

IMPERIAL

for 1983

Imperial's Mark Cross leather seating in Beige.



The inner Imperial: Meeting great expectations beautifully.

Imperial 1983 in Sable Brown.



Imperial 1983. A singular statement of car and driver.

For many, even the luxury car has become little more than a means of conveyance from one place to another. Imperial is not for these people. Rather it is an automobile

for the driver who still sees the car as an extension of one's self. For the individual with an appreciation of life's finer things, a flair for the extraordinary.



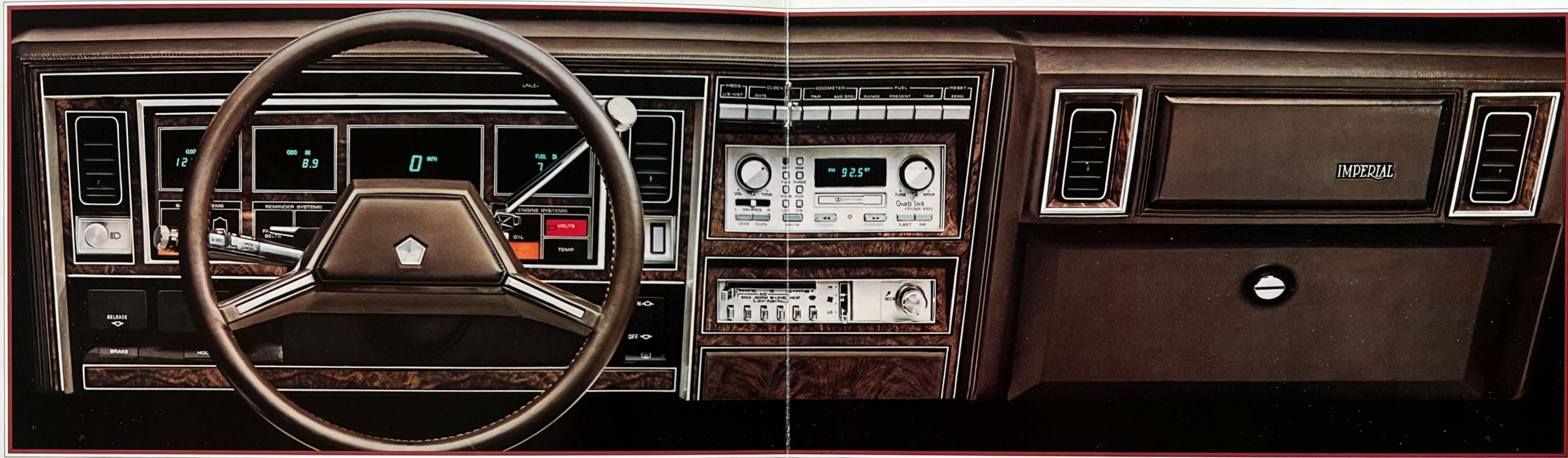
The impression is unforgettable.

From every angle, Imperial makes a memorable statement about car and driver. The crisply sculpted lines work in beautiful concert to create a look that easily transcends the boxlike design so prevalent in most of today's luxury

nameplates. Imperial's driving comfort measures up to that look with quiet assurance. Here is a car crafted to restore chemistry between owner and automobile. A car whose name befits its presence: Imperial 1983.

Imperial: The inside story. What is it about beautiful cars that compels passersby to peek inside? With Imperial, the look inward is as fulfilling as it is revealing. Here is unmistakable quality in an atmosphere of honest luxury. The sumptuous 60/40 Corinthian leather seating

carries one of the most distinguished names in American leather, Mark Cross. The alternative: rich Kimberley velvet in the same inviting 60/40 arrangement. No doubt such a comforting selection has turned more than one looker into an Imperial owner.



60/40 Individual Power Seats. Kimberly velvet cloth-and-vinyl seats feature adjustable head restraints, folding center armrest, and passenger-side seatback recliner. Choice of Beige or Silver.



