

1978 CHRYSLER
LeBARON



1978 CHRYSLER LE BARON

It's the new symbol of leadership.



Last Spring, we introduced the beginning of a totally new class of automobiles. Chrysler LeBaron.

A new kind of Chrysler. Lighter, leaner. Smaller outside, but spacious inside. And packed with all kinds of

comfort, convenience and luxury touches. Yet, for all this elegance, affordably priced.



And now, Chrysler takes a new step in leadership with the sensationally new wagon that bears the honored name of Town & Country.

Chrysler LeBaron Town & Country.

It's a striking new wagon. A luxurious Town & Country in the new LeBaron size. With a style that sets it apart from any wagon on the road—body panels which simulate the rich look of handcrafted wood. You've got to go all the way back to the 1940's and 50's to find a car with such distinctive styling elegance. There are many new wagons, but only one new Chrysler LeBaron Town & Country. One more reason why LeBaron has become the new symbol of leadership.

With the new Town & Country, the LeBaron line now includes a wagon, a 2-door and a 4-door. The 2- and 4-door models are offered in the LeBaron and the more luxurious LeBaron Medallion.

The LeBaron 2-door is a personal car. A quick-looking road car that sports a young, aggressive

style—with a long hood, sleek deck and trim roof line. (The Landau roof is an especially attractive option.) There are all kinds of standard luxury touches on the two-door. Outside, there are opera lamps on the center pillar and a stylish opera window. Inside the Medallion: assist handles on the center pillar and individual overhead reading lamps for the driver and passenger.

The LeBaron 4-door is fashioned in a more classic style, with a formal rear window and a fully padded vinyl roof that you don't have to pay extra for. Inside the Medallion 4-door, there's a fold-down center armrest in front and in the back seat, too. Both standard. In addition, on Medallion there are roof rail assist handles and convenient vanity mirrors with lamps on the rear pillars, standard.

The 2-door, 4-door and wagon have a number of features in common. Like a sculptured hood ornament in the eagle motif, the distinctive rectangular grille treatment and head lamps, 15" wheels

and deluxe wheel covers. The 2- and 4-door Medallions include all these plus outside remote controlled left rearview mirror, a large carpeted trunk with a space saving tire, and many more luxuries, all standard.

The new LeBaron Town & Country comes as close to



a luxury car as a wagon can get. The carpet with skid strips in the cargo area and the liftgate open warning lamp in the instrument cluster are both standard.

There's an optional 60/40 split-bench seat with passenger recliner trimmed in real leather—soft and supple, genuinely luxurious—or in tan Verdi velour. Standard is a pleated vinyl bench seat, with a fold-down center armrest.

See pages 5, 7, 9 and 11 for more information on interiors. There are also a host of other optional features listed on pages 13 and 14, to help you personalize your LeBaron, to make it your own.

For the wide choice of engines and transmissions, see page 12.

In the following pages you will learn much more about Chrysler LeBaron, but no catalog can anticipate every question. So don't hesitate to consult with your Chrysler sales representative.

Meanwhile, a totally new world of driving pleasure awaits you. In Chrysler LeBaron. The new symbol of leadership.





The elegant new Chrysler LeBaron Town & Country Wagon.

Some items pictured on vehicles in this catalog are extra cost options. See chart on page 12 for engine and Lean Burn System availability restrictions in California and high altitudes.



