

Imperial 1974



Imperial 1974

Historically, the introduction of a new Imperial gives luxury car buyers a chance to evaluate Chrysler Corporation's top-of-the-line automobile.

If you are one of these people, you will discover that 1974 is a vintage year.

The 1974 Imperials are completely restyled from front to rear . . . inside and outside . . . to create a new generation of luxury motor cars.

Equally important, and well worth your consideration before buying your first or next luxury car, are the many engineering differences that Chrysler Corporation builds into every Imperial.

For example, the standard Imperial 440 cubic-inch V-8 is electronically tested to insure the engine meets or surpasses the already lofty Imperial standards.

True luxury cars should also require less service. That is why Imperials are equipped with an Electronic Ignition System that has no points or condenser to replace and a silicon voltage regulator that cuts replacement by more than 90%.

Incidentally, the Electronic Ignition System also delivers up to 35% more starting voltage than conventional systems . . . to help your Imperial start in all sorts of weather.

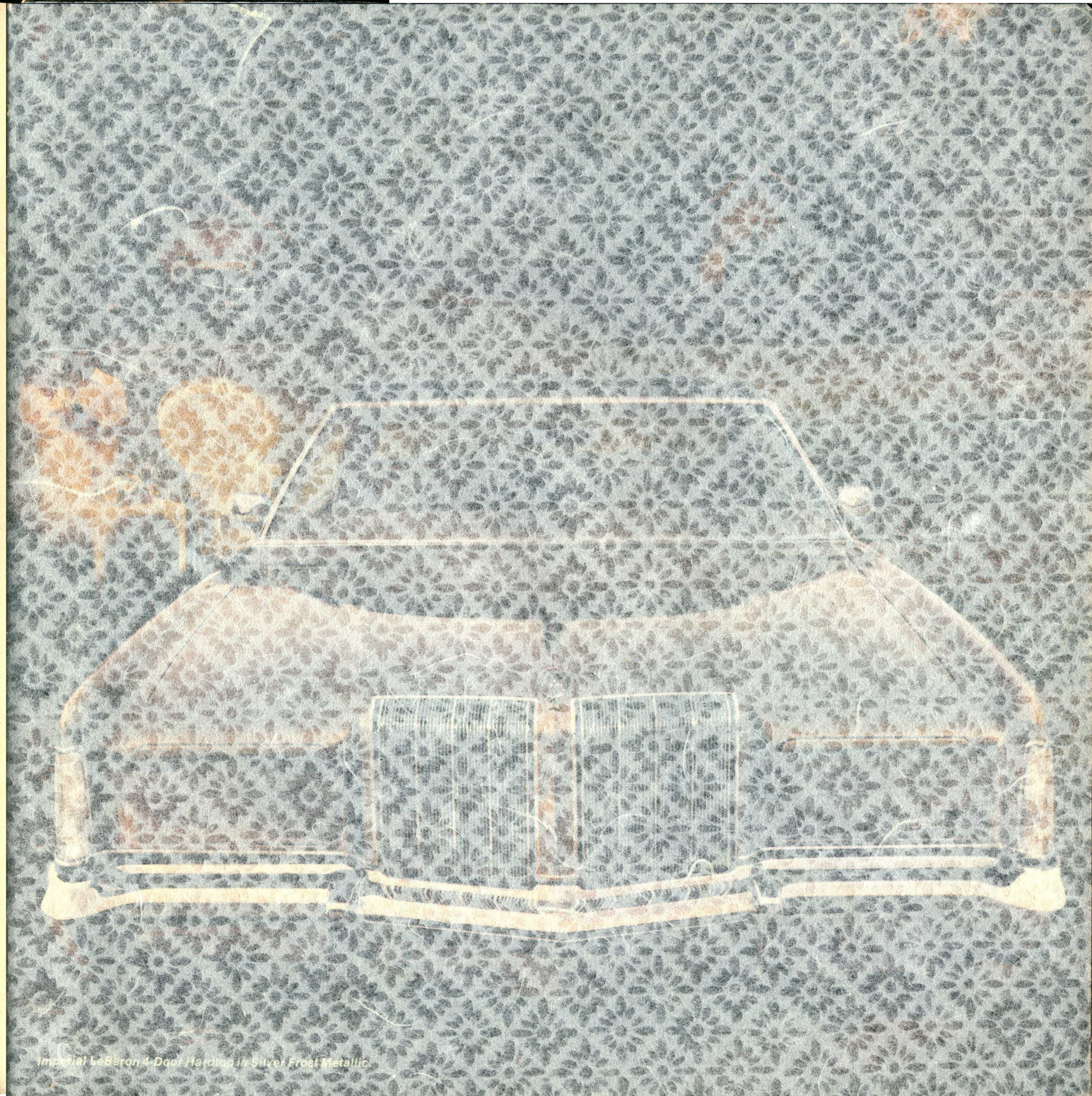
The 1974 Imperial also offers solid-state reliability in the form of an electronic digital clock and there is even an optional Security Alarm System.

The Chrysler tradition for engineering excellence can also be experienced in our TorqueFlite automatic transmission. TorqueFlite, in fact, is so well-engineered that it requires no maintenance under normal driving conditions.

In addition, Chrysler engineers have designed this year's Imperial to give you the smooth and quiet ride you expect from a luxury car. It's made possible by carefully appointed sound deadeners, foam seals, silencer pads and vibration absorbers. These, coupled with unibody construction, which has 4,000 welds to join the body panels and structural members together into one unit, and our torsion-bar suspension which is more easily adjusted for height than conventional coil springs, make up Torsion-Quiet Ride.

All in all, the 1974 Imperial has the engineering differences, the new styling, and the new features to put it in a class by itself among luxury automobiles.

Before you choose your next car . . . compare.



Imperial LeBaron 4-Door Hardtop in Silver Frost Metallic

Imperial 1974

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If you are one of these people, you will discover that 1974 is a vintage year.

The 1974 Imperials are completely restyled from front to rear... inside and outside... to create a new generation of luxury motor cars.

Equally important, and well worth your consideration before buying your first or next luxury car, are the many engineering differences that Chrysler Corporation builds into every Imperial.

For example, the standard Imperial 4.4 cubic-inch V-8 is electronically tested to insure the engine meets or exceeds the already lofty Imperial standards.

True luxury cars should also require less service. That is why Imperials are equipped with an Electronic Ignition System that has no points or condenser to replace, and a silicon voltage regulator that cuts replacement by more than 90%.

