

CHRYSLER '64



MOVE UP TO CHRYSLER '64

Engineered Better . . . Backed Better than any car in its class. This is the most beautiful Chrysler ever built. Classic. Simple. Impressive. Its style is individual. There's no mistaking the '64 Chrysler for any other make. What's more, only full-size cars bear the Chrysler name. ¶ To make the '64 Chrysler a better (and more enjoyable) investment, Chrysler engineers have made significant improvements wherever you look. ¶ For instance, interior fabrics are the most luxurious in Chrysler history. Color and trim combinations the most exciting. ¶ In Sedans and Hardtops, there's a wider rear window (four full inches of improved hindsight). Bucket seats are now standard on all Chrysler 300 models. And the passenger's bucket reclines in five relaxing positions. That's standard, too. ¶ You can now change the steering wheel height to suit yourself with Chrysler's new Adjustable Steering Wheel.* And a 4-speed manual transmission* is now offered with high-performance engines. ¶ **Engineered Better:** Attention to

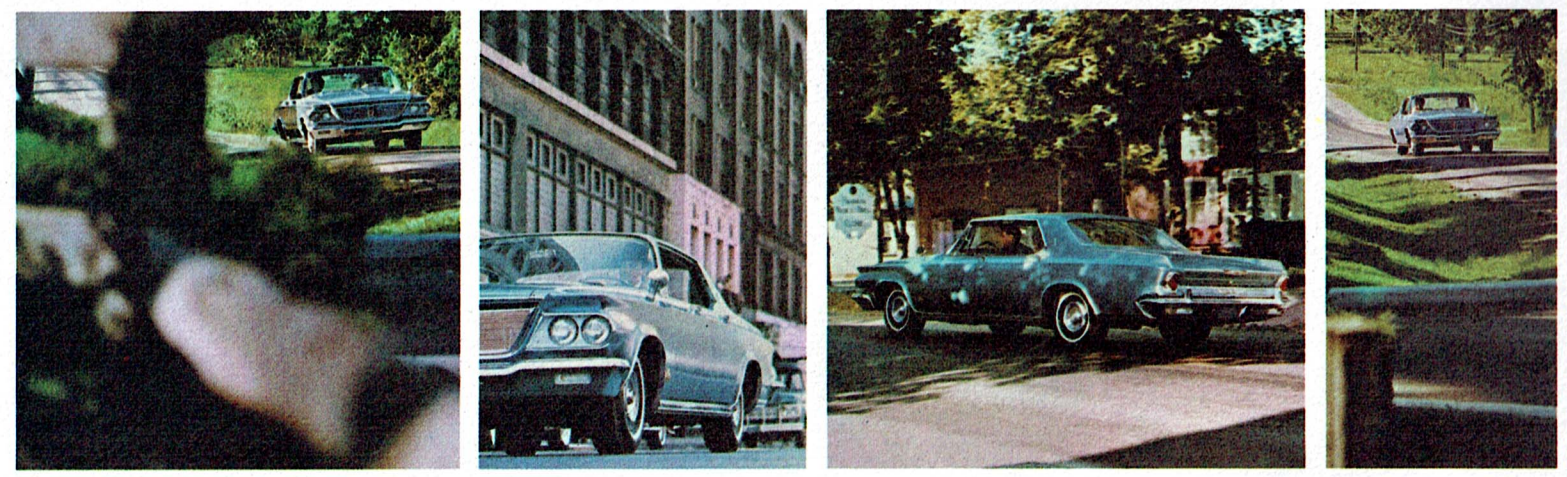
engineering detail is a tradition. For example, every 1964 Chrysler engine will have chrome-plated valve-lifter stems. A little thing, maybe. But it means that Chrysler engines will run longer and more quietly from now on. ¶ Even Chrysler's TorqueFlite automatic transmission, already the most respected in the business, has been improved. A new *permanent* oil filter, sealed inside the transmission, keeps oil pure for the life of your Chrysler. And internal improvements in materials and design offer still smoother operation, longer life. ¶ **Backed Better:** The '64 Chrysler is backed



NEW YORKER

The luxurious Chrysler series

by a reputation for engineering leadership that spans 40 years and has produced 114 engineering "firsts." ¶ In 1964, you'll continue to enjoy such basic Chrysler benefits as Torsion-Bar Suspension, famous for its firm ride control; Unibody Construction, as quiet as it is solid; Alternator, for quick starts and long battery life; big Self-Adjusting Brakes, that give you all the brake capacity you can use. ¶ All these features are yours in *every* '64 Chrysler. And you can pick your style from sixteen beautiful models in three Chrysler series. New Yorker. 300. Newport.

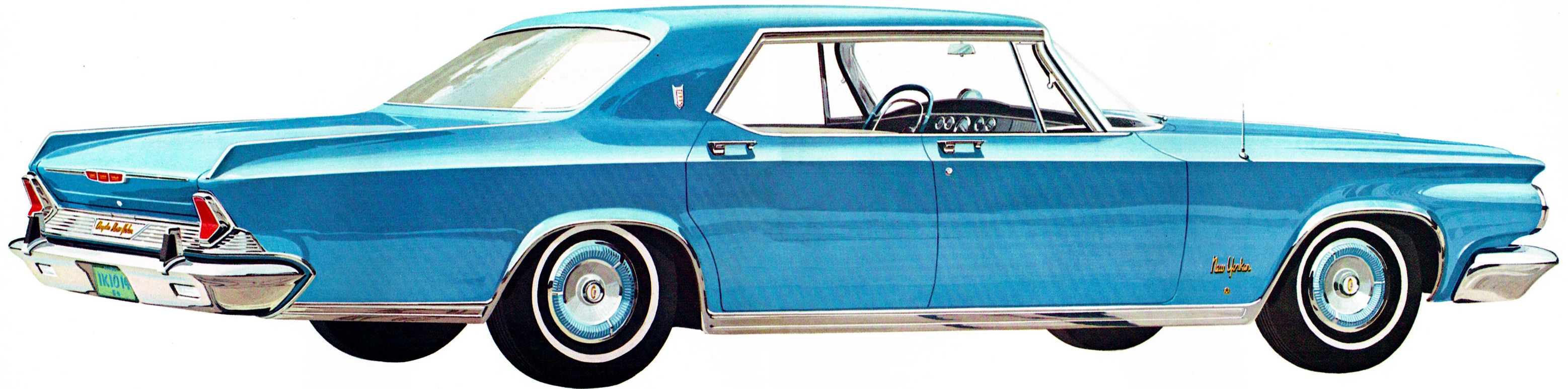


Stately elegance is yours in Chrysler's New Yorker. Rich exterior trim is tasteful, refined. Interiors are luxuriously appointed. Most of the conveniences you will want are standard equipment. Power steering and power brakes, TorqueFlite automatic transmission, even electric clock and a remote-controlled outside mirror are yours without asking. Select from 16 lustrous body colors (many of them light-tone metallics) in Chrysler's long-lasting, easy-care acrylic enamel. Five New Yorker models are offered: 4-Door Sedan, 4-Door Hardtop, 6- and 9-Passenger Town & Country Wagons, plus the Salon 4-Door Hardtop—the world's most completely equipped automobile.



