



IMPERIAL



A PERFECT BALANCE OF SELF-INDULGENCE AND COMMON SENSE

Having the Imperial name plate on your car means you are driving Chrysler's best and one of the world's finest automobiles.

In fact, the Chrysler Imperial has the highest quality rating of any car in its class. Higher than Cadillac Sedan DeVille. Higher than Lincoln Town Car. That's based on a survey of owners done by the Consumers Attitude Research Company.*

Our vision for the 1992 Imperial hasn't changed. Imperial offers you, the discriminating car buyer, a technically innovative, world-class luxury automobile that's engineered to give the Chrysler Advantage in room, ride, comfort and safety.

Those who have achieved success deserve life's rewards and the 1992 Imperial is an attainable reward. One that will provide you with the time-honored tradition of driving quality and excellence. With a driving environment engineered for extraordinary luxury and safety.

Enter the world of Imperial. An automobile you will be proud to own and to drive. Advantage: Chrysler.

*C.A.R. Inc. 1991 Early Buyer Study, Imperial classification, Large Luxury segment.



ABOUT THIS CATALOG: Since the time of printing, some of the information you'll find in this catalog may have been changed. Please check with your dealer for details.

Some of the equipment shown in this catalog is optional. This catalog is optional or available at your dealer.

Imperial, shown in this ad, is a Chrysler Sedan.

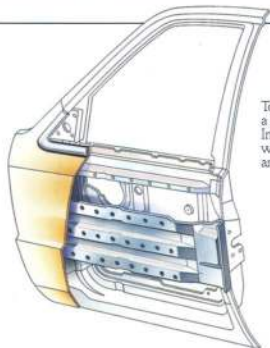


SAFETY. THE CHRYSLER PRIORITY. THE CHRYSLER ADVANTAGE.

When it comes to engineering, Chrysler's position is firmly embedded in our reputation as a technological pioneer. Today, safety is the governing priority of every Chrysler-engineered automobile.

The result of our commitment to safety engineering is an impressive list of protective advantages for drivers and passengers of Chrysler-built automobiles. Those advantages start with the driver-side air bag that is standard on every Imperial Chrysler builds. But air bags are only the beginning of our commitment to safety engineering. And the end is nowhere in sight. For example, strong steel side door beams, child protection rear door locks, three-point Unibelt restraints for front and rear outboard passengers, antilock brake system, and the convenient Visorphone® and remote keyless entry system are just some of the safety advantages available in an Imperial.

The same tradition of engineering excellence that has made Chrysler products safer has also advanced their quality...through the continued technological improvement of materials and manufacturing methods, and through the comfort-oriented engineering that has made Chrysler synonymous with luxury.



To help guard you in a lateral impact, every Imperial is reinforced with strong steel front and rear side door beams.



All Chrysler air bag systems are factory-certified and feature gold-plated terminals to resist corrosion and aid deployment. The air bag, in combination with a lap/shoulder belt, is one of the best driver protection systems available.

Simulated air bag deployment shown.

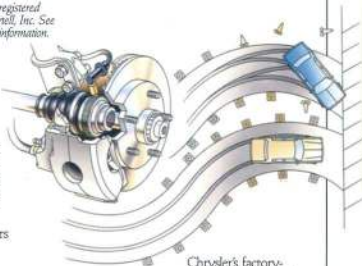


With the revolutionary Visorphone® you can make and take calls without diverting your attention from the road.
"Visorphone is a registered trademark of Carill, Inc. See page 19 for more information."



Child protection rear door locks help safeguard children.

Three-point Unibelt restraints are provided for front and rear outboard passengers. This safety system employs a new cinching latch-plate to securely hold child seats or passengers in a proper position.



Chrysler's factory-certified safe antilock brake system (ABS) helps maintain steering ability and prevents wheel lockup during severe braking.



ADVANTAGE: CHRYSLER IMPERIAL ENGINEERING

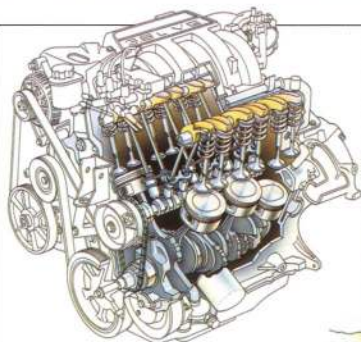
What makes an Imperial the special luxury car that it is...is simple. It's Chrysler's long-standing commitment to driver control and safety.

