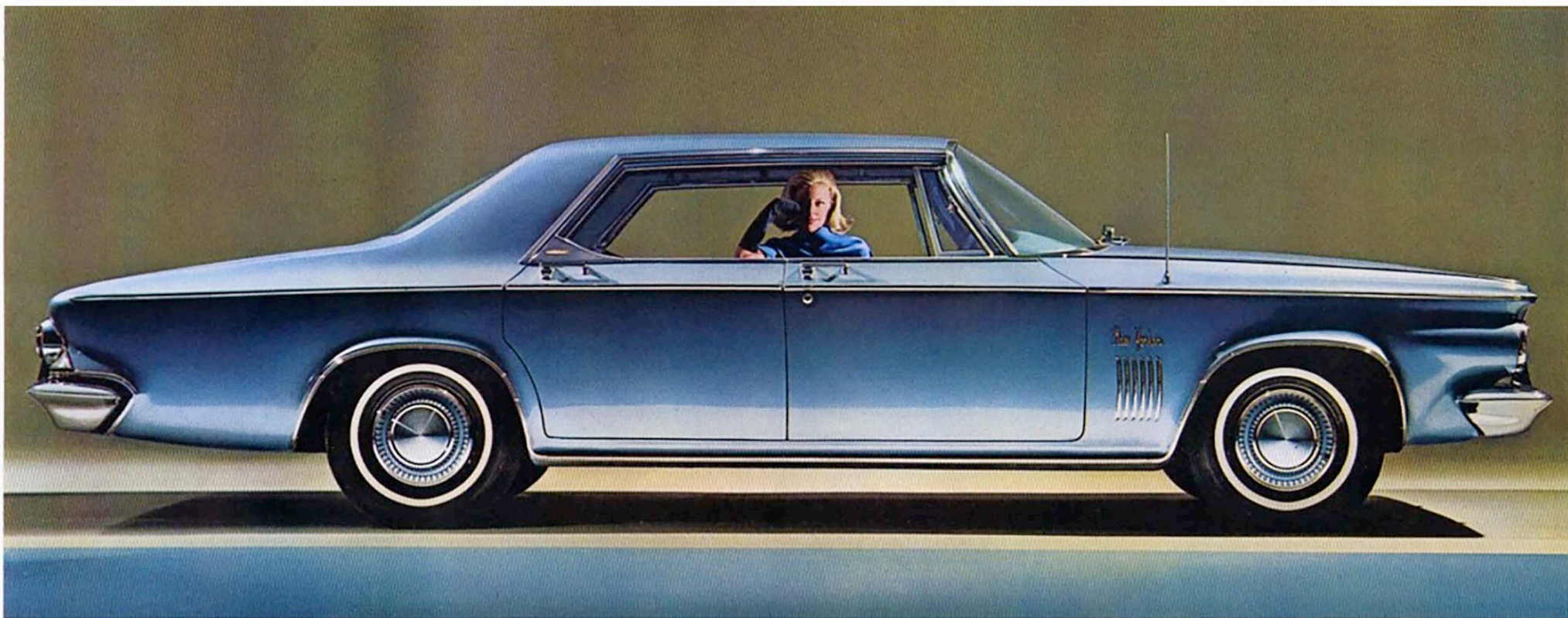


CHRYSLER 1963



A PRODUCT OF CHRYSLER CORPORATION

THE CRISP, NEW CUSTOM LOOK OF CHRYSLER '63

What can you say about a fine, full-size automobile that pleases every sense the first time you see it? The strongest answer might be, "I'd like to own one." The 1963 Chrysler is that kind of an automobile.

We say it has a "crisp, custom look." Harper's Bazaar refers to its "clean lines." A furniture designer speaks of Chrysler's "sleekness."

Name it what you will. Chrysler possesses the same elegant simplicity, the same good taste as notable architecture. Hand-crafted furniture. Fine bone china.

Still, you must experience Chrysler beauty and performance first hand. This is no jr. edition car. See. Compare. Point Chrysler's handsome grille into the wind—and go!

THE CHRYSLER NEW YORKER was named after the most exciting city in the world. It lives up to the name. It's the finest of all Chryslers. What distinguishes New Yorker from other fine cars? A crisp, new custom look. Deepest luxury. Sensitive power.