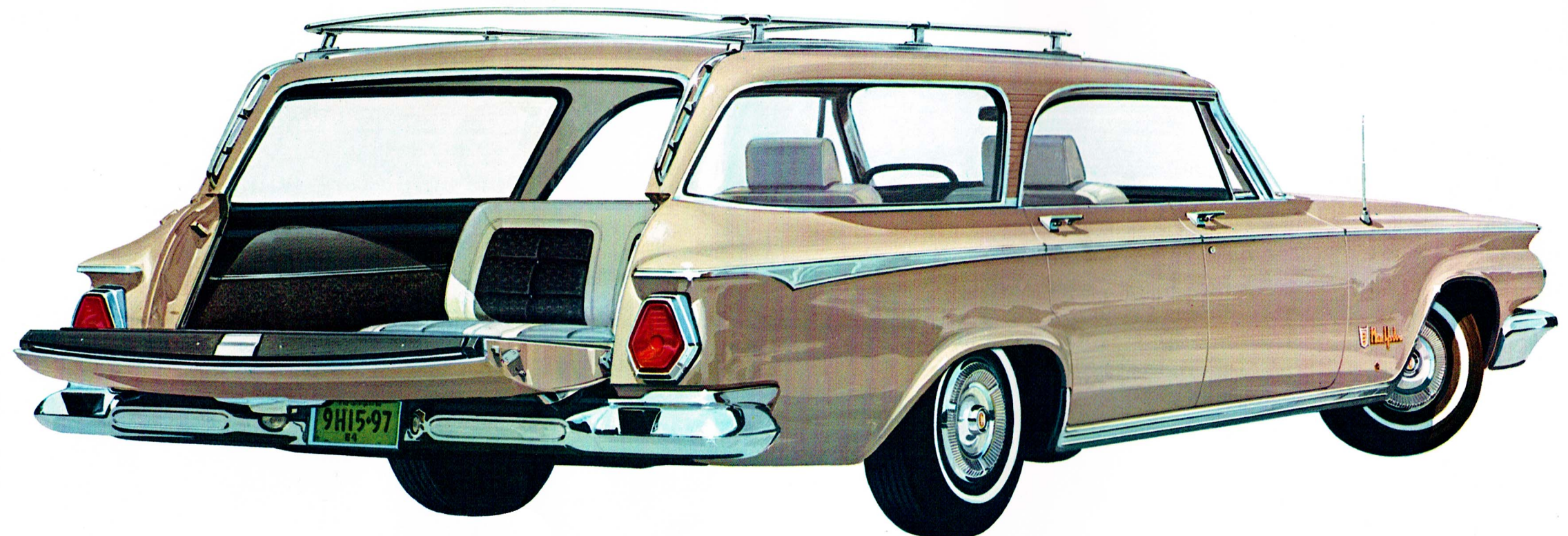
New Yorker 4-Door Sedan in Monarch Blue

New Yorker 4-Door Hardtop in Chrysler Blue.



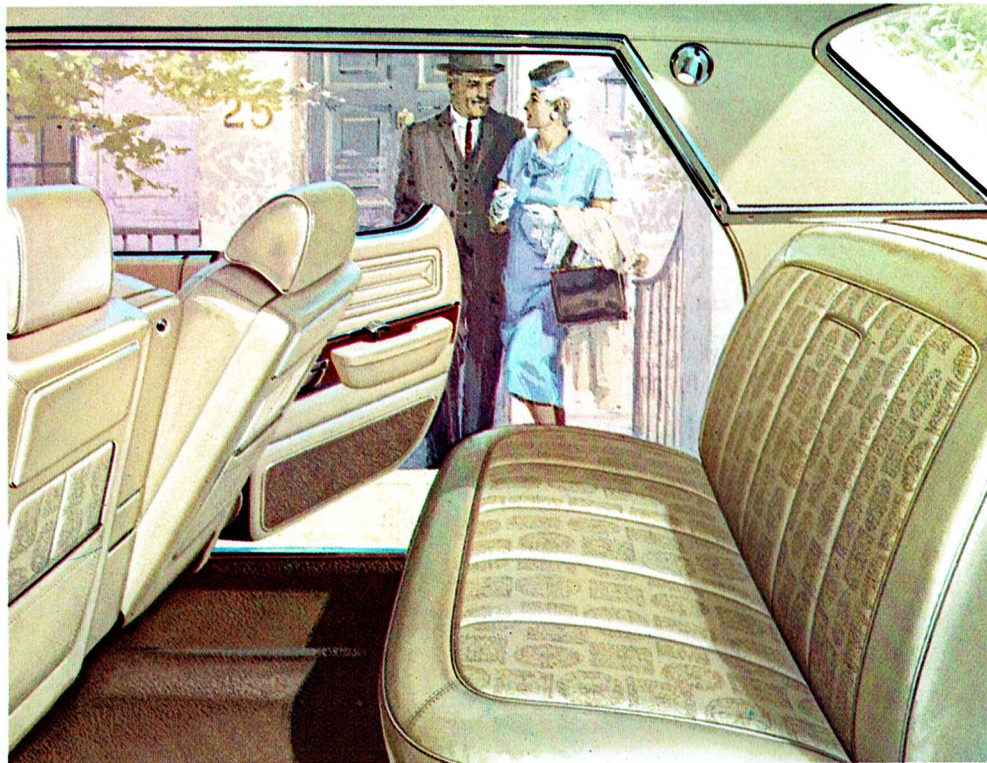
New Yorker 4-Door Hardtop interior in blue. Luxurious jacquard upholstery cloth is combined with leather-soft vinyl trim. Offered in six beautiful colors: blue, green, tan, mauve, turquoise and white and black. Custom-length armrests have built-in door handles. Front and rear pull-down center armrests are standard.

New Yorker 9-Passenger Town & Country Wagon in Sable Tan. Third seat faces rear. Front bucket seats are standard.



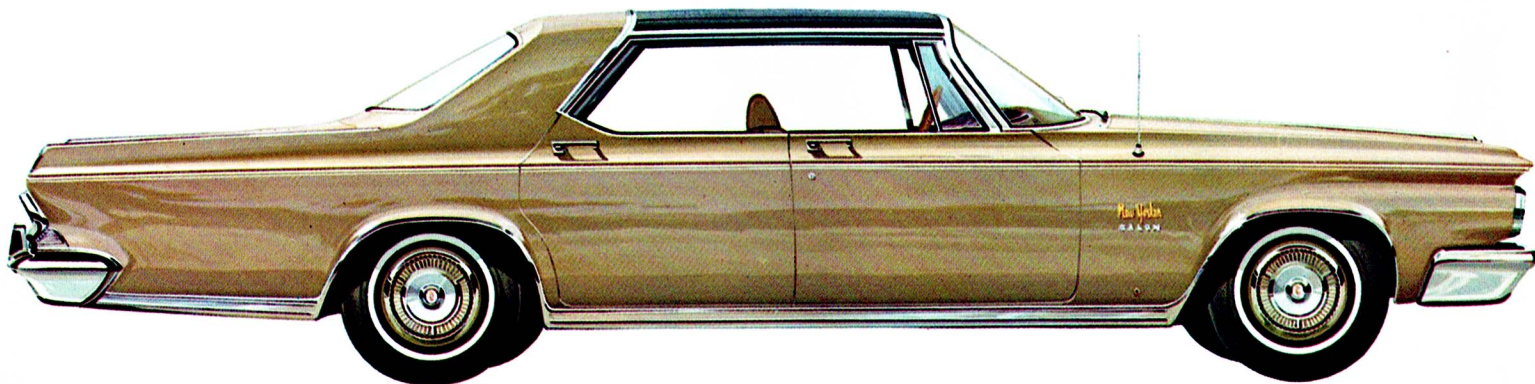
NEW YORKER STANDARD EQUIPMENT ■ Power steering ■ Power brakes ■ TorqueFlite automatic transmission ■ Parking brake warning light ■ Back-up lights ■ Windshield washer ■ FirePower 340 V-8 engine ■ Electric clock ■ Carpeted luggage compartment ■ Padded upper and lower instrument panel ■ Custom-length armrests ■ Pull-down center armrests, front and rear ■ Day/night rear-view mirror ■ Remote-controlled side mirror ■ Glove compartment and trunk lights ■ Map light ■ Undercoating and hood silencer pad ■ Color-keyed wheel covers ■ Deluxe steering wheel.