Your driving experience in an Imperial is enhanced by sophisticated automotive technology such as the standard 3.8-liter V6 engine with sequential multipoint fuel injection for powerful acceleration and performance. For smooth shifting, there's a four-speed computer-controlled automatic transaxle.

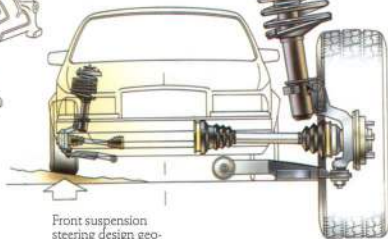
Thanks to gas-charged struts and shock absorbers, front and rear anti-sway bars, and rear coil springs, Imperial smooths out rough roads. To help maintain vehicle attitude, an automatic load-leveling rear suspension is standard. (A front and rear air suspension system is also available.)

To ensure consistent drivability, your Imperial uses many microprocessors to control vehicle functions automatically. Added together, their capacity would equal or exceed many computers.

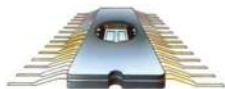
And to keep your Imperial looking new for years to come, Chrysler performs a nine-step anti-corrosion treatment. With a final Clear Coat paint finish applied to help protect against the etching effect caused by severe weather.



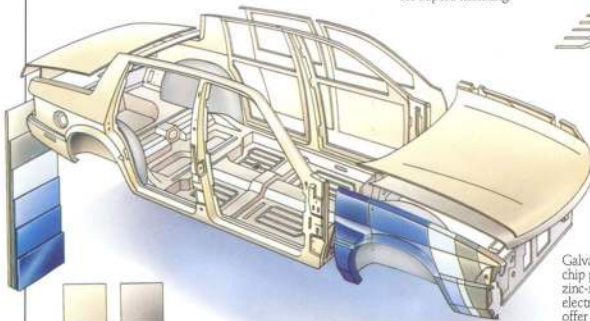
The 3.8-liter SMPI V6 engine now features sequential multipoint fuel injection for smooth acceleration by injecting fuel into each cylinder port at the exact time it is needed.



Front suspension steering design geometry provides the driver with precise steering responses for superb handling.



A sophisticated network of microprocessors makes coordinated decisions to improve safety, increase comfort, enhance performance and reduce emissions.



Galvanized steel, anti-chip protective coatings, zinc-rich primers, and electroplated paints offer superior resistance to corrosion.



FLAGSHIP OF THE FLEET

As the flagship of the Chrysler line, the Imperial offers unprecedented levels of sophisticated elegance and automotive technology.

Its padded vinyl landau roof, classic opera windows and distinctive wire wheel covers give Imperial a limousine-like appearance that is further complimented by an elegant grille and concealed halogen headlights.

Step inside and you'll discover a quiet interior where driver and passengers are surrounded by remarkable comfort, convenience, luxury and safety.

On the road, sophisticated technology such as a powerful 3.8-liter V6 engine with sequential multi-point fuel injection teamed with a computer-controlled four-speed automatic transaxle helps Imperial hit its stride quickly and confidently. For controlled stopping during hard braking, there's a standard four-wheel antilock disc braking system.

Imperial—a world-class performer with world-class features. Advantage: Chrysler.



Imperial, shown in Light Champagne Metallic Clear Coat.



A^N INVITING ATMOSPHERE...A SAFE ENVIRONMENT

Imperial's ultimate luxury is nowhere more apparent than in its available Mark Cross Ultrasoft leather interior with vinyl trim. Famed Mark Cross designers have created an interior that is uncompromising in its craftsmanship and fine leather. They've married form to function, artistry to design. The details are so refined that every feature contributes to a sense of comfort and well-being.