The New Yorker wears its elegance well. Every touch in good taste. Luxurious interiors feature deeply quilted jacquard fabrics. Soft, durable vinyl trim. Thick loop-pile carpeting.

Its performance qualities have won it many friends. This beauty cruises effortlessly. Responds quickly. And is always restfully quiet in motion. Most major conveniences are standard equipment. Power steering. Power brakes. Pushbutton Torque-Flite transmission. 20 other important features. Add Chrysler engineering and craftsmanship, and you have a fine automobile worthy of the deepest consideration. The 1963 New Yorker by Chrysler.

THE CHRYSLER 300. Sports car excitement. Deep-seated comfort—side by side. A crisp, new custom beauty eager to go anywhere—in style. Its pedigree? A long line of performance champions. Daytona Beach Performance Trials. Pan American Road Race. Le Mans. All the challengers have been convinced—some more than once.

Describe the most efficient powerplant built and you describe Chrysler's high performance engine. Talk about the balance of power and performance in a sports-type car and you talk Chrysler 300. Mention brakes—Chrysler's are big, self-adjusting, with improved cooling, higher fade resistance.

The interior of this custom beauty is splendid luxury. Individually-adjustable bucket seats are standard on most models. Custom-tailored upholstery is available in glove-soft vinyls and fine fabrics. Enough said. Try a 300. This fun car sells itself.

THE CHRYSLER NEWPORT. Full-size price surprise. Hundreds of dollars less than you'd expect.

Yet, this crisp, custom beauty is all Chrysler. Inside you may choose from many distinctive blends of leather-soft vinyl and fine cloth fabric.

Pure Chrysler, too, is the engineering of this economical automobile. All-welded Unibody. Torsion-bar suspension. Alternator system (a Chrysler Corporation first). Big, self-adjusting brakes. A V-8 engine that runs on regular gasoline.

And, consider the important little touches that allow budget-minded buyers to enjoy exclusive Chrysler luxury. A trip odometer. Thick door-to-door carpeting. A manually-adjustable six-way seat. All standard equipment, of course.

A beautiful reason to be luxurious and practical this year. The 1963 Newport by Chrysler.



CHRYSLER NEW YORKER

the crisp, new custom look at its finest.



(9-Passenger Town and Country Wagon in Claret with Black interior.)

The 1963 Chrysler New Yorker means fine-car luxury in depth. Functional design at its beautiful best. There are three models in this series. Four-door hardtop. Four-door sedan. Town and Country wagon.

Driving is fun, most major conveniences are standard. You go in style. Touch the pushbutton. TorqueFlite automatic transmission signals New Yorker's FirePower 340 V-8. Performance is immediate. With great reserve on tap. Power steering gives you effortless handling ease. Big, self-adjusting power brakes supply the stopping muscle.

Even in basic New Yorker features, the emphasis is on superiority. Chrysler's all-welded, vault-quiet Unibody. Its road-hugging torsion-bar suspension—only two examples of

many features that have given Chrysler its outstanding engineering reputation.

The New Yorker Town and Country wagon is a thoughtful combination of beauty and purpose. At home on the range. Handsome wagon hardtop at the club. Durable all-vinyl interiors in four solid colors are standard in all New Yorker wagons. Luxurious individually-adjustable bucket seats with fixed center section and folding armrest in front are an exciting new feature. Bench-type seats match in back. There's room for six passengers (nine with optional rear-facing, fold-down third seat) or, 91.9 cu. feet of load space.

Match your needs, your own good taste, with the crisp, new custom look—New Yorker by Chrysler.

INTERIORS: Five cloth-and-vinyl combinations are offered as standard luxury interiors for New Yorker hardtops and sedans. Choose from elegant blends of deeply quilted jacquard fabrics and finely grained vinyl trims. Bucket seats in three leather-like vinyl choices are optional for four-door hardtop models. Other standard luxury touches—carpeting throughout, including trunk compartment. Fold-down armrests front and rear. Soft garnish on all door panels.



(2-Door Hardtop in Festival Red with Alabaster interior.)

(4-Door Hardtop in Oyster White with Claret interior.)



the crisp, new custom look in action.



(Convertible in Forest Green with Alabaster interior.)

The Chrysler 300. Few sports cars have its go. None have its deep comfort. A crisp, custom beauty that generates excitement just standing still.

Three models are available in the 300 series. Two-door hardtop. Four-door hardtop. Convertible. Or, you can choose the limited-production, high-performance 300-J two-door hardtop—close cousin to the most powerful of racing machines, with unmatched interior luxury.

