

1970 Imperial





LeBaron Four-Door Hardtop. One of the largest cars made in this country, the archetype for our entire line.

Size was one of our main considerations when we designed the new Imperial. This was a carefully calculated move, in order that we could also make it one of the most spacious and comfortable automobiles made in America.

A man is understandably proud of the things that please him most.



LeBaron Four-Door Hardtop



LeBaron Two-Door Hardtop

To a successful man, pride takes many forms.

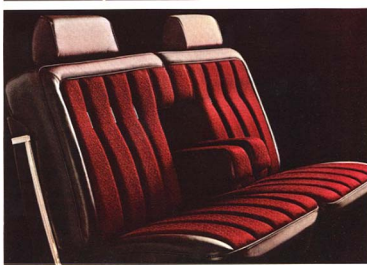


LeBaron Two-Door Hardtop. Look upon it as an unusually comfortable performance car. Every new Imperial comes equipped with a 440 4-bbl. V8 engine. It's the largest power plant ever offered by Chrysler for a production car. And it's all the power you should ever conceivably need in an automobile, from passing in maximum safety to long highway trips.



The LeBaron instrument panel

Standard LeBaron four-Door Hardtop cloth-and-leather 50/50 split bench seat with individual center armrests





The LeBaron interior. Automotive luxury without peer.

The 50/50 split bench front seat is standard for the LeBaron Four-Door Hardtop. It is shown at left in one of 7 optional leather-and-vinyl combinations. Shown above, top to bottom: the built-in foam pillow and Lavalier strap (4-door models), the driver's console with illuminated power controls, and the rear passenger's console with personal glove compartment.

The LeBaron 50/50 split bench front seat in optional leather trimmed with vinyl



A major acquisition is often a family affair.



Crown Four-Door Hardtop. The ride is noticeably different from other luxury cars. Especially at highway speeds.

The reason: Imperial's torsion-bar suspension. It outperforms the traditional coil springs in several ways. It's more stable on the road. With more control. Very important considerations in a car of this size.

Crown Two-Door Hardtop. We don't subscribe to the notion that the least expensive model should be the least desirable.

From concealed headlamps to the carpeted trunk, a complete luxury car. Its lower initial cost is not based upon any tangible economies on our part. The car is offered, rather, as a further choice in our model lineup.



A man is measured by the things he values most.





Crown Four-Door Hardtop cloth-and-vinyl bench seat with integral center armrest

The Crown Imperial. The most obvious difference between it and our most expensive model is price.

One of the pleasant surprises. Price. The Crown is our most affordable Imperial. It's powered by the same massive engine, shares the distinction of being one of the most spacious American production cars, and is built with the same persistent attention to detail as our LeBaron models. If you're ready to buy your first luxury car, our Crown may well be the car for you.

For the benefit of your passengers. We designed the interior of our 1970 Crown Imperial with two goals in mind. Space. And sumptuous comfort. The carpeting is of velvety 100% nylon cut pile. So thick one might be tempted to remove his shoes. And there's the Imperial Crown cloth-and-vinyl front seat. For the Four-Door Hardtop, a five-foot sofa with deep foam padding and pull-down center armrest. And for the Two-Door Hardtop, a split back bench seat with a free-standing center armrest. A fluorinated hydrocarbon finish protects the rich flford cloth upholstery from staining. Individual storage compartments at each door and cigar lighters with ashtrays in the rear doors are extra passenger conveniences.

To personalize your Crown Imperial. A full complement of optional equipment is available to both simplify and enrich your driving experience. You can choose a Boar Grain Vinyl Roof in any one of four colors. Black. White. Champagne. Dark Green. Automatic Speed Control is available; just attain the speed you want and push a button located on the turn signal lever; it will be maintained automatically. It's the closest you can come to an automatic pilot. Along with the Crown Imperial's full complement of standard power equipment (windows, steering, and brakes) you may choose optional power door locks or trunk release. These, and the many other options, are among the smaller touches that make the business of

driving less tedious. You'll find a complete listing of optional equipment on the inside back cover.

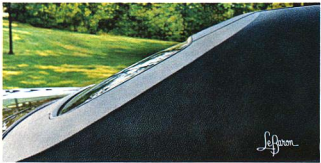
A steering wheel not made for a chauffeur. It was designed to make driving this car a rewarding experience for its owner. An optional Tilt-A-Scope steering wheel adjusts to seven positions in a 30 degree arc. Choose the position that feels comfortable for any driving situation from straight highway driving to frequent city cornering. Standard on all 1970 Crown Imperials is a Steering Column Ignition Lock to deter theft. With the mechanism in lock position, the steering wheel cannot be turned. Another standard convenience is the Rim-Blow steering wheel which lets you sound the horn by applying pressure at any point on the inner circumference of the steering wheel. One further convenience: A warning buzzer which sounds should you forget to remove your key or fail to turn off the headlamps.

