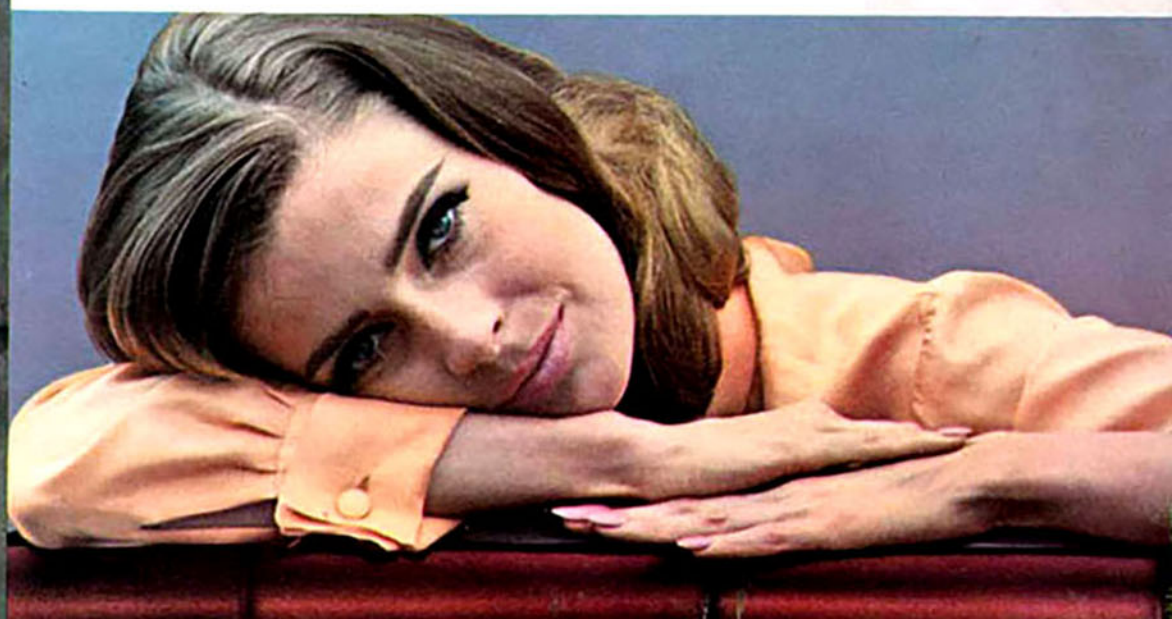




**The
most beautiful
Chrysler
ever built**



Agreed?





What wouldn't resist rust after 13 dips and sprays like a Chrysler gets.



Seats are stronger. Softer. More Comfortable. You may want to throw away your easy chair.

Engineers used to be cold-hearted and flinty-eyed. Their first concern was making the horseless carriage run more reliably. But today, Chrysler engineers care as much about the things that please people as they do about crankshafts and solenoids.

For openers, they made the '65 Chrysler longer overall. Increased the wheelbase (to 124") to smooth the ride. Gave it 240 pounds more heft to

make it more solid. Door openings are wider and higher. It's easier to step in and out. And you get a lot of room inside. Sedans, for example, have more leg room front and rear. More hat room. Even the glove box is bigger.

They gave Chrysler a thing called "scorch". Engines start 383 cubic inches big—get bigger. The high-performance engine* checks in at 413, equipped with special cam,

unsilenced air cleaner, 4-barrel carb and dual exhausts. That's pure scorch.

Our engineers also came up with a smoother version of their famous torsion-bar suspension. A newly strengthened, all-welded body wraps you in two tons of security. They've even put new fenders inside the front fenders for greater protection against rust.

Cold-hearted and flinty-eyed, indeed!



People will catnap on you all the time. That's what you get when you buy a car so smooth and quiet.



Chryslers come bigger this year. Rear seats have room to spare for three kids and a puppy.



Farewell to the humdrum. Performance like this could lead to dreams of glory.



Try the ultimate luxury of a New Yorker.

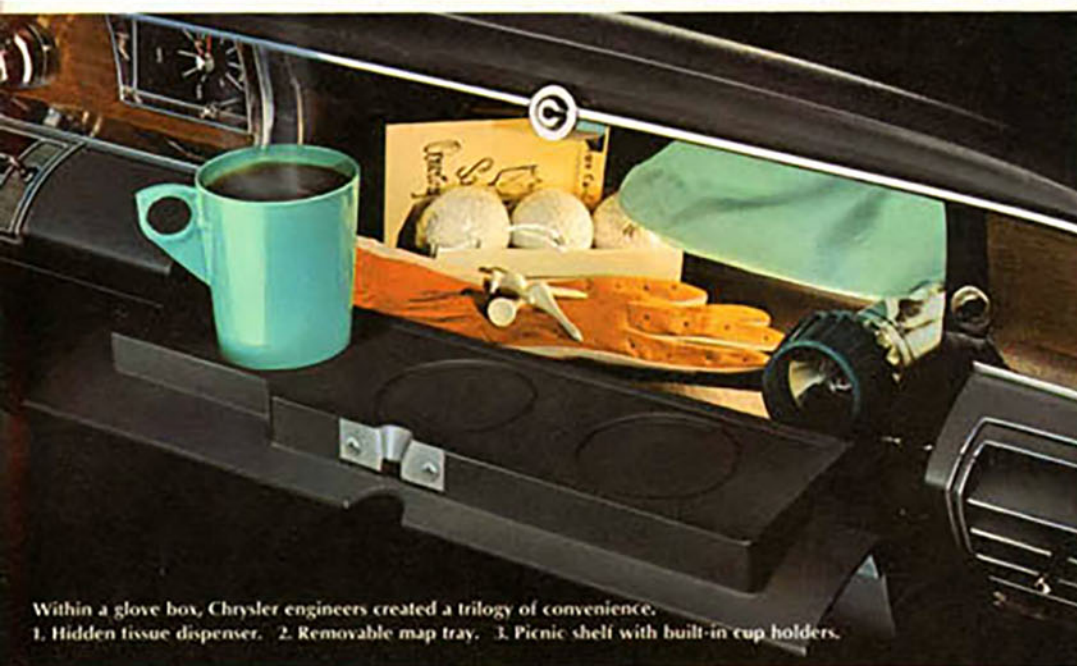
Chrysler's new luxury is many tangible things. It is fabrics with more threads to the inch. Vinyls with knit backs to make them softer, more durable. Appointments that can stand the closest inspection. Craftsmanship that shows in every fitted seam.