A FirePower 305 V-8 with two-barrel carburetor is standard for 300 models. A FirePower 360 engine with four-barrel carburetor and dual exhausts is optional. 300-J features a FirePower 390 high-performance V-8, with short-tube ram induction and dual exhausts as standard equipment.

Exceptional performance depends on more than power. All-welded Unibody. Rugged 3-speed manual transmission. Torsion-bar suspension. New self-adjusting brakes. Many other advanced features give this 300 unmatched superiority.

Luxurious comfort is just as exciting as the power in this sports-bred beauty. Deeply pleated all-vinyl "buckets," standard on two-door hardtop and convertible, are individually adjustable. A pull-down armrest between seats allows another passenger to sit up front. In the four-door hardtop, rich, shaft-loomed fabrics finely patterned and subdued in color, are extremely durable. Door-to-door carpeting is thick.

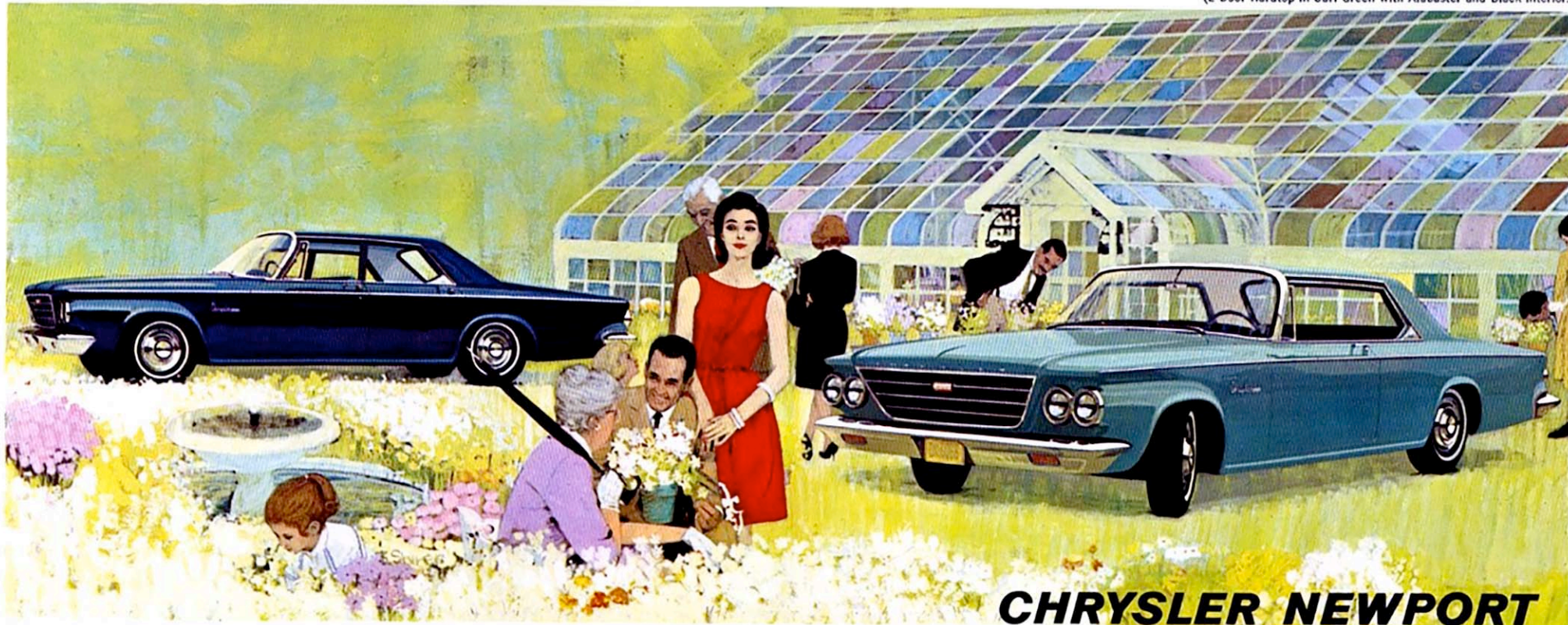
This beauty has set the direction others will soon follow. The crisp, new custom look—300 by Chrysler.