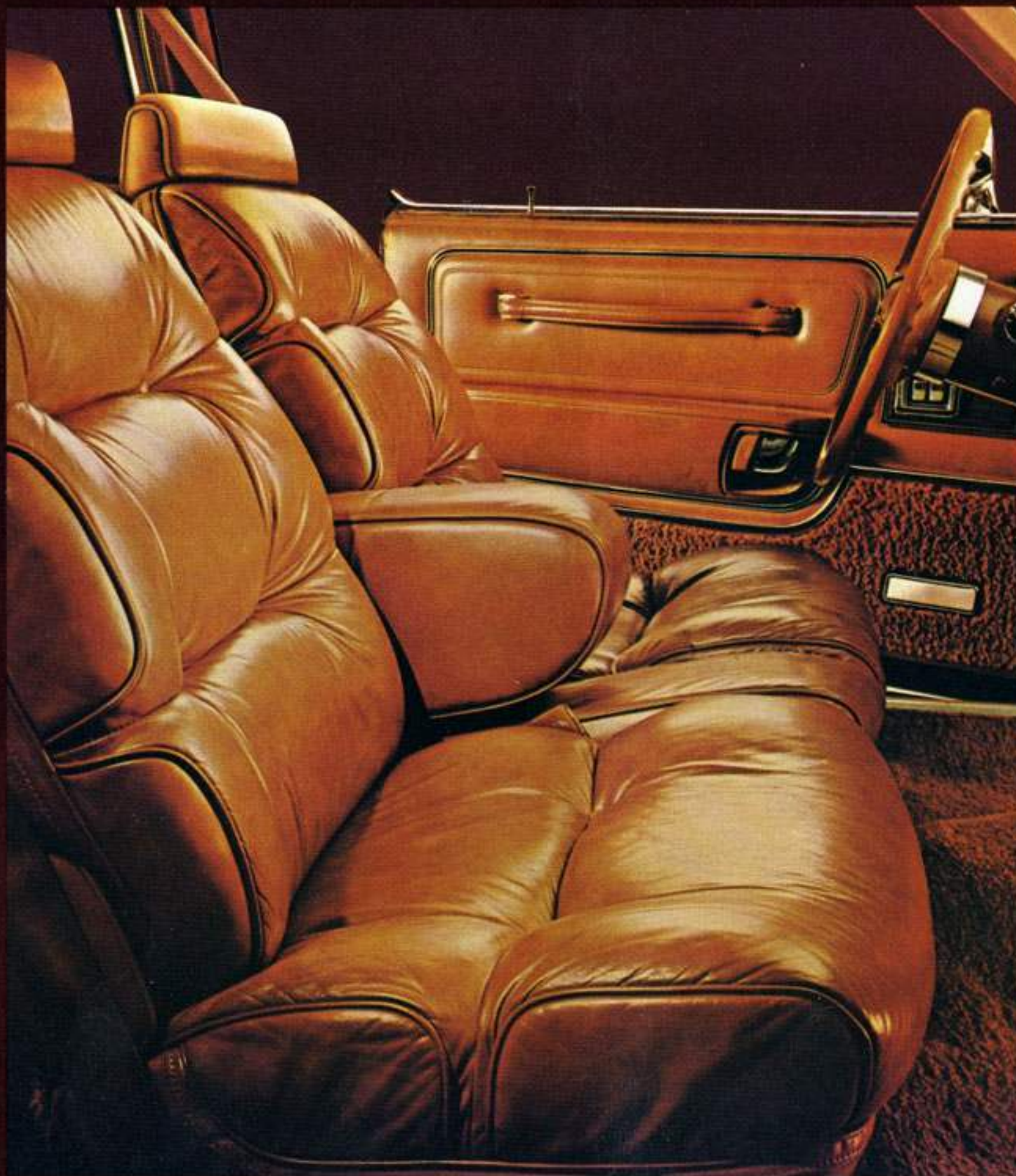
The standard fully carpeted rear deck with skid strips provides a generous 72.7 cubic feet of cargo space.



Optional genuine leather seating—60/40 split-bench front seat with fold-down armrest, passenger recliner, and deep shag carpeting offer a level of luxury seldom seen in a wagon.



Chrysler LeBaron Medallion 2-Door.



Contoured, notched-back rear seat of the 2-door shown in optional genuine leather seating.



Optional soft, supple, genuine leather seating 60/40 split-bench front seat with passenger recliner and fold-down center armrest, and deep sill-to-sill carpeting extended up onto the door trim scuff area. Available in both 2-door and 4-door LeBaron Medallion.



Chrysler LeBaron Medallion 4-Door.



The Medallion 4-door rear seat features a fold-down center armrest. Also shown is elegant door trim, with pull straps.



Standard LeBaron Medallion 60/40 seat with center fold-down armrest and passenger recliner, trimmed in luxurious Verdi velour cloth.