It's a luxury of choice. Two kinds of 4-Door Sedans, four-window and six-window. Seventeen models in all. Seven different roof lines, one for each body style. Twenty-one colors, fifteen of them brand new. And by actual count, 589 color and interior combinations.

It's a new heater that blows stronger, warmer. New cowl vents that pipe in fresh outside air in any amount you select.

It's also fresh ideas. Features created purely for your enjoyment. A pull-out center drawer in the dash panel that holds a coin sorter and storage well, along with twin ash trays and cigar lighter. A glove box that has a hidden tissue dispenser and sliding map tray. Practical frills. Considerate touches.

Chrysler luxury comes in three versions: the very luxurious New Yorker; the sports-bred 300 and 300-L; the easy-to-own Newport. **Beautiful examples of what can happen when engineers set out to please people.**



Within a glove box, Chrysler engineers created a trilogy of convenience.
1. Hidden tissue dispenser. 2. Removable map tray. 3. Picnic shelf with built-in cup holders.



Look comfortable! No wonder. It's a New Yorker bucket seat. The passenger's side reclines in five positions.



Even the lowest priced Chrysler is loaded with class.



Pull out a drawerful of surprises. Coin sorter. A place for sun glasses and such. Dual ashtrays. Lighter.



Handsome and rich, right down to the hardware.



Who, but Chrysler, would find a way to make a dash panel this usable, this beautiful!

Here's to sheer, unadulterated elegance. The Chrysler New Yorker. It is our most luxurious Chrysler, equipped accordingly.

Power steering is standard. So are power brakes. And a 3-speed TorqueFlite automatic transmission, complete with selector lever on the steering column.

In a New Yorker, if you try to drive with your parking brake on, a light goes on to warn you. When you back up, lights go on to guide you. And when you signal for a turn, new fender-mounted indicators up front show the direction. Among the other pleasures of owning a New Yorker are a day/night rear-view mirror, and one of the best electric clocks in the business.

So you see, most luxuries are yours automatically. And there is a most rewarding option—the selection of models. Besides this six-window Sedan, there are four other distinctive ways to choose **New Yorker.**



New Yorker 3-seat Town & Country Wagon in Pink Silver Metallic. Two-seat version also available.



New Yorker 4-Door Hardtop in Sequoia Green Metallic.