Tilt Steering Wheel. In addition to its tilt convenience, Imperial's handsome two-spoke steering wheel is wrapped in leather to complement the car's luxurious interior.



Speed Control and Intermittent Wipers. To the left of the steering column is the lever that lets you set the speed you want for long-distance cruising. And in rain or snow, wiper speed can be regulated.



Wire Wheel Covers. Instead of Imperial's standard cast aluminum road wheels, you may prefer this no-charge option. A hint of the classic era is reflected in the chrome wire spokes.

1. Mode—U.S./Metric Conversion.



2. Clock—Date.



3. Clock—Estimated Trip Time.



4. Odometer—Trip and Total.



5. Odometer—Avg. Speed Since Reset.



6. Fuel Range at Present MPG Rate.



7. MPG Rate—Fuel Consumption.



8. MPG Rate—Total Trip. 9. Reset—Zero.



Imperial 1983. Style meets science.

A car this provocative in its visual appeal, and this rewarding in its inner comfort, must encompass nothing less than the most advanced state of automobile engineering. Therein lay the challenge for the New Chrysler Corporation, long a pioneer in the American space program. Drawing upon its vast technological resources, Chrysler engineers developed EFI

(Electronic Fuel Injection), the first continuous flow, fully electronically controlled system of its kind in the industry. EFI's Combustion Computer monitors engine variables from fuel/air mix to exhaust gas content to provide surer starts, smoother idling, and maximum performance from Imperial's time-tested 5.2-liter 318 CID V-8 engine in all types of weather.

Imperial's Electronic Information Center is

another marvel of space-age science. The digital display, which features two levels of brightness, a dim control, and a photo detector that automatically adjusts to exterior glare, supplies pertinent data—without driver input—at the touch of its nine-button module.

In its entirety, Imperial reflects Chrysler's continuing dedication to quality, engineering and luxury.

The making of an Imperial.

What makes an Imperial an Imperial? In a word: Quality. Every Imperial gets two coats of tough acrylic primer before the finish coat of acrylic enamel is baked on. Exacting tests are conducted on instrument clusters and other electronic items. And each Imperial is put through a demanding 5.5-mile road test where acceleration, handling, and braking are evaluated over varying road conditions.

After the test drive, the Imperial is put on a hydraulic hoist and thoroughly checked. If the road test has indicated a deficiency, front-end alignment and wheel balance that are essential to Imperial's luxury ride are checked. A five-minute water test to ensure body panel tightness is performed. Next, all engine and electrical systems are tested with the use of a special computer.

Arriving at its final check-point, the car's body metal is inspected for possible dents or other damage that must be corrected before the Imperial can proceed. All painted surfaces on the Imperial are then wheel-buffed and polished. At long last, the car is approved and released for special shipment procedures.

Imperial Warranty: As sound as the automobile it backs. Only after the Chrysler Quality Audit Staff has signed an Imperial "approved" does it receive its basic limited warranty. Chrysler Corporation feels so confident about the 1983 Imperial's quality that upon expiration of the normal two-year/30,000-mile new vehicle limited warranty, limited warranty coverage is extended on power train components, including engine, transmission, and axle—plus outer panel rust-through protection—to five years/50,000 miles, whichever comes first. A deductible applies. See your dealer for details.



Engine, electrical system checked for reliability.



Body paint inspected for flaws.



Front end aligned and wheels balanced.



Underbody components inspected and adjusted.



Body panel seals water-tested for leakage.



Fittings for coolant and brake fluid confirmed.



The ultimate statement: Imperial 1983 in Crimson Red.

