



IMPERIAL



S
AFETY,
ENGINEERING,
LUXURY AND STYLE



ADVANTAGE CHRYSLER SAFETY AND ENGINEERING



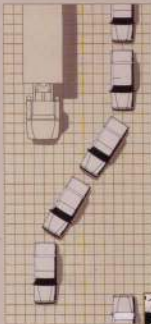
▲ OCCUPANT PROTECTION

Chrysler is a leader in the installation of driver-side air bags. In case of a front-end collision at approximately 12 mph, the bag will inflate within the blink of an eye. Every Chrysler passenger car built in the United States is equipped with a driver-side air bag. The air bag, in combination with a lap/shoulder belt, is one of the best driver protection systems currently available. There are many additional standard safety features such as side door beams and double protection bumpers. See page 30 for a complete list. Illustrated as bag deployment starts.



▲ MODIFIED SUSPENSION

Downsized car front suspension and steering are improved for 1991. "roll center" raised three inches to reduce cornering lean; casters increased three degrees to improve road feel and straight-line stability. "toe" change reduced 50 percent for better stability on bumpy roads. Suspension systems feature gas-charged front struts and rear shocks.



▲ POWERFUL PERFORMANCE

An all-new 3.5-liter V6 engine is standard on the Imperial. The new engine's increased torque delivers quicker acceleration than last year's 3.3-liter V6 engine—up to 13 percent more torque at engine speeds below 4000 rpm. The larger bore and longer stroke produce power ratings of 190 hp and multipoint electronic fuel injection ensures smooth and powerful acceleration.



▼ CELLULAR SYSTEMS

Chrysler Cellular Systems are the talk of the town. Backing every Chrysler phone is the performance of today's most sophisticated cellular technology. Whether for personal or business use, these available phones provide immediate communication when you need it. Choose the feature-rich Vauxphone, Portable or Mobile phone. See page 21 for additional information details.



▲ REMOTE KEYLESS ENTRY SYSTEM

An available remote keyless entry system provides the driver with additional convenience and security. It works in combination with the security alarm and illuminated entry systems to arm or disarm the theft security alarm system, turn on interior lights, lock or unlock all doors and unlock the trunk. The driver activates the system through a transmitter mounted in a key fob.



▲ SAFER STOPS

Four-wheel antilock brake systems guard against conditions that could cause wheel lockup by automatically "pumping" the brakes to help stop the car in the straightline and shorter distance. System provides braking stability on slippery surfaces and permits driver to maintain control under extreme braking conditions.



▲ CORROSION PROTECTION

Only Chrysler offers a 70,000 anticorrosion warranty (see inside back cover) to back its nine-step anticorrosion treatment process. In addition, a first Clear Coat is applied to protect against the etching effect that can be caused by harsh elements. A stainless steel exhaust system offers improved durability for exhaust components.





Some of the safest cars being built today—*anywhere in the world*—are being built right here in America. We've received numerous letters from owners across the country telling us how our air bags have saved lives. Every American-built Chrysler Corporation passenger car features the safety of a driver-side air bag. Other safety engineering features on the Imperial include combination lap/shoulder belts, side door beams, double-protection bumpers, antilock brakes, available remote keyless entry system and much more. But safety is just one of the strong reasons behind the claim that Chrysler has plenty of advantages over the competition. Our warranty protection is another. The 1991 Chryslers are built as well, and backed as well—or better—than any Chryslers in our history.

We realize that building a quality product, by itself, isn't enough. You demand more than a dependable car. You also demand, and deserve, dependable people to stand behind that product. That's exactly why I demand a commitment from your Chrysler dealer to back our quality products with the kind of quality service that will keep you satisfied long after the sale.

We've never been shy about telling Americans what's good about products made in America. And I'm convinced that those Americans who demand quality appreciate the advantages they've found in owning a Chrysler.

ADVANTAGE: CHRYSLER





Ingersol, shown in Midnight Blue Metallic Coupe Color



REMARKABLE LUXURY
AND MORE ROOM.
ADVANTAGE: CHRYSLER.

Quality workmanship—inside and out—gave Imperial the highest quality rating of any American car.* Advantage: Chrysler. The tasteful, elegantly appointed passenger compartment of the 1991 Imperial stands as further testimony to Chrysler craftsmanship and attention to detail. An available rich Mark Cross Ultrasoft leather interior with vinyl trim embraces driver and passengers in sumptuous surroundings. But remarkable luxury and sophisticated ambience is only part of the story. There is more. By that we mean more rear-seat leg room than an Infiniti Q45 or Lexus LS 400. More than a Cadillac Brougham or Oldsmobile 98 Regency.[†] More comfort and convenience comes from eight-way power front seats with two-position driver-side memory feature. By pulling either exterior front door handle, you'll activate the courtesy light for added security. For luxury and room, it's Advantage: Chrysler.

*The study was conducted by Consumer Attitude Research, an independent research company by mail among purchasers of 1990 model year vehicles from the October/November 1989 sales period.
[†]Based on 1990 product information.



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



I M P E R I A L F E A T U R E S T H A T G O B E Y O N D T H E S T A N D A R D S.