NEW YORKER SALON Here is ultimate luxury. The New Yorker Salon is so complete that even air conditioning is standard. So are Auto-Pilot, power door locks, AM/FM radio, push-button heater and 38 other items of personal equipment. Individual styling accents include a unique canopy roof with a padded vinyl forward section, and twin body-side paint stripes. Seven exterior colors are offered, including a special Embassy Gold high-metallic finish. In the Salon you get all standard New Yorker equipment plus the following luxury items.



SALON STANDARD EQUIPMENT ■ Air conditioner ■ AM/FM radio ■ Rear seat speaker with sound separator ■ Auto-Pilot ■ Power windows ■ 6-Way power seat ■ Right side reclining seat ■ Automatic parking brake release ■ Rear window defogger ■ Adjustable head rest ■ Pushbutton heater ■ Power door locks ■ Oversize white sidewall tires ■ Leather and matelasse interior trim ■ Deluxe carpeting and headlining ■ Canopy roof ■ Twin body-side paint stripes ■ Front center armrest storage compartment ■ Tinted glass, all windows ■ Rear compartment reading lamps ■ Color-keyed seat belts ■ Vanity mirror.

Left: Salon 4-Door Hardtop interior in gold. Genuine crush-grain leather and rich large-patterned matelasse create an interior of exceptional distinction. Offered in gold or blue, according to exterior color choice. All-leather upholstery is available at moderate extra cost.



Salon 4-Door Hardtop in Embassy Gold.

300

The sports-bred Chrysler series

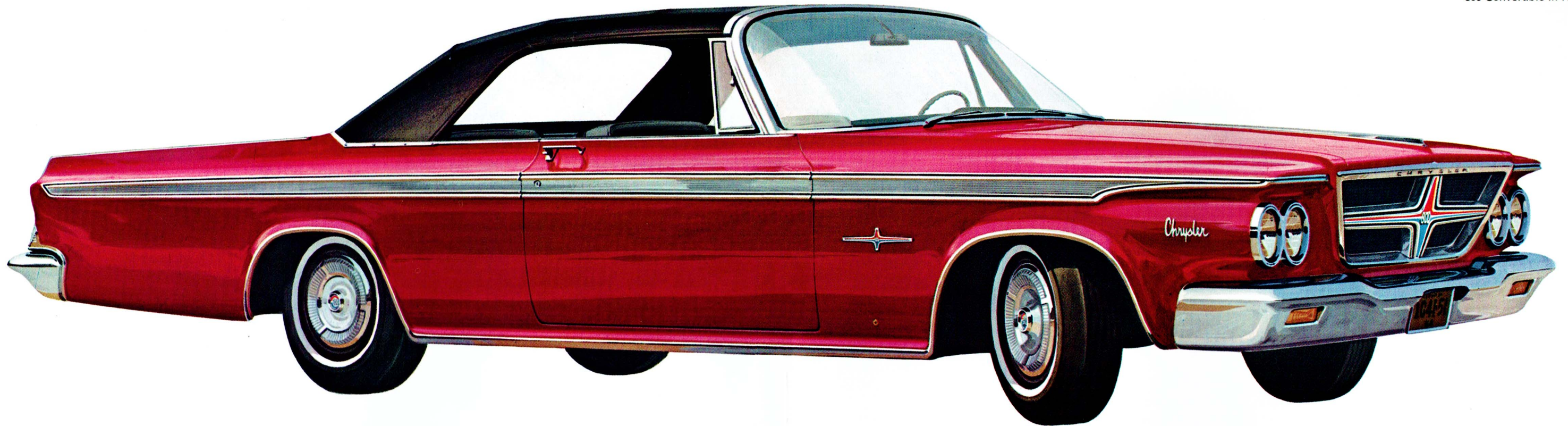
Chrysler 300. A complete series of Chryslers built for the man who likes to settle into a bucket seat and go. The bucket seats are standard. So is a brawny FirePower 305 V-8. If you like, you can choose from a list of sports and performance options* that include: Chrysler's FirePower 360 V-8; a new 4-speed, stick-shift transmission (teams with either 300 engine); a between-seat console that comes with lockable compartment and a Performance Indicator to let you keep tabs on engine output. In console-equipped 300s with TorqueFlite, the gear selector is mounted, sports-car fashion, on the console. 300 comes in Convertible, 2- and 4-Door Hardtops, plus two high-performance 300-K models (Convertible and 2-Door Hardtop).

*Optional at extra cost.

