

IMPERIAL

It's time for Imperial.



It's time an American luxury car was styled clean and uncluttered. It's time an American luxury car had electronics engineered in the labs that started the space program. It's time an American luxury car came one way: totally equipped. And with more luxury features, standard, than any other American automobile. It's time that a quality built American luxury car was warranted for twice as long as any of its competitors. It's time for Imperial.

A new two-door personal luxury car is appearing in select showrooms across the country. It is Imperial, America's newest personal luxury car. In several key elements—engineering, equipment, quality—it is an extraordinary automobile. Even its basic limited warranty—two years or 30,000 miles, whichever comes first—is unlike any competitor.

But the first indication of Imperial's new approach to luxury is its styling. Its grille and rear deck are classic, but Imperial's forward-thrusting stance and profile make a totally contemporary statement, reinforced by a virtual absence of decorative chrome. Turn the page and find out why you should purchase or lease a 1981 Imperial.



1981 Imperial is Sterling Silver Crystal Coat



1981 Imperial is Day Star Blue Crystal Coat



1981 Imperial in Mahogany StarMist

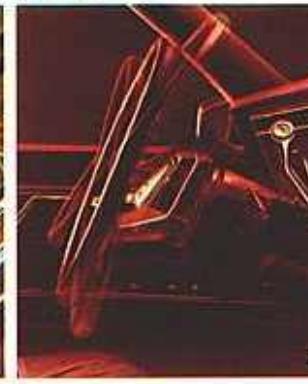
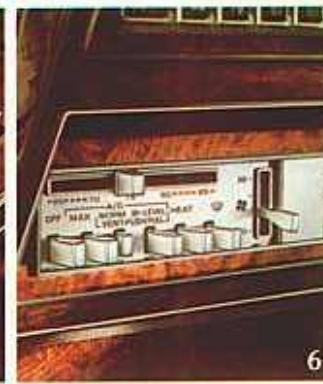
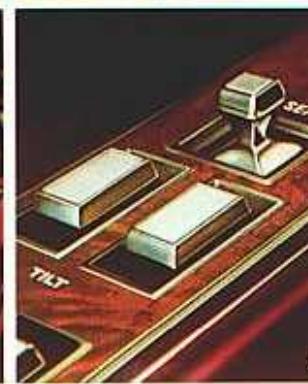
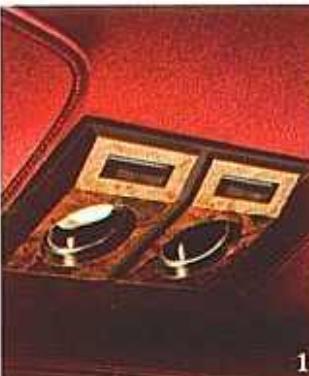
It's time an American luxury car came one way: totally equipped. And with more standard personal luxury features than any other American automobile.

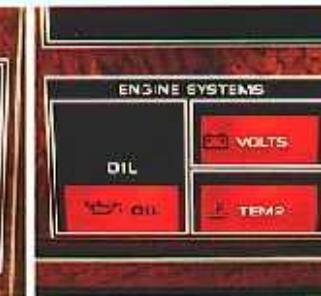
No other American automobile offers as complete a list of standard luxury features as Imperial. A choice of four sophisticated sound systems. Speed Control. Power assists.

Individually adjustable front power seats, including a passenger recliner. Twin lighted vanity mirrors. Highly sophisticated electronic instrumentation. In fact, Imperial's standard features list is so extensive it fills two, single-spaced, typewritten pages.

Pictured are a few of Imperial's desirable standard features. Equipment that goes beyond that offered by other competitive luxury cars.

1. Dual-beam map/dome light.
2. AM/FM Electronic Search-Tune Radio.
3. Mark Cross interior center armrest.
4. Speed Control.
5. 6-way power driver's seat. (4-way power passenger's seat also standard.)
6. Air conditioning with thermostatic temperature control.
7. Power windows.
8. Tilt steering column.
9. Alternate wheel choice: four wire wheel covers. Or choose four cast aluminum wheels.
10. Halogen headlamps.
11. Alternate sound system choices: AM/FM stereo cassette tape player with Dolby® or
12. AM/FM stereo radio with 8-track stereo tape player.





Imperial's electronic instrumentation: Preceding page: top, electronic instrument panel; from left to right, seat belt/washer-fluid reminder system; remaining fuel; engine operating conditions; odometer. Below, 9-button electronic module.