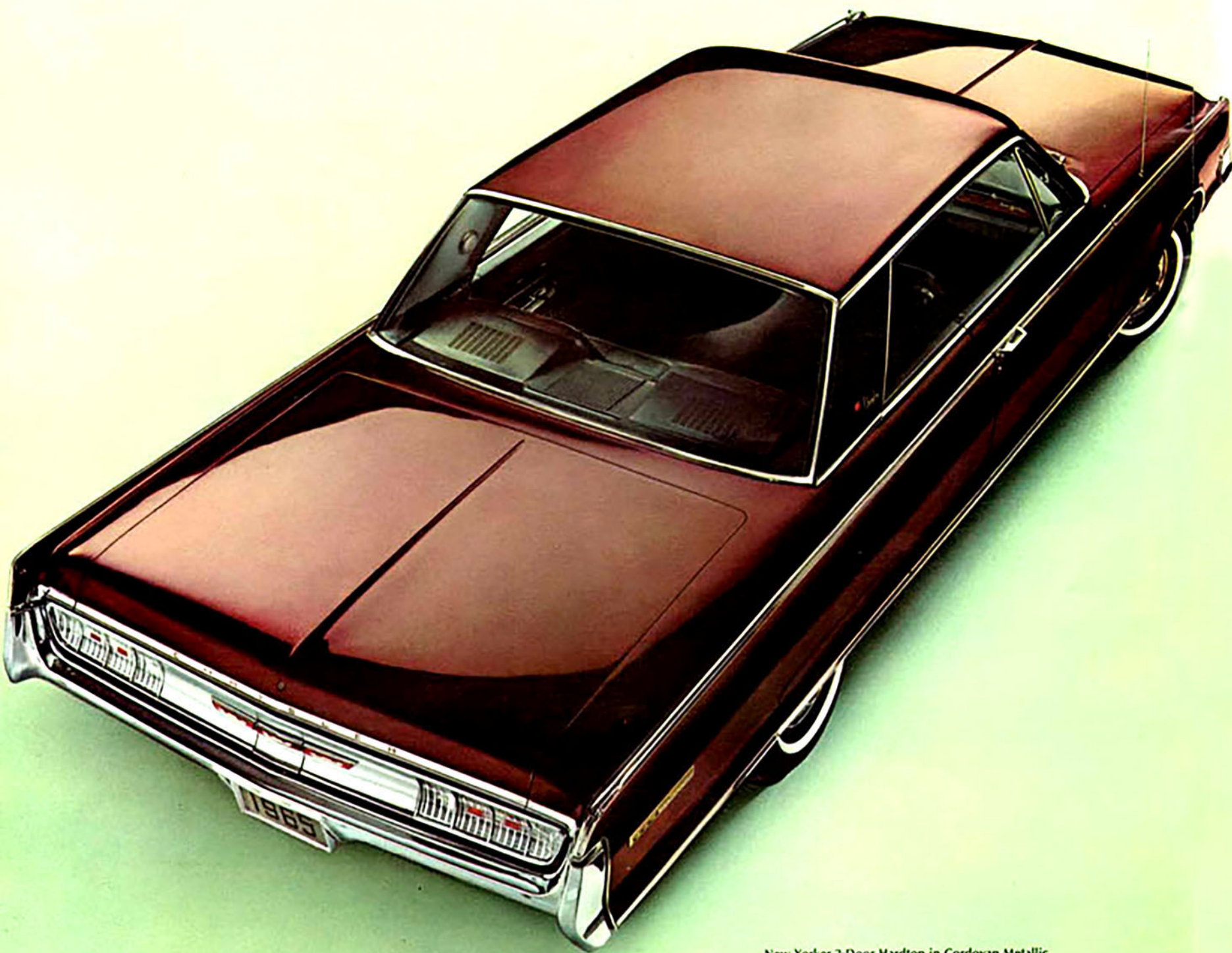


New Yorker standard equipment ♦ Power steering ♦ Power brakes ♦ TorqueFlite automatic transmission ♦ Parking brake warning light ♦ Back-up lights ♦ Vari-speed windshield wipers with windshield washer ♦ FirePower 340 V-8 engine (413 cu. in.) ♦ Electric clock ♦ Fender-mounted turn signal indicators ♦ Carpeted luggage compartment ♦ Custom armrests, with walnut wood-grain panel ♦ Pull-down center armrest ♦ Day/night rearview mirror ♦ Glove compartment and trunk lights ♦ Map light ♦ Front bumper guards with rubber inserts ♦ Undercoating and hood silencer pad ♦ Special New Yorker wheel covers ♦ Deluxe steering wheel. Plus all basic Chrysler equipment, as listed for the Newport—the lowest-priced Chrysler series.

New Yorker interiors. This year, they're even more luxurious than you'd expect.

Exquisite upholstery fabrics, in a subtle herringbone pattern, reflect light with a gentle sheen. Bolsters and trim are of soft vinyl. Seats are more luxuriously designed and padded. Thick carpet covers the floor, lower door panel, even the trunk.

Sedans and Hardtops come with the trim shown here, in gold, blue, tan, red, turquoise, and black with white. New Yorker Town & Country Wagons have an interior style of their own. Their contoured bucket front seats (the passenger's side reclines) are vinyl upholstered in your choice of four colors. A full-width, bench-type seat in black with white is also available.



New Yorker 2-Door Hardtop in Cordovan Metallic.



New Yorker 4-Door Hardtop interior in gold.

The sports-bred Chrysler. A brawling, hustling brute of a car with a heritage 10 years deep.

The 1965 Chrysler 300 comes with a bonnetful of performance abilities. Its overhead valve V-8 measures 383 cubic inches. Carries a 4-barrel carburetor that feeds a 10 to 1 compression ratio. It really moves.

Standard traveling companion is a fully synchronized 3-speed stick shift transmission. But it's as easy as marking your "X" in the

optional box to get a 4-speed manual* or 3-speed automatic.* With them, you can get a console* with lockable compartment, large ash-tray and Performance Indicator or tach.

Naturally, you get contoured front bucket seats, with deep foam padding to settle into. The passenger's seat leans back in five positions.

So consider the full-size sports car. There are five to choose from (including two 300-L's) in the series called **Chrysler 300**.

*Optional at extra cost.



300 Convertible in Silver Mist Metallic with white top.



300 2-Door Hardtop in Formal Black.



300 standard equipment ♦ FirePower 315 V-8 (383 cu. in.) with 4-barrel carburetor ♦ Front bucket seats ♦ Molded foam-rubber seat cushions in all models ♦ Foam-rubber front seat backs ♦ New blend-air heater ♦ Deep-pile carpeting ♦ Instrument panel padding ♦ Front seat belts ♦ Special 300 wheel covers ♦ Vari-speed electric windshield wipers ♦ Rear cigar lighter ♦ Front and rear ash receivers ♦ Automatic courtesy light ♦ Turn signals ♦ Closed crankcase ventilation ♦ Deluxe interior appointments ♦ Special 300 trim and identification.

300 interiors. With a style all their own. Bucket seats. Softer and stronger this year. Made with a body-fitting cushion design. Seats are upholstered in leather-grain vinyl.

