



IMPERIAL





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Continental shown in Black Clear Coat.

THERE IS
NO LUXURY
WITHOUT ENGINEERING.

Chrysler began earning a reputation for engineering leadership more than 60 years ago. Now that leadership is exemplified by the 1990 Imperial.

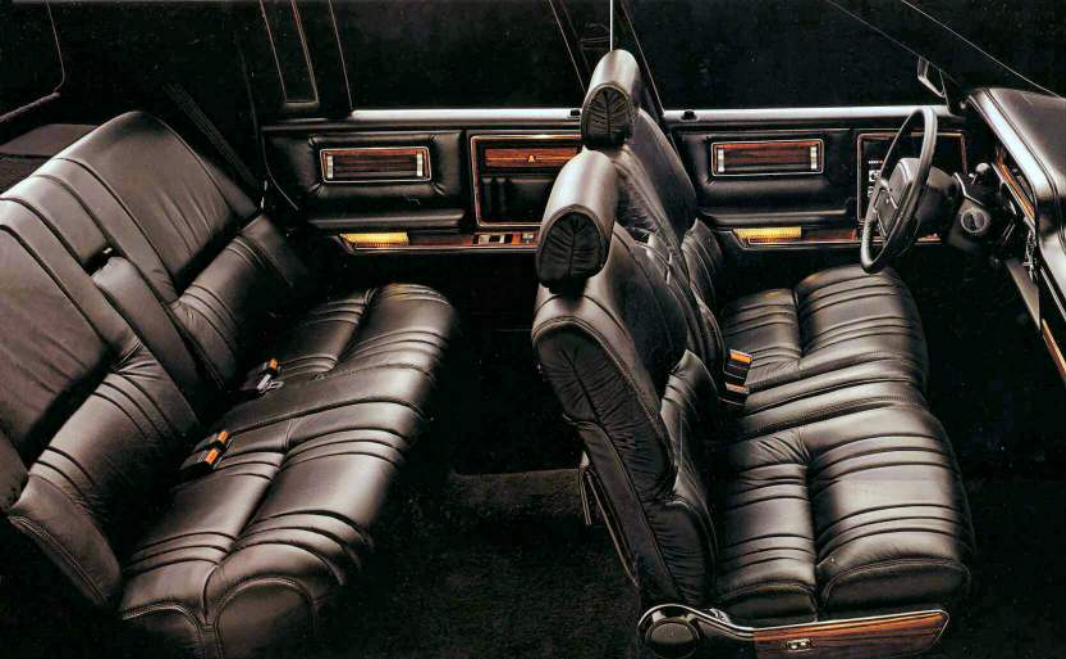
We're proud of our new Chrysler Imperial. Not just because it's engineered as well as a car can be. Not just because it bears the prestigious Chrysler name or because it meets our high standard of luxury.

We're proud because we believe Chrysler builds the kind of car you can be proud to own. Not just a car you can count on, but a car that'll make you feel good...when you drive it, or when it's parked where the neighbors can see. And most important, a car you can feel safe inside of.

You can take my word for this: Chrysler will continue to build the kinds of cars that have built our reputation for engineering leadership.

Lee A. Iacocca





U LTIMATE LUXURY AWAITS YOU

In the quiet inner world of a 1990 Imperial you'll find more leg room than a Mercedes-Benz 500SEL* or even the Cadillac Brougham. You'll also find an interior designed to envelop its occupants in remarkable comfort and convenience. A Mark Cross Ultrasoft leather interior with vinyl trim is available in your choice of six colors. The front seats offer eight-way power plus a two-position driver memory feature, dual armrests, reclining seatbacks and four-way adjustable head restraints. These features let you tailor your Imperial's seating position to your own personal taste so that driving movements can be as natural and unrestricted. Convenient storage pockets can be found on the door trim panels and on the front seatbacks. Sumptuous appointments and thoughtful design such as this help make an Imperial the new marque of luxury cars.

*Based on 1989 model information.

Available Mark Cross Ultrasoft leather interior with vinyl trim, shown in black.





YOUR PERSONAL COMMAND CENTER.

Step inside an Imperial, and you'll come face-to-face with an instrument panel that's been ergonomically designed to enable you to master the road. Turn the two-way ignition key and the available electronic instrument cluster immediately lights up with complete easy-to-read information. In front of you is a standard leather-wrapped steering wheel that can be tilted to a variety of driving positions. A multifunction lever on the steering column controls turn signals/line-change feature, intermittent windshield wiper/washer, and headlight dimmer. Electronic speed control is conveniently mounted on the steering wheel. Within easy reach are controls for the standard automatic temperature control and Chrysler Infinity I stereo system. Overhead, a console with an electronic vehicle information center (shown) is available. In every detail, Imperial has been designed to put you in command.





IMPERIAL IS THE BEST OF CHRYSLER.