It's time an American luxury car had electronics engineered in the labs that started the space program. A personal luxury car with two electronic systems that are unmatched by any other American automobile. One system is an electronic communications center that tells you, at a glance, just about everything you need to know to drive your car safely and efficiently.

The other is EFI, Imperial's unique Electronic Fuel Injection system, that gives you better driveability and better efficiency, at the same time. Both are manufactured at Chrysler's Huntsville, Alabama, Electronics Division, in cooperation with engineers at Chrysler Headquarters. One of the most advanced electronics operations in North America, Huntsville has been a prime aerospace contractor in the Redstone and Saturn Apollo programs.

Imperial's Electronic Communications Center.

If the driver did not know how advanced the design of Imperial was, its instrument panel would tell him. It is the first fully electronic

digital instrument cluster in America, supplying all necessary information in either standard or metric terms. Yet it's easy to read. Easy to understand. Its nine button module answers almost any question a driver is likely to ask.

Three digital displays activated by the nine button module instantly provide information as to speed, fuel supply, time and date.

There are also three systems that supply important information automatically: the Safety System, the Reminder System, and the Engine System. The Safety System provides brake condition warning and door ajar indication. The Reminder System gives a fasten-seat-belt alert and indicates low windshield washer fluid. The Engine System warns of low oil pressure, high engine temperature and low battery voltage.

EFI: Electronic Fuel Injection.

Another Engineering innovation manufactured at Huntsville is EFI: Electronic Fuel Injection for Imperial's 5.2 liter V-8 engine, the first continuous flow fully electronically controlled

fuel injection for any production automobile built anywhere in the world.

The brain of Imperial's EFI is the Combustion Computer, which determines the correct proportion of air and fuel delivery based on functional and environmental conditions, driver demands, vehicle load and weather. The mixture of fuel and air is precisely measured, electronically, to maintain top performance and low emissions. The Combustion Computer also controls the spark advance, aided by remote sensors that provide it with still more information.

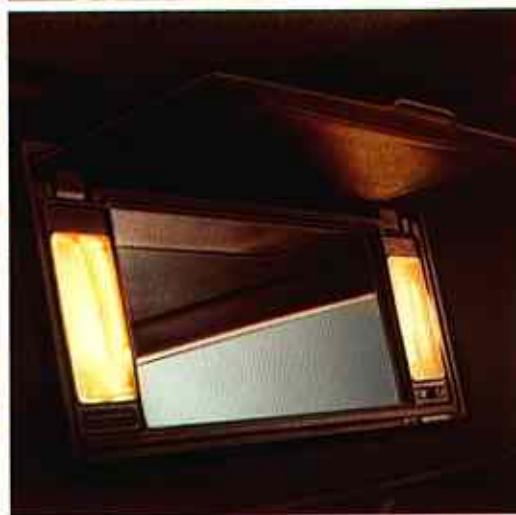
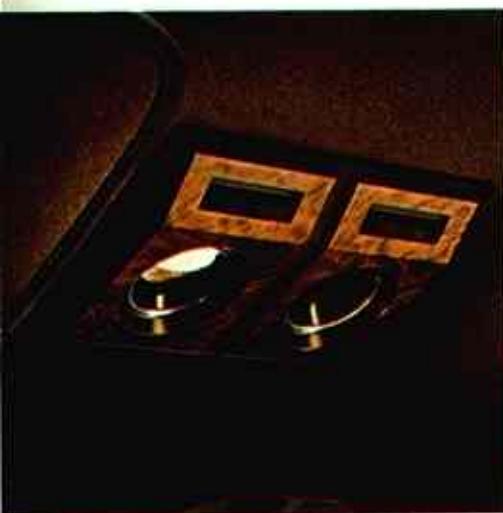
Imperial's continuous-flow Electronic Fuel Injection improves driving efficiency in three important areas. Starting is simpler, quicker, surer. Efficient engine performance is immediate since EFI controls the engine idle for smooth performance even on coldest mornings. Balks and stalls are virtually eliminated, even in heavy, stop-and-go traffic.

Imperial's unique Electronic Fuel Injection represents another exclusive feature which sets Imperial apart from all other personal luxury cars.



1981 Imperial MoS Cross interior with leather seating surfaces.

Below: Imperial standard features, clockwise from upper left: dual-beam map/dome light; AM/FM Electronic Search-Tune Radio; dual-lamp vanity visor mirrors; rear seat assist strap assembly and rear pillar lights with Mark Cross emblem; map pockets on front seat backs; center armrest with Mark Cross lion's head emblem.