INTERIORS: Five luxurious all-vinyl bucket-seat trims are standard for two-door hardtops and convertibles. Four elegant cloth-and-vinyl combinations are the interiors offered for 300 four-door hardtops. Or, you can choose from five optional all-vinyl bucket-seat combinations. For the ultimate in luxurious elegance and comfort, you may order rich, claret, bucket-seat trim in genuine leather. It is standard equipment on the 300-J.



(4-Door Sedan in Navy Blue with Blue interior.)

(2-Door Hardtop in Surf Green with Alabaster and Black interior.)

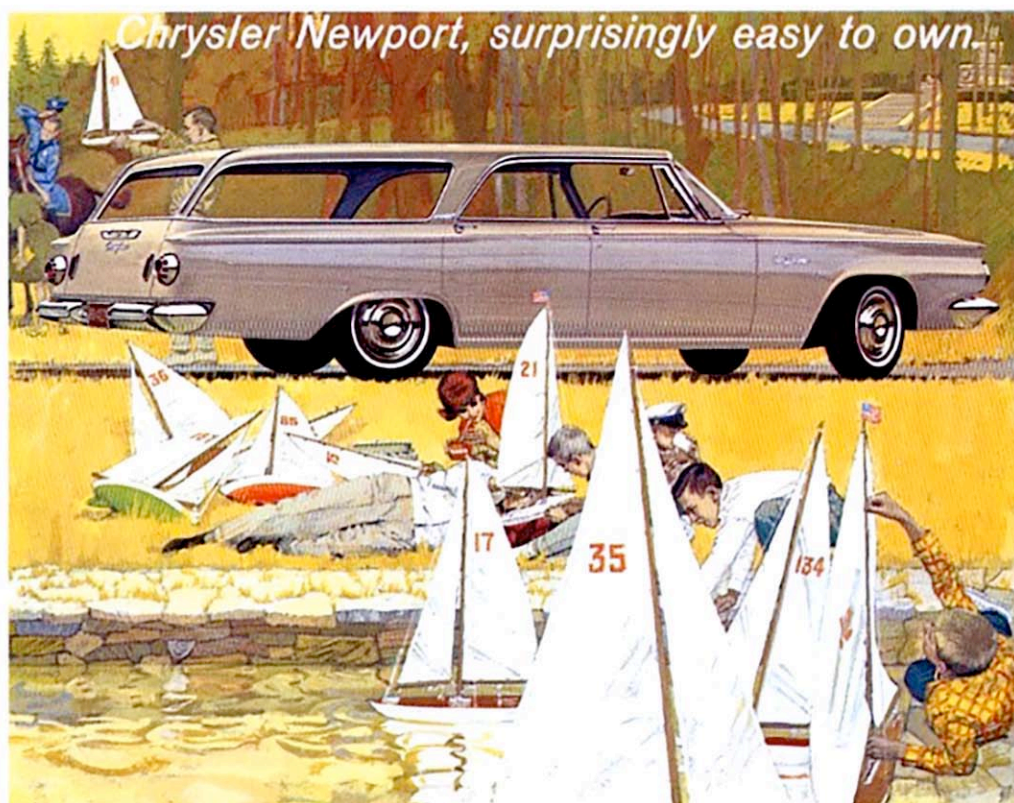


the crisp, new custom look at a surprisingly low price.



(Convertible in Alabaster with Tan interior.)

(4-Door Hardtop in Holiday Turquoise with Turquoise interior.)



(6-Passenger Town and Country Wagon in Fawn with Alabaster and Black interior.)

ACCESSORIES:

This elegant but cleanly designed instrument panel was created to give instant readability, maximum safety and spacious front-seat comfort. Instruments are grouped directly in front of driver. Safety-cushion padding protects passengers. Panel and steering wheel design allow maximum knee room up front.

Many conveniences not available in some other fine cars are standard equipment features in every 1963 Chrysler. New airfoil windshield wipers, a trip odometer, manually adjustable six-way seat, passenger assist handle—are just a few examples. However, you may wish to personalize your Chrysler still more with additional touches of luxury and convenience. The following

fine Chrysler accessories await your pleasure.

PUSHBUTTON AUTOMATIC TRANSMISSION. 3 powerful forward gear ranges. New parking lever locks car on steep hills. **PUSHBUTTON HEATER.** Fingertip starts, stops, efficient heater. Controls blower. Lever regulates temperature.