Brand-new for 1990, the Imperial offers unprecedented levels of sophisticated elegance and automotive technology. Imperial's handsome profile suggests metal in motion. A unique "waterfall" grille design and halogen headlights concealed by movable front covers serve as a front-end styling theme. Under the hood, there's a new 3.3-liter V-6 with multipoint electronic fuel injection. This powerful engine is teamed to Chrysler's exclusive Ultradrive four-speed electronically controlled automatic transaxle. You can even select an electronically controlled full air suspension system. But Imperial is more than modern performance technology. With its padded vinyl landau roof, open windows and wire wheel covers set off by steel-bushed white sidewall tires, Imperial presents styling that is both traditional and timeless. Imperial. Chrysler's most prestigious automobile.

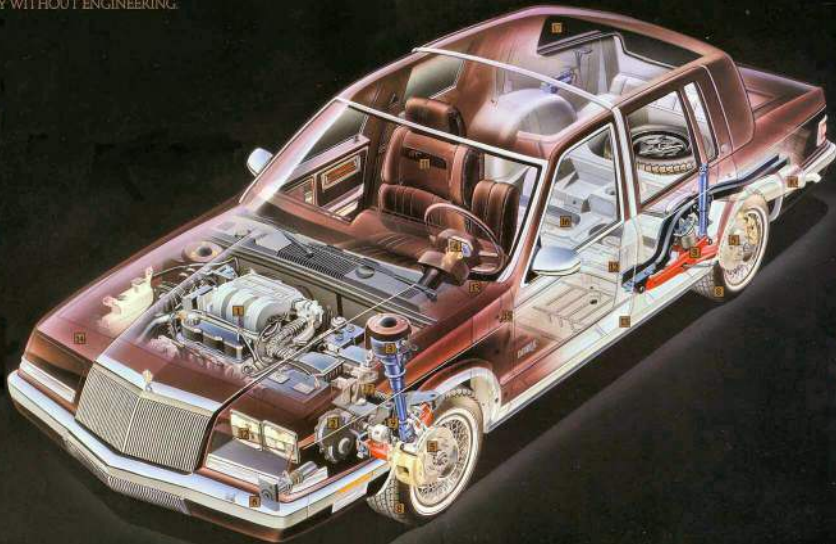




Available Mark Cross UltraSoft leather interior with vinyl trim, shown in Mahogany.

THERE IS NO LUXURY WITHOUT ENGINEERING.

1. New 3.3-liter (201 CID) multi-point electronic fuel-injected V-6 engine provides 147 hp of road-ready performance. The 60° "V" angle promotes even firing for smooth, quiet operation and a luxury car ride.
2. Ultrachief four-speed automatic transaxle features computer-controls to provide smooth shifting responses.
3. Imperial's available air suspension consists of two front air springs/strut assemblies, two rear air springs and shock absorbers. The system levels the front and rear of the vehicle automatically through all kinds of load conditions and improves the ride.
4. A driver-side air bag inflates in milliseconds in case of a front-end collision of more than ten mph. The Allstate Safety Leadership Award was presented to Chrysler Corporation in recognition of its industry position in the application of driver-side air bags.
5. Antilock four-wheel disc brakes automatically "pump" the brakes several times per second to prevent wheel lockup.
6. Double Protection Bumpers are capable of withstanding five-mph collisions.
7. Power-assisted rack-and-pinion steering has a precision feel with an 18:1 ratio.



8. All-season steel-belted P185/70R14 spare sidewall radial touring tires work in harmony with the Imperial's suspension.
9. Front-wheel drive helps "pull" an Imperial through turns and gives better traction in snow and mud.
10. Stainless Personnel exhaust system provides corrosion protection to help assure a long life.
11. An electronic self-dimming mirror that automatically adjusts to ambient light is available.
12. To add to your nighttime security, an illuminated entry system and a headlight automatic delay system are standard.
13. The available vehicle security alarm system offers theft protection by sounding an alarm when unauthorized entry is attempted.
14. There are ten exterior colors to choose...all feature Chrysler's famed crystal clear paint process.
15. The extensive use of corrosion-resistant materials and galvanized steel helps protect your Imperial from the elements.
16. Strategic placement of sound deadening materials makes the new Imperial one of the quietest cars on the road today.
17. Rear window defogger grid pattern is designed to provide world-class speed in removing frost and mud.



Imperial, shown in Dusty Rose Pearl Coat.



Imperial, shown in Light Champagne Metallic Clear Coat.



IMPERIAL IS ENGINEERED TO COPE WITH ALL TYPES OF ENVIRONMENTS.

The 1990 Imperial is committed to more than just your comfort.

Driver control and safety are paramount concerns at Chrysler.

Throughout the years, Chrysler has been an American leader in building cars that take into account all kinds of road and driving conditions.