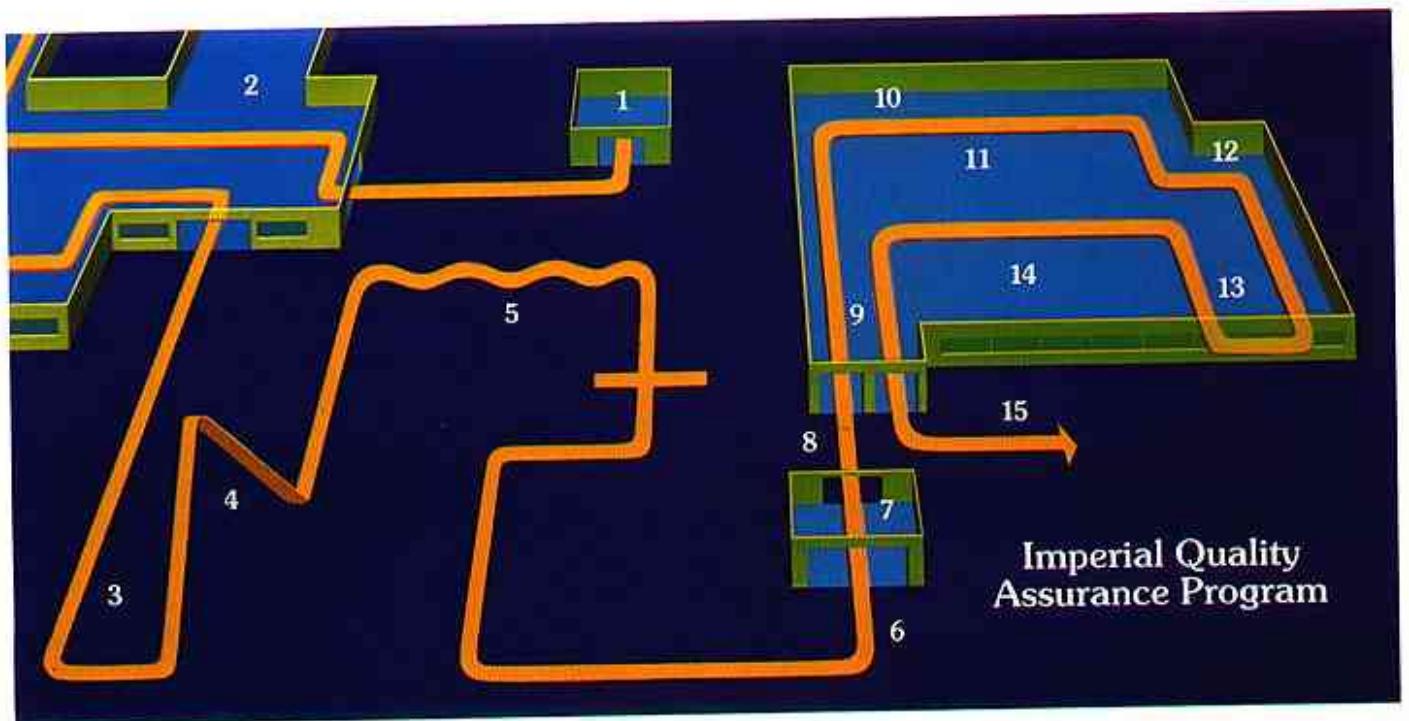
It's time an American luxury car came one way: totally equipped. And with more luxury features, standard, than any other American automobile.

No other American automobile offers as many standard luxury features as the new Imperial. Power assists are standard. Speed Control. A highly sophisticated electronic instrument cluster that's easy to use and understand. Your choice of four sound systems. Imperial's complete list of standard features is so extensive it fills two single-spaced typed pages. Its only extra-cost option is an electrically-powered retractable roof.

Imperial's interior has been styled by Mark Cross, America's most distinguished name in leather since 1845, whose proud signature appears on the front seat center armrest. Seating surfaces are upholstered with luxurious leather or magnificent Yorkshire Cloth. You have a choice of seven colors for leather, six for Yorkshire Cloth.

Driver and passenger convenience and comfort were foremost considerations in designing the Imperial interior. Individually adjustable power seats—folding armrests, front and rear—and reclining front passenger seat—all standard.

The Imperial interior is also equipped with two illuminated vanity mirrors, mounted on the undersides of the twin sun visors. Installed in the driver's visor is the miniature transmitter that activates your garage door opener. And a dual-beam map/dome light serves both front passenger and driver.



The Imperial Quality Assurance Center. It's what every Imperial must pass through before it can be warranted for two years or 30,000 miles, whichever comes first.

