be in such an outstanding luxury car.
As you drive, Imperial's new stereo sound surrounds
you. A Stereo Multiplex Radio and stereo
tape player are now available. Listen to both
through an optional five-speaker system.

In Imperial, your climate can now be controlled
automatically. Set the new optional air conditioner
with Auto-Temp control at the temperature you
prefer. It is maintained winter and summer.

Get the feel of the new Imperial luxury
firsthand. Your Imperial dealer will arrange a
private test drive at your convenience.

The 1968 Imperial, finest automobile built
by Chrysler Corporation.



The front seat in the Crown Four-Door Hardtop (shown) and LeBaron is three seats in one. It is a sectional sofa which adjusts into twin armchairs. Then becomes an armchair plus recliner.

Set the new optional air conditioner with Auto-Temp control and the temperature you prefer is maintained winter and summer. A Stereo Multiplex Radio (shown) and a stereo tape player are also newly-available. Listen to both through an optional five-speaker system.



From the illuminated console in the driver's door, you operate the standard power windows and window locks and optional power vents* and door locks.

*Standard on LeBaron



In Imperial, each door has a spacious glove compartment.



The 1980 Imperial LeBaron

IMPERIAL



CHRYSLER
MOTORS CORPORATION

Litho in U. S. A.