Incidentally, the Electronic Ignition System also delivers up to a 5% surge starting voltage than conventional systems... to help your Imperial start in all sorts of weather.

The 1974 Imperial also offers solid-state reliability in the form of an electronic digital clock and, if you wish, an optional 8-speaker stereo system.

The Chrysler tradition for engineering excellence can also be experienced in the TorqueFlite automatic transmission. TorqueFlite, in fact, is so well-engineered that it requires no fluid changes under normal driving conditions.

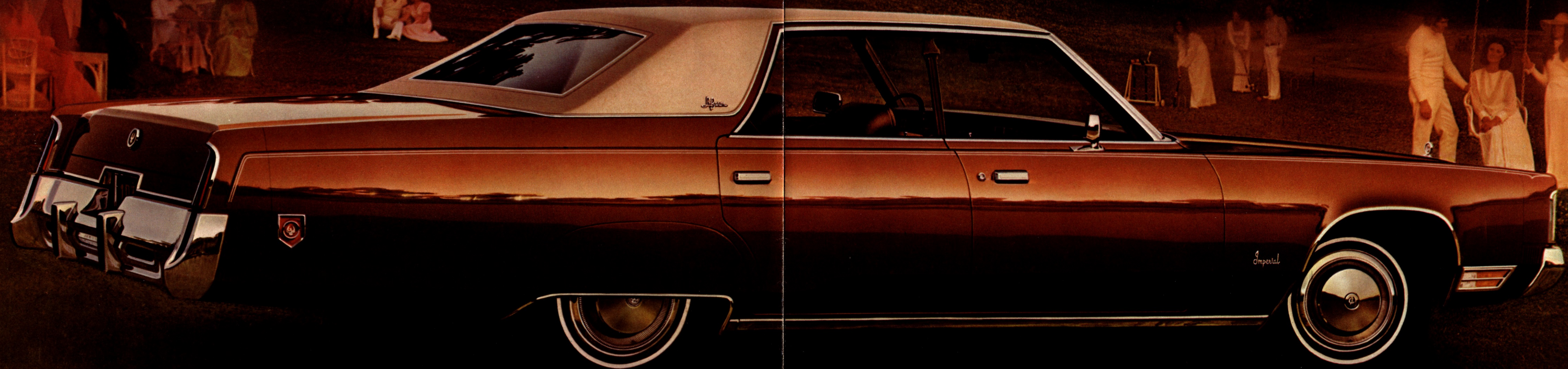
In addition, Chrysler engineers have designed this year's Imperials to give you the smooth and quiet ride you expect from a luxury car. It's made possible by carefully applied rear coil springs, foam seals, silencer pans and vibration absorbers. These, coupled with unibody construction, which uses 4,000 welds to join the body panels and structural members together into one unit, and the new 4-link rear suspension which is more easily adjusted for height than conventional coil springs, make up Torsion-Quiet Ride.

All in all, the 1974 Imperial has the engineering differences, the new styling, and the new features to put it in a class by itself among luxury automobiles.

Before you choose your next car, consider.



Imperial LeBaron 4-Door Hardtop in Silver Frost Metallic.



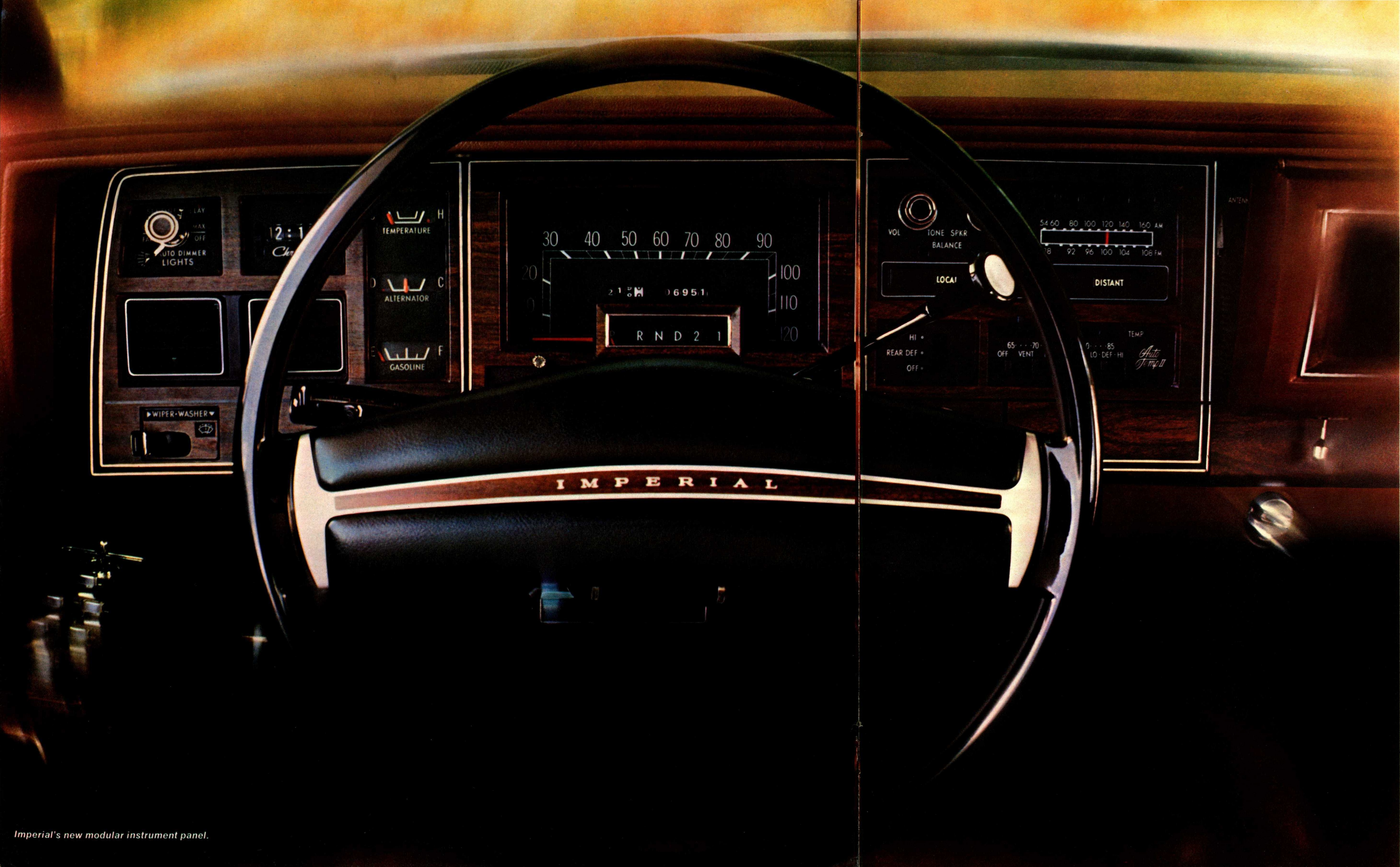
Imperial LeBaron 4-Door Hardtop in Dark Chestnut Metallic.