The Imperial basic limited warranty extends for twice as long as any competitor. But your assurance of Imperial's quality begins long before it rolls off the assembly line. Many major parts and components are specially designed for Imperial alone, or receive special handling to insure owner satisfaction and consistent luxury car quality.

Our Goal: Best in Class Quality. The first step toward Imperial's goal: "Best in class, bar none," is in the pre-selection of quality parts and the fabrication of the body (1). Major panels, decks, roof and quarter panels, are built of a special grade of steel that is not only resistant to dents and damage, but also provides excellent surface quality for finishing. Only the highest quality panels are chosen, then certified and tagged.

Additional parts, including interior appointments such as seats and radios are also pre-selected for highest quality and certified for Imperial.

Special Assembly Line Care. Imperial is assembled at the Windsor, Ontario Assembly Plant (2). Special care is given to every detail in building Imperial. For example, special attention is given to door closing mechanisms to assure smooth opening and closure.

As the assembly process is completed and approved, test equipment from the Huntsville Electronics Division monitors steering column and trim-line electrical items. Instrument clusters, previously tested at Huntsville, are again tested after installation.

When the assembly process is completed and approved, each Imperial is issued a "travel card" which accompanies the car through all succeeding tests and checks.

Every Imperial Road Tested. Leaving the assembly plant, each Imperial must pass a rigorous 5.5-mile road test. A trained technician-driver takes each car over different terrain at varying speeds.

Over straight stretches of smooth pavement (3) to simulate city traffic performance that includes acceleration and braking, and highway driving for general performance. Up and down hills (4) for further acceleration and deceleration checks, steerability and road handling. Across bumps and potholes (5) to check for smoothness of ride. The driver also tests air

conditioner, heater and electronic cluster functions during the test. **Running Temperature Engine Checks.**

While still hot from the test drive, the Imperial is placed on a hydraulic hoist in a special checkout building (6). Fifteen items are checked and re-checked. These include exhaust system clearances and fluid-leak inspections. Fittings for oil pan, coolant, transmission, rear axle and brake fluid must be tight (7). All such tests are completed while the Imperial is still at operating temperature. Any underbody rattles previously detected during the road test are also corrected at this time.

Imperial Quality Assurance Center. After Imperial has passed all the checks and is signed off by the technician, it is driven to Chrysler's new Imperial Quality Assurance Center (8).

Here, the vehicle receives a hand-wash and a 5-minute water test for body tightness (9). With a technician inside, 42 high-pressure nozzles spray the car from top to bottom.

The technician checks by hand for any possible leaks in floorpan, glass areas, doors and trunk.

Imperial is then examined for front-end alignment and wheel balance (10)



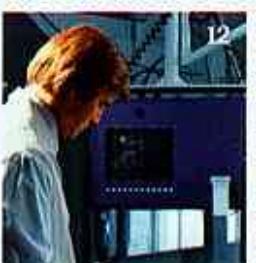
The Quality Assurance Center readies Imperial for delivery, a procedure usually performed

at the dealership for most luxury cars. Underbody components and engine compartment are inspected and given needed adjustments (11). Suspension and steering bolt torques are tested.

This hour-long inspection also includes ball joints, front and rear springs, shock absorbers, bumpers and gas tank – thirty checks in all.

Electronic Systems Check.

The next check is one of Imperial's engine and electrical systems, utilizing a Huntsville tester. This is a computer that uses electrical current



to assure reliability (12). Various engine functions are checked: with engine off, starting, and running at different speeds. Horns, lights, and other electrical parts also are



computer checked. Arriving at its final check-point, the car's body metal is inspected for possible dents or other damage (13). Body

paint is carefully scanned for defects. Once metal and paint are approved, the body exterior is heated to assure tape stripe adherence. Accent stripes are then applied.



All painted surfaces are again inspected, then wheel-buffed and polished (14). All glass is cleaned, inside and out.

Quality Audit Sign-off.

With all procedures completed, the Imperial is visually inspected by a member of the Chrysler Quality Audit Staff. When he signs the car off as approved, it is released for Imperial's special shipment procedures (15).

The Imperial Warranty.

Only when this Audit Staff certification is given does the Imperial receive its limited warranty, which is twice the length of any other American luxury car: two years or 30,000 miles, whichever comes first. And it covers all labor, all scheduled maintenance, every part, except tires.

Under this warranty your Imperial dealer will perform all required repairs at no charge for parts or labor for the life of the warranty. Our rust warranty extends beyond the vehicle warranty to a full three years.

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