You'll appreciate the convenience of eight-way power front seats with two-position driver-side memory (included in the Mark Cross Package). A new electronic instrument cluster, featuring easier-to-read graphics, is available in the Electronic Features Package. The package also includes an Infinity RS sound system, an automatic self-dimming day/night mirror and automatic headlight delay system, Electronic Vehicle Information Center (EVIC), cellular phone pre-wire and a handy cassette storage floor console. Additional storage and map lights are in the new overhead console.

Peace of mind comes from a driver-side air bag, child protection rear-door locks, speed-sensitive door locks, and an illuminated entry system. All standard.

For sumptuous appointments and safety, it's Advantage: Chrysler Imperial.



The uncompromising character of the 146-year-old Mark Cross tradition lives on in this interior.

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



FEATURES TO MATCH YOUR DEMANDING STANDARDS

1. The available Electronic Features Package includes an instrument cluster with new high-tech graphics. (See page 18 for additional items in the package.)

2. Enjoy concert-hall realism with the available Infinity RS sound system with ten Infinity speakers. Four-speaker cassette/radio with graphic equalizer is standard.

3. Optional compact disc changer system has a CD changer and hand-held controller for easy change of magazine. Six-disc storage included. (Dealer-installed.)

4. The available day/night mirror automatically dims reflected glare but maintains maximum rear vision. Mirror also contains a daylight sensor that automatically turns headlights on (at dusk) and off (at dawn). The new overhead console features a handy storage area.

5. Optional full-featured Visorphone® is designed and tested to ensure compatibility with the Imperial's electrical system. (Dealer-installed)

6. The spacious rear seat has room for three and amenities such as a center armrest with cup holders and front seatback storage pockets.

7. Ergonomic controls for power windows, door locks and seats are located in the fully upholstered door trim panels.

*Visorphone is a registered trademark of Cartell, Inc. See page 19 for more information.





QUALITY ASSURANCE...
ADVANTAGE: CHRYSLER

All Chryslers are designed, crafted and assembled with a combination of computer technology, strenuous testing and craftsmanship to make them as solid and dependable as possible. Advantage: Chrysler.

A. Wind tunnel testing is performed at two U.S. locations to deliver advanced aerodynamic design and increase fuel efficiency.

B. A computer-operated device called "The Road Simulator" creates a variety of motions to determine the effect various road surfaces and vibrations will have upon the entire vehicle.

C. An "Anaerobic" assembly process applies a thick bead of epoxy/resin-based cement around the entire circumference of the inner door structure. Combined with spot welding, this process provides reduced noise, greater strength and improved rust resistance.

D. To learn more about the structural reliability of our cars to assure maximum protection, every crash test is filmed at high speed for study and analysis later.

E. For durability, test engines are run at 4000 rpm for 800 hours in our dynamometer booths.

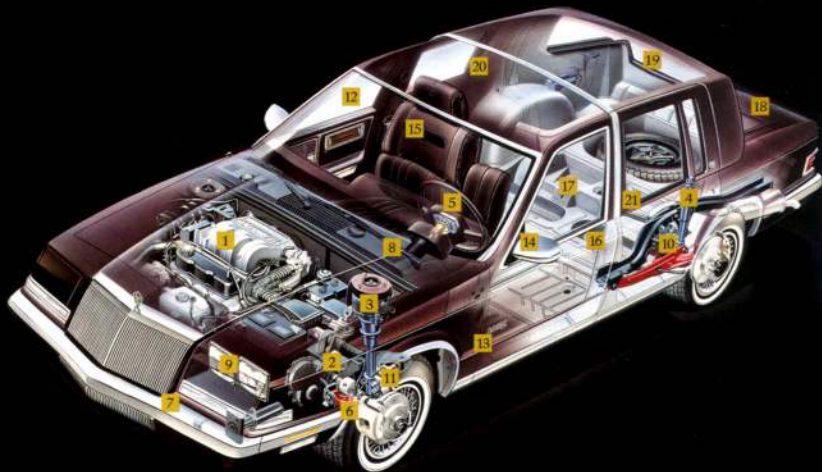
F. Fifty thousand-mile power train endurance tests, which simulate very aggressive driving conditions, go on 24 hours a day at the Chrysler test track.





