



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 1969 Imperial Limo

IMPERIAL



CHRYSLER
MOTORS CORPORATION