Chrysler LeBaron, 4-Door and 2-Door.



Sporty all-vinyl trim is an option in both the LeBaron 2-door and 4-door.



Standard bench seat in LeBaron with ribbed Cortez velour cloth-and-vinyl trim.



Standard Specifications

Engine: 225 6-cyl., 2-bbl.

Transmission: 4-speed manual floor shift overdrive

Suspension: Isolated suspension system

Front: Isolated transverse torsion bars with sway bar

Rear: Isolated asymmetrical leaf springs

Brakes: Power Brakes: Disc, front; Drum, rear

Electrical System: Battery: 375 amp; Alternator: 41 amp;
Electronic Ignition; Electronic voltage regulator

Fuel Tank: 19.5 gallons

Trunk Capacity: 4-door: 16.2 cu. ft. with standard Space Saving spare tire; 14.4 cu. ft. with no-extra-cost conventional spare tire. 2-door: 16.1 cu. ft. with Space Saving spare tire, 14.2 cu. ft. with conventional. Cargo capacity, station wagon: 72.7 cu. ft.

Steering: Power steering, standard

Car Curb Weight: LeBaron Medallion 2-door, 3600 lbs.

LeBaron Medallion 4-door, 3654 lbs.

LeBaron 2-door, 3525 lbs.

LeBaron 4-door, 3750 lbs.

LeBaron Town & Country Wagon: 3702 lbs.

Car Length: 2-door, 204.1"; 4-door, 206.1", Wagon, 202.8"

Car Width: 2-door, 73.5"; 4-door, 73.3", Wagon, 73.3"

Wheelbase: 112.7"

Seating Capacity: 2-door, 4-door, and Wagon, 6 people.

Tires

FR78 x 15" BSW Fiberglass-Belted Radial Tires—Standard

FR78 x 15" WSW Fiberglass-Belted Radial Tires—Optional

FR78 x 15" Wide WSW Steel-Belted Radial Tires¹—Optional

¹Minimum size reqd. w/A36 heavy-duty pkg.

BSW=black sidewall WSW=white sidewall

LeBaron's Standard Features

In addition to the items listed above, LeBaron has the following standard features: Space saving spare tire

- Dual front bumper protective rub strips • Dual horns
- Rear bumper guards and protective rub strip • Upper level ventilation • LeBaron hood ornament and nameplates • Left outside rearview mirror • Fully padded vinyl roof (4-door) • Deluxe wheel covers
- Opera lamps (2-door) • Day/night inside rearview mirror • 2-speed windshield wipers • Cigarette lighter • Color-keyed carpeting • 2-spoke steering

- wheel • Cortez cloth-and-vinyl bench seat with two head restraints • Lower deck panel tape accent stripes (4-door) • Inside hood release • Trip odometer
- Glove box door lock • Front overhead reading lamps (2-door) • Dome lamp • Temperature and alternator gauges • Quarter window moldings (2-door) • Door window frame moldings (4-door) • Windshield molding • Rear window molding • Drip moldings
- Sill molding and sill extensions • Belt moldings
- Wheel opening moldings • Center pillar moldings (4-door).

Medallion

(LeBaron features, with the following additions and substitutions): Body side tape accent stripes • Quarter window glass accents and medallion (2-door) • Remote control left outside mirror • Rear pillar medallion (4-door) • Verdi velour cloth 60/40 split bench seat with passenger recliner and center armrest; and rear seat fold-down center armrest (4-door) • Trunk dress-up • Shag carpeting • Pedal dress-up • Map/courtesy light • Under-panel courtesy light—left side • Door-mounted courtesy lamp • Dome lamp • Rear inside vanity mirrors with lamps (4-door) • Assist handles (4-door) • Center pillar assist handles (2-door) • Premium wheel covers.

Town & Country Wagon

(LeBaron features with the following additions and substitutions) Box calf vinyl bench seat with center armrest and two head restraints • Liftgate counter-balanced by gas pressure cylinders • Spare tire and jack covered by hinged steel cargo floor • Carpeting and stainless steel skid strips on cargo floor and back of second seat • Covered carpeted lockable stowage bins • Liftgate-open warning light • Simulated-wood body side and liftgate surround moldings.