ADVANTAGE: CHRYSLER ENGINEERING

1. Powerful 3.6-liter (230 CID) sequential multi-point fuel-injected V6 engine for 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.
4. Rear automatic load-leveling suspension helps maintain vehicle height and levels the ride.
5. Driver-side air bag inflates in milliseconds when it is activated upon impact.
6. Four-wheel antilock disc brakes prevent wheel lockup during hard braking for better control.
7. Energy-absorbing bumpers.
8. Power-assisted rack-and-pinion steering with an 180:1 ratio has a precision road feel.
9. Concealed halogen headlights.
10. Road touring suspension features gas-charged struts and shocks for driving stability.
11. Front-wheel drive for improved traction.
12. Tinted glass for reduced glare and coolness.
13. Lower bodyside antichip coating for added protection.
14. Dual power remote control heated outside mirrors.
15. Available Electronic Features Package with automatic self-dimming day/night mirror.
16. Illuminated entry system for added convenience. A remote keyless entry system is also available.
17. Available vehicle security alarm system offers increased theft protection.
18. Large 16.7-cubic foot trunk.
19. Rear window defogger for better visibility.
20. Sound-deadening materials for quiet comfort.
21. Child-protection rear-door locks and speed-sensitive door locks for added safety.



EQUIPMENT & SPECIFICATIONS

STANDARD AND OPTIONAL EQUIPMENT

Air Bag System—Driver's side	S
Air Conditioning—Automatic temperature control	S
Alarm System—Vehicle theft security	F
Alternator—90-ampere	S
Antenna—Power automatic	S
Battery—500-ampere, maintenance-free with integral low indicator	S
Brakes—Anti-lock, four-wheel disc	S
Bumpers—Energy-absorbing	S
Bumper Guards—Rear	S
Carpet—Passenger compartment and lower door trim panels, color-keyed	S
Carpet—Trunk, gray	S
Cellular Phone—Portable phone (dealer-installed)	F
Cellular Phone—Vaporphone® (dealer-installed)	F
Cellular Phone—Pie-wire	F
Chimes—Warning: fasten seatbelts, headlights on, key-in-ignition, turn signal	S
Cigar Lighters—Front and rear	S
Clock—Digital integral with all radios	S
Coat Hooks—Rear, integral with courtesy lights	S
Console—Front, storage, floor-mounted	F
Console—Overhead, includes twin map/courtesy lights and storage	S
Corrosion Protection—Anti-rust protective coating on lower body panels, extensive use of galvanized steel	S
Cup Holders—Front, integrated with front seat armrests	S
Cup Holders—Rear, integral with rear seat center armrest	F
Deck Lid—Remote release, electric	S
Deck Lid—Automatic pull-down	S
Defroster—Rear window, electric	S
Demisters—Front door windows	S
Door Locks—Power: automatic lock-sensitive actuation with ignition key interlock	S
Door Locks—Child protection	S
Electronic Ignition, Fuel Injection and Voltage Regulator	F
Electronic Vehicle Information Center (EVIC)	F
Emissions Control and Testing (California only)	F
Engine—3.6-liter SMPI V6	S
Front-Wheel Drive	S
Fuel Capacity—16 gallons	S
Fuel Filler Cap Tether	S
Glass—Tinted, all windows	S
Glove Box—Lock: with trunk release button	S
Headlight System—Concealed, quad halogen	S
Hood—Crumplebalanced	S
Hood Ornament—Crystalline Pentastar	S
Hood Release—Remote	S
Horn—Dual-note	S
Illuminated Entry System	S
Instrument Cluster—Electromechanical with analog display: includes speedometer, odometer, trip odometer, gauges for electrical system voltage, engine coolant temperature, engine oil pressure and fuel level	S

