



TARGETED for younger, more affluent buyers seeking traditional styling in a high-tech product, the 1988 model Chrysler New Yorker Turbo features 2.2-liter fuel-injected turbo engine, automatic transmission, front-wheel drive, and a lengthy list of standard items such as power equipment and electronic instrumentation.



ELEGANT ENTRY in the large car market is the 1988 Chrysler Fifth Avenue, a proven 318 V8-powered rear-wheel drive four-door sedan. The Fifth Avenue is heavily equipped with standard equipment such as power brakes and steering, automatic temperature control, automatic transmission and much more. More power options, a luxury package, heavy duty suspension, and sunroof can be ordered. Overhead console and new colors are among new items for '88.



ONE LOOK at the eye-catching LeBaron explains why Chrysler has led the convertible comeback to popularity. For 1988, Chrysler adds a highline model in addition to the more opulently-equipped premium model. Turbo performance, electronic fuel injection; a choice of leather or vinyl interiors; concealed headlamps; and power top, steering, brakes, and seats are offered. High tech features are wrapped in an aerodynamically-styled exterior.



LEBARON GTS SPORTS SEDAN from Chrysler for 1988 provides a combination of performance, ride and handling competitive with more expensive Euro sedans. GTS is a four-door hatchback with convenient fold-down split seatbacks. Items new for the model year include wheel treatment, steering wheel, five exterior paints, two trim colors, a power sunroof option, and easy ordering packages to include luxury equipment or turbo sport features.



MID-SIZE FAVORITES from Chrysler for 1988 include the easy-handling LeBaron sedan and the Town & Country station wagon, with its distinguishing simulated oak and woodgrain exterior decor. New body colors and engineering refinements mark these upscale models, equipped with automatic transmission, power steering and power brakes.

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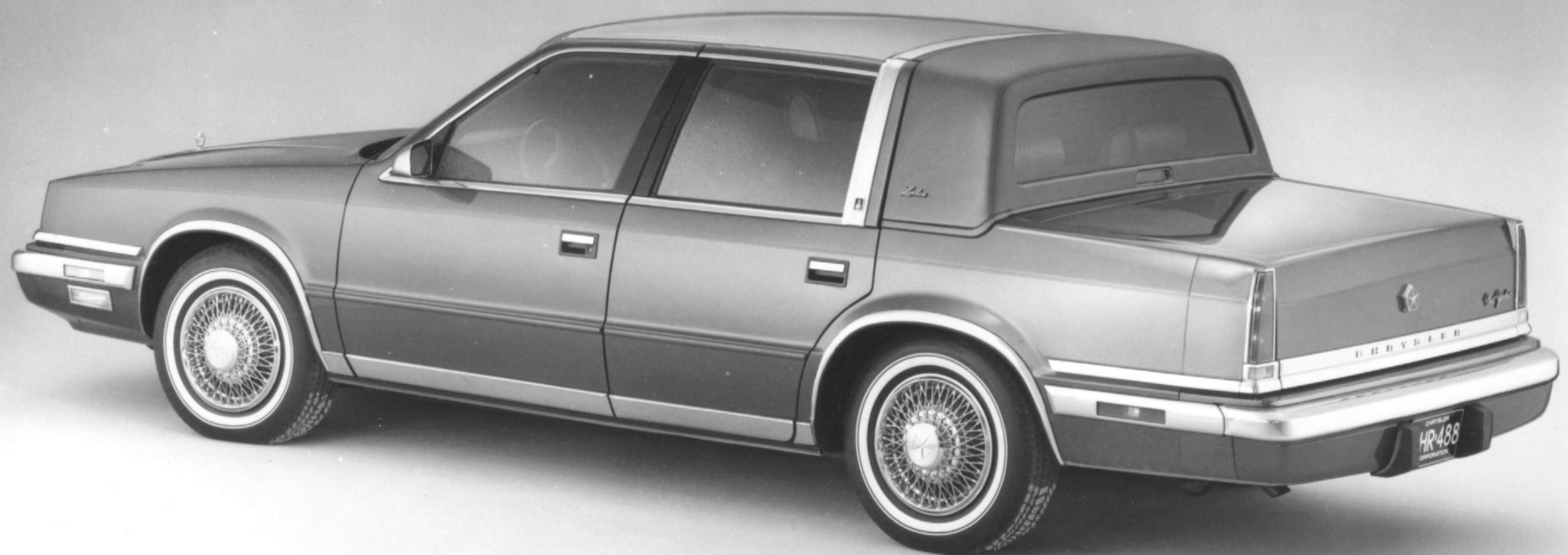
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SPORTS SPECIALTY COUPE imported for Chrysler from Mitsubishi is the 1988 Conquest TSi with a solid reputation for appearance, high-tech equipment and performance. Horsepower for its fuel-injected 2.6-liter inter-cooled turbo engine is increased to 188. Extensive standard equipment includes 5-speed manual overdrive transmission, an anti-theft system, anti-lock rear brakes, AM/FM Stereo with cassette and six speakers; power windows, steering and brakes, and speed control.



LARGER FOR 1988, the all-new Chrysler New Yorker sedan (highline model shown here) is equipped with standard V-6 engine, seating for up to six people, 16.5-cubic foot luggage compartment, and 16-gallon fuel tank. The New Yorker provides elegant appearance, confident performance, assured handling, quiet riding comfort, and luxurious appointments and convenience features that traditional large car buyers seek. It measures 193.6 inches overall on a 104.3 inch wheelbase.



ALL-NEW CHRYSLER New Yorker Landau sedan for the 1988 model year provides quiet-riding luxury and formal treatment such as the landau vinyl roof, distinguishing this premium model from highline New Yorker. Powered by a 3.0-liter fuel-injected V-6 and automatic transmission, Chrysler's flagship front-wheel drive sedan offers anti-lock braking and electronic advancements to include multiplex body computer, load leveling suspension, and high quality Chrysler-Infinity sound systems.



COUPE D'ETAT — The new Chrysler LeBaron two-door combines it all — attractive design with driving attributes such as turbo power, agile handling, ride comfort, plus a host of convenience features. Marketed in the mid-size specialty segment, this aerodynamically-styled coupe comes in two price-equipment classes. For 1988, added standard equipment includes electric defogger, 500-amp battery, dual vanity mirrors, improved suspension, and all-season tires.