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*1975 Chrysler Imperial.
Completely committed to every comfort.
Totally confident of every comparison.*



*The American
Imperial*



A superb example of automotive excellence, this is the Imperial LeBaron Crown Coupe.



The impressive Imperial LeBaron Two-Door Hardtop. Its style and equipment prepares it for any fine car comparison.



The Imperial LeBaron Four-Door Hardtop is distinguished by its formality, accepted for its elegance.



The rich leather interior, trimmed with vinyl, includes a standard reclining front seat on the Four-Door Imperial.



The Imperial standard interior consists of exceptionally comfortable velour cloth cushions combined with leather and vinyl.

THE SEARCH FOR COMFORT ENDS HERE.

This is the 1975 Imperial, an automobile of astounding luxury. It is an automobile completely committed to your every comfort . . . an automobile totally confident of your every comparison. So, consult your senses. In the end, only the senses can tell you what car you are most comfortable in.

First, observe. Here, the delicate colors of earth and wood harmonize to create richness and warmth. There, the handsome planes of the side trim panels lend subtle contrast to small billowed curves in the seats. Visually, there is a compelling suggestion of rare comfort, even before the fact of it. The rich, wood-like panel overlay provides a handsome setting for the complete array of instruments and gauges. The finish of the steering wheel, the jeweler finish of each control

reflects the care and thoughtfulness lavished on this impressive automobile.

Now sit, touch. Confirm what you see. Each seat is a deep pillow comprised of still smaller pillows . . . all gathered and sewn with particular care to achieve maximum comfort. The fabric is soft, finely finished velour. Its remarkable texture is exceeded only by a glove-soft version in genuine Corinthian leather, available at extra cost. To sink into the welcoming comfort of these remarkable seats is an experience, we feel, you will encounter in no other car, regardless of its status or cost.

Indulge yet another sense: the sense of well-being. For every Imperial detail is reduced to even finer detail. The clock, for example, is a most exceptional timepiece. It is an electronic digital clock like the

ones certified by Swiss technicians to be accurate to within a minute per month. The visor mirror actually has its own separate light. And the gauges (yes, real gauges) are augmented by solid state warning lights. Unlike conventional warning lights, these light-emitting diodes lack filaments which eventually "burn out." Such design, if only considered a detail, provides certain testimony that Imperial for 1975 is wholly concerned with your motoring comfort, your convenience, your every satisfaction.

On the following pages are more convincing reasons for choosing a Chrysler Imperial. Attention to detail is a sure touchstone to quality in a luxury automobile. As you continue to look over the 1975 Imperial, you come to the conclusion that Imperial overlooks nothing.



Conceived with your convenience in mind, this is the tasteful, fully-appointed Imperial instrument panel.



Optional door lock shown with standard power window controls.



Automatic Speed Control—a most popular Imperial option.



Lighted visor vanity mirror is standard.



Reading lamps are a luxury touch—standard on all models.



The standard electronic digital clock is highly accurate.



Imperial's four-wheel power disc brakes are standard.



The carpeted trunk protects luggage.



Long-life Imperial battery.



Long-life spark plugs.



Imperial's Electronic Ignition.

IMPERIAL FEATURES

On these pages you will discover everything that makes the 1975 Imperial a truly luxurious automobile. For everything mentioned on these two pages is standard, or readily available, with every Imperial built.

In keeping with Imperial's quest for your total comfort is Auto-Temp II. Beyond mere "air conditioning," it is a completely integrated unit which allows you to simply preset any comfort level at any time of the year and be done with it. No fiddling, no juggling, no compromises.

For additional comfort, there is tinted glass and plush cut-pile carpeting of the highest quality. In concert with Imperial's minute attention to fine detail, quality loop-pile carpeting covers the trunk interior and spare tire. Front seats are individually adjustable. On the passenger side of four-door models, there is a recliner which allows the occupant to adjust the seat back to a wide variety of angles.

The instrument panel is a study in elegant simplicity. Operational controls such as wipers, lights, and rear window defroster are left of the steering column; convenience controls like radio, lighter and air conditioning are to the right. Temperature, alternator and gasoline gauges tell you how things are going. There are small light-emitting diodes to forewarn you in the unlikely event that these functions require attention. Another light will come on if and when your doors aren't closed properly. Yet another light tells you if your windshield washer fluid is low.

Another advantage of the Imperial instrument panel is its modular construction. Control and gauge units can be removed individually (if and when any service is required).



Bin-type glove box is commodious—and practical.



Inside power trunk release is available.

Readable gauges keep you informed.

The search for total reliability.

In keeping with that quest is TorqueFlite automatic transmission, for which there are absolutely no recommended service intervals in the course of normal use. And then there is Imperial's most unique Phase II Electronic Ignition System. It consists of electronic switching devices (no points and condensers to wear out or replace); spark plugs that are tipped with a new, long-life platinum alloy; and a remarkable new long-life battery. The Phase II system means, in essence, that the entire ignition system should require no service for 50,000 miles.

Certainly, there are many additional Imperial features worth comparing: power disc brakes, which are found at all *four* wheels; steel-belted white sidewall radial tires; a new automatic height-control system.