Standard Safety Features: Unibelt restraint system • Shoulder belt tension reliever with door actuated tension release • Hazard warning flasher • Turn signals with lane change feature • Side marker lights and reflectors • Back-up lights • Disc brakes • Dual

braking system with warning lights • Dual throttle return springs • Circuit breakers for wipers and headlamps • Electric windshield wipers and washers • Energy absorbing steering column • Penetration resistant windshield • Padded instrument panel, sun visors, and top on front seat back • Double ball joint mounted rearview mirror with soft rim • Side door guard beams • Folding seat back latches • Interlocking door latches • Dual hood latch system • Front seat head restraints • Lock buttons override inside door release lever (except on driver door) • Fire retardant interior trim materials. • Left outside rearview mirror • Safety rim wheels.

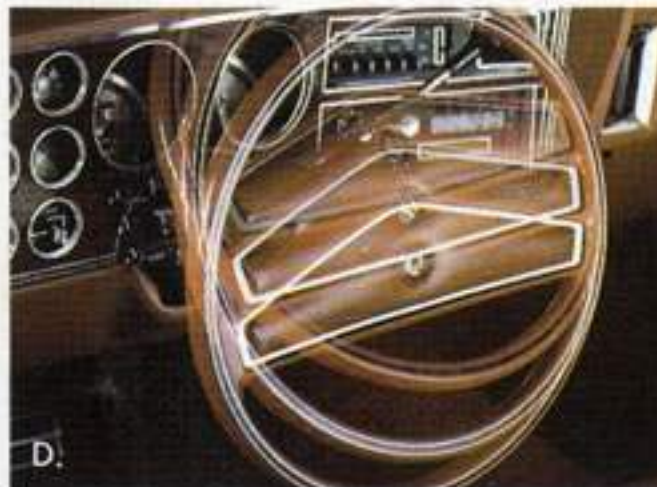
Engine and Transmission Availability

Engine	Transmission	Axle Ratio
All states except California and high altitudes.		
225-2 6-cyl.	4-speed manual floor shift overdrive	3.2
	TorqueFlite Automatic	2.7
318-2 8-cyl. ELB	4-speed manual floor shift overdrive ¹	2.9
	TorqueFlite Automatic ²	2.4
		2.7 (wagon)
360-2 8-cyl. ELB	TorqueFlite Automatic ²	2.4
360-2 8-cyl. H.D.* ELB	TorqueFlite Automatic	3.2
High altitude—over 4000' (N96 required). Also available in low altitude areas.		
225-1 6-cyl.	TorqueFlite Automatic	3.2
318-2 8-cyl. ELB	TorqueFlite Automatic	3.2
360-4 8-cyl.	TorqueFlite Automatic	3.2
California (N95 required). Also available in states other than California.		
225-1 6-cyl.	TorqueFlite Automatic	3.2
318-4 8-cyl. ELB	TorqueFlite Automatic ²	2.7
360-4 8-cyl.	TorqueFlite Automatic ²	2.7
360-4 8-cyl. H.D.*	TorqueFlite Automatic	3.2

*Requires heavy-duty package ELB—Electronic Lean Burn

¹N/A wagon ²with lock-up torque converter

NOTE: Optional Sure-Grip differential available with standard axle ratios.



LeBaron Options

A. Air conditioning. Air conditioning is one of those choices that is almost a necessity at times and a cool comfort any time.

B. Electronic Search Tune AM/FM stereo radio with calculator-like station selection eliminates manual tuning and has three different search modes, AM, FM, and FM stereo. The search feature is activated by either a pushbutton or a foot switch; also, ten memory buttons recall station frequency on both broadcast bands. This new solid state radio has high reliability and provides extremely precise tuning automatically. An optional automatic power antenna retracts into the fender when the radio or ignition is turned off.

C. Electronic digital clock. LeBaron's digital clock features a four-digit fluorescent display. No moving parts, silent, high reliability. Bright day-time intensity, soft at night. Accurate within one minute per month.

