



The 1962 Imperial LeBaron four-door hardtop features a strikingly new rear-end styling treatment highlighted by gun sight tail lights. The LeBaron also features the distinctive limousine-styled rear window framed by a town car roof canopy, which gives privacy to rear seat passengers.

New Styling, Engineering In Imperial

The 1962 Imperial with new styling and significant engineering improvements recently made its showroom debut.

C. E. Briggs, corporate vice-president and general manager of the Chrysler-Plymouth division, Chrysler Corp., says 1962 changes give emphasis to styling continuity, reliability, and passenger comfort.

"The Imperial for 1962 will retain its traditional 129-inch long wheelbase so important to full-size luxury and comfort in motoring," Briggs said. "Imperial will remain a prestige automobile, offering lux-

ury and performance without compromise."

IMPROVEMENTS include more passenger room in the front compartment, a new more compact and more rugged automatic transmission, new power brakes, sealed front-end lubrication, and a variety of rich and colorful interior fabrics and color schemes.

Power plant for the Imperial is a 413-cubic-inch 340 horsepower V-Eight engine.

Imperial's classic free-standing headlamps introduced last year accent the front area of the car. New nacelle-type free-standing tail lights mounted on each rear fender give styling continuity in the tra-

dition of past gunsight-styling Imperial tail lamps.

Six models are offered in 1962: two-door Southampton hardtops in the Custom and Crown lines; four-door hardtops in the Custom, Crown, and LeBaron lines; and a convertible in the Crown line.

THE LE BARON four-door hardtop offers the distinctive limousine-styled rear window framed by a town car roof canopy, which gives rear seat passengers greater privacy.

Adding a new touch of elegance is a circular hood ornament in the form of a stylized eagle in sculptured metal mounted at the center of the leading edge of the hood.

The hood metal drops down to divide fine-lined horizontal metal work in the newly styled grille. The grille is framed on three sides by wide chrome moldings, and flanked on either side by the twin headlamps. Additional front-compartment

passenger room is the result of introduction of a new, smaller automatic transmission which replaces the previous Torque-Flite transmission in use since 1957. Height and width of the transmission housing at the front seat has been measurably reduced.



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Comet Offers Many Colors

The 1962 Comet will offer greater model selection and significant styling changes as it joins the Mercury family line.

The new model of the compact, now designated the Mercury Comet, has extensive changes in the rear appearance and includes a new Custom series increasing the number of body styles from five to nine.

THE MERCURY name in 1962 encompasses three car lines of the Lincoln-Mercury Division. They are the big-sized Monterey, a new standard-sized car to be called the Meteor which will bow later in the year and the compact Comet.

Styling changes distinguishing the new Comet include a metal applique on the lower rear panel and two circular taillights on each side. In place of last year's high cantilever fins, the new rear fenders are tapered downward.

IN THE front, the car has a new aluminum grille. The familiar side appearance is modified by a full-length molding strip which sweeps low to the rear. A new instrument cluster with easier-to-read instruments and improved illumination are part of the interior styling changes.

Newly developed 2-ply tires are standard equipment on all models. The tires are equivalent in strength to the 4-plys, but run cooler at turnpike speeds, which is a safety factor.

SEVERAL other options and accessories are continued this year, including automatic transmission, tinted glass and air conditioning.

A wider selection of color combinations is available in 1962: 14 exterior colors and 19 two-tone combinations.

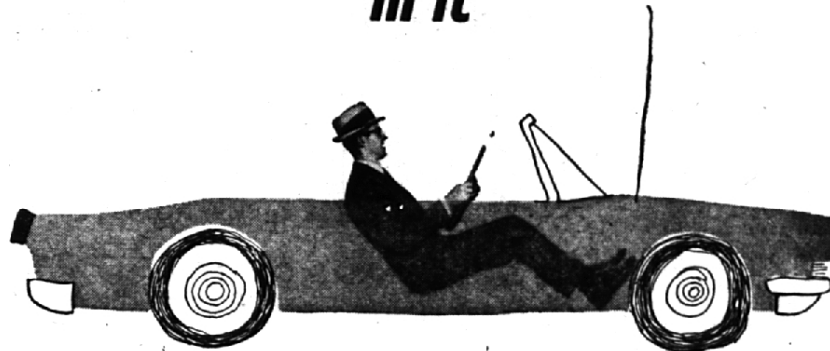
The new Comet Custom series is identified by bright window frames, deluxe interior trim, carpeting, contour front seats, glove box lock and fender name plaques.

ADDITIONALLY, the convenience package, optional on the basic Comet, is standard equipment on the Custom series and includes bright horn ring, deluxe steering wheel, cigar lighter, door-operated interior lights and rear-seat arm rests and ash trays.



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