Exterior Colors



Silver Crystal Coat



Beige Crystal Coat



Crimson Red



Sable Brown



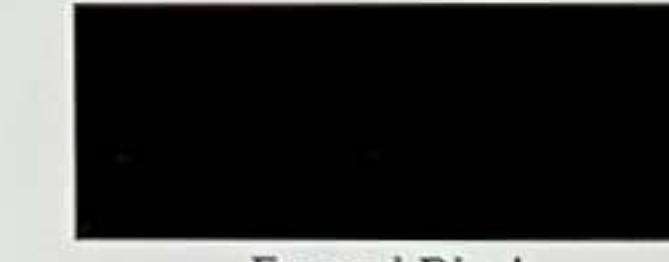
Charcoal Gray Metallic



Nightwatch Blue



Glacier Blue Crystal Coat



Formal Black



Pearl White

NOTE: Due to occasional printing irregularities, the colors shown may vary slightly from actual hues. See your Imperial dealer for accurate color chips.

New owners receive several elegant gifts that add a special touch to the ownership of an Imperial. These include an umbrella, leather key fob, and leather portfolio by Mark Cross, and a key adorned with a Pentastar by Cartier.

Imperial Standards

Corrosion protection. Imperial's quality is ensured by extensive use of anti-corrosion treatments and pre-coated steel. Galvanized sheet metal panels are widely used on Imperial, as is a seven-step dip-and-spray process.

Chrysler's standard Electronic Fuel Injection system. The EFI system controls fuel delivery and spark advance simultaneously. It is the first continuous flow, fully electronically controlled fuel injection system on any car. The system, through sensors, ensures an efficient fuel-to-air mixture for optimum performance under all weather and temperature conditions.

All-season steel-belted radial white sidewall tires.* Imperial features standard radial ply tires that roll more easily than bias ply tires. This contributes to greater fuel savings. Radials also wear better for longer tread life, and they grip the road more firmly for improved handling and excellent traction.

*Goodyear ARRIVA.

Optional Equipment

- Emissions Control System—High-altitude: at extra cost.
- Seat—60/40 cloth-and-vinyl with folding center armrest: no-charge option.
- Tires—P205/75R15 steel-belted radial wide white sidewall (Michelin): no-charge option.
- Wheel Covers—Wire, 15-inch: no-charge option.

Specifications

Engine: 5.2-liter (318 CID)* V-8 EFI.†
Axle Ratio: 2.2:1.
Transmission: Wide-ratio TorqueFlite automatic with lockup torque converter.
Suspension: Front—transverse torsion bar with anti-sway bar. Rear—leaf spring with anti-sway bar.
Tires: P205/75R15 steel-belted radial Arriva all-season.

Brakes: Power front disc, power rear drum.
Electrical: Battery: 500-ampere maintenance-free; heavy duty.
Alternator: 114-ampere.
*California engine requires Emissions Control System at extra cost.
 †Electronic Fuel Injection.

Dimensions, Weight and Capacity

Wheelbase: 112.7". **Overall Length:** 213.4". **Overall Width:** 72.7". **Overall Height:** 53.2". **Track (front/rear):** 60.0"/59.5". **Turning Diameter (curb to curb):** 40.7'. **Curb Weight (estimated):** 4,019 pounds. **Trunk Capacity (cu ft):** 16.1. **Passenger Capacity:** Six. **Fuel Capacity:** 18 gallons.

