



Your CHRYSLER 300-J

You have purchased the finest member of the Chrysler 300 line of cars. Your 300-J is a very outstanding car. As a new owner you will certainly want to know what is different about your 300-J and why, so that it will afford you the utmost in driving pleasure. The uniqueness is apparent in the following three areas — beauty, performance and ride.

BEAUTY

The exterior appearance of your 300-J bespeaks the car's high performance potential in a dignified and elegant manner. We believe that the many admiring compliments you may have received already are proof that the appreciation for unadorned simple beauty of design is the growing trend in automotive taste. The fact that your 300-J is in a class above most other cars is apparent in the interior treatment consisting of front bucket seats upholstered in genuine hand rubbed claret leather together with the useful and contemporary front center console. Separate seat adjustment is provided for driver and front passenger. A four-way power adjustment is standard equipment on the driver's seat, optional on the passenger seat.

PERFORMANCE

The new Firepower 390 engine is a close cousin to the most powerful of racing machines. Equipped standard with the TorqueFlite automatic transmission, the car provides unmatched accelerating characteristics with useable performance.

The following special features are standard equipment in your 300-J engine: two four barrel carburetors, special ram intake manifolds, high performance camshaft, mechanical tappets and adjustable rocker arms, low restriction air cleaners and a low back pressure exhaust system featuring exhaust headers. These features provide optimum engine torque potential. With 9.6 to 1 compression ratio, this engine is tailored to operate with readily available premium fuel.

RIDE

For this powerful sports-type car, special attention has been given to the handling characteristics for your driving enjoyment and safety. The combination of a low center of gravity, high rate springs and special shock absorbers along with the agility of power-assisted steering, furnishes superb control that is truly exciting.

Special Goodyear Blue Streak high performance nylon racing-type tires are standard on your 300-J model. The excellent high speed strength and stability characteristics of these tires contribute to the precise driving feel that you will experience under all types of driving conditions.

Superior stopping power is provided to match the powerful performance. Big 11 x 3 inch, self-energizing, self-adjusting, Servo-Contact type brakes are standard front and rear with special high fade-resistant bonded linings. To promote maximum brake cooling, 15 inch wheels are used with flared front brake drums. Power 'booster-assist' brakes are standard equipment.

As you become familiar with your 300-J, you will realize that this car looks and speaks for itself. You are bound to appreciate it for its beauty, performance and ride, knowing that it truly represents the finest of the popular 300 line for 1963.

WE WANT YOUR OPINIONS

The Chrysler 300 line grew originally from the insistence of many of our automobile enthusiast friends to take advantage of the tremendous potentials of our V-8 engine as proven at LeMans, Watkins Glen, Bonneville, Mexico, Elkhart Lake and Indianapolis. They wanted a distinctive, high performance car at a reasonable price. The 300's have been built to meet these desires and have proven most successful, both in competition and with individual car owners who look upon driving as more than simply a means of transportation. Your 300-J continues exactly in this tradition, providing even more plus features than previously offered.

We feel that the Chrysler 300 letter model will continue to be a superlative automobile as long as discriminating car owners, like yourself, will keep us informed of your automotive desires. After you have had sufficient time to become well acquainted with your 300-J, we hope you will write any suggestions or criticisms that may have come to your attention to the Chrysler-Plymouth Division, P. O. Box 1658, Detroit 31, Michigan. The gratifying and frank response from owners of the earlier Chrysler 300's has been extremely helpful in the development of the 300-J.