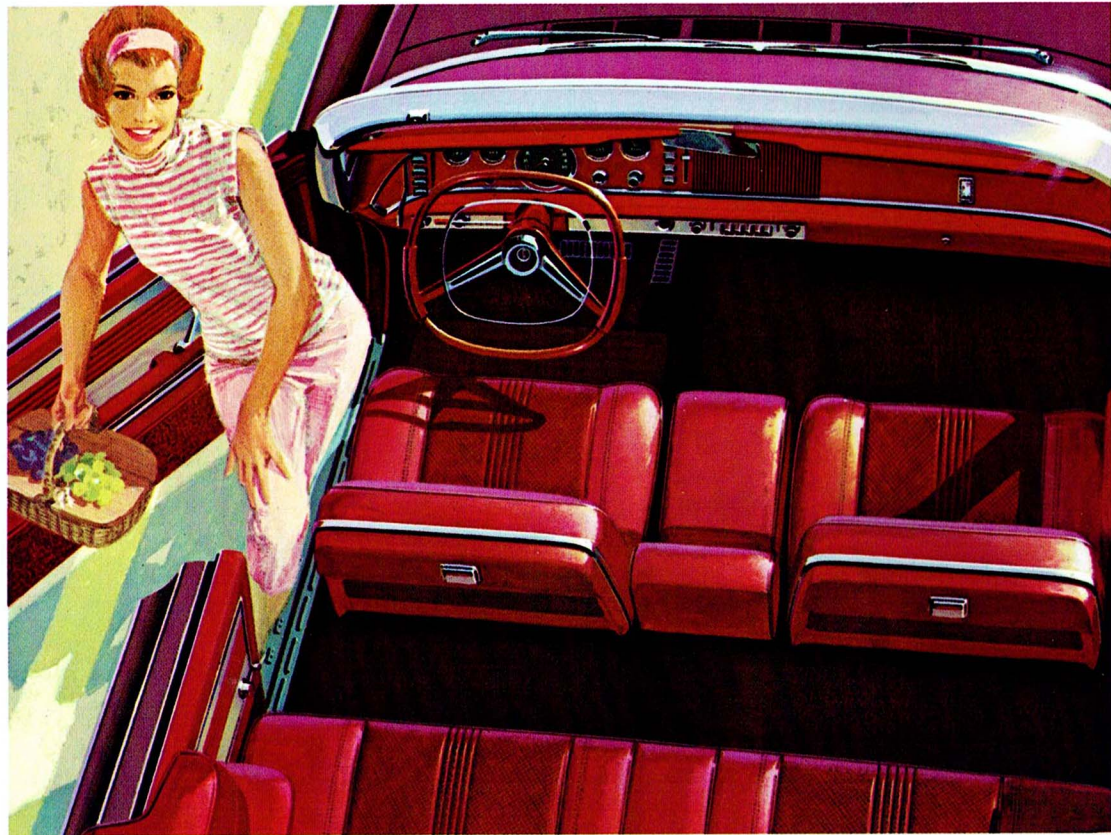
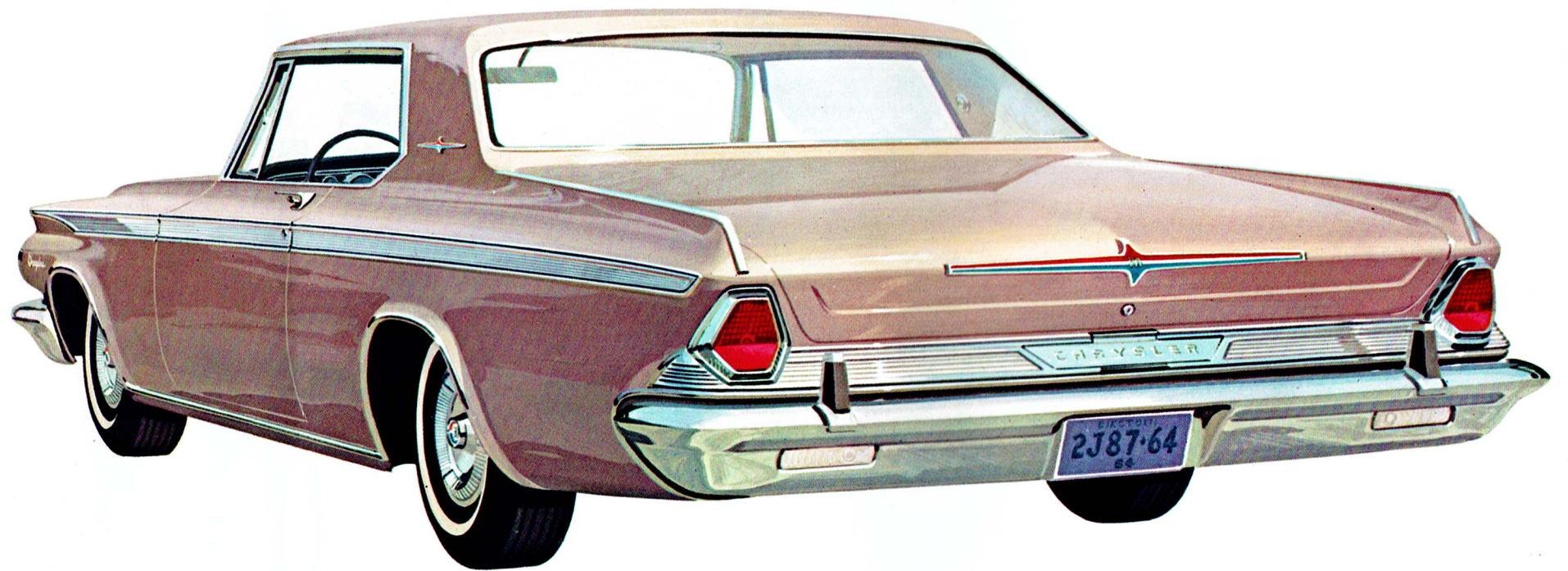


300 4-Door Hardtop in Royal Ruby

300 Convertible in Roman Red



300 2-Door Hardtop in Rosewood



Chrysler 300 Convertible sports-styled interior shown in red. Front bucket seats (that recline on the passenger's side) and pull-down center armrests are standard. Convertible and 2-Door Hardtop feature textured vinyl seats with leather-grain vinyl bolsters and trim. In the 4-Door Hardtop you can choose either cloth and vinyl or all-vinyl upholstery. Color choices to complement body color. Genuine leather seats come in black or white, as an extra cost option.

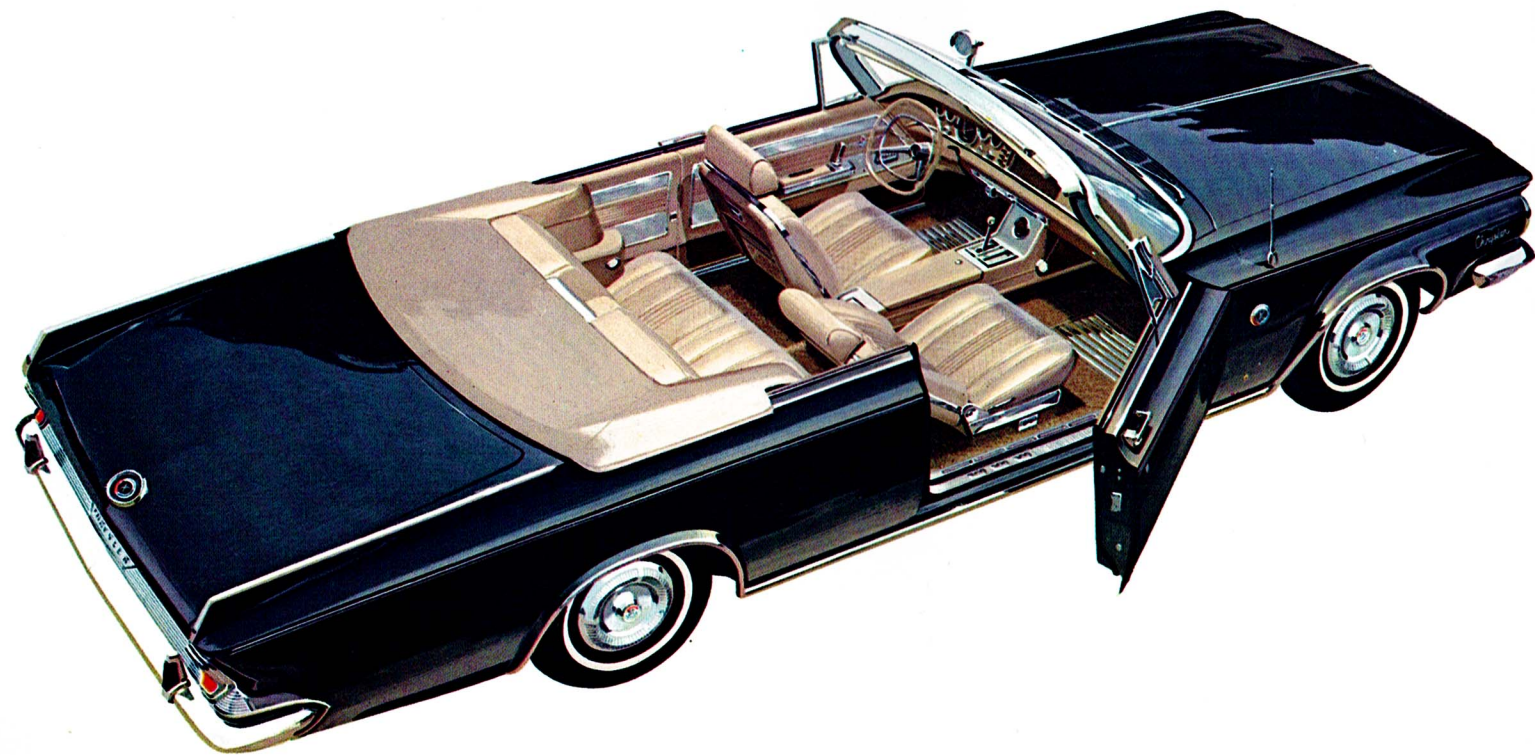
300 STANDARD EQUIPMENT ■ FirePower 305 V-8 ■ Front bucket seats ■ Molded foam rubber seat cushions in all models ■ Foam rubber front seat backs ■ Wheel covers ■ Vari-speed electric windshield wipers ■ Rear cigarette lighter ■ Deluxe interior appointments ■ Special 300 trim and identification. Plus all basic Chrysler equipment.