D. Tilt steering. LeBaron's tilt steering wheel adjusts to seven possible positions—up and down—to give you a just-right feel of the wheel. Also eases your entering or leaving the driver's seat.

E. Right remote mirror. Right remote-control mirror gives you added rear vision on the right hand side. Easily adjusted by the driver, with finger-tip controls located to the right of the steering column.

F. T-bar roof. The fantastic modern T-bar roof with tinted lift-out glass panels opens the way to new driving pleasure—the modern version of the convertible. When open—air and sunshine; when closed—panorama with privacy. (Not available on 4-door and wagon.)

G. Forged aluminum road wheels. Brightly finished, sporty-looking 15" forged aluminum road wheels are 10% lighter than comparable steel wheels. Available in sets of four.

H. Electric rear window defroster. Operates with just the flick of a switch, to help remove frost or fog. Rear window is cleared and build-up of ice and snow is prevented by heating elements fused to the glass.

I. Vanity mirror. Lighted vanity mirror adds an elegant, personal, convenient touch. It's on the passenger side—on the sun visor. The dual-intensity lamps adjacent to the mirror are a distinct convenience at night.

J. Premium wheel covers. Add a touch of the elegant. Optional on LeBaron, standard on LeBaron Medallion.

K. Air deflector and luggage rack. The stylish color-keyed air deflector directs the air stream on the rear window helping to keep road dust and snow off the glass. The luggage rack with woodgrain inserts and vinyl insert skid strips is a functional addition to the Town & Country, providing room for extra cargo, while adding that final touch of elegance.

L. Power-operated tinted-glass sun roof. The tinted glass is available (except on wagon) in five shades: silver, gold, smoke grey, light red and green.

M. In-dash 40 channel CB radio integrated with pushbutton AM or AM/FM stereo, with digital CB channel display. Plug-in microphone, and retractable tri-band power antenna.

LeBaron Accessory Groups

Basic Group: TorqueFlite automatic transmission • AM radio • Standard size whitewall tires • Remote control mirror—left (std. on Medallion) • Light Package • Air conditioning • Tinted glass—all windows • Deluxe wiper washer package • Landau vinyl roof—2-door only • Undercoating.

Deluxe Wiper/Washer Package: Deluxe windshield wipers—w/intermittent wipe • Windshield washer fluid level indicator.

Deluxe Insulation Package: Undercoating • Special sound insulation • Trunk dress-up (std. Medallion).

Heavy-Duty Package Code A36: (Trailer-Assist) TorqueFlite, steel-belted radials, and H.D. engine (360 4-bbl. high alt.) required; High capacity engine cooling system*

• Heavy-duty suspension (H.D. rear springs, H.D. shock absorbers) (std. wagon) • Variable load turn signal flasher* • Auxiliary transmission and power steering oil coolers* • Performance axle ratio 3.2 • H.D. 65-amp. alternator* • Battery—500 amp. Long-Life • 7 Wire harness with jumper*.

*Available as parts of a package only.

Light Package: Fender mounted turn signal indicators • Trunk or cargo light • Glove box light • Ash receiver light • Map courtesy light (std. Medallion) • Ignition switch light with time delay • Headlight and wiper switch light with time delay • Low fuel, temperature and low electrical system voltage warning lights • Door-ajar warning light • Headlights-on warning buzzer • Courtesy light under instrument panel—left side (std. Medallion).