Rust has no place on a luxury car. Here's what we do to resist it. Every Imperial body is dipped and sprayed in hot chemicals, rinses, phosphate solutions, conditioning solutions and rust-resistant primers in a 7-step process that no other automobile manufacturer duplicates. We build the Imperial to last. Inside and out.

A word about clean air. Federal regulations to reduce exhaust emission levels have now been enacted. We're meeting those regulations. And going beyond. Heated air inlet systems are standard on the 1970 Imperial engine. This not only improves efficiency but helps ensure driveability in cold weather. Lower compression ratios, a faster acting choke, solenoid distribution retard, and more efficient, specially designed carburetors are also among the improvements on the 1970 Imperial engine.



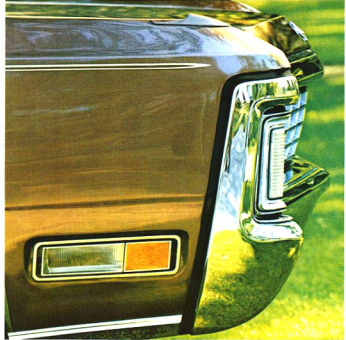
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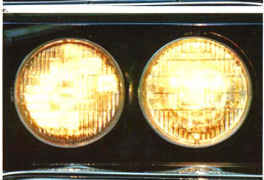
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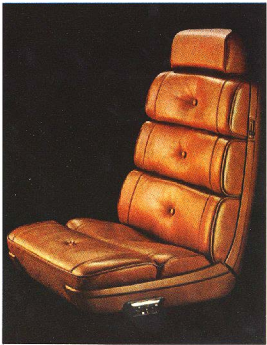
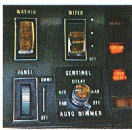
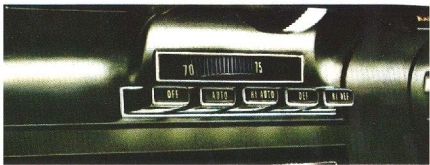
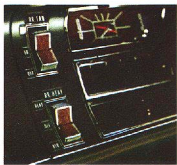
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Standard features. Items that, unless otherwise noted, are part of every Imperial we build.

a. Steering-column ignition lock. Remove the keys from your new Imperial and the steering wheel cannot be turned. Acts as an effective anti-theft device. **b. Lavant grain formal vinyl roof.** Standard on LeBaron models in your choice of six colors: Black, White, Champagne, Dark Green, Dark Blue or Dark Walnut. **c. Rear marker lamp and reflector.** Incorporated into the rear bumper; styled as an integral part of the bumper. **d. Side marker/cornering lamp.** Combined with a reflector, this light illuminates your turn when the turn signal is actuated. Note also, parking lamps blended into front bumper, and the delicate dual point stripe. **e. & f. Concealed headlamps.** None if by day, four if by night. During the day, lights hide behind Imperial's newly-styled grille. At night, electrically-operated doors reveal dual headlamps.



Options. Designed to make Imperial the most convenient car you've ever owned.

a. Rear seat heater-defroster system. Allows rear passengers their own level of comfort. Rear-window defroster included. **b. Dual Auto-Temp air conditioner.** Separate diversified controls for front and rear. Front compartment temperature maintained automatically. **c. AM/TM Stereo Multiplex radio with stereo tape system.** 5 push buttons, 5 speakers. Antenna concealed in windshield. **d. Automatic Speed Control.** Push button in turn signal lever, your speed is held automatically until you accelerate or brake. **e. Safeguard Sentinel with Automatic Headlamp Dimmer.** Set Sentinel, lights stay on up to 2 minutes after you leave, shut off automatically. Also, turns headlamps on and off automatically, at dusk and dawn. **f. Leather bucket seats trimmed with vinyl.** Optional on LeBaron Two-Door in Black, Gold, Dark Green, Light Blue, Saddle or White.

Memorandum on standard and optional equipment, by model. Further specifications and dimensions.