BIG POWER BRAKES. extra-wide pedal, give you positive stopping control with lightest foot pressure.

CONSTANT-CONTROL POWER STEERING makes you master of emergencies. One finger gives you full-feel of the road.

SIX-WAY POWER SEAT lets you relax in your favorite armchair position. Moves up, down, forward, back. Any comfort angle you desire.

The 1963 Chrysler Newport. Full-sized. Surprisingly low priced. Pure Chrysler. A crisp, custom beauty in five different models. Two-door hardtop. Convertible. Four-door sedan. Four-door hardtop. Town and Country wagon.

Newport's Firebolt 265 engine speaks softly. Carries a big V-8 kick. Lean, velvet power takes you where you want to go quickly, quietly—always on regular fuel. Newport's stopping power is something to consider, too. Brakes are the biggest in its history. They're self-adjusting as well, with bonded linings for maximum life and effectiveness.

This modestly priced, full-size Chrysler seats six adults in spacious comfort, yet handles like a sports car. The reasons? Advanced torsion-bar suspension. New chassis fittings that need no lubrication for 32,000-mile intervals. Big curve-hugging springs. Many others. Superior Chrysler engineering also features a rust-resistant, all-welded Unibody.

INTERIORS: Five colorful, durable cloth-and-vinyl combinations are standard for Newport sedans. Four entirely different cloth-and-vinyl combinations are featured in hardtops. Or, you can choose from four optional all-vinyl interiors. Five handsome vinyl styles are shown for the Newport convertible. And, station wagon models list a choice of four different all-vinyl trim appointments.

In spite of its low price, the emphasis on luxury is deep and deliberate in every Newport model. There are two distinctively different trim styles available depending on the model chosen. Elegantly pleated nylon-face fabrics combined with supple vinyl inserts are timeless in their good taste. Fine jacquard fabrics with subtle two-tone patterns make up the other smart trim combination. Door panels are soft vinyl. Deep garnish has vulcanized pleats. And, of course, luxurious door-to-door carpeting is standard equipment in all models.

The Newport Town and Country wagon makes business a pleasure. And, it's a pleasure to take it on the town. Low, wide and handsome, it accommodates six passengers (nine with optional rear-facing, fold-down third seat), or it offers 91.9 cubic feet of cargo space.

All five Newport models are surprisingly easy to own. Take "5" and see. The crisp, new custom look—Chrysler Newport.



POWER DOOR LOCKS. One switch locks all doors from driver's seat. Perfect for children, women drivers.

POWER WINDOWS. Comfort at the touch of a button. Master panel at driver's side. Passengers also have individual controls. **PUSHBUTTON GOLDEN TONE RADIO** is completely transistor-powered. Signal-seeking model also available.

PUSHBUTTON AIR CONDITIONER. One simple unit cools, heats, dehumidifies and filters air flow. Adjustable air outlets assure complete circulation.

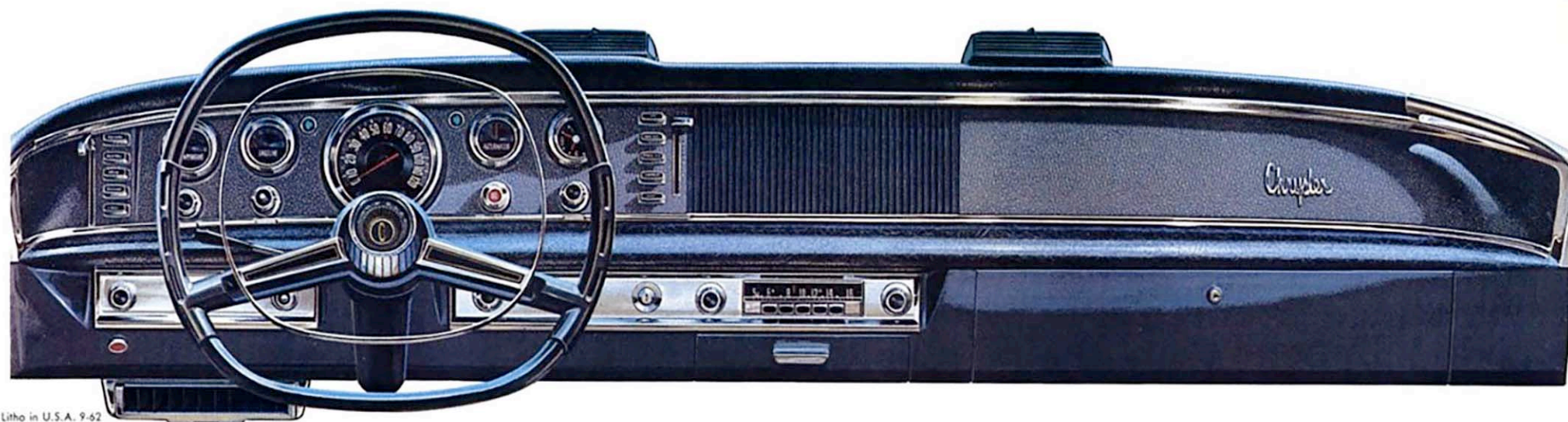
AUTO-PILOT eliminates accelerator fatigue on turnpikes. Adjust the dial, it automatically holds any speed you set.