LeBaron Options	2-Door	Medallion 2-Door	4-Door	Medallion 4-Door	Town & Country	Check List
Air Conditioning (Tinted glass recommended)	O	O	O	O	O	
Air Deflector	N/A	N/A	N/A	N/A	O	
Axle—Sure-Grip Differential	O	O	O	O	O	
Battery—500 amp—Long-Life	O	O	O	O	O	
Bumper Guards—Front (req. in Calif.)	O	O	O	O	O	
Clock—Electronic Digital	O	O	O	O	O	
Conventional Spare Tire	NC	NC	NC	NC	S	
Cornering Lights	O	O	O	O	O	
Defroster—Rear Electric (req. in New York exc. on wagon)	O	O	O	O	O	
Emissions Control System and Testing N95 (Calif.)	O	O	O	O	O	
Emissions Control System—N96 (High Altitude)	O	O	O	O	O	
Gas Cap—Locking	O	O	O	O	O	
Glass—Tinted	O	O	O	O	O	
Luggage Rack	N/A	N/A	N/A	N/A	O	
Mats—Accessory Floor, Color-keyed	O	O	O	O	O	
Mirror—Chrome Remote Control Left	O	S	O	S	O	
Mirror—Chrome Remote Control Right	N/A	O	N/A	O	N/A	
Mirrors—Chrome Remote Control Left & Right	O	N/A	O	N/A	O	
Mirror—Visor Vanity Illuminated	O	O	O	O	O	
Moldings—Door Edge Protectors	O	O	O	O	O	
Power Antenna	O	O	O	O	O	
Power Door Locks	O	O	O	O	O	
Power Door Windows	O	O	O	O	O	
Power Deck Lid/Liftgate Release (auto. trans. req. on wagons)	O	O	O	O	O	
Power Bench Seat or Power 60/40 Split Bench (left side)	O	O	O	O	O	
Radio—AM or AM/FM	O	O	O	O	O	
Radio—AM w/CB Transceiver & Power Tri-Band Antenna	O	O	O	O	O	
Radio—AM/FM Stereo w/4 Speakers	O	O	O	O	O	
Radio—AM/FM Stereo w/CB Transceiver & Power Tri-Band Antenna w/4 Speakers	O	O	O	O	O	
Radio—AM/FM Stereo with Electronic Search Tune with 4 Speakers	O	O	O	O	O	
Radio—AM/FM Stereo with 8-Track Stereo Tape with 4 Speakers	O	O	O	O	O	
Rear Speaker—Single	O	O	O	O	O	
Roofs—Landau Vinyl Roof	O	O	N/A	N/A	N/A	
—Sun Roof Tinted Glass Power Operated (vinyl roof req.)	O	O	O	O	N/A	
—Sun Roof Steel Power Operated (vinyl roof req.)	O	O	O	O	N/A	
—T-Bar Roof	O	O	N/A	N/A	N/A	
Seats—Vinyl Bench (w/center armrest)	O	N/A	O	N/A	S	
—60/40 Leather and Vinyl	N/A	O	N/A	O	O	
Speed Control—Automatic (TorqueFlite req.)	O	O	O	O	O	
Steering Wheel—Luxury	O	O	O	O	O	
—Tilt	O	O	O	O	O	
—2 or 3 Spoke Leather Wrap	O	O	O	O	O	
Suspension—Heavy-Duty	O	O	O	O	N/A	
Tape Stripe—Deck Lid (Std. w/opt. Landau Roof)	N/A	O	N/A	N/A	N/A	
Heavy-Duty Package (Trailer-Assist) A-36	O	O	O	O	O	
Trunk Dress-up	O ¹	S	O ¹	S	N/A	
Undercoating	O ¹	O	O ¹	O	O	
Vinyl Body Side Moldings—Color-keyed	O	O	O	O	N/A	
Wheel Covers—Premium	O	S	O	S	O	
Road Wheels—Forged Aluminum (N/A with H.D. Pkg.)	O	O	O	O	O	
Wire Wheel Covers	O	O	O	O	O	
Windshield Wipers—Intermittent ²	O	O	O	O	O	

O=Optional S=Standard N/A=Not Available NC=No Cost Option
¹Included in deluxe sound insulation package ²Available in package only



A.



B.



C.



D.

LeBaron's Standard Features Set A Standard For Elegance.

A. Instrument panel. LeBaron's instrument panel is elegantly styled with a simulated leather-grain finish safety pad and rich, rosewood-grain instrument cluster bezel. The panel is modular in construction. Remove the bezel and all the instruments are easily accessible. Result: you have an instrument panel that is a perfect mating of grand style and functional arrangements.

B. Deep, generous-size trunk. The Medallion offers, as standard, a plush carpeted trunk. This carpeting is also available in the optional deluxe sound insulation package in the LeBaron. With the standard space saving tire, LeBaron has a trunk volume of 16.1 cu. ft. for 2-doors, 16.2 cu. ft. for 4-doors.