300-K Chrysler's fiery-spirited full-size sports car. Its performance heritage goes ten years deep. Its predecessors in Chrysler's famed letter series were the equal of Gran Turismo automobiles the world over. This one, too, is an exceptional road machine. The "K" is powered by Chrysler's husky 413 cu.-in. V-8, now modified to move out even faster in passing gear. You can choose a ram-inducted, twin 4-barrel version* that's hairy-chested enough to match your wildest dreams. Comes in Convertible and 2-Door Hardtop models, with such American-style comforts as power steering, power brakes and automatic transmission standard.



Left to right above: Colorful 300-K medallion, on C-pillar of 2-Door Hardtop, on front fenders of Convertible. New floor-mounted 4-speed manual transmission* is available with standard 300-K engine. Standard between-seat console adds sport-style luxury. It features a Performance Indicator, lockable compartment and automatic transmission shift lever with lighted quadrant. *Optional at extra cost.

300-K STANDARD EQUIPMENT ■ TorqueFlite automatic transmission ■ Power steering ■ Power brakes ■ Between-seat console with a Performance Indicator ■ FirePower 360 V-8 with 4-barrel carburetor ■ Dual exhausts ■ Electric clock ■ Deluxe steering wheel ■ Back-up lights ■ Glove and luggage compartment lights ■ Windshield washers.

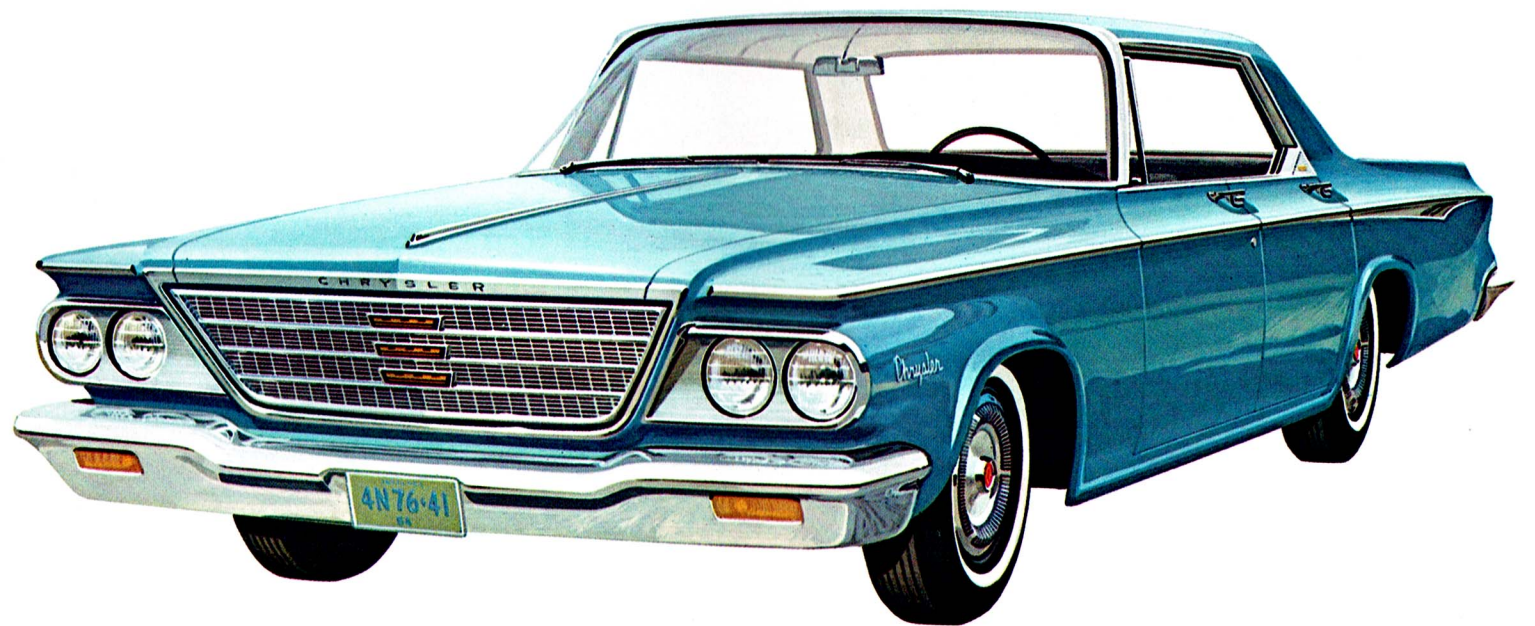


300-K Convertible in Formal Black with tan interior.

NEWPORT

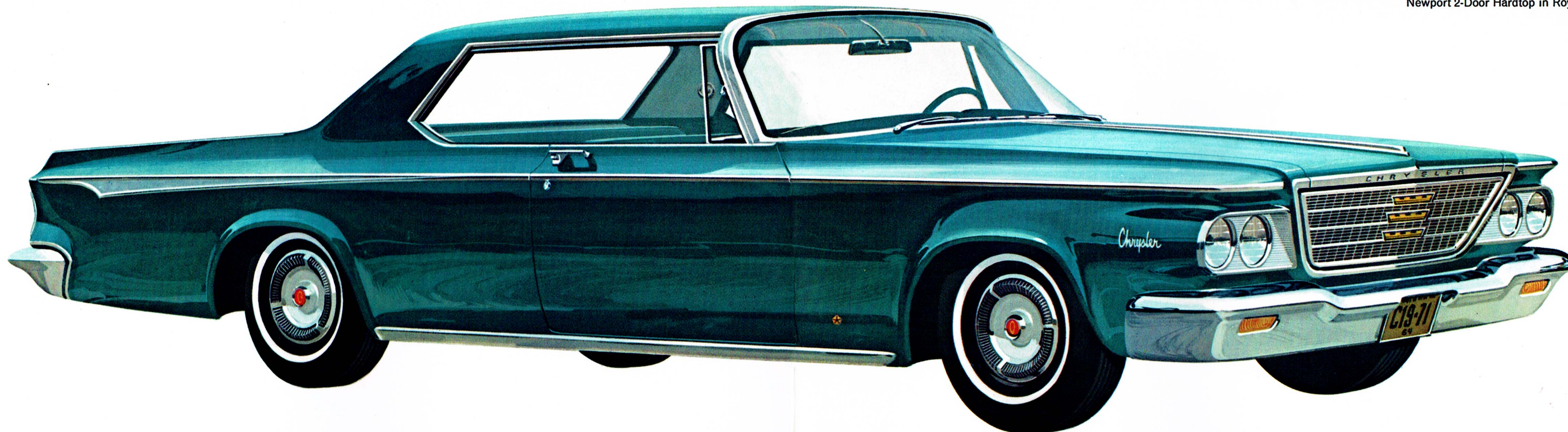
The easy-to-own Chrysler series

Chrysler Newport. Surprisingly easy to own. Yet it is impressive. In looks. And in comfort. In every respect, the Newport is a full-size, full-value Chrysler. Luxurious deep-pile carpeting covers the floor. Appointments have a hand-finished quality. A passenger assist handle, foam rubber front seat cushion and upper instrument panel safety padding are among the standard extras. The Newport's big V-8 performs with authority, and does it on money-saving regular gas. Also in the budget department: 32,000 miles between chassis lubes, 4,000 miles between oil changes. Choose from six beautiful models: 4-Door Sedan, 2- and 4-Door Hardtops, Convertible and 6- and 9-Passenger Town & Country Wagons.