Optional Chestnut Leather Interior for the Imperial 4-Door Hardtop. While the passenger restraint system with starter interlock is not shown, it is standard on all Imperials.



Imperial LeBaron 2-Door Hardtop in Starlight Blue Metallic.



Imperial Comfort and Convenience

Inside the Imperial, consideration for driver comfort and passenger convenience is apparent everywhere you look.

The new modular instrument panel, for example, is designed with the Imperial's operational controls—washer/wipers, lights, rear-window defogger—left of the steering column; and the comfort controls—cigar lighter, radio, air conditioning, ashtray—to the right, all within easy reach of the driver. The instrument panel facings are of simulated Brazilian rosewood that beautifully accentuates Imperial's luxury.

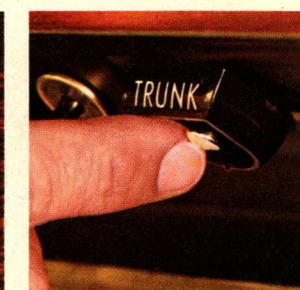
This year's Imperial also has three solid-state, light-emitting diode gauge warning lights that indicate (1) if you're low on fuel, (2) if the engine coolant temperature is above normal or (3) if the system voltage is low. Also, there's a warning light that indicates if the windshield wiper fluid is low.

There is also a new, centrally located, bin-type glove box with an integral coin holder to help eliminate fumbling for coins on tollways and in parking lots.

There are several other comfort and convenience features that are built into every Imperial. If your time is important, there's an electronic digital clock that has been certified by the Swiss government as a chronometer. It's accurate to within a minute a month. Auto-Temp II, our automatic temperature control, keeps you and your passengers comfortable year-round at a comfort level you preset. A convenient, optional, remote-control release allows you to open the trunk lid from inside the car.



Electronic digital clock



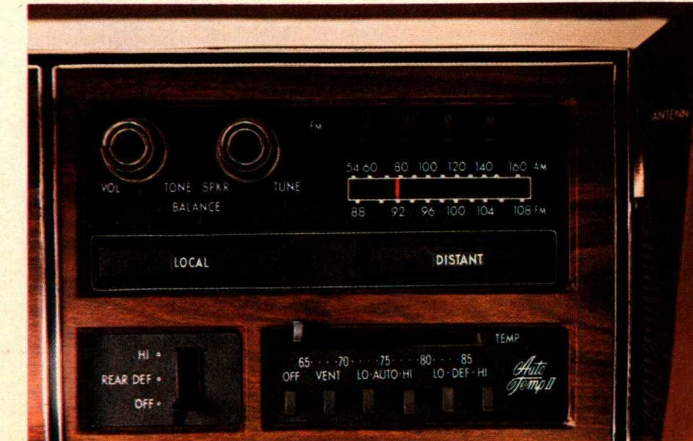
Optional trunk lid release



Bin-type glove box with integral coin holder



Warning lights

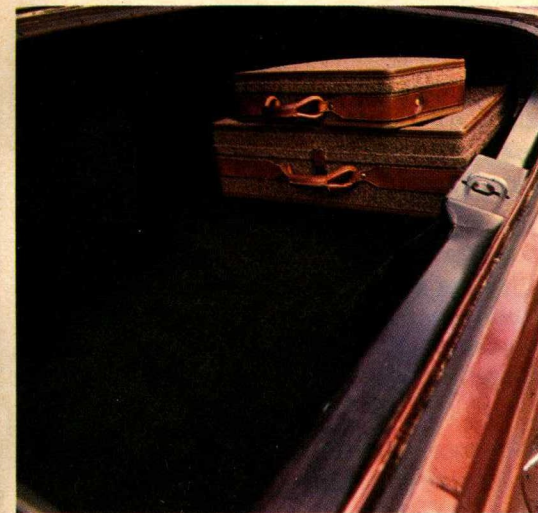


Optional AM/FM stereo search tune radio

Imperial's new modular instrument panel.



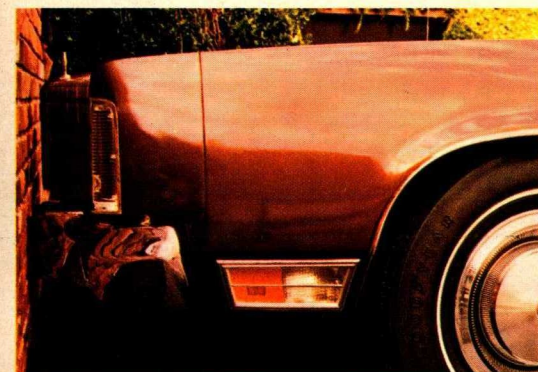
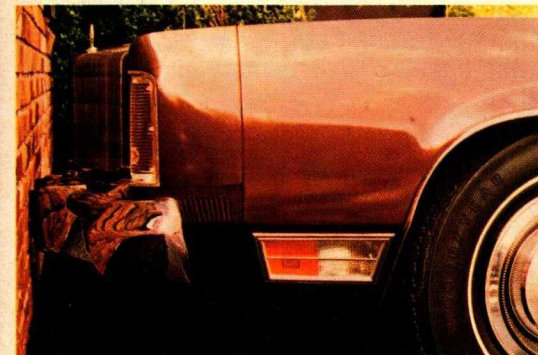
Standard Gold Velour, Leather and Vinyl Interior.