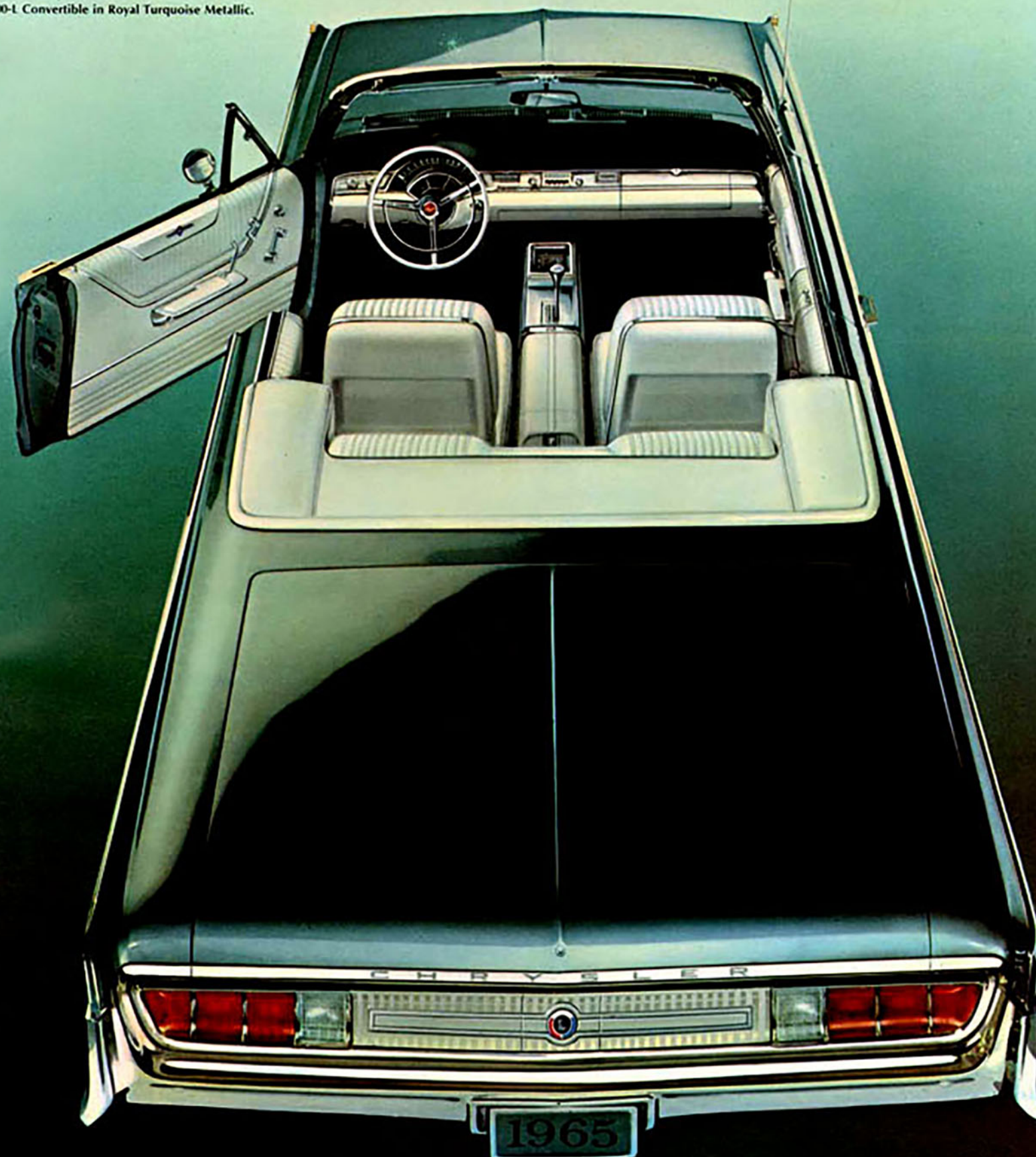
The 300's floor is fully, and richly, carpeted. Front doors carry safety reflectors. A between-seat cushion and armrest are standard. (Optional console* is shown here.)

Vinyl interiors come in your choice of blue, tan, red, black, white and gold. Leather* buckets are available in red or black in Convertible and 2-Door Hardtop; a cloth-and-vinyl combination in white with black is a no-cost option in the 300 4-Door Hardtop.

*Optional at extra cost.

At left, 300 2-Door Hardtop interior in blue.

300-L Convertible in Royal Turquoise Metallic.



For the purist—A very special Chrysler. The 300-L. It comes as a two-door, with hard or soft top. In either version, an exceptional automobile.

The standard engine is a hair-raising 413 cubic-incher. A sports console nestles between its big bucket seats, holds a stick-type automatic transmission control and a Performance Indicator. If you

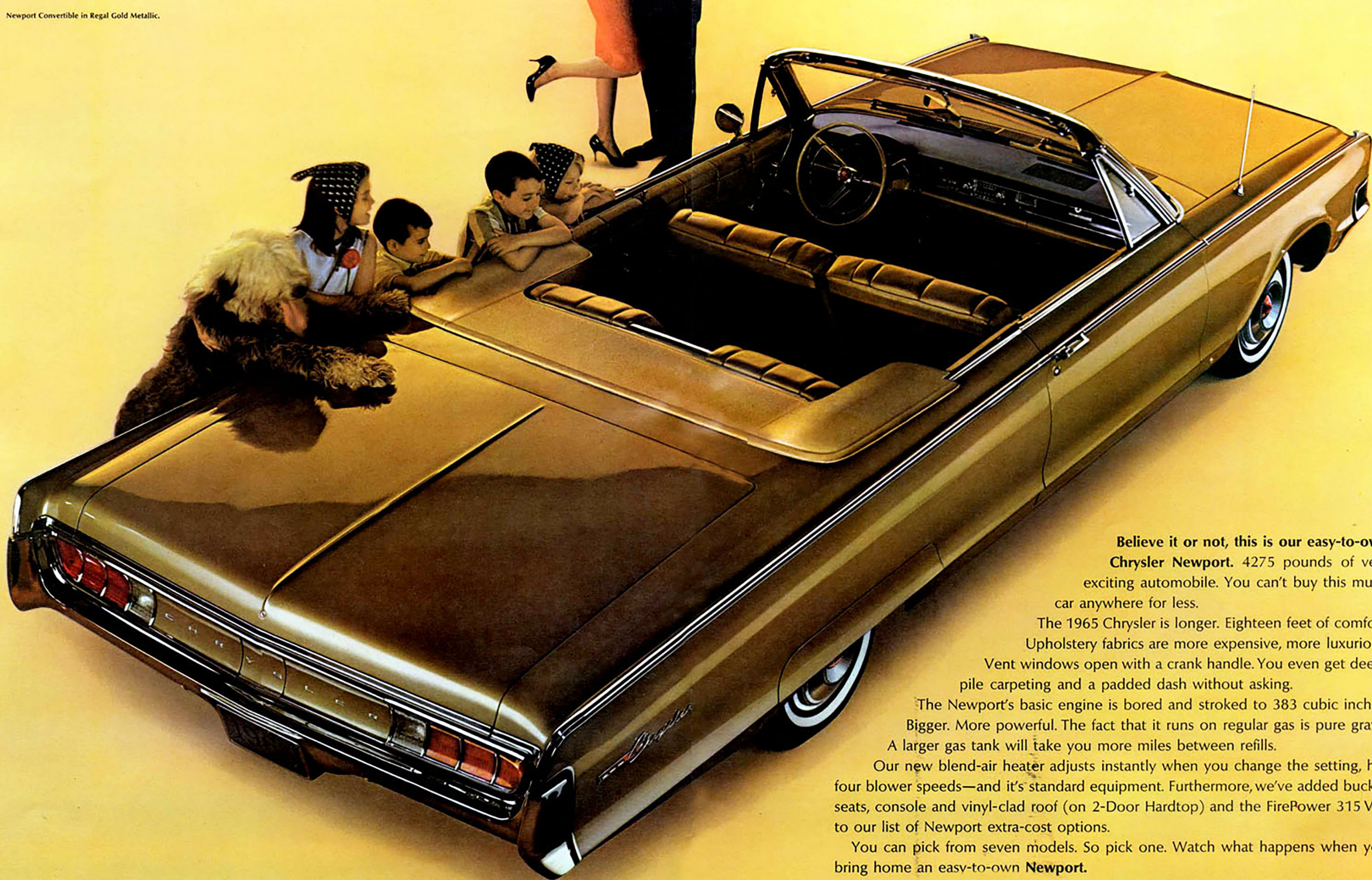
choose to go with a 4-speed box (it's a no-cost option) a tach replaces the Indicator.