And then there is the quiet of Imperial's ride. We can assure you that here, too, no detail has been ignored, from floor silencer pads to window sealers. But mere description of a quiet ride cannot possibly tell you what your own ears will when you test-drive a new Imperial. And here we speak from experience. For no new Imperial ever leaves the factory until we've thoroughly tested it ourselves, under a variety of conditions. Most hopefully, the next, and most important, test will be yours.

Imperial Standard Features

- Vinyl roof • Concealed headlamps • Cornering lights
- Front and rear bumper guards • Periphery moldings around bumpers and taillights • Concealed three-speed wipers coordinated with electrically operated washers
- Deluxe wheel covers • Remote-control, left, outside rearview mirror • Formal-style rear window with color-keyed moldings • Divided center grille • Exterior accent stripes • Hooded, teardrop-shaped taillights
- Hood stand-up medallion with Imperial emblem • Tinted glass • Bright drip rail molding • Bright front-wheel lip moldings • Rear wheel-opening skirts • Imperial medallion on deck lid • Rear side marker lights are illuminated and have Imperial emblems molded in • Air conditioning with automatic temperature control
- Power windows • 100% nylon plush cut-pile carpeting
- Velour, leather and vinyl 50/50 divided bench seat with automatic seat-back release, individual adjustments, armrests and folding rear center armrest on two-door hardtop • 50/50 divided bench seat with individual adjustments, folding rear center armrest and passenger recliner in velour, leather and vinyl on four-door hardtop • Cloth headlining • Simulated Brazilian rosewood on doors and instrument cluster face • Three-spoke steering wheel with partial horn ring • Inside hood release • Automatic parking brake release • 12" inside day/night mirror • Convenient bin-type glove box compartment with integral coin holder • Lavalier straps on inside rear roof pillars, four-door model • Vinyl-covered rear pillar pillows, two- and four-door models
- Modular instrument panel with driver controls on left, comfort controls on right • Rear reading lights
- Warning light for windshield wiper fluid • Trip odometer • Electronic digital clock • Reminder lights for "fasten seat belts," "lock doors," "brakes," and "high beam" • Color-keyed restraint system • Courtesy map, glove box, ashtray and trunk lights • Ignition switch light with time-delay • Interior air distribution with eight outlets including two lap coolers • Cigarette lighter and ash receiver in all doors except driver's
- Low-fuel, temperature and battery condition warning light-emitting diodes • Headlights "on" warning signal
- Plush, loop-pile carpeted luggage compartment and

- spare tire cover • 440-cubic-inch V-8 engine with four-barrel carburetor • Phase II Electronic Ignition System
- TorqueFlite Automatic Transmission with part-throttle kickdown • Torsion-Quiet Ride • Power steering
- Power disc brakes, front and rear with drum-type parking brake • Long-life spark plugs • 500-ampere long-life battery • 65-ampere alternator • Undercoating and hood silencer pad • 2.71 axle ratio.

Imperial Standard Safety Features

- Rear reflectors and taillamps • Back-up lights • Lane-change turn signal • High-strength windshield • Side marker lights and reflectors • Three-speed electric windshield wipers • Left, outside, remote-control rearview mirror • White sidewall, steel-belted radial tires (LR78 x 15) with 40,000-mile tread warranty by the manufacturer • Safety-Rim wheels • New passenger restraint system with starter interlock • Flame-retardant interior material • Padded steering wheel with padded hub • Locking steering column • Ignition key warning buzzer • Three-point seat belt anchorage
- Energy-absorbing steering column and wheel • Energy-absorbing and padded instrument panel
- Energy-absorbing front seat-back and armrests
- Manual door locks—levers with non-override lock feature, except driver's door • Interlocking door latches
- Flush-type, inside door-release levers • Cushioned sun visors • Dual braking system with warning light
- Hazard warning light system • Vinyl-clad day/night inside rearview mirror on double ball-joint mount • Two front head restraints • Locking latch on front seatbacks (two-door model) • Impact-absorption bumper system including hydraulic shock absorbers • Fuel tank impact protection • Side door beams.

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 Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.



The power sun roof is a popular option for Two-Door or Four-Door models.



The optional electrically-heated rear window defroster.



Optional right side remote-control rearview mirror.



A further touch of elegance—the optional Crown Coupe opera roof.



Optional tilt-and-telescope steering wheel.



The optional Fuel Pacer System.

NOTE: Due to occasional printing irregularities, the colors below may vary slightly from actual hues. See your Chrysler Dealer for accurate color chips.

Silver Cloud Metallic	Platinum Metallic	Dark Chestnut Metallic	Astral Blue Metallic	Starlight Blue Metallic	Vintage Red Metallic	Spanish Gold Metallic	Frosty Green Metallic	Deep Sherwood Metallic	Avocado Gold Metallic
Sahara Beige Metallic	Moondust Metallic	Sienna Metallic	Powder Blue	Spinnaker White	Formal Black	Golden Fawn	Inca Gold Metallic	Bittersweet Metallic	

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