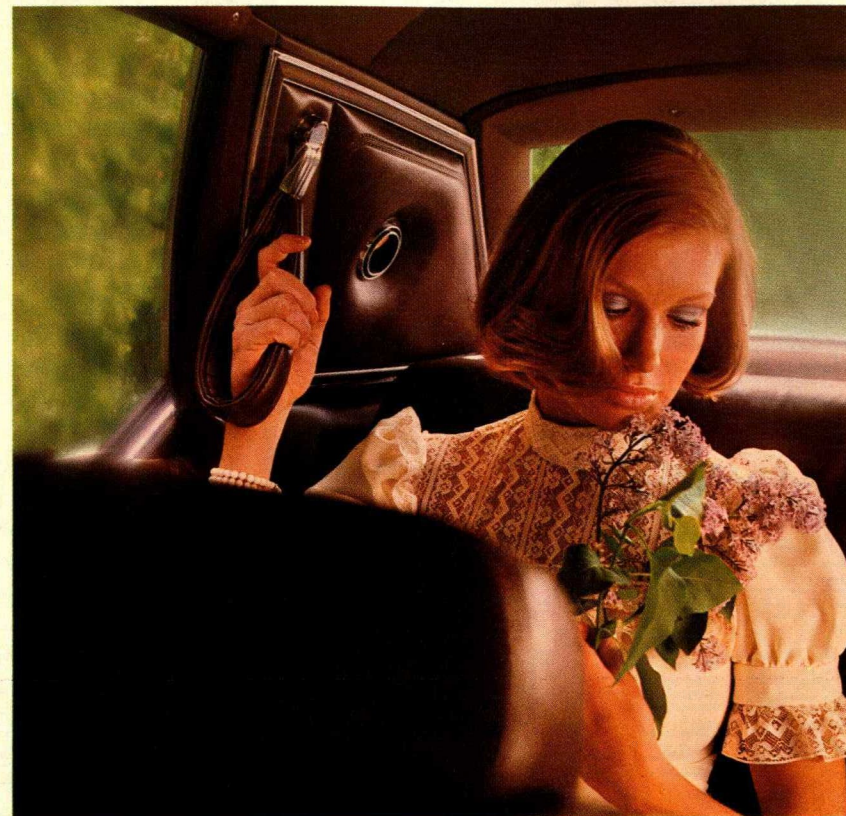
Plush, cut-pile trunk carpeting



Concealed headlamps



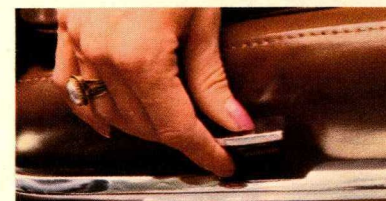
New impact-absorption bumper system



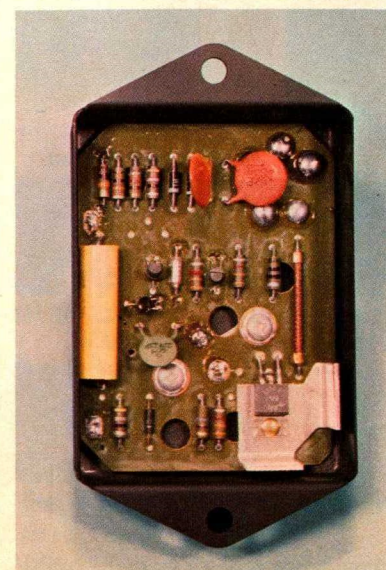
Built-in foam pillows, reading lamps and lavalier straps (straps on 4-door only)



4-wheel disc brakes and steel-belted, radial-ply whitewall tires



Front passenger-side recliner (4-door only)



Electronic ignition

Imperial Luxury is Traditional

Passenger comfort and passenger safety go hand in glove with the '74 Imperial. As standard equipment, a color-keyed passenger restraint system with starter interlock. A functional, "door-ajar" light that quickly signals if the doors aren't closed tightly. And a new impact-absorption bumper system with hydraulic shock absorbers.

To be sure, there are many Imperial features which are traditions. TorqueFlite automatic transmission. Electronic Ignition System. And air conditioning with Automatic Temperature Control, upper-level ventilation, and tinted glass helps provide year-round interior comfort for you and your passengers.

The traditional Imperial luxury can be found everywhere you look. It can be seen in the roominess, the comfort and the elegant appointments of the new Imperial.

Start anywhere. With the built-in, thick foam pillows, reading lamps and lavalier straps in the rear seating area of the 4-door model. Or with the rich, simulated Brazilian rosewood that graces the interior side paneling and the instrument panel. It is reflected in the durable, plush, cut-pile carpeting that even covers the trunk area and spare tire in every Imperial.

There's even distinction in the way Imperial headlights tuck conveniently out of sight when they are switched off. The headlamp doors, when closed, help protect the headlamps and keep them clean.

There are also standard vinyl roofs which can be color-coordinated to complement your Imperial's exterior colors.

We have not neglected the passengers with this new generation of luxury motor cars. In fact, in some ways we have put them first.

For instance, on the 4-door Imperial models, there is a recliner on the front passenger side which allows the occupant to adjust the backrest to a wide variety of angles. And, all Imperial front seats are individually adjustable. Optional power seats should also be considered if additional passenger comfort is desired.

We have tried to keep noise in its place. That is, outside of an Imperial.

Here's what we've done: First, we refined Imperial's design to keep wind noise down to a bare minimum. We also made improvements on the Imperial's doors, windows and panel sealing. We added foam silencer pads and sound deadeners. And every Imperial has a tuned exhaust system to reduce noise.

These silencing features help give Imperial a new dimension in quiet.

But no true prestige car can stand on just luxury and quiet.

It must also be able to perform. And in the area of performance, the 1974 Imperials stand out.

To begin with, our improved 440 V-8 has a 4-barrel carburetor with a 2-stage electric choke and a new, quieter air cleaner. The transmission is our proven TorqueFlite automatic. And Imperial is the only American-built luxury car with a power disc braking system standard on all four wheels. We even have white-sidewall, steel-belted radial tires standard. These tires offer greater protection against cuts and punctures, along with longer tread life and a 40,000 mile tire manufacturer guarantee.

Imperial for 1974. The first of a new generation of luxury motor cars from Chrysler.