C. Vanity mirrors with lamps. Located on the inside rear pillars. Standard in the LeBaron Medallion 4-door.

D. Front overhead reading lamps on the 2-door Medallion cast a beam of light down to provide excellent illumination for reading maps, directions, etc.

Engineering: It's What Made Chrysler Famous.

Power plants—LeBaron is powered by Chrysler's spirited Super Six—a sturdy, six-cylinder engine which supplies surprising performance. For those who want more, LeBaron offers two superlative V-8s in 318 and 360 CID.

Electronic Lean Burn System—Standard on the optional 318 and 360 CID engines—the engines that think! Controlled by a small computer which works with split-second precision, the ELB System senses the engine's need and adjusts spark advance to give responsive acceleration and smooth overall performance.

Electronic Ignition System—Standard on all LeBaron engines, the Electronic Ignition System is incorporated into the design of the ELB System. Electronic Ignition doesn't use points and condenser, which eliminates need for tune-ups in normal use. Also, it helps deliver sure starting voltage in any weather and—an economy feature—spark plugs last up to 30,000 miles in normal driving.

Chrysler's TorqueFlite automatic transmission is widely respected in the auto industry for its durability and smooth operation. It features no recommended maintenance under normal driving conditions: No band adjustments, no fluid or filter replacements recommended.

Lock-up torque converter—The new lock-up torque converter, an added feature to TorqueFlite and most V-8 engines, provides direct mechanical linkage between the engine and the rear axle when the transmission shifts into drive, resulting in better gas mileage, cooler transmission temperatures, and lower engine speed. Standard with optional automatic transmission and 318 2-bbl. and 4-bbl., 360 2-bbl. and 4-bbl. Not available at high altitudes or with H.D. 360 engines.

Power steering—You can't get a LeBaron without power steering; it's standard equipment. It gives you a firm sense of control, yet works easily. Takes only 3½ steering turns to move from full-left to full-right.

Power brakes—You can't buy a LeBaron without power brakes either; they're also standard. Power disc brakes in front, drum brakes in the rear... for smooth, sure stopping.

The ride—LeBaron gives you a ride that is as smooth, luxurious and comfortable as the ride on some larger cars. One reason is its Isolated Transverse Suspension System. It has a unique cross-member that separates the suspension from the Unibody with two sets of rubber mounts. The rear suspension is isolated from the Unibody with oval rear spring eye bushings and large rubber iso-clamps. Couple this with LeBaron's sound-deadening insulation, and you get a remarkably quiet, comfortable ride. You have to feel it to believe it.

Rust protection—Like every Chrysler car, LeBaron's body is protected against rust and corrosion by Chrysler's famous 7-step dip-and-spray process.

Unibody construction—More than 3000 welds fuse the body and structural members into one strong, solid structure.

Upper-level ventilation system—Sit back and enjoy a continuous flow of outside air, giving refreshing circulation in both the front and back seats.

Impact-absorbing bumper system—To give you solid protection against minor damages, LeBaron has an impact-absorbing bumper system with hydraulic energy-absorbing units.

Long oil change interval—You can drive 7,500 miles or six months under normal driving conditions before you need an oil change.

Electronic voltage regulator is moisture and shock-resistant, free of routine maintenance.

Optional 500-amp Long-Life battery is the best battery you can buy, period! For the little extra you pay, you can get a lot of extra use.

High-capacity alternator sends a strong charge to the battery even when engine is idling. It's included standard with the electrically heated rear window defroster option.

1978 LeBaron Colors



Dove Gray¹



Augusta Green Sunfire Metallic



Pewter Gray Metallic¹



Caramel Tan Metallic



Charcoal Gray Sunfire Metallic



Sable Tan Sunfire Metallic



Cadet Blue Metallic



Classic Cream



Starlight Blue Sunfire Metallic¹



Spinnaker White



Tapestry Red Sunfire Metallic



Formal Black¹



Mint Green Metallic

¹Not available wagon

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



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