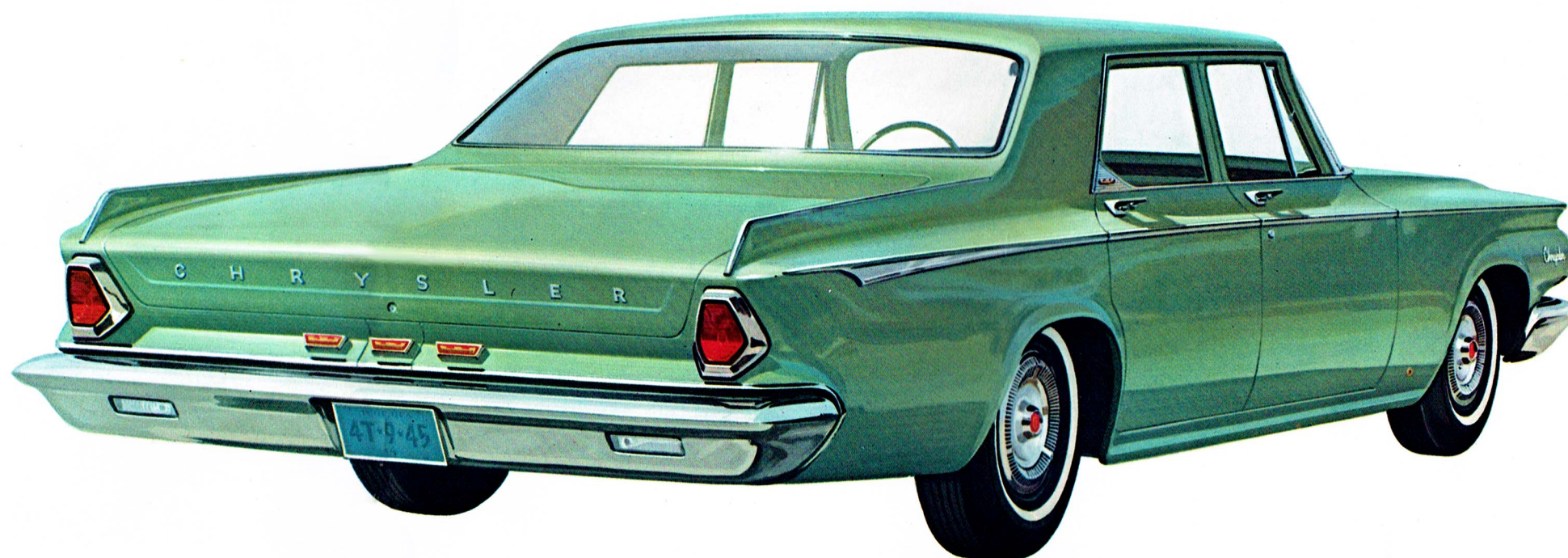


Newport 4-Door Hardtop in Silver Turquoise

Newport 2-Door Hardtop in Royal Turquoise

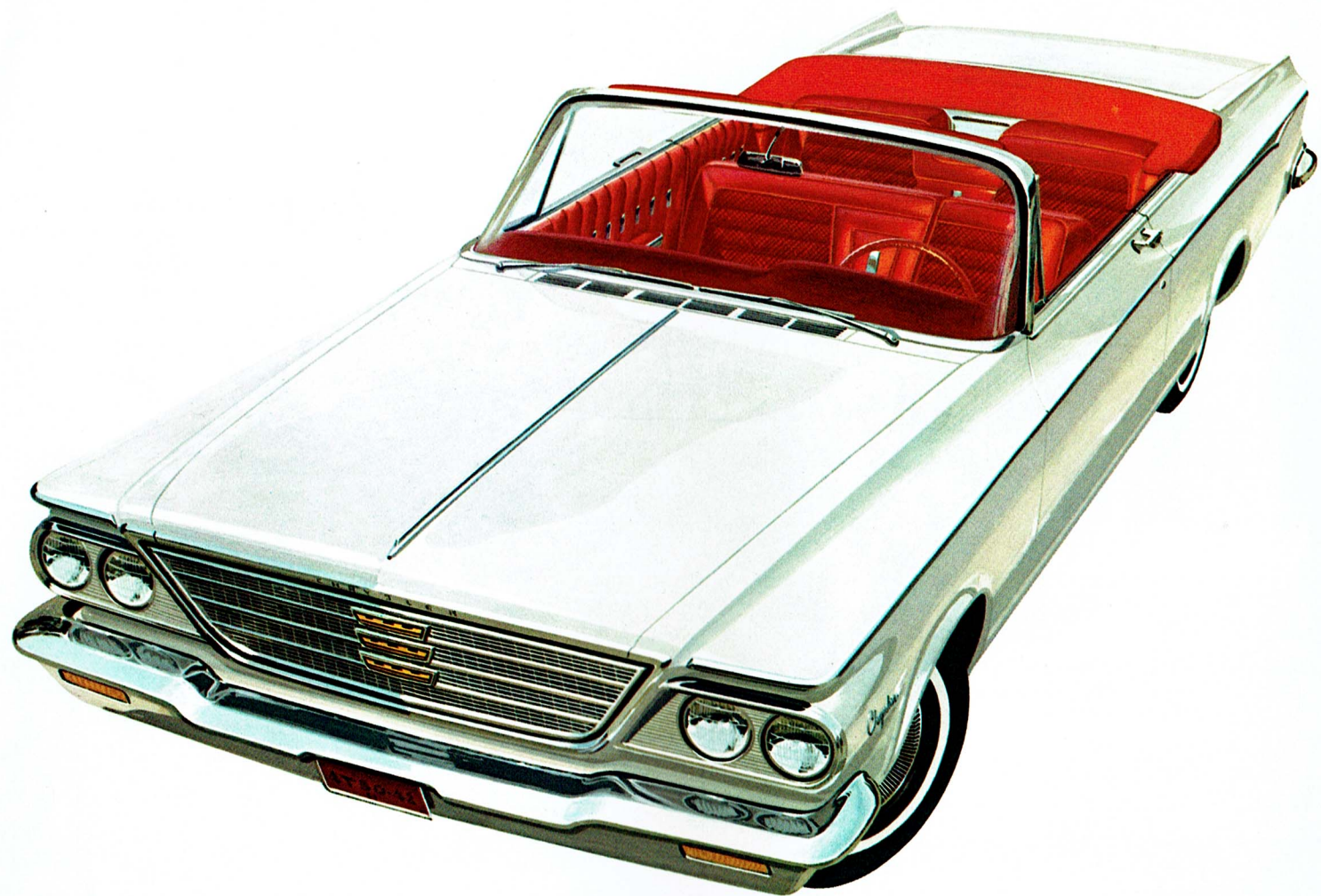


Newport 4-Door Sedan in Pine Mist



Chrysler Newport 4-Door Sedan interior in turquoise. This is Chrysler's lowest priced model. But who'd ever guess it. Upholstery cloth of exceptional quality is combined with supple vinyl trim in Sedans and Hardtops. Convertibles and Wagons have durable, leather-grain and textured vinyl interiors as standard equipment. Color choices are keyed to exterior.

NEWPORT STANDARD EQUIPMENT ■ Firebolt 265 V-8 engine ■ Closed crankcase ventilation system ■ Foam rubber front seat cushions ■ Deep-pile carpeting ■ Upper instrument panel padding ■ Passenger assist handle ■ Rear ash receiver ■ Automatic courtesy light ■ Power tailgate window in Town & Country Wagons ■ Directional signals ■ Deluxe Newport trim.



NEWPORT CONVERTIBLE—A beautifully built way to enjoy top-down going. Chrysler Convertibles are now elaborately double sealed where the top attaches to the body. Durable Chrysler top fabrics are vinyl coated top and bottom to resist weather—come in white, black and blue. You can take your choice of blue, tan, red, white and black or turquoise vinyl seats and trim.