1. The available Electronic Features Package includes an electronic instrument cluster (shown), an automatic self-dimming day/night rearview mirror and an overhead Electronic Vehicle Information Center. Fully automatic temperature control air conditioning, leather-wrapped tilt steering wheel, and electronic speed control are just a few of the many standard features in a 1991 Imperial.
2. There is spacious room for three rear-seat passengers plus convenient center armrest and storage pockets.
3. Available Infinity RS sound system features ten Infinity speakers and a trunk-mounted amplifier for concert-hall realism. An equalizer cassette radio with four speakers is standard.
4. For extra security, the headlight automatic delay system allows the lights to stay on for 60 seconds after you leave the car.
5. The optional Chrysler Visorphone offers the latest in cellular technology. Flip it down to dial... flip it up to talk. Other Chrysler Cellular Systems are available. See page 21 for additional information.
6. In the fully upholstered door trim panels are controls for power windows, door locks and seats.



TECHNOLOGY THAT MEANS ADVANTAGE: CHRYSLER.

Chrysler is a leader in the installation of driver-side air bags. Every Chrysler passenger car built in the United States is equipped with a driver-side air bag. In recognition of its industry position, Chrysler Corporation was presented the Allstate Safety Leadership Award. The air bag, in combination with a lap/shoulder belt, provides one of the best driver protection systems available. Your driving experience in an Imperial also is enhanced by sophisticated automotive technology such as an antilock braking system that automatically "pumps" the brakes many times a second to help you retain vehicle control during hard braking. In addition, the front suspension geometry and steering system have been revised to improve handling and "on center" steering response. If you tend to carry a heavy load, the standard automatic load-leveling rear suspension gives your Imperial a level stance. An available electronic air suspension provides a more cushioned, comfortable ride under all recommended load conditions. And Chrysler's proven front-wheel drive system helps your Imperial steer through snow, mud and rain. The 1991 Imperial. The best of Advantage: Chrysler.



CHRYSLER ENGINEERING AT ITS BEST.

1. New 3.8-liter (230 CID) multipoint electronic fuel-injected V6 engine for luxury car performance.
2. Four-speed computer-controlled automatic transaxle for smooth shifting responses.
3. Available automatic electronic front-and-rear air suspension handles varying load conditions and improves the ride.
4. Rear automatic load-leveling suspension helps maintain vehicle height.
5. Driver-side air bag inflates in milli-seconds when activated.
6. Antilock four-wheel disc brakes prevent wheel lockup.
7. Double protection bumpers can withstand five-mph collisions.
8. Power-assisted rack-and-pinion steering with a 18.6:1 ratio has a precision road feel.
9. Concealed halogen headlights.



10. Road touring suspension features gas-charged struts and shocks.
11. Front-wheel drive for improved foul-weather traction.
12. Tinted glass for reduced glare.
13. Lower body urethane coating helps protect the finish.
14. Dual power remote control heated outside mirrors.
15. Illuminated entry system for added convenience.
16. Available vehicle security alarm system offers increased theft protection.
17. Large 16.7-cubic foot trunk.
18. Rear window defogger removes frost for better visibility.
19. Sound-deadening acoustic materials keep the ride quiet.
20. Stainless steel exhaust system for durability.



Impala, shown in Black Cherry Pearl Coat.

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 outer body rust-through for seven years or 100,000 miles.*

Basic Car Warranty (Excludes Power Windows, Power Locks, Power Mirrors)	Major Components Protection	Subsidiary "No-Tell" Items (Wiper Blades, Wiper Motors)	Power Train (Engine, Transmission)	Rust-Through (Body Panels)
500 Double Engine	5 Year / 100,000 Miles	5 Year / 100,000 Miles	None	5 Year / 100,000 Miles
500 Salvage Control	5 Year / Unlimited	5 Year / Unlimited	None	5 Year / Unlimited
500 Windshield Wiper	5 Year / 100,000 Miles	5 Year / 100,000 Miles	None	5 Year / 100,000 Miles
500 Electric Side-Door Locks	5 Year / 100,000 Miles	5 Year / 100,000 Miles	5 Year / 100,000 Miles	5 Year / 100,000 Miles
500 Leather Upholstery	5 Year / 100,000 Miles	5 Year / 100,000 Miles	5 Year / 100,000 Miles	5 Year / 100,000 Miles

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.

7/100 Anticorrosion 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.

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

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 Infinity RS sound system, electronic instrument cluster, Electronic Vehicle Information Center, rearview mirror with automatic day/night adjustment, and cellular telephone pre-wire.

■ **Security Package** includes remote keyless entry and vehicle theft security alarm system.

■ **Mark Cross Package** includes Ultrasoft leather-with-vinyl trim front and rear seating.

■ **Automatic electronic front-and-rear air suspension.**

■ **Conventional spare tire.**

■ **Cellular phone system** (dealer installed.)



STANDARD SAFETY FEATURES

Air bag (driver's side only) • Antilock four-wheel disc brakes • Airshift ignition and steering column lock • Antitheft trunk lock • Backup lights • Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied) • Center high-mounted supplemental spotlight • Combination lap/shoulder belts for driver and right front passenger and rear outboard passengers; lap belts for center locations • Double ball-joint rearview mirror mount • Dual throttle return springs • Electric windshield washers and wipers • Energy-absorbing front seat-backs • Energy-absorbing instrument panel • Energy-absorbing steering wheel • Fade-resistant disc brakes • 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 hood release • Interlocking door latches • Key left in ignition warning • Non-override rear door locks • Recessed inside door release handles • Reinforced windshield header and roof • Safety-Rim wheels • Shatter-resistant glass • Side door beams • Side marker lights and reflectors • Turn signals with lane-change feature



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