That's why the new Imperial offers a number of features that contribute to driving comfort and control while strengthening total car safety.

For example, the Imperial is equipped with front-wheel drive so that you can negotiate through snow, mud and rain.

Imperial also has an antilock braking system that gives you an added reserve of safety in the event of a slide.

With ABS you not only stop shorter on slick surfaces, you also steer with a greater degree of confidence during an emergency.

Imperial can even take the bounce out of a bumpy road thanks to its standard gas-charged struts and shock absorbers.

front and rear antisway bars, and rear coil springs.

Also available is a sophisticated air-suspension system. The 1990 Imperial. Ready for the challenges of the road.





COMPLETE IN EVERY WAY.

The 1990 Imperial is an absolutely complete driving experience.

1. Luxurious and spacious accommodations for three well-sit passengers. With amenities such as a center armrest and convenient storage pockets.
2. Controls for the power windows, door locks, and seats are located conveniently in the fully upholstered door trim panels.
3. There's over 16 cubic feet of carpeted cargo space. And an automatic deck lid pull-down makes it easy to close.
4. With the headline automatic delay system you are never left in the dark. The lights stay on for 60 seconds after you leave your Imperial.
5. An automatic self-dimming day/night rearview mirror is part of the optional Electronic Features Package.
6. A leather-wrapped tilt steering wheel with an integrated air bag and electronic speed controls is standard.
7. Cupholders are standard in the front armrests and in the rear armrests (shown) with available Mark Cross Ultrasoft leather seats with vinyl trim.
8. Also included in the available Electronic Features Package is Chrysler's ultimate sound system: Infinity II. (An Infinity I system is standard.)



CRYSTAL KEY OWNER CARE PROGRAM



■ With Chrysler's Crystal Key Owner Care Program, for five years or 50,000 miles* all you do is take care of normal maintenance, adjustments, and wear items. Chrysler takes care of everything else. Engine, power train, air conditioning, steering, electrical. Everything right down to the door handles. And you're still protected on the engine and power train for seven years or 70,000 miles, and enter body run-through for 100,000 miles.* If you have a question or need information, there's a 24-hour toll-free hotline.

Chrysler Imperial	Chrysler Imperial	Chrysler Imperial	Chrysler Imperial	Chrysler Imperial	Chrysler Imperial
Model	Model	Model	Model	Model	Model
1991	1992	1993	1994	1995	1996
Engine	Engine	Engine	Engine	Engine	Engine
Power Train	Power Train	Power Train	Power Train	Power Train	Power Train
Body	Body	Body	Body	Body	Body
Chassis	Chassis	Chassis	Chassis	Chassis	Chassis
Electrical	Electrical	Electrical	Electrical	Electrical	Electrical
Interior	Interior	Interior	Interior	Interior	Interior
Exterior	Exterior	Exterior	Exterior	Exterior	Exterior
Warranty	Warranty	Warranty	Warranty	Warranty	Warranty
5/50	5/50	5/50	5/50	5/50	5/50
7/70	7/70	7/70	7/70	7/70	7/70
100,000	100,000	100,000	100,000	100,000	100,000

Chrysler Imperial's warranty coverage includes:

5/50 Complete Car Warranty*

■ Extends the basic car warranty, including major components, from one year or 12,000 miles to a full five years or 50,000 miles. No deductible applies to eligible owner. Excludes adjustments, wear items, and maintenance.

7/70 Power Train Limited Warranty*

■ Upon expiration of the 5/50 complete car limited warranty, coverage is extended on power train components to seven years or 70,000 miles. A deductible applies.



100,000 Antirustion Limited Warranty*

■ Your dealer will repair or replace at no charge outer body sheet metal panels found to have developed perforation (rust-through) in normal use up to seven years or 100,000 miles.

Customer Hotline

■ An "800" number to call 24 hours a day provides you with product information, dealer locations, and warranty and towing information.

*See copy of limited warranty at dealer. Restrictions apply.

EXTERIOR DIMENSIONS

Wheelbase (in.)	109.3
Overall Length (in.)	203.0
Overall Width (in.)	66.9
Overall Height (in.)	55.3
Track—Front (in.)	57.6
—Rear (in.)	57.6
Turning Diameter (ft.)	41.4

INTERIOR DIMENSIONS

Head Room—Front (in.)	38.4
—Rear (in.)	37.9
Leg Room—Front (in.)	43.0
—Rear (in.)	41.7
Hip Room—Front (in.)	51.8
—Rear (in.)	51.7
Shoulder Room—Front (in.)	55.9
—Rear (in.)	55.7
Trunk Volume (cu ft.)	16.7