Standard Features

- Air Conditioning—Semi-automatic
- Alternator—114-ampere
- Antisway Bar—Front/rear
- Armrest—Front doors and rear compartment quarter trim panels
- Ash Receivers—Front and rear
- Battery—500-ampere maintenance-free; heavy duty
- Bumper Protective Rub Strips
- Carpet Protectors—Color-keyed
- Chimes/Tone Warning System—For seat belts, key left in ignition, headlamps on
- Cigarette Lighter
- Defroster—Rear window
- Engine—5.2-liter (318 CID) V-8 with electronic fuel injection
- Flashers—Hazard warning
- Floor Covering—Sliver-knit long plush pile: color-keyed
- Fuel Tank—18-gallon
- Garage Door Activator—Integral transmitter; receiver for garage installation
- Glass—Tinted
- Glove Box Lock
- Headlights—Halogen: dual, concealed
- Hood Ornament
- Hood Release—Inside
- Horn—Three-note
- Ignition—Electronic
- Ignition Lock—Anti-theft
- Instrument Panel—Top padding
- Instrumentation—Electronic: with integral trip computer
- Insulation—Special body sound and hood pad
- Light Group—Ash receiver, door-ajar, glove box; ignition lamp with time delay; illuminated hood and brake release nomenclature; fuel, temperature and battery warning; low washer fluid; map, trunk and underhood
- Lights—Exterior: backup, cornering, front side markers and reflectors; illuminated entry system
- Lights—Interior: dual cowl, dual interior quarter and door; headlight switch; illuminated vanity mirrors right and left; reading
- Map Pockets—Front seat-backs
- Mirrors—Inside rearview, day/night; outside left and right remote control: electrically controlled and heated
- Moldings—Windshield, drip rail, belt, hood rear edge, quarter window, backlight, wheel opening, sill, license plate box; taillamp bezel, pedal dress-up, body-side protective
- Multifunction Lever—For headlamp dimming, wipers, and speed control
- Opera Lamps
- Power—Door locks, deck lid release, windows, antenna, driver's seat (six-way), passenger's seat (four-way)
- Power Brakes—Front disc; rear drum
- Power Steering
- Premium Sound System
- Radio—AM/FM electronically tuned stereo and cassette player with Dolby* system
- Seat—Leather-and-vinyl 60/40 with folding center armrest
- Seat Belts—Deluxe with tension reliever and automatic release: color-keyed
- Speed Control—Automatic
- Steering Wheel—Luxury: leather-wrapped two-

- spoke, with tilt steering column
- Stripes—Accent: body-side and deck lid
- Tire—Spare: compact, high-pressure
- Tires—P205/75R15 steel-belted radial wide white sidewall (Goodyear Arriva all-season)
- Transmission—TorqueFlite automatic with lockup torque converter: wide ratio
- Trip Odometer
- Trunk Dress-Up—Carpeted, including inner deck lid
- Umbrella Holder—By Mark Cross
- Undercoating
- Wheels—Road: cast aluminum (four)
- Windshield Wipers—Electric with intermittent wipe

*Dolby is a trademark of Dolby Laboratories.

Interior Trim

Standard leather-and-vinyl 60/40 individually adjustable seats with folding center armrest and passenger side seatback recliner. Offered in Dark Blue, Red, Beige, Silver.

Optional (at no charge) cloth-and-vinyl 60/40 individually adjustable seats with folding center armrest and passenger side seatback recliner. Offered in Beige, Silver.

Standard Safety Features

- Safety-Rim wheels
- Hazard-warning flasher system
- Energy-absorbing instrument panel and sun visors
- Ignition and steering column lock
- Glare reduction measures for windshield wipers, instrument panel, and steering wheel

Optional 5/50 Protection Plan Coverage

Chrysler Corporation offers a 5/50 "Added Coverage" Service Contract for your

Imperial which provides protection against rising service and parts costs for specified major repairs not included in the 5/50 limited warranty. Coverage starts on the specified components in the plan after your vehicle's "basic" 24-month/30,000-mile limited warranty expires on these components and continues for 5 years or 50,000 miles (whichever occurs first) from the vehicle's original warranty start date. A deductible applies. The plan provides an allowance for alternate transportation and towing.

Ask your dealer for details.

Consider Leasing From the Leasing Professionals.

In these days of tight money and high interest rates more consumers are considering leasing as an alternative to buying. Leasing a new Imperial usually eliminates large down payments, and often results in lower monthly payments because you're paying only for that portion of the car life under the leasing agreement.

Leasing could be right for you, and the more you learn about it the more likely you are to consider it seriously. If leasing sounds like a sensible solution to your transportation needs, talk it over with us—your leasing professionals.

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 mechanics all over the world.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, 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.



It's time for Imperial.

The New Chrysler Corporation. Quality engineered to be the best.