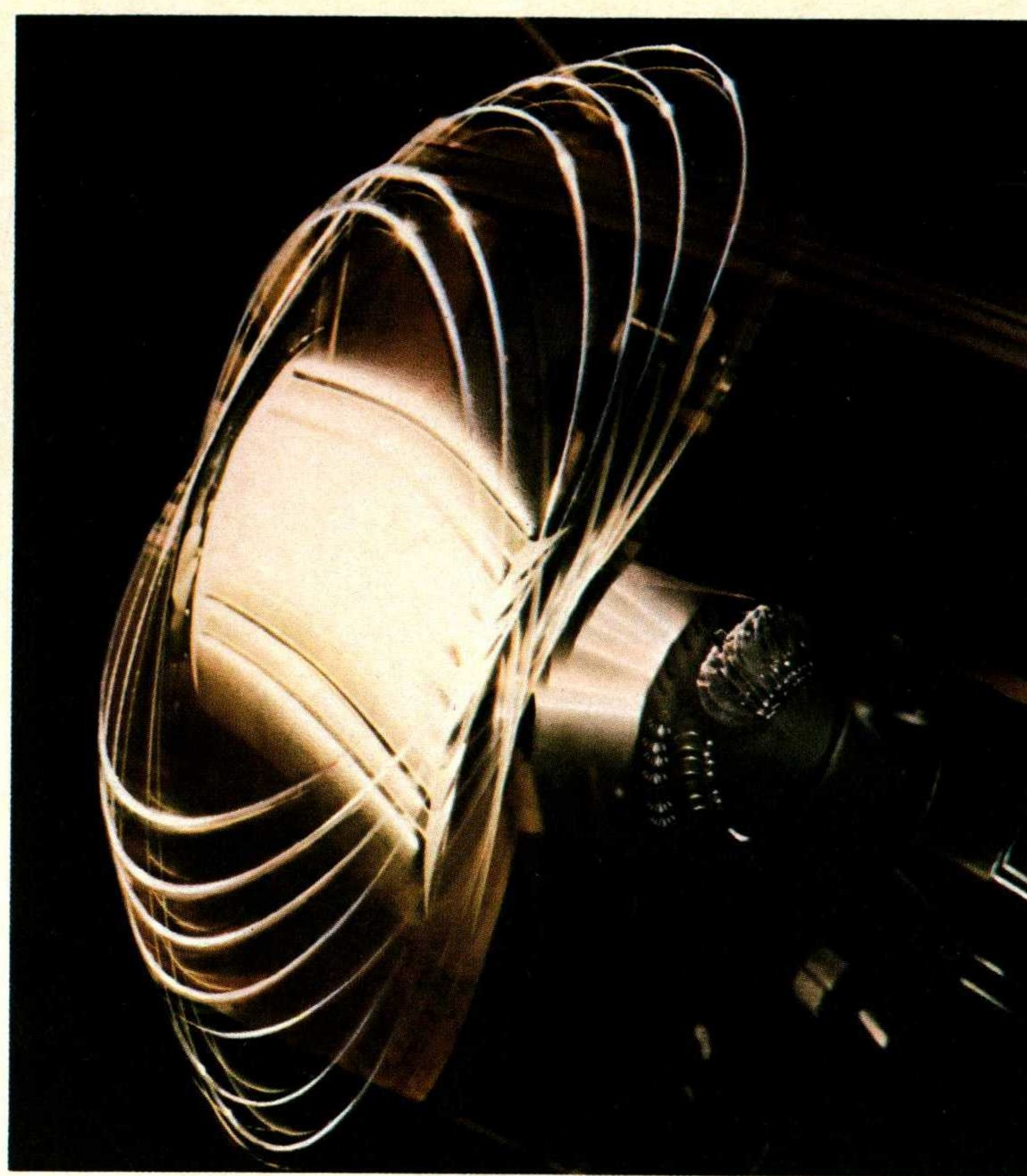
*Right Remote-control Mirror



Automatic Speed Control



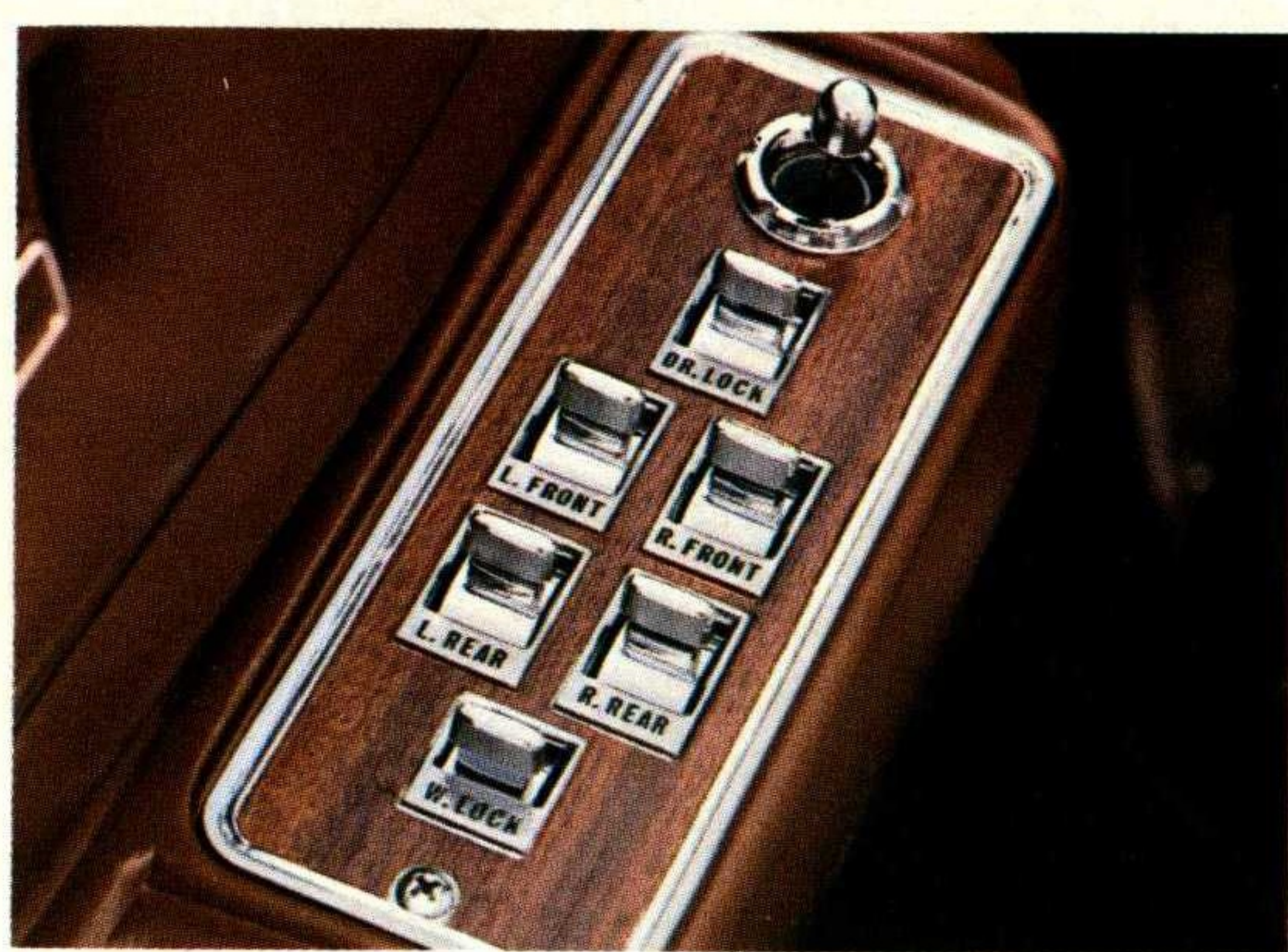
Power Seats



Tilt & Telescope Steering Wheel



Power Sun Roof



Power Door Locks
(Shown with standard power windows)



Vent Windows—Manual

Imperial Options

Right Remote-control Mirror.
Part of the Imperial accessory group that includes color-keyed floor mats, right, outside remote-control mirror with control within convenient reach of the driver, and door-edge protectors.