Instrument Cluster—Electronic: includes liquid crystal digital displays for speedometer, odometer and trip odometer; electronic analog gauges for electrical system voltage, engine coolant temperature, engine oil pressure and fuel level	P
Insulation—Premium sound; hood pad	S
Keyless Entry—Remote	F
Lights—Ash receiver, cornering, courtesy seating, front overhead, courtesy seating, rear roof rail, door courtesy, floor box, ignition march with time delay, trunk, underhood	S
Map Pockets—Front doors	S
Mats—Floor, color-keyed, front and rear	S
Message Center—Incradomator: car graphic outline with warnings for door ajar, deck lid ajar, and low windshield washer fluid	S
Mirrors—Interior mirrorview: day/night	S
Mirrors—Interior mirrorview: including automatic day/night adjustment, automatic headlights control	F
Mirrors—Exterior dual power mirror control, height, heated	S
Mirrors—Exterior dual power mirror control, height, heated, with two-position memory	F
Mirrors—Interior driver and passenger view/variety, illuminated	S
Moldings—Body-side protection, color-keyed; bumper rub strips and extensions, height, wheel lip	S
Multifunction Control Lever—Mounted on steering column: includes controls for turn signals, headlight dimmer, and intermittent windshield wiper/washer	S
Pockets—Front seatbelts	S
Radio—AM stereo/FM stereo electronically tuned; with memory scan, up-and-down seek-and-ease, Dynamic Noise Reduction, cassette tape player, Dolby B® Noise Reduction, joystick balance/fader speaker control, four-speaker sound system and five-band graphic equalizer, integral digital clock	S
Radio—Chrysler Infinity RS Sound System, AM stereo/FM stereo electronically tuned; with memory scan, up-and-down seek-and-ease, Dynamic Noise Reduction, cassette tape player, Dolby B® Noise Reduction, joystick balance/fader speaker control, the best graphic equalizer, vehicle equalized 10-speaker system, trunk-mounted amplifier, integral digital clock	P
Radio—Compact disc changer with hand held controller (dealer-installed)	E
Roof—Landau, padded vinyl	F
Seatbelts—Three-point Unibelt for front and rear outboard seats, lap belts in center locations	S
Seats—Eight-way power adjustable front seats, driver-side integral two-position memory for seat and outside mirrors	F
Seats—Front 50/50 cloth split-bench, stowaway power adjustable for driver and passenger; dual center armrests with cup holders, two-way adjustable head restraints and reclining seatbelts	S
Seats—Lashes-with-velvet trim	F
Seat—Front, bench with folding center armrest	S
Spare Tire—Compact, T125/70D15	S
Spare Tire—Conventional	F
Speed Control—Electronic, steering wheel-mounted	S
Steering—Rack-and-pinion; power-assisted, precision led, 180:1 ratio	S
Steering Column—Tilt, six-way adjustable	S
Steering Wheel—Luxury: leather-wrapped with integral air bag	S

Spotlight—Supplemental, center high-mounted	S
Stripe—Upper body-side, painted	S
Supersteer—Automatic air front and rear	F
Suspension, Front—Gas-charged position-sensitive struts, anti-dive bar, and coil springs	S
Suspension, Rear—Twisting beam axle, coil springs, gas-charged shocks, anti-dive bar and automatic load-leveling and height control	S
Tires—P155/75R14 all-steel radial, white sidewall (set of four)	S
Trim—Tuxedo—Four-speed automatic with overdrive, computer-controlled	S
Undercoating	S
Wheel Covers—Wire with bolts, 14-inch (set of four)	S
Windows—Power: driver-side, one-touch-down	S
Windshield Wipers—Dual two-speed, with intermittent wipe; concealed	S

S Standard, E Extra cost, F Package only.

*Vaporphone is a registered trademark of Camel, Inc. See page 19 for more information. Some AM stereo broadcasting may not be compatible with this radio. Dynamic Noise Reduction is a trademark of National Semiconductor Corporation. Dolby B is a trademark of Dolby Laboratories.

PACKAGES

• **Electronic Features Package** includes an Infinity RS sound system, electronic instrument cluster, Electronic Vehicle Information Center, automatic headlight day/night mirror, cellular phone pie-wire, and floor-mounted front storage console.

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

• **Mark Cross Package** includes Ultrathin leather-with-velvet-trim front and rear seating, eight-way power-adjustable front seats with two-position memory for the driver seat and outside mirrors, rear seat includes folding center armrest with integral cup holders.

