

# Imperial Retains Styling Continuity

The 1963 Imperial, now on display in a dealer showroom, carries forward a styling continuity with design modifications which, Chrysler Corp. says, further enhance its appeal to luxury car buyers.

It has a new roof structure, new styling treatment in the rear, more interior room for passengers, more luxurious interiors and additional convenience features as standard equipment.

"Imperial continues to be America's biggest car," says C. E. Briggs, vice president Chrysler Corp. and general manager of the Chrysler-Plymouth Division.

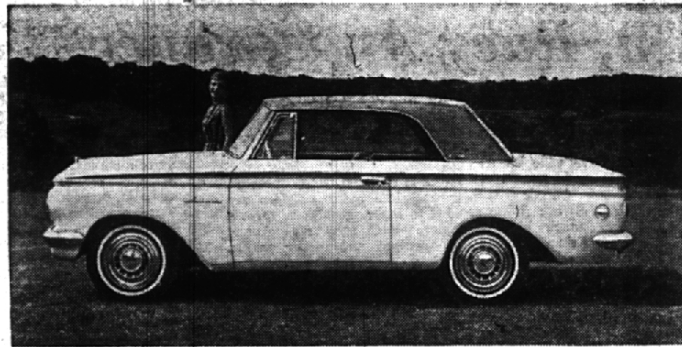
"We are continuing to make Imperial the most carefully built car in the industry.

exclusive manufacturing attention. It has its own separate shop for special coach work, and other facilities set aside for the sole purpose of making it the best car possible."

The 1963 Imperials carry a new warranty for five years or 50,000 miles, whichever comes first, on all major power train components.

This includes all cars sold in the United States and Canada. Imperial is the first of the luxury car class to offer this extended owner protection.

The 1963 model is the seventh in the modern series of Imperial cars which became a separate line in 1957. Like its predecessors, the 1963 version of Chrysler Corp.'s top luxury car has its own exclusive construction.



## Rambler Adds Hardtop

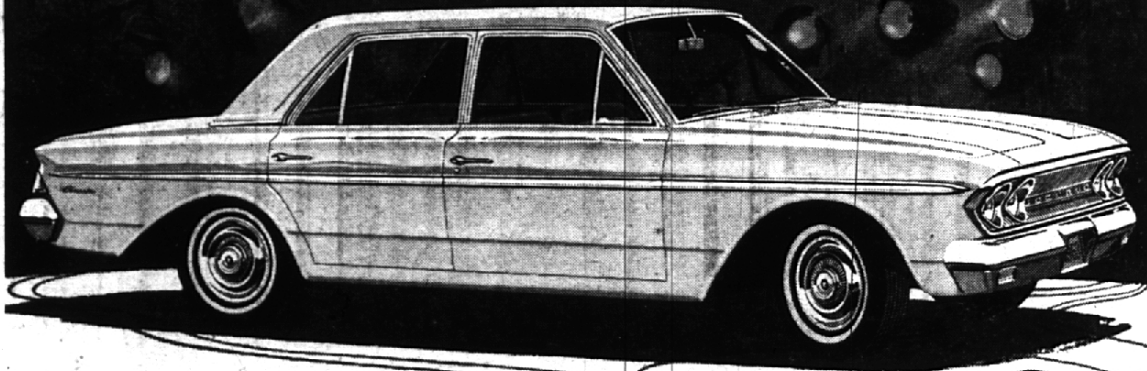
The 1963 compact Rambler American series introduces an all-new hardtop model, in addition to two and four-door sedans, station

wagons and a convertible. Highlighting the hardtop is a new roof panel with wide rear pillars and a large slanted rear window.

"TO THAT END we are giving it

# RAMBLER for '63

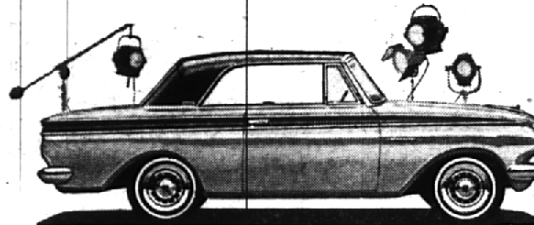
*see the new shape of quality*



**Rambler Classic 6**—The best of both: Big-car room, comfort, performance—plus small-car economy and handling ease—and now with brand-new beauty, the result of Advanced Unit Construction.



**Rambler Ambassador V-8**—New luxury with performance to match. 250-hp engine (270-hp optional) gives even better power-to-weight ratio for exhilarating performance.



**Rambler American 440-H Hardtop**—There's new sports-car spirit in the Rambler American. Reclining bucket seats with sporty console and the new hustle of a 138-hp Six are standard.

### THE MOST VALUE-FILLED RAMBLERS EVER BUILT

**New!** Advanced Unit Construction on Classic and Ambassador features one-piece uniside. More galvanized steel for longer, rust-free life.

**New!** Scena-Ramic curved glass side windows—as in \$6,000 cars! Cut wind noise to a whisper, add new beauty, new feeling of spaciousness!

**New!** Bucket seats, console, and Twin-Stick Floor Shift with Instant Overtake. Sports-car style and spirit. Even better economy. Optional.

**New!** Even easier to park. Looks longer but it isn't. Even sharper turning.

**New!** Tri-Poised Power! Classic and Ambassador engines are cradled in deep rubber at center of gravity for unmatched smoothness.

**New!** 1963 Rambler Classics and Ambassadors are almost 3 inches lower, yet have plenty of room for six 6-footers, with headroom to spare.

SEE ALL THE NEW RAMBLERS AT THE SHOW—SEDANS—WAGONS—HARDTOPS—CONVERTIBLES

• AMERICAN MOTORS—DEDICATED TO EXCELLENCE

SEE THE NEW RAMBLER FOR '63 AT NATIONAL AUTO SHOW