Automatic Speed Control.
Allows you to select a desired speed, then maintain it automatically until you brake, accelerate or disengage. When you push the control slide to "Resume," the car will return to the previously memorized speed.

Power Seats.
You can adjust seats in any direction—up or down, forward or backward, tilt forward and backward—in a wide variety of angles.

Tilt & Telescope Steering Wheel.
Adjusts up and down, in and out, for driver comfort, convenience and easy exit. (Also includes Rim-Blow horn feature.)

Power Sun Roof.
You have the option of enjoying the great outdoors—electrically. Available on both 2-door and 4-door models.

Power Door Locks.
With a touch, you automatically lock or unlock doors, for the safety and convenience of you and your passengers.

Vent Windows—Manual.
Four-door hardtop owners may select this comfort and convenience option.

*Items in group available in package only

- Other Options You Might Consider:**
- Automatic headlight dimmer¹
 - Deck-lid release—power
 - Defogger—rear-window
 - Differential—Sure-Grip
 - Engine block heater
 - Radio—AM/FM monaural
 - Radio—AM/FM stereo search tune
 - Radio—AM/FM stereo with integral 8-track tape player
 - Safeguard Sentinel lighting
 - Seats—50/50 leather, bench with integral armrests
 - Security Alarm System²
 - Suspension—heavy-duty
 - Trailer-towing package

¹Safeguard Sentinel required
²Power door locks required



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

Imperial Engine

The standard Chrysler Imperial engine is an approved 440-cubic-inch V-8. It has a 4-barrel carburetor with a new 2-stage electric assist choke; a compression ratio of 9.2 to 1; a new, quieter air filter and a single exhaust system.

Imperial Specifications

These figures apply to 4-door hardtops:

Wheelbase . . . 124 in.
Wheel (Front) . . . 64 in.
Wheel (Rear) . . . 63.7 in.
Length . . . 231.7 in.
Width . . . 79.7 in.
Height . . . 54.7 in.
Head Room (Front) . . . 38.1 in.
Head Room (Rear) . . . 37.0 in.
Chest Room (Front) . . . 42.3 in.
Chest Room (Rear) . . . 39.5 in.
Shoulder Room (Front) . . . 60.5 in.
Shoulder Room (Rear) . . . 60.6 in.

Imperial Standard Features

• Air conditioning with automatic temperature control
• 440-cubic-inch V-8 engine with 4-barrel carburetor
• Electronic Ignition System • TorqueFlite automatic transmission with part-throttle kickdown • Torsion-bar ride • Power steering • Power brakes, front and rear discs with drum-type parking brake • Power windows • Vinyl roof • Concealed headlamps • Cornering lights • Periphery moldings around bumpers and taillights • 100% plush cut-pile nylon carpeting • Velour, leather and vinyl 50/50 divided bench seat with automatic seat-back release, individual adjustments, armrests and folding rear center armrest on 2-door hardtop • 50/50 divided bench seat with individual adjustments, folding rear center armrest and passenger recliner in velour, leather and vinyl on 4-door hardtop • Cloth headlining • Simulated

drop-in door sill plates, door and bumper-mounted fender flaps, gas struts, hood with ground for door hinge • Door-edge protectors • Lower temperature and electrically controlled wipers • Radio • Hood molding • Automatic parking brake release • Deluxe wheel covers • 440-ampere battery • 20-ampere alternator • 12" inside day/night mirror • Mirror • Outside left outside rearview mirror • Hood-mounted hood silencer pad • Formal rear window with color-keyed moldings • Convenient bin for gloves and car equipment with integral coin holder • Luggage straps on inside rear roof pillars, 4-door model • Equipped center grille • Vinyl-covered rear floor panels • 2 and 4-door models • Modular instrument panel with 10 gauges on left, center console, oil light • Rear reading lights • Exterior door release • Warning light for windshield • Rear door lock • Electronic digital clock • Speedometer • Rear seat belts, "lock-down" feature • "No. 1" vinyl floor mats • Courtesy map pockets • Trunk and trunk lights • Hooded taillamp • Side marker lights or switch light with time delay • Side door moldings with imperial emblem • Side door lock • Increased air distribution with 12" wheel wells • Cooling twin air coolers • Cigarette lighter • AM/FM receiver in all doors except driver's door • Air temperature and battery condition gauges • 12" emitting dials • Bright drip rail mouldings • Rear window parking aids • Imperial badging on deck lid • Free 30-day trial lights are illuminated and have limited warranty • Plush cut-pile carpeting • 12" door panel and spare tire cover • 12" door panel

Imperial Standard Safety Features

New passenger restraint system with 100% effectiveness • New impact absorption bumper system by utilizing hydraulic shock absorbers • Flame-retardant seat

material • Rear seat belts and telescopic • Padded steering wheel with padded hub • Buckle up light • Energy-absorbing bumper • Lower hinge arm • Locking steering column • Ignition key warning buzzer • 3-point seatbelts with energy • Energy-absorbing steering column and wheel • Energy-absorbing and padded instrument panel • High-strength windshield • Energy absorbing front seat-back and armrest • Manual door lock 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 • Side marker lights and reflectors • Hazard warning light system • 3-speed wiper/windshield wipers • Vinyl-clad day/night inside rearview mirror on double ball-joint mount • Two front head restraints • Locking latch on front seatbacks (2-door model) • Left, outside, remote-control rearview mirror • White-sidewall, steel-belted radial tires (P178 x 15) with 40,000-mile tread warranty by the manufacturer • Safety-Rim wheels • Side door beams.