DIMENSIONS

Overall Length (in.)	2030
Wheelbase (in.)	1095
Overall Height (in.)	55.5
Track—Front (in.)	576
Track—Rear (in.)	576
Overall Width (in.)	68.9
Turning Diameter (ft.)	41.5
Interior (Front/Rear)	
Head Room (in.)	38.5/37.8
Leg Room (in.)	43.0/42.9
Hip Room (in.)	51.2/51.9
Shoulder Room (in.)	56.0/55.6
Trunk/Cargo Volume (cu ft.)	16.7

ENGINE

Type	3.6L V6 sequential multipoint electronic fuel injection
Bore x Stroke (in.)	3.78 x 3.43
Displacement (cu in./liters)	230/3.8
Power (hp @ rpm)	150 @ 4400
Torque (lb-ft @ rpm)	203 @ 3200
Compression Ratio	9:1
Fuel Type	Unleaded Regular

EXTERIOR COLORS



Black Cherry Pearl Coat



Dark Mahogany Metallic Clear Coat



Light Mahogany Metallic Clear Coat



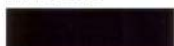
Light Champagne Metallic Clear Coat



Midnight Blue Metallic Clear Coat



Diamond Blue Metallic Clear Coat



Black Clear Coat



Bright White Clear Coat



Crim Red Pearl Coat



Dark Quartz Gray Metallic Clear Coat



Soyuz Green Pearl Coat



Bright Silver Metallic Clear Coat

©1997. Due to varying legislations, the colors shown will vary slightly from actual look. See your dealer for accurate color chips.

INTERIORS

Standard

Interlude/Kimberly cloth seats have individually adjustable six-way power 50/50 front seats with two-way adjustable head restraints and dual folding armrests. Map pockets are located on each of the front seatbacks. Colors: Crimson Red, Champagne, Mahogany and Midnight Blue.

Optional

Merck Cross Ultrastuff leather-with-vinyl trim seats have eight-way power 50/50 front seats and power reclining seatbacks. The driver's seat has a memory feature for selection of two programmed combinations of seat, recliner, and exterior mirror positions. Additional colors: Black and Black/Light Quartz.

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 rearview mirror mount • Dual throttle return springs • Electric windshield washers and wipers • Energy-absorbing front seatbacks • Energy-absorbing instrument panel • Energy-absorbing steering wheel • Fade-resistant four-wheel antilock disc brakes • Fasten seat belt reminder • Front seat head restraints • Glare reduction mirrors 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

CHRYSLER CORPORATION LIMITED WARRANTY PROTECTION

Every Chrysler Corporation vehicle comes with the protection of a Chrysler Corporation Limited Warranty. See your dealer for details.



CHRYSLER CREDIT

The Finance and Lease Professionals

Chrysler Credit Financing

Chrysler Credit offers a variety of finance programs that can help make your new Chrysler Imperial even more affordable.

These flexible finance and lease programs can be tailored to suit your budget and your lifestyle. They include Advantage: Gold Key Lease, Gold Key Plus, College Graduate Plans, Retail Financing, and other special payment plans. Ask your salesperson for details.

Chrysler Purchase Assistance Program for The Physically Challenged

Cash reimbursements of up to \$500 are available for qualified adaptive driving devices on 1992 Chrysler Corporation cars and trucks. For further information, contact your dealer or the PHYSICALLY CHALLENGED RESOURCE CENTER at 1-800-255-9877.

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 first month's lease payment. Monthly payments frequently are less than financing a new car purchase. Ask your dealer for details.



CHRYSLER CELLULAR SYSTEMS

OKI® Telecom manufactures, services and is the warrantor of the Vauxphone® and Portable phone products that are available as dealer-installed options on selected Chrysler Corporation vehicles. See your dealer for a copy of the limited warranties. Restrictions apply.

*Vauxphone is a registered trademark of Camel, Inc.



Mopar

MOPAR parts are engineered by Chrysler Corporation for use in your new Chrysler Imperial. When replacement is necessary, be sure to specify MOPAR parts. Used by professional automobile technicians worldwide. Chrysler and MOPAR are registered trademarks, and Imperial is a trademark of Chrysler Corporation.

BUCKLE 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 Corporation 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.



IMPERIAL



ADVANTAGE: CHRYSLER