The Imperial LeBaron Four-Door Hardtop

Standard equipment includes: 440 cu. in. V8 — 350 horsepower • Three-speed TorqueFlite automatic transmission • Power steering • Power brakes, self-adjusting front disc and rear drum • Power windows • Cloth-and-leather 50/50 split bench with individual center armrest • Instrument panel gauges: alternator, engine temperature, oil pressure, fuel • Trip odometer • Electric clock • "Reminder" lights for: "Fasten Seat Belts," "Lock Doors," "Brakes" and "Hi Beam" • Sentry Signal for checking gauges • Lane-change feature incorporated into turn signal indicator • Courtesy lights • Rear reading lamps • Instrument panel map light • Driver-door console light • Ignition switch light with time-delay • Dual concealed headlamps with electrically operated doors • Rear back-up lights • Front parking lights • Fender-mounted front turn signals • Front side marker and cornering lamps and reflectors • Rear side marker lamps and reflectors • 100% nylon cut-pile carpeting • Vinyl headlining • Vinyl-covered rear pillar pillows • Self-storing rear pillar lavalliere straps • Wood-textured vinyl appliques on doors, clock, glove box • Storage compartments in both doors • Four cigar lighters • Coat hooks • Rim-Blow steering wheel with padded center • Vanity mirror • Retractable deluxe lap belts • Two front shoulder belts • Vinyl-covered roof, choice of six colors • Formal rear window • Concealed 3-speed windshield wipers, electrically operated washers • Fresh air heater/defroster • Inside hood release • Undercoating and hood silencer pad • Carpeted trunk • 12-volt 70 amp/hr. battery • Day/Nite inside rearview mirror • Remote-control exterior left sideview mirror • Solid-state voltage regulator • Fiberglass-belted tires • Front seat head restraints.

Optional equipment includes: Six-way power seating • Electric door locks • Electric vent windows • Automatic Speed Control • Tilt-A-Scope steering wheel • Rear heater/defroster system (not available with dual air conditioning) • Auto-Temp air conditioner with automatic temperature control • Dual Auto-Temp air conditioning (front and rear) • Airtemp air conditioner (single or dual) • Tinted glass for all windows or for windshield only • Safeguard Sentinel lighting • Automatic headlight dimmer • AM/FM Stereo Multi-

plex Radio/Tape system (5 speakers and concealed antenna in windshield) • AM/FM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield, floor-mounted tuning button included) • AM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield, floor-mounted tuning button included) • Power trunk lid release • Sure-Grip differential • Rear window defogger • Leather upholstery trimmed in vinyl • Trailer-towing package • Dual stripe whitewall fiberglass belted tires

The Imperial LeBaron Two-Door Hardtop

Standard equipment includes: 440 cu. in. V8 — 330 horsepower • Three-speed TorqueFlite automatic transmission • Power steering • Power brakes, self-adjusting front disc and rear drum • Power windows • Cloth-and-leather split-back bench seats with free-standing center armrest up front, pull-down center armrest in rear • Instrument panel with gauges for alternator, engine temperature, oil pressure, fuel • Trip odometer • Electric clock • "Reminder" lights for: "Fasten Seat Belts," "Lock Doors," "Brakes" and "Hi Beam" • Sentry Signal for checking gauges • Lane-change feature incorporated into turn signal indicator • Courtesy lights • 2 reading lamps • Instrument panel map light • Driver-door console light • Glove compartment light • Ignition switch light with time-delay • Dual concealed headlamps with electrically operated doors • Rear back-up lights • Front parking lights • Fender-mounted front turn signals • Front side marker and cornering lamps and reflectors • Rear side marker lamps and reflectors • 100% nylon cut-pile carpeting • Vinyl headlining • Wood-textured vinyl appliques on doors, clock, glove box • Storage compartments in both doors • Four cigar lighters • Coat hooks • Rim-Blow steering wheel with padded center • Vanity mirror • Vinyl-covered roof, choice of six colors • Formal rear window • Concealed 3-speed wipers, electrically-operated washers • Fresh air heater/defroster • Inside hood release • Undercoating and hood silencer pad • Carpeted trunk • 12-volt 70 amp/hr. battery • Solid-state voltage regulator • Day/Nite inside rearview mirror • Remote-control exterior left sideview mirror • Door push-button locks positioned for more convenience • Fiberglass-belted tires • Front seat head restraints.