POWER TRAIN COMBINATION

Engine Type	V-6, standard
Fuel Injection	Multiport
Displacement	3.3-liter (201 CID)
Bore and Stroke	3.60" x 3.19"
Compression Ratio	8.9:1
Horsepower	147 hp @ 4,800 rpm
Torque	183 lb-ft @ 3,600 rpm
Transaxle	Four-speed computer-controlled automatic (2.36 OTCR), standard

INTERIORS

Standard Trim

■ Mark Cross UltraSoft leather with vinyl trim and include cloth rear inserts. Individually adjustable eight-way power 50/30 front seats with four-way adjustable head restraints, power reclining seatbacks and

dual folding armrests including integrated cup holders. The driver's seat has a memory feature for selection of two programmed combinations of seat, recliner, and exterior mirror positions. A rear compartment map pocket is located on each of the front seatbacks. Colors: Bordeaux, Champagne, Mahogany and Midnight Blue.



Optional Trim

■ All Mark Cross UltraSoft leather with vinyl trim seats and cup holders are integrated into the front and the rear exterior armrests. Other features and colors are the same as the standard trim except for the addition of Black and Bordeaux/Light Quartz.



OPTIONS

■ As the flagship of the Chrysler line, the Imperial comes complete with a high level of standard and exclusive features. (See the Chrysler Standard Features and Specifications folder for detailed listing.) But to help discriminating buyers to personalize their Imperial, a few optional features are available. These include:

- Electronic Features Package includes an electronic instrument cluster, automatic day/night rearview mirror, electronic vehicle information center, Infinity II sound system, and vehicle theft security alarm system.
- Automatic air suspension.
- Vehicle theft security alarm system.

COLORS



Black Cherry Pearl Coat



Light Mahogany Metallic Clear Coat



Dark Mahogany Metallic Clear Coat



Dusty Rose Pearl Coat



Light Champagne Metallic Clear Coat



Midnight Blue Metallic Clear Coat



Medium Blue Gray Metallic Clear Coat



Black Clear Coat



Radiant Silver Metallic Clear Coat



Bright White Clear Coat

STANDARD SAFETY FEATURES

- Air bag (driver's side only) • Anti-theft (ignition and steering column lock) • Anti-theft trunk lock • Backup lights • Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied) • Center high-mounted supplemental stoplight • Combination lap-shoulder belts for driver and right front passenger and rear outboard passengers; lap belts for center locations • Double ball-joint reserve-view mirror mounts • Dual braking system with separate brake fluid reservoirs in the master cylinder • Dual throttle return springs • Electric windshield wipers and wipers • Energy-absorbing front seatbacks • Energy-absorbing instrument panel • Energy-absorbing steering wheel • Fade-resistant disc bezels • Fasten seat belt reminder • Front seat head restraints • Glare reduction measures for instrument panel, steering wheel, and windshield wipers • Hazard warning flasher system • Headlight and wiper circuit breakers with automatic reset • Inside and outside rearview mirrors • Inside hood release • Interlocking door latches • Key left in ignition warning • Non-overide rear door locks • Recessed inside door release handles • Reinforced windshield header and roof • Safety-Ram wheels • Shatter-resistant glass • Side door beams • Side marker lights and reflectors • Turn signals with lane-change feature

Chrysler Purchase Assistance Program For The Physically Challenged

- Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1990 Chrysler Motors cars and

trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

Optional Service Contract Coverage

- Chrysler Service Contracts provide you with additional peace of mind protection for your new vehicle. Chrysler Motors offers a variety of plans to meet your needs. Plan coverage begins after your vehicle's basic warranty expires. A deductible applies. Allowances for car rental and towing are also included. See your dealer for details.



MOBAP parts are engineered by Chrysler Motors for use on your new Chrysler Imperial. When replacement is necessary, be sure to specify MOBAP parts. Used by professional mechanics worldwide.

Consider Leasing

- More consumers are considering leasing as an alternative to buying. Leasing a new Chrysler Imperial usually involves a small security deposit and a five month lease payment. Monthly payments frequently are less than financing a new car purchase. Ask your dealer for details.



Making the best even more affordable

- Chrysler Credit offers a variety of finance programs that will help make your new Chrysler Imperial even more afford-

able. These special finance and leasing programs are designed to meet the needs of today's automotive buyer. They include Gold Key Lease, America's Choice Payment Plan, College Graduate Plan, Retail Financing, and more. Ask your salesperson for details.

Stainless Pentasteel Exhaust System

- On every Chrysler Motors passenger car, all components of the exhaust system employ a corrosion-resistant steel alloy that has superior resistance to rust and to fatigue caused by high heat. This system provides longer life than conventional exhaust systems. Chrysler Motors provides the Stainless Pentasteel Exhaust System on all its 1990 passenger cars, both domestic and import.

For complete details on standard equipment, specifications and technical information, ask your dealer for a copy of the 1990 Chrysler Technical Specifications Guide.

Back up for safety.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. Chrysler Motors 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. See your dealer for the latest information.



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