REMOTE CONTROL SIDE-VIEW MIRROR. No stretch. No strain.

Adjust outside mirror to any desired position from inside.

Other accessories: Rear window defogger. Electric clock. Rear-seat speaker. Windshield washers. Tinted glass windows and/or windshield. Power radio antenna. Foam rubber front and rear cushion. De Luxe steering wheel. Seat belts. Back-up lights. Glove compartment light. Luggage compartment light. Sill molding. Front and rear bumper guards with rubber inserts. Stainless steel wheel covers. White sidewall tires. Undercoating and hood insulating pad. Sure-grip differential. Tailgate entry handle (wagons only).

Note: Some accessories on these pages are standard equipment on some models—not available on others. Your Chrysler dealer has complete details.



SPECIFICATIONS:

ENGINES—All 90-degree lateral V-8's: **NEWPORT**: Firebolt 265. Bore and stroke: 4.12 x 3.38 in. Displacement: 361 cu. in. Compression ratio: 9.0 to 1. Two-barrel carb. **CHRYSLER 300**: FirePower 305. Bore and stroke: 4.25 x 3.38 in. Displacement: 383 cu. in. Compression ratio: 10.0 to 1. Two-barrel carburetor. **300. OPTIONAL ENGINE**: FirePower 350. Bore and stroke: 4.19 x 3.75 in. Displacement: 413 cu. in. Compression ratio: 10.1 to 1. Four-barrel carb. Dual exhausts. **CHRYSLER 300-J**: FirePower 390. Bore and stroke: 4.19 x 3.75 in. Displacement: 413 cu. in. Compression ratio 9.6 to 1. Dual four-barrel carburetors. Short-tube ram induction system. **NEW YORKER**: FirePower 340. Bore and stroke: 4.19 x 3.75 in. Displacement: 413 cu. in. Compression ratio: 10.1 to 1. Four-barrel carburetor.

TRANSMISSIONS—Pushbutton TorqueFlite, fully automatic torque converter with 3-speed gear set and parking-lever lock, standard on New Yorkers and 300-J, available on Newport and other 300's. Heavy-duty manual 3-speed transmission with floor-mounted gear-shift standard on Newport and 300 models. **SUSPENSIONS AND TIRES**—According to model: **NEWPORT**, **NEW YORKER**, **300**: Torsion-bar suspension, front ball joint pivots and high chrome-steel torsion bars in front, extended leaf springs at the rear. Oriflow shock absorbers at each wheel. 8.00 x 14 rayon tires (8.50 x 14, New Yorker) on Newport and 300 models. **CHRYSLER 300-J**: Heavy-duty torsion bars, shock absorbers, sway bar, heavy-duty rear springs, 7.60 x 15 white sidewall Blue Streak Nylon tires. **TOWN & COUNTRY WAGONS**: Special torsion bars, sway bar and shock absorbers, 8.00 x 14 rayon tires (Newport) or 8.50 x 14 rayon tires (New Yorker).

FUEL SYSTEMS—Carburetors: See "Engines," above. Automatic intake manifold heat control, automatic choke (except 300-J), dual filtration units, 17-in. standard air cleaner. Fuel capacity: 23 gallons (22 gallons in Town & Country wagons). New aluminized muffler, 25% longer life.

