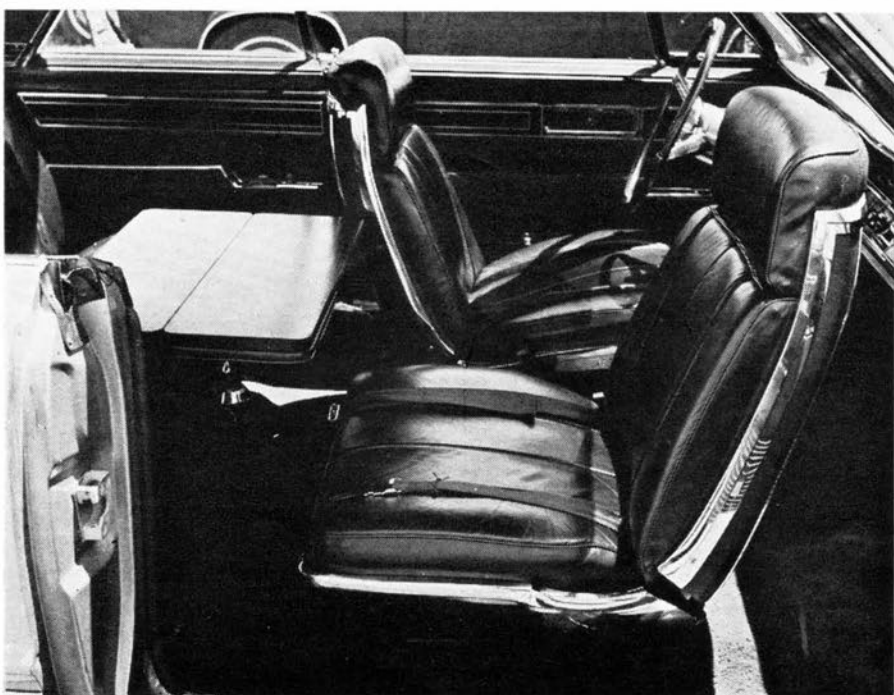


ALL  
NEW  
FOR  
'67...

# imperial



**T**HE 1967 IMPERIAL features an all-new chassis — the first in 10 years — which abandons the separate body and frame for a unitized design closely resembling that of the corporate cars. A 4-door sedan with bench seats is new to the line-up.

Slightly smaller than the 1966 version but larger than other cars in the Chrysler line, the 1967 Imperial remains one of the biggest and heaviest in the industry. A good percentage of the weight comes from materials used for sound-deadening the new unitized chassis. A  $\frac{3}{32}$ -inch coating, for example, is sprayed on both top and bottom of the underbody and inside the door panels. As a result, the new car rides as quietly or quieter than the previous one.

Lots of thought and effort has gone into making life more comfortable in the 2-door models. When the front passenger's seatback is tilted forward, the seat moves to its most forward position to make it easier to enter or leave the rear seat. There's also an auxiliary door handle for rear passengers but only on the right side "to encourage passengers to exit on the curb side."

Certain to be one of the most talked-about features on any 1967 car is the Mobile Director option on the Crown Coupe which allows the front passenger seat to rotate 180 degrees and face backwards. What is normally the arm rest between the front seats then swings over to become a table. Chrysler engineers got the idea from the informal seating arrangement used on some types of executive aircraft and the lounges of commercial airliners. We anticipate this seating arrangement will see far more use for playing cards, exchanging idle patter, etc., on long trips than it will for settling affairs of state or discussing matters of high finance.

The convertible model now has an air-tempered glass rear window in place of the plastic one formerly used. It can either be unzipped with the top up or left in place and lowered with the top.

—John Ethridge

(For further details on the new Imperial, see *Chrysler Corporation: Engineering for '67s* on page 39 in this issue.)

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While being driven to the office, the busy executive having a Mobile Director's Chair in his Crown Coupe can begin his working day. Besides the position shown, the table can also be used by front-seat passengers and rear-seat guests after it is repositioned. A swivel-neck lamp may be plugged in any of four cigarette lighters.

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