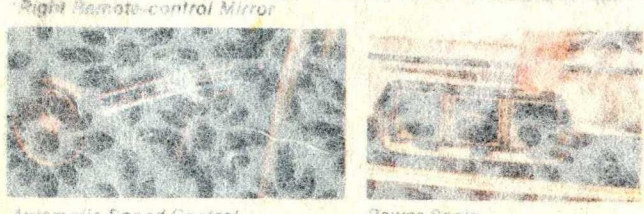
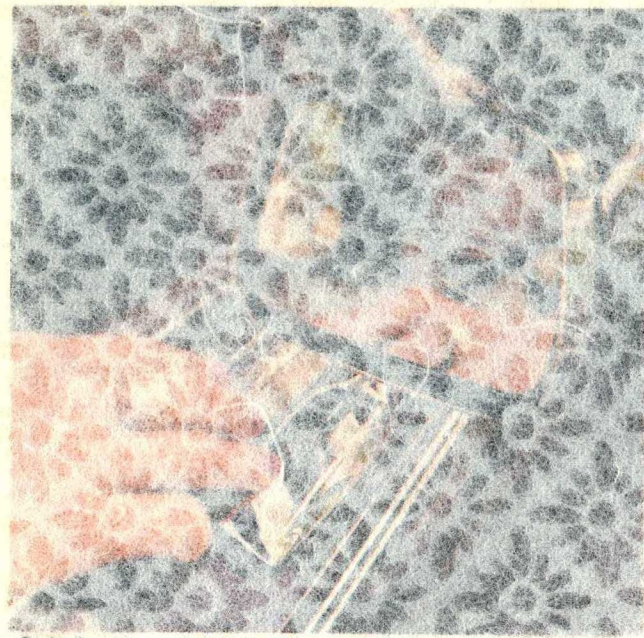
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Engine in engineering... it makes a difference.

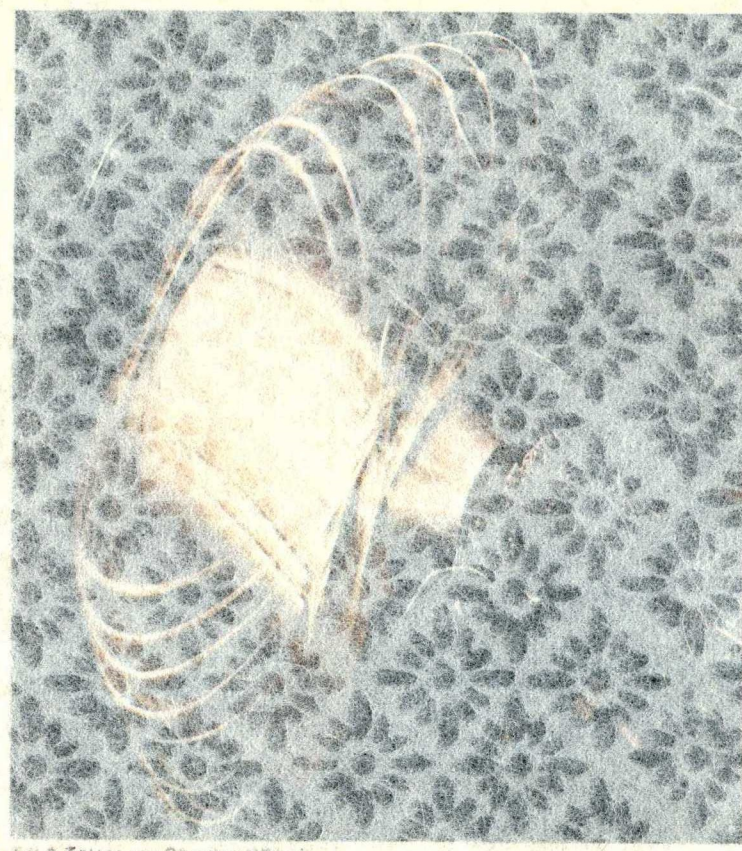


See your Imperial coming through in top condition. Service it with men who know it best. See your Chrysler Dealer.