ELECTRICAL SYSTEMS—Battery: 12-volt, 66-plate, 60-amp. hr. with Newport and standard 300 engine. 12-volt, 78 plate, 70-amp. hr. with optional 300 and New Yorker engines. Alternator: 35 amp. (40 amp. with air conditioner). Waterproof ignition. Electric windshield wipers with airfoil wiper blades. Directional signals on steering column. Dual headlights, standard. **COOLING SYSTEM**—Thermostatic by-pass control. Pressure vent radiator cap. Coolant capacity, 16 quarts in Newport, 300 and New Yorker. (17 quarts in heater-equipped models.)

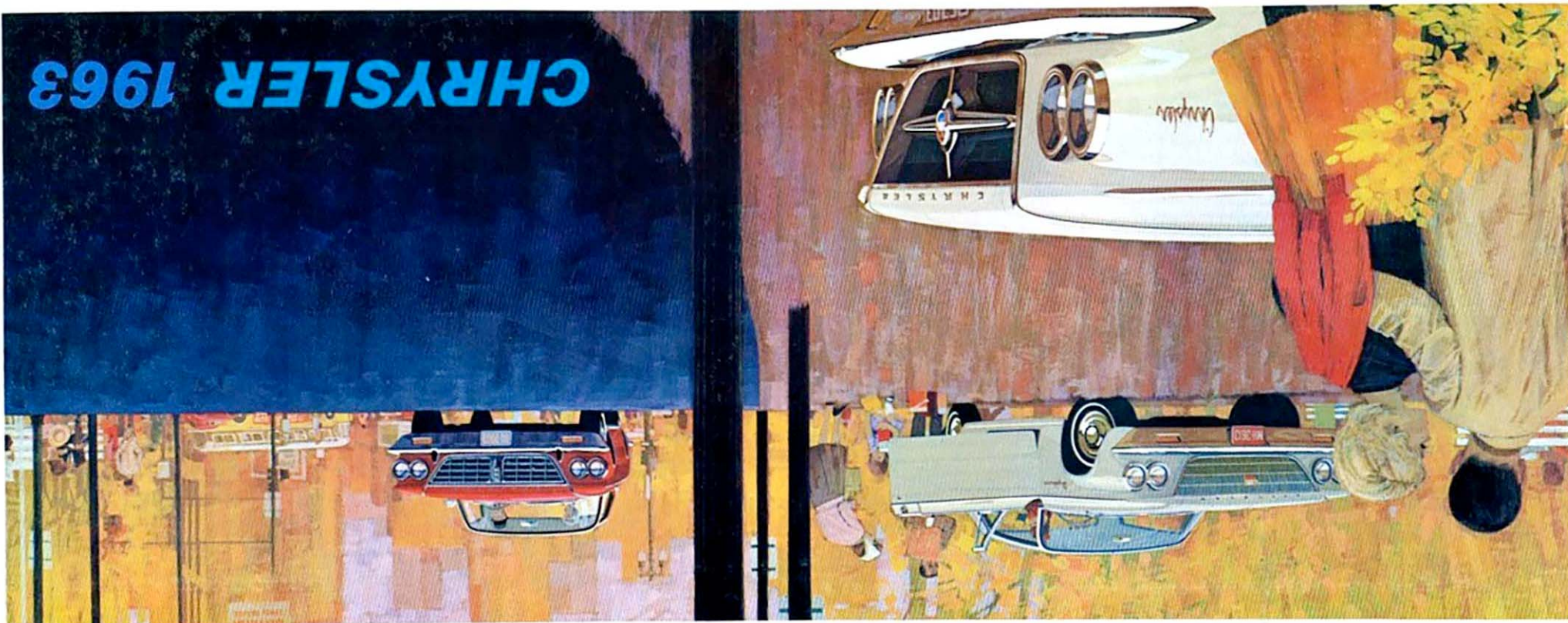
BRAKES—New Servo-Contact type. Self-energizing. Self-adjusting. Cycle-bonded lining. Drum diameters: 11 in. on all models. Total lining area is 263.4 square inches for Newport sedans, hardtops and convertibles, 287.3 on all other models. Power brakes standard on New Yorker and 300-J, available at extra cost on Newport and all other 300 models.

STEERING—Manual, worm and 3-tooth roller, center-link design with improved bushings. Constant-Control power steering standard on New Yorker and 300-J, optional on Newport and 300 models.

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle has new 2.76 to 1 ratio with TorqueFlite on Newport and New Yorker models. 3.23 to 1 ratio on Newports with manual transmission and on all 300 models.

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