NEWPORT TOWN & COUNTRY WAGONS—In 6- and

9-passenger models. Like all Chrysler Town & Country Wagons, they offer 4-door convenience—over 91 cubic feet of load space. And they convert for hauling with the flip of a seat cushion. Interiors are of washable leather-grain and textured vinyl. Tailgate window is power-operated, works from instrument panel switch or key-operated switch on tailgate. 6-passenger wagons have a hidden, lockable stowage compartment beneath the cargo floor.

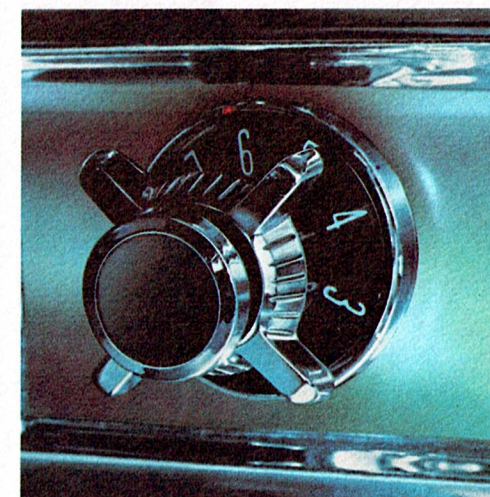
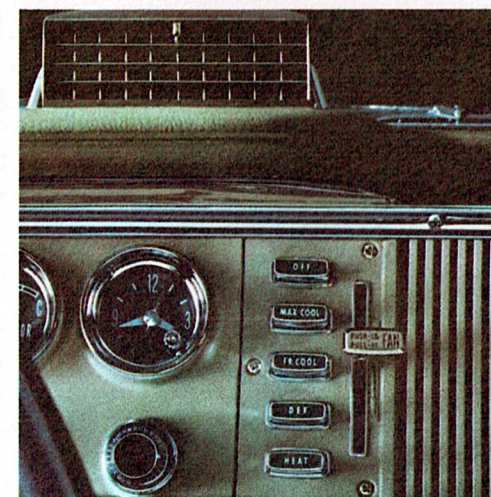
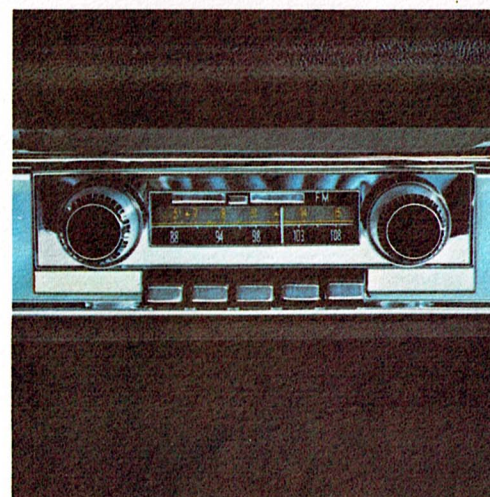
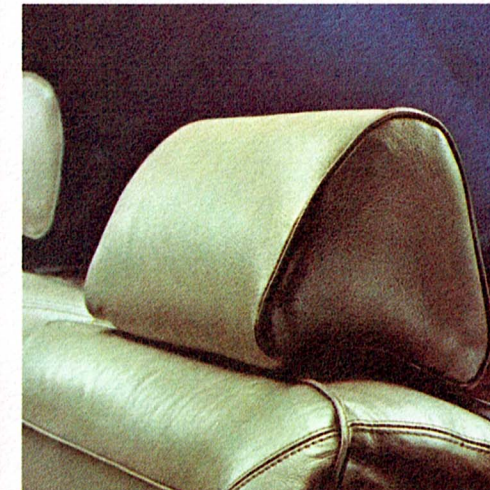
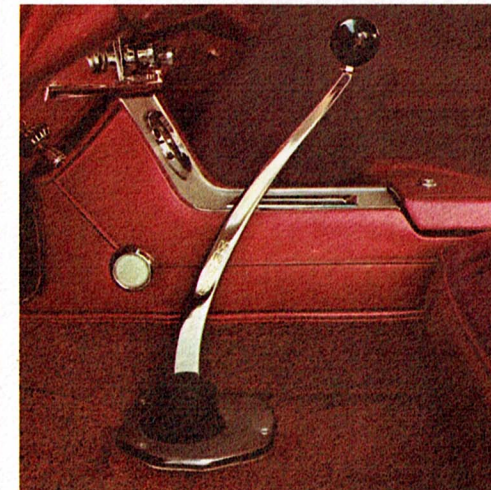
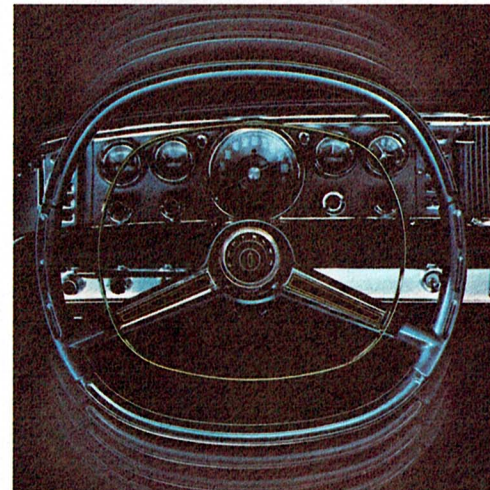


Newport 6-Passenger Town & Country Wagon in Sequoia Green

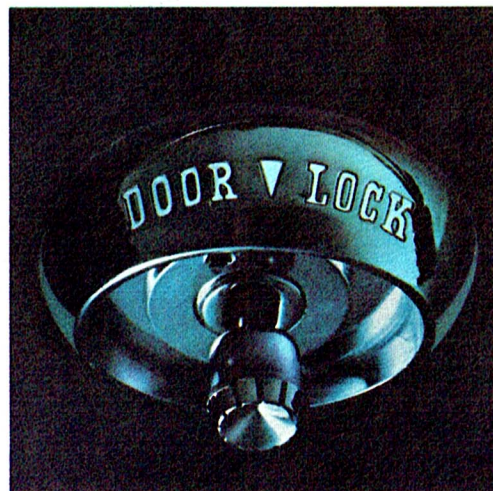
Select the best of all motoring worlds with Chrysler personal equipment*

Check the many ways you can add to your enjoyment of Chrysler's basic big-car values with these helpful accessories. For instance, Chrysler's new **ADJUSTABLE STEERING WHEEL** lets you position the wheel to your liking (7 levels) with a flick of its release lever. The top position gives you extra room to get in and out. **4-SPEED MANUAL TRANSMISSION**—now available with high-performance engines—with a floor-mounted stick shift. On console-equipped cars a tachometer replaces the Performance Indicator. **ADJUSTABLE HEAD RESTS**, for driver and passenger (or passenger only), help you pass the miles in solid comfort. Individually adjustable, available with bucket seats. **NEW AM/FM RADIO** gives wide station selection,

high fidelity tone reproduction. Transistorized to play instantly. **REAR SEAT SPEAKER** (not shown) with sound separator unit, surrounds you with sound. Also offered: Golden Tone Pushbutton and Golden Tone Touch Tuner radios. For conditioned air 12 months of the year, choose Chrysler's **AIR CONDITIONING**. Combines heating and cooling. Removes dust, pollen and moisture from the air around you. New right-side outlet offers improved circulation. **AUTO-PILOT** automatically holds your cruising speed. Just set the control dial to the speed you want to maintain. When you reach it, a gentle back pressure tells you that Auto-Pilot has taken over. Pressure on the brake pedal automatically disengages your Auto-Pilot.