Optional equipment includes: Vinyl-trimmed leather bucket seating with six-way power adjuster and passenger recliner (includes folding center armrest) • Automatic doorway entrance enlarger, standard with optional leather power bucket seats (Seat slides forward automatically when seat back is tipped forward, allowing greater ease of entry) • Six-way power (or bench) seating • Electric door locks • Tilt-A-Scope steering wheel • Rear heater/defroster system (not available with dual air conditioning) • Auto-Temp air conditioner with automatic temperature control • Dual Auto-Temp air conditioning (front and rear) • Airtemp air conditioner (single or dual) • Tinted glass for all windows or for windshield only • Automatic Speed Control • Safeguard Sentinel lighting • Automatic headlight dimmer • AM/FM Stereo Multiplex radio with stereo tape (5 speakers and concealed antenna in windshield) • AM/FM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield and floor-mounted tuning button included) • AM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield, floor-mounted tuning button included) • Power trunk lid release • Sure-Grip differential • Rear window defogger • Trailer-towing package • Dual stripe whitewall fiberglass-belted tires

Crown Imperial Two- and Four-Door Hardtops

Standard equipment includes: 440 cu. in. V8 — 350 horsepower • Three-speed TorqueFlite automatic transmission • Power steering • Power brakes, self-adjusting front disc and rear drum • Power windows • Cloth-and-vinyl front bench seats with pull-down center armrest • Instrument panel with gauges for alternator, engine temperature, oil pressure, fuel • Trip odometer • Electric clock • "Reminder" lights for: "Fasten Seat Belts," "Lock Doors," "Brakes" and "Hi Beam" • Sentry Signal for checking gauges • Lane-change feature incorporated into turn signal indicator • Courtesy lights • Dome lamp • Map light • Glove compartment light • Ignition switch light with time-delay • Dual concealed headlamps with electrically operated doors • Rear back-up lights • Front parking lights • Fender-mounted front turn signals • Front side marker and cornering lamps.

and reflectors • Rear side marker lamps and reflectors • 100% nylon cut-pile carpeting • Vinyl headlining • Wood-textured vinyl appliques on doors, clock, glove box • Storage compartments in all doors • Coat hooks • Rim-Blow steering wheel with padded center • Four cigar lighters • Vanity mirror • Concealed 3-speed wipers, electrically operated washers • Fresh air heater/defroster • Inside hood release • Undercoating and hood silencer pad • 12-volt 70 amp/hr. battery • Solid-state voltage regulator • Day/Nite inside rearview mirror • Remote-control exterior left sideview mirror • Fiberglass-belted tires • Front seat head restraints

Optional equipment includes: Six-way power seating • Electric door locks • Electric vent windows (Four-Door Hardtop only) • Vinyl roof, choice of 4 colors • Automatic Speed Control • Tilt-A-Scope steering wheel • Rear heater/defroster system (not available with dual air conditioning) • Auto-Temp air conditioner with automatic temperature control • Dual Auto-Temp air conditioning (front and rear) • Air-temp air conditioner (single or dual) • Tinted glass for all windows or for windshield only • Safeguard Sentinel lighting • Automatic headlight dimmer • AM/FM Stereo Multiplex radio with stereo tape (5 speakers and concealed antenna in windshield) • AM/FM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield and floor-mounted tuning button included) • AM Golden Touch Tuner radio (speakers, front and rear, concealed antenna in windshield and floor-mounted tuning button included) • Power trunk lid release • Sure-Grip differential • Rear window defogger • Trailer-towing package • Dual stripe whitewall fiberglass-belted tires

Standard safety features on all 1970

Imperial models:

Dual braking system with warning light • Energy-absorbing steering column • Recessed-center steering wheel • Padded instrument panel • Padded sun visors • Safety-Action inside door handles • Interlocking safety door latches • Non-override door lock • Inside Day/Nite mirror with Safety-Action arm • Remote-control outside mirror, left • Three-speed electric windshield wipers and washers • Energy-absorbing

front seat backs • Lap belts, three pairs in front and in rear • Front shoulder belts (two) • Sentry Signal master gauge that monitors other gauges • Vehicle side markers (lights and reflectors, front and back) • Road-side Warning flashers • Locking seat back-latches (on bucket and split-back bench seats) • Back-up lights • Safety-Rim wheels • Power window safety lockout • Head restraints on all front seats • Windshield defogging and defrosting • Secondary hood latch system • Safety-designed fuel tank • "Headlights-On" warning signal • Rim-Blow steering wheel • Lockable steering column with warning buzzer

Additional information:

The Imperial engine. Overhead valve 90 degree V8. Displacement: 440 cubic inches. Compression ratio: 9.7 to 1. Horsepower: 350 @ 4400 rpm. Transmission: three-speed TorqueFlite automatic.

Brakes. Disc type up front, standard. Large swept lining area. Exceptional resistance to brake fade. Self-adjusting with power. Better cooling