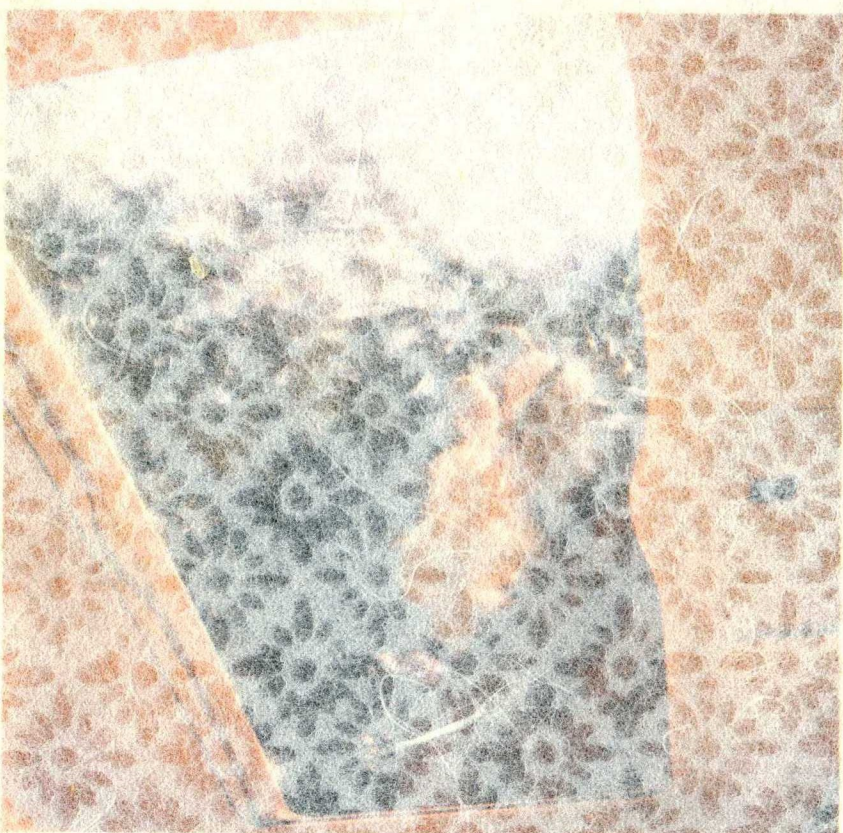




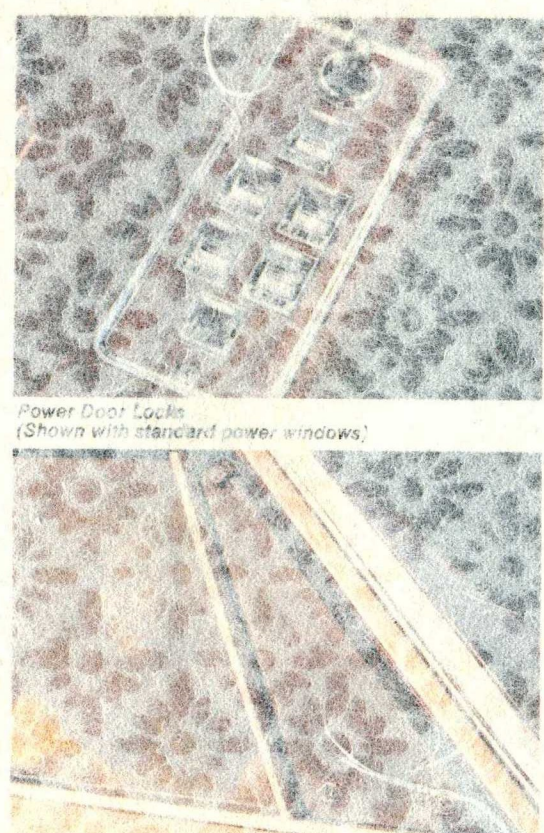
Right Remote-control Mirror
Automatic Speed Control



Tilt & Telescope Steering Wheel



Power Sun Roof



Man. Windows—Manual



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Imperial Options

Right Remote-control Mirror. Part of the Imperial accessory group that includes color-keyed floor mats, right, outside remote-control mirror with control within convenient reach of the driver, and door-edge protectors.

Automatic Speed Control. Allows you to select a desired speed, then maintain it automatically until you brake, accelerate or disengage. When you push the control slide to "Resume," the car will return to the previously memorized speed.

Power Seats. You can adjust seats in any direction—up or down, forward or backward, tilt forward and backward—in a wide variety of angles.

Tilt & Telescope Steering Wheel. Adjusts up and down, in and out, for driver comfort, convenience and easy exit. (Also includes Rim-Blow horn feature.)

Power Sun Roof. You have the option of enjoying the great outdoors—electrically. Available on both 2-door and 4-door models.

Power Door Locks. With a touch, you automatically lock or unlock doors, for the safety and convenience of you and your passengers.

Man. Windows—Manual. Four-door hardtop owners may select this comfort and convenience option.

*Items in group available in package only

Other Options You Might Consider:

- Automatic headlight dimmer¹
- Deck-lid release—power
- Defogger—rear-window
- Differential—Sure-Grip
- Engine block heater
- Radio—AM/FM monaural
- Radio—AM/FM stereo search tune
- Radio—AM/FM stereo with integral 3-track tape player
- Safeguard Sentinel lighting
- Seats—50/50 velour bench with integral armrests
- Security Alarm System²
- Suspension—heavy-duty
- Trailer-towing package

¹Safeguard Sentinel required

²Power door locks required

The Imperial Engine

The standard Chrysler Imperial engine is an improved 440-cubic-inch V-8. It has a 4-barrel carburetor with a new 2-stage electric assist choke; a compression ratio of 8.2 to 1; a new, quieter air cleaner and a single exhaust system.

Imperial Specifications

These figures apply to 4-door hardtops:

- Wheelbase . . . 124 in.
- Track (Front) . . . 64 in.
- Track (Rear) . . . 63.7 in.
- Length . . . 231.1 in.
- Width . . . 79.7 in.
- Height . . . 54.7 in.
- Head Room (Front) . . . 38.1 in.
- Head Room (Rear) . . . 37.0 in.
- Leg Room (Front) . . . 42.3 in.
- Leg Room (Rear) . . . 39.5 in.
- Shoulder Room (Front) . . . 60.5 in.
- Shoulder Room (Rear) . . . 60.6 in.

Imperial Standard Features

Air conditioning with automatic temperature control • 440-cubic-inch V-8 engine with 4-barrel carburetor • Electronic Ignition System • TorqueLite automatic transmission with part-throttle kickdown • Torsion-Quiet Ride • Power steering • Power brakes, front and rear discs with drum-type parking brake • Power windows • Vinyl roof • Concealed headlamps • Cornering lights • Periphery moldings around bumpers and taillights • 100% plush cut-pile nylon carpeting • Velour, leather and vinyl 50/50 divided bench seat with automatic seat-back release, individual adjustments, armrests and folding rear center armrest on 2-door hardtop • 50/50 divided bench seat with individual adjustments, folding rear center armrest and passenger recliner in velour, leather and vinyl on 4-door hardtop • Cloth headlining • Simulated

Brazilian rosewood on doors and instrument cluster face • 3-spoke steering wheel with partial horn ring • Concealed 3-speed wipers coordinated with electrically operated washers • Inside hood release • Automatic parking brake release • Deluxe wheel covers • 440-ampere battery • 65-ampere alternator • 12" inside day/night mirror • Remote-control, left, outside rearview mirror • Undercoating and hood silencer pad • Formal rear window with color-keyed moldings • Convenient bin-type glove box compartment with integral coin holder • Lavaliers straps on inside rear roof pillars, 4-door model • Divided center grille • Vinyl-covered rear pillar pillows, 2- and 4-door models • Modular instrument panel with driver controls on left, comfort controls on right • Rear reading lights • Exterior accent stripes • 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 • Upper-level ventilation • Courtesy map, glove box, ashtray and trunk lights • Hooded, teardrop-shaped taillights • Ignition switch light with time-delay • Hood stand-up medallion with Imperial emblem • Tinted glass • Increased 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 • 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 • Plush, cut-pile carpeted luggage compartment and spare tire cover • 3.23 axle ratio.

Imperial Standard Safety Features

New passenger restraint system with starter interlock • New impact-absorption bumper system including hydraulic shock absorbers • Flame-retardant interior

material • Rear reflectors and taillamps • Padded steering wheel with padded hub • Back-up lights • Fuel tank impact protection • Lane-change turn signal • Locking steering column • Ignition key warning buzzer • 3-point seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing and padded instrument panel • High-strength windshield • 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 • Side marker lights and reflectors • Hazard warning light system • 3-speed electric windshield wipers • Vinyl-clad day/night inside rearview mirror on double ball-joint mount • Two front head restraints • Locking latch on front seatbacks (2-door model) • 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 • Side door beams.

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Extra care in engineering . . . it makes a difference.



KEEP YOUR CAR "FACTORY NEW" WITH GENUINE MOPAR PARTS

Keep your Imperial coming through in top condition. Service it with men who know it best. See your Chrysler Dealer.