C. E. BRIGGS -
General Manager

CHRYSLER-PLYMOUTH DIVISION

CHRYSLER 300 'J' SPECIFICATIONS

GENERAL

Wheelbase.....	122"
Tread, Front.....	61.1"
Tread, Rear.....	60"
Length.....	215.5"
Width.....	79.4"
Height, Hardtop.....	55.6"

ENGINE

Type.....	90° V
Number of Cylinders.....	8
Valve Arrangement.....	Overhead, In-Line, Mechanical Tappets
Bore and Stroke.....	4.19 x 3.75
Piston Displacement.....	413 Cu. In.
Compression Ratio.....	9.6 to 1
Maximum Brake Horse Power @ Engine RPM.....	390 @ 4800
Maximum Torque @ Engine RPM.....	485 @ 3600
Firing Order.....	1-8-4-3-6-5-7-2
Intake Valve Diameter.....	2.08"
Exhaust Valve Diameter.....	1.74"
Valve Lift.....	Intake .445" Exhaust .452"
Valve Open Duration.....	Intake 268° Exhaust 268°
Valve Overlap.....	40°, Intake Opens 18° BTDC
Pistons.....	Aluminum Alloy with Three Rings
Crankshaft.....	Drop Forged Steel
Crankshaft Main & Connecting Rod Bearings.....	"Super-Micro" Babbitt

ENGINE TUNING SPECIFICATIONS

Idle Speed (neutral).....	700 RPM
Basic Ignition Timing (with vacuum line disconnected).....	15° BTDC @ 500
Spark Plugs.....	Champion, J-9Y
Spark Plug Gap.....	.035"
Distributor Breaker Point Gap.....	.014-.019"
Valve Clearance (cold).....	.017 Int. .028 Exh.

FUEL AND LUBRICATING SYSTEM

Carburetors	Two 4-Barrel, Down Draft, Velocity Valve Type Secondary System, Manual Chokes
Fuel Pump	Mechanical
Air Cleaners	Dual Paper Element, 500 sq. in. Effective Area (each)
Gas Tank Capacity	23 gals.
Crankcase Capacity	5 Quarts (add 1 qt. when replacing filter)
Oil Filter	Full-Flow Type

COOLING SYSTEM

Capacity	16 qts. (17 quarts if equipped with heater)
Type	"Series-Flow" With Pressure-Vent and Thermostatic By-Pass Temperature Control
Fan	7-Blade, 18" dia., Fan with Silent-Flite Fan Drive

ELECTRICAL SYSTEM

Type	12 Volt, Negative Ground
Battery	78 Plate, 70 Ampere-Hour
Alternator (without air conditioning)	35 Ampere
Ignition Distributor	Dual Breaker, Mechanical & Vacuum Advance

TRANSMISSION

AUTOMATIC:

Type	Torque Converter & Planetary Gears, Fully Automatic
Max. Over-All Torque Multiplication	5.39
First Gear Ratio	2.45
Second Gear Ratio	1.45
Type Lubricant Recommended	Auto. Trans. Fluid, Type "A", Suffix "A"

MANUAL (Optional):

Type	Three Speed
First Gear Ratio	2.17
Second Gear Ratio	1.44
Third Gear Ratio	1.00
Type Lubricant Recommended	Auto. Trans. Fluid, Type "A", Suffix "A"

REAR AXLE

Ratio (Standard) with automatic transmission	3.23 to 1
with manual transmission	3.91 to 1

BRAKES

Type	Hydraulic, Internal Expanding, Servo Contact, Self Adjusting with Power Assist
Power Booster Type	Vacuum
Effective Brake Lining Area	287.3 sq. in.
Drum Diameter	11"
Brake Shoe Width	3"
Brake Lining	Special High Fade-Resistant Bonded Type
Front Drums	Flared Extended Surface

FRONT SUSPENSION

Type	Independent, Lateral Non-Parallel Control Arms With Torsion Bar Springs
Spring Rate	30% Stiffer than Standard
Shock Absorber	Direct Acting, Oriflow, Heavy-Duty

STEERING

Type	Constant-Control Power Steering
Ratio (gear)	15.7

TIRES

Size	760 x 15
Type	Nylon Racing Type with White Sidewalls
Inflation Pressure (cold)	
Normal Driving	24 PSI
Extended High-Speed	30 PSI

WHEELS

Size	15 x 6K
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EXHAUST SYSTEM

Exhaust Headers	Smooth Flow Cast Iron
Exhaust Pipe Diameter	2½"
Tail Pipe Diameter	2¼"
Muffler	Dual Low Back Pressure



CHRYSLER DIVISION

CHRYSLER
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