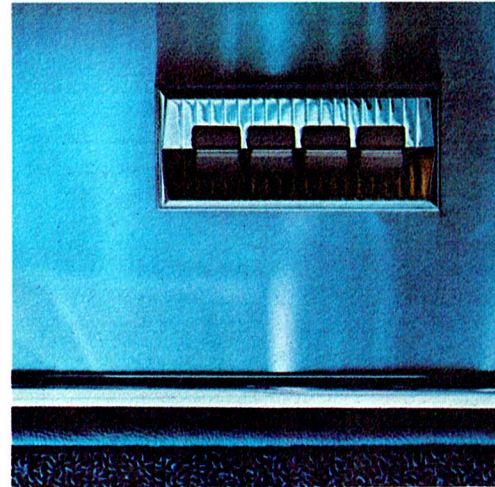
SURE-GRIP DIFFERENTIAL distributes the power to the rear wheel that has traction to keep you going through ice, mud and snow. **CONSTANT-CONTROL POWER STEERING** (not shown) takes over most of the steering effort, you keep a feel of the road. Gives added control in emergencies. **POWER BRAKES** feature a more convenient brake pedal position. Easy pressure stops you quickly, surely. **POWER WINDOWS** have a built-in safeguard to give you added peace of mind. Windows will not operate unless the ignition is on. **POWER DOOR LOCKS**. A



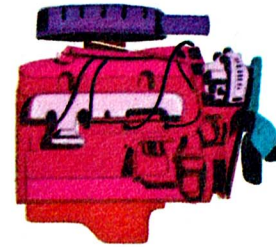
NOTE: Many of the Chrysler comfort and convenience features covered here are standard equipment on some models—not available on others. See your Chrysler dealer for the complete details.

In keeping with Chrysler's continuing program of engineering advancement, all prices, specifications, equipment and colors subject to change without notice and without obligation to make changes on cars already produced.

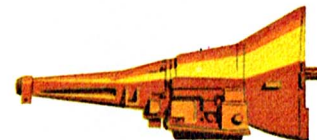
single switch located conveniently next to the driver securely locks all doors at one time. **6-WAY POWER SEAT** lets you move fore and aft, up and down, even tilts—all at the touch of a finger. Underwriters laboratories'-approved **SAFETY SEAT BELTS** are now keyed to your interior color choice. New anchoring position keeps them out of the way of rear seat passengers. **CUSTOM CONDITIONAIRE HEATER** (not shown) heats fresh outside air to the temperature you select. Vacuum-operated pushbuttons control heater, defroster and blower speed.



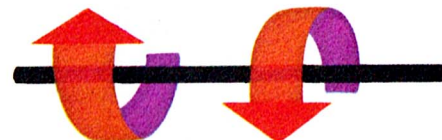
PLUS: TorqueFlite automatic transmission. Between-seat console with Performance Indicator (Tachometer with 4-speed trans.). Dual air conditioning for superior cooling in hot climates. Remote-control side view mirror. Rear window defogger, electric clock. Windshield washers. Heat resistant tinted side windows and/or windshield. Power radio antenna. Foam rubber front and rear seat cushions. Deluxe steering wheel. Back-up lights. Glove and luggage compartment lights. White side wall tires. Stainless steel wheel covers. Undercoating and hood insulating pad. Station Wagon tailgate entry assist handles. Station Wagon roof rack. Sill molding. Bumper guards with rubber inserts.



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-K ENGINE:** (optional in 300) FirePower 360. Bore and stroke: 4.19 x 3.75 in. Displacement: 413 cu. in. Compression ratio: 10.1 to 1. Four-barrel carb. Dual exhausts. **300-K Optional Engine:** 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. Dual exhausts. **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.

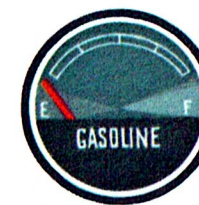


TRANSMISSIONS — Pushbutton TorqueFlite fully automatic torque converter with 3-speed gear set and parking-lever lock, standard on New Yorkers and 300-K, available on Newport and other 300's. Heavy-duty manual 3-speed transmission with floor-mounted gearshift standard on Newport and 300 models. 4-speed manual transmission with floor shift available with FirePower 305 and FirePower 360 engines.

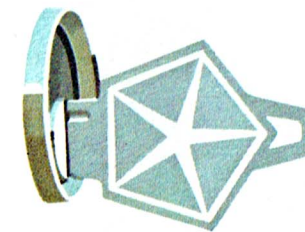


SUSPENSIONS AND TIRES — All models have torsion-bar suspension, front ball joint pivots and high chrome-steel torsion-bars in front, extended leaf springs at the rear. Oriflow shock absorbers at all four wheels. 8.00 x 14 rayon tires on Newport and 300 models (8.50 x 14, New Yorker). **TOWN & COUNTRY WAGONS:** Special torsion bars, sway bar and shock absorbers. 8.00 x 14 rayon tires (Newport) and 8.50 x 14 rayon tires (New Yorkers).

1964 Chrysler Specifications



FUEL SYSTEM — Automatic intake manifold heat control, automatic choke, dual filtration units. 17-in. standard air cleaner. Fuel capacity: 23 gallons (21 gallons in Town & Country Wagons). Aluminized muffler for 25% longer life. Carburetors: See "Engines," above.



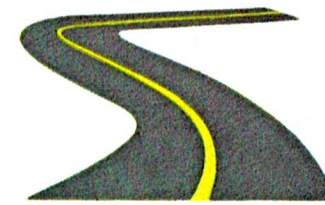
ELECTRICAL SYSTEMS — Battery: 12-volt, 66-plate, 60-amp. hr. with Newport and standard 300 engine. 12-volt, 78-plate, 70-amp. hr. with optional 300 and New Yorker engines. Alternator: 35 amp. (40 amp. with air conditioner). Water-resistant ignition. Electric windshield wipers with airfoil wiper arms. Directional signal lever on steering column. Dual headlights standard.



COOLING SYSTEM — Thermostatic bypass control. Pressure vent radiator cap. Coolant capacity, 16 quarts in Newport, 300, 300-K 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 263.3 square inches for all except New Yorker Wagons (287.2). Power brakes standard on New Yorker and 300-K, available at extra cost on Newport and all other 300 models.



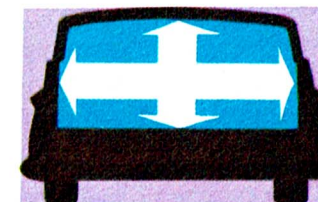
STEERING — Manual, worm and 3-tooth roller, center-link design with improved bushings. Constant-Control power steering standard on New Yorker and 300-K, optional on Newport and 300 models.



DRIVE — Hotchkiss drive through rear springs. Hypoid rear axle has 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.



EXTERIOR DIMENSIONS — *Wheelbase:* 122.0". *Overall length:* Sedans, Hardtops, Convertibles, 215.3"; Station Wagons 219.4". *Overall width:* 80.0". *Height:* Newport and 300 Sedans and Hardtops, 55.1"; Convertibles 55.3"; Station Wagons 55.4". 300-K Hardtops, 55.7"; Convertible, 56.0". New Yorker Sedan and Hardtop, 55.5"; Station Wagon 55.7"; *Tread:* Front 61.0"; Rear, 59.7".



STATION WAGON LOADING DIMENSIONS — Load length from back of front seat to lowered gate, 121.3"—to closed gate, 100.7"; maximum width at floor, 62.0"; maximum height at axle, 31.8"; tailgate width at beltline, 48.6"; tailgate height from ground, 27.3".

CHRYSLER DIVISION



CHRYSLER
MOTORS CORPORATION