It's a great performer going in; but for all-out competition, we can rig your 300-L with heavy-duty brakes and suspension.*

300-L standard equipment ♦ FirePower 360 V-8 (413 cu. in.) with high-lift cam ♦ TorqueFlite automatic or 4-speed, floor-shift trans-

missions ♦ Power steering ♦ Power brakes ♦ Between-seat console ♦ Dual exhausts ♦ Clock ♦ Deluxe steering wheel ♦ Carpeted trunk ♦ Parking brake warning light ♦ Backup lights ♦ Glove and luggage compartment lights ♦ Center-grille running light ♦ Fender-mounted turn signal indicators ♦ Windshield washers ♦ Special medallions and exterior trim. Plus basic 300 equipment.

*At moderate extra cost.



Believe it or not, this is our easy-to-own Chrysler Newport. 4275 pounds of very exciting automobile. You can't buy this much car anywhere for less.

The 1965 Chrysler is longer. Eighteen feet of comfort. Upholstery fabrics are more expensive, more luxurious.

Vent windows open with a crank handle. You even get deep-pile carpeting and a padded dash without asking.

The Newport's basic engine is bored and stroked to 383 cubic inches. Bigger. More powerful. The fact that it runs on regular gas is pure gravy.

A larger gas tank will take you more miles between refills.

Our new blend-air heater adjusts instantly when you change the setting, has four blower speeds—and it's standard equipment. Furthermore, we've added bucket seats, console and vinyl-clad roof (on 2-Door Hardtop) and the FirePower 315 V-8 to our list of Newport extra-cost options.

You can pick from seven models. So pick one. Watch what happens when you bring home an easy-to-own **Newport**.

Newport standard equipment

- ♦ FirePower 270 V-8 engine (383 cu. in.) ♦ New blend-air heater ♦ Closed crankcase ventilation system ♦ Foam-rubber front seat cushions ♦ Deep-pile carpeting ♦ Instrument panel padding ♦ Front and rear ash receivers ♦ Automatic courtesy light ♦ Power tailgate window in Town & Country Wagons ♦ Directional signals ♦ Front seat belts ♦ Deluxe Newport trim.



Newport 4-Door Sedan interior in tan. Smart shali-loomed body cloth features a cord design.

Newport interiors. This doesn't look or feel like anybody else's low-priced series.

Interiors have a new richness. More quality in the fabrics. Styling that reflects the quality. More comfortable seat design: heavier springing; thick foam padding, tightly rolled along the seat bolster edge for added leg support. Door to door carpeting.

Newports come in four distinctive interior treatments. One for the four-window Sedan. A special one for the Town Sedan. One for the hardtops. And an all-vinyl version is standard on the Convertible and Town & Country Wagons.



Newport Town Sedan interior in red. Jacquard fabric has a distinctive fleur-de-lis pattern.



Newport 2-Door Hardtop in Nassau Blue metallic.



Newport 4-Door Sedan in Sand Dune Beige.



Newport Town Sedan in Frost Turquoise Metallic.

This is the Newport Town & Country Wagon. A lot of wagon for the money. First of all, it's a Chrysler. That means big (loads 97 cu. ft. of curios or kids). And luxurious. Secondly, Chrysler engineers had a field day making this a really usable wagon.

Special hinging swings the tailgate back over the bumper to give you a longer, lower loading floor. Filler panels level it from seat back to tailgate. A beam-like

cargo stop keeps things from shifting when you stop. In 2-seat wagons you get over 10 cu. ft. of hidden space under the floor. The lid is counter-balanced to stay open, lockable to stay closed.

Newport Wagons come in 2-seat and 3-seat versions. Ditto for New Yorker. (Special New Yorker Wagon features are covered in the New Yorker section.) That's a lot of choice in really big wagons.

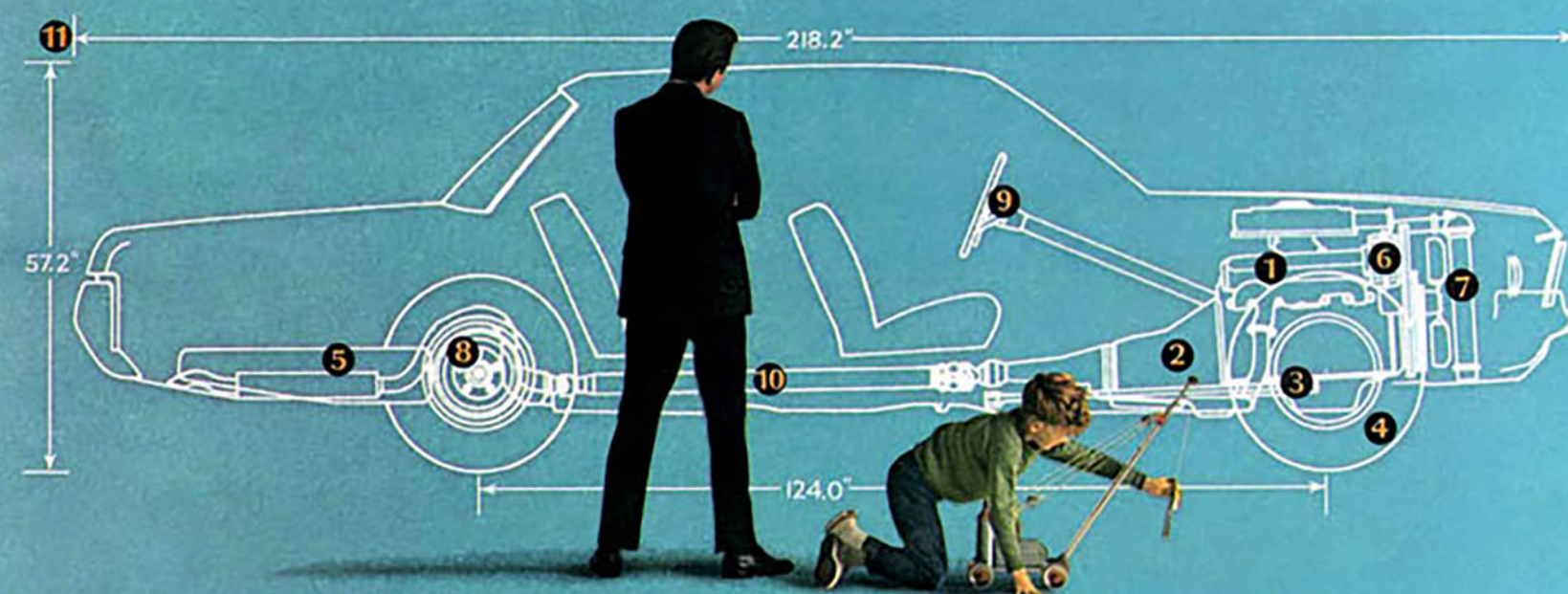


Newport 2-seat Town & Country Wagon in Moss Gold Metallic. Three-seat model also available.

Facts and figures Department. If you want to know why Chrysler is the best-engineered car in its class, here's where you can compare for yourself.

(1) Engines—All overhead valve 90-degree lateral V-8's; NEWPORT: New Firebolt 270. Displacement, 383 cu. in. Bore and stroke, 4.25 x 3.38 in. Compression, 9.2 to 1. Two-barrel carb. Runs on regular gas. CHRYSLER 300: FirePower 315. Displacement, 383 cu. in. Bore and stroke, 4.25 x 3.38 in. Compression, 10.0 to 1. Four-barrel carb. 300-L: (opt. in 300 and New Yorker, except Wagons) FirePower 360. Displacement, 413 cu. in. Bore and stroke, 4.19 x 3.75 in. Compression, 10.1 to 1. Four-barrel carb. High-lift cam. Dual exhausts. A scorcher. NEW YORKER: FirePower 340. Displacement, 413 cu. in. Bore and stroke, 4.19 x 3.75 in. Compression, 10.1 to 1. Four-

barrel carb. **(2) Transmissions**—TorqueFlite fully automatic torque converter with 3-speed gear set and "park" position. Standard on New Yorker and 300-L, available on Newport and other 300's. Heavy-duty manual 3-speed transmission standard on Newport and 300 models. 4-speed manual transmission with floor shift available with FirePower 315 and FirePower 360 engines. **(3) Suspension**—All models have a new torsion-bar suspension, designed to give a softer ride. New compression-type front ball joint. High chrome-steel torsion-bars in front. Longer (62-inch) leaf springs at the rear. Rubber isolated torsion-bar rear anchors. New low-deflection sway-bar. Vertically mounted Oriflow shock absorbers at all four wheels. **(4) Tires**—8.25 x 14 tires on Newport. 8.55 x 14 on 300 and New Yorker. Town & Country Wagons: 8.55 x 14 tires (Newport) and 9.00 x 14 tires (New Yorker).



(5) Fuel system—Automatic intake manifold heat control, automatic choke, dual filtration units. 17 in. standard air cleaner. Fuel capacity, 25 gallons (22 gallons in Wagons). Aluminized muffler for 25% longer life. **(6) Electrical systems**—Battery: 12 volt; 78-plate, 70 amp. hr. Leak-resistant, one-piece cover. Alternator: 35 amp. (46 amp. with air conditioner). 5-roller clutch starter motor, 50% higher capacity. Water-resistant ignition. New parallel-action electric windshield wipers with airfoil wiper arms. Fender-mounted turn signal indicators (optional on Newport and regular 300). Dual headlights standard. **(7) Cooling system**—Thermostatic by-pass control. Pressure-vent radiator cap. Coolant capacity, 17 quarts in heater-equipped models (16 quarts without heater). **(8) Brakes**—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 Chrysler 300, 300-L, New Yorker, and Newport Wagon models; 202.1 for all other Newports; 287.2 for New Yorker Wagons. Power brakes standard on New Yorker and 300-L, available at extra cost on Newport and all

other 300 models. **(9) Steering**—New manual steering gear. Recirculating-ball design with improved efficiency, reduced steering effort. Isolated flexible coupling reduces transmission of vibration from road to wheel. Constant-Control power steering standard on New Yorker and 300-L, optional on Newport and 300 models. **(10) Drive**—Hotchkiss drive through rear springs. New flanged rear axle has tapered roller bearings. Fatigue resistant extruded shaft. Hypoid gear has 2.76 to 1 ratio with TorqueFlite on Newports and New Yorkers. 3.23 to 1 on Newports with manual trans. and on all 300's. **(11) Dimensions**—Wheelbase: 124.0". (Wagons, 121"). Overall length: Sedans, Hardtops, Convertibles, 218.2". Station Wagons, 219". Overall width: 79.5". Height: Sedans, 57.2". 2-Door Hardtops, 55.7". 4-Door Hardtops, 56.4". Convertibles, 56.8". Station Wagons, 57.5". Tread: Front, 62.0". Rear, 60.7". **Station Wagon Loading Dimensions:** Load length from back of front seat to lowered gate, 134.8"—to closed gate, 95.7". Maximum width at floor, 55". Maximum height at axle, 31.8". Tailgate width at belt-line, 54.2". Tailgate height from ground, 25.6".

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.

Chrysler makes opening the trunk an inside job.



Personal Equipment Department: Now you can open the trunk from the driver's seat, open the vent window with one finger, and lock all four doors at one time.

How so, you ask? Simple. Just order our new power trunk release that operates from a switch inside the glove box. Then ask for power vent windows to go with your power side windows. And for your 4-Door, get our new electric door locks that let you latch all four doors from inside or out. These are just the beginning of the many ways you can personalize your new Chrysler.

In 300's and Newports with the FirePower 315 V-8, you can use a 4-speed stick shift to get the max from your chosen power plant. A Sure-Grip differential keeps you tracking even when one drive wheel has lost traction—a valuable performance or bad-weather assist. Color-keyed, retractable seat belts are available front and rear. And a 7-position adjustable steering wheel lets you drive most comfortably, get in and out most easily.

Chrysler air conditioning, the *creme de creme* of personal equipment, actually combines heating and cooling into one vastly improved

system. Cooling is more effective in really hot weather. New outlets are built into the dash, give better air circulation.

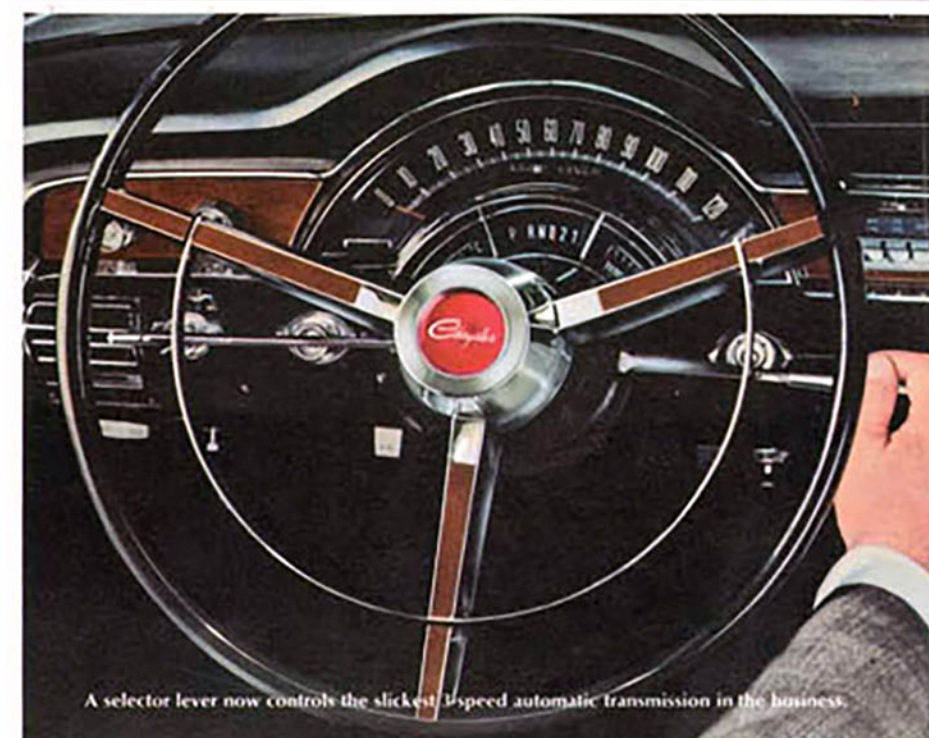
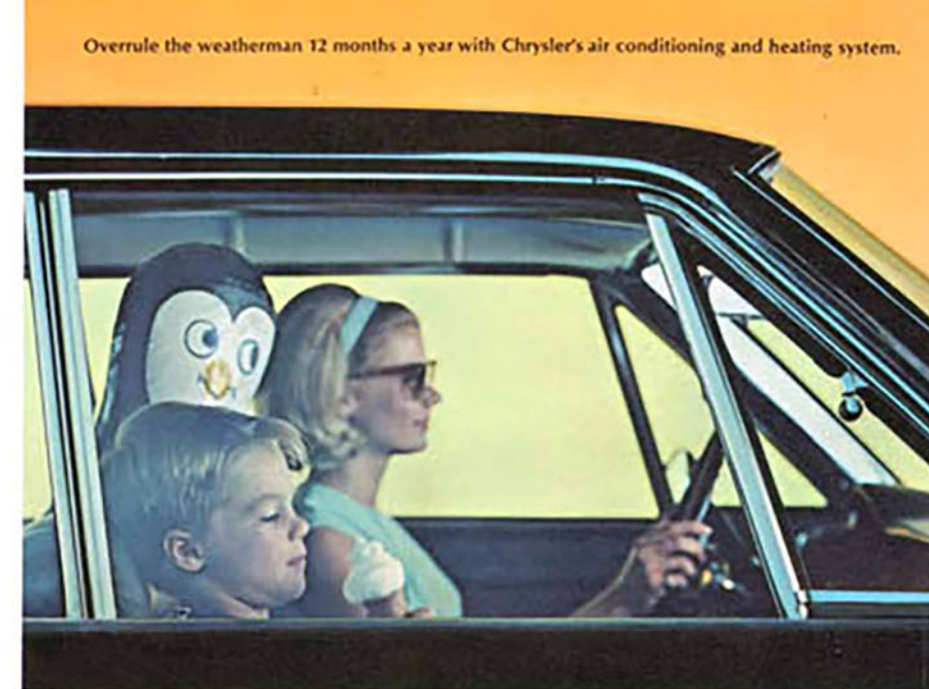
If you take your recreation with you, you can order your Chrysler with special trailer towing equipment that has a load-hauling capacity of up to 5,500 pounds. Makes towing easier on you, and on your Chrysler. And the complete package is surprisingly inexpensive. Your dealer has all the details.

Additional items of Chrysler Personal Equipment are listed below.

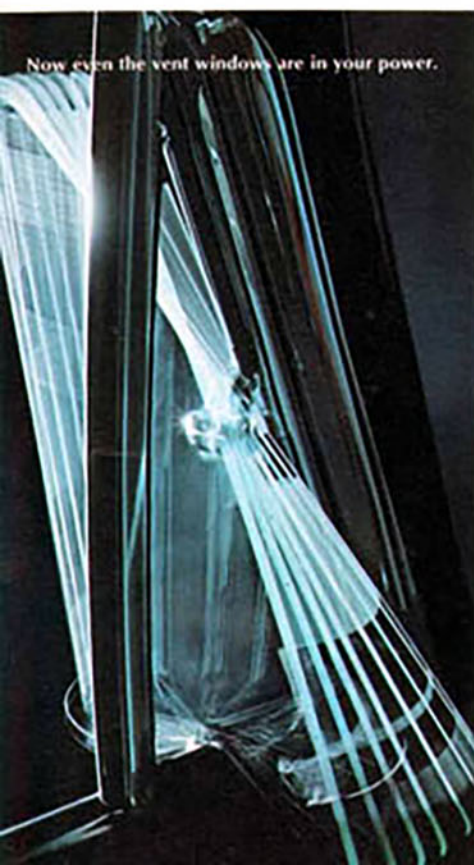
Three radios: new Search-Tune AM radio with bar and foot controls; AM/FM transistorized radio. Golden Tone Pushbutton radio. Rear seat speaker. Rear seat speaker with sound separator. Adjustable head rests. Auto-Pilot. Constant-control power steering. Power brakes. Bucket seats. 6-way power seat (4-way on buckets). Between-seat console with Performance Indicator (Tachometer with 4-speed trans.). Vinyl-covered roof. Dual air conditioning (Wagons). Remote-control left outside mirror. Rear window defogger. Electric clock. Windshield washers. Heat-resistant, tinted windows and windshield, or windshield only. Power radio antenna. Thick foam-rubber front and rear seat cushions. Deluxe steering wheel. Back-up lights. Fender-mounted turn signal indicators. 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. Special exterior trim package (Newport). Front bumper guards with rubber inserts.

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.

Overrule the weatherman 12 months a year with Chrysler's air conditioning and heating system.



A selector lever now controls the slickest 3-speed automatic transmission in the business.



Now even the vent windows are in your power.

Four "clicks", so fast they are one—and all four doors are locked.



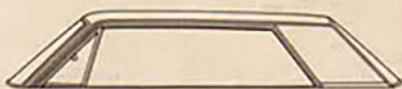
Suit yourself with a steering wheel that has seven different positions.



And there are 7 hats to go with our beautiful new outfit.



2-Door Hardtop—New Yorker series



4-Door Hardtop—Newport, 300 and New Yorker series



4-Door Sedan—Newport series



2-Door Hardtop—Newport, 300 and 300-L series



6-window Town Sedan—Newport and New Yorker series



Convertible—Newport, 300 and 300-L

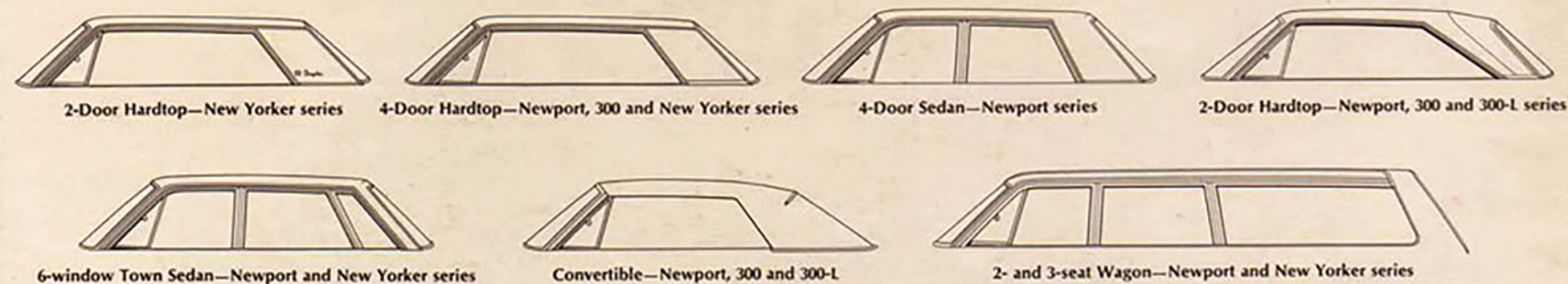


2- and 3-seat Wagon—Newport and New Yorker series

CHRYSLER DIVISION  **CHRYSLER**
MOTORS CORPORATION



And there are 7 hats to go with our beautiful new outfit.



CHRYSLER DIVISION  CHRYSLER
MOTORS CORPORATION



The
most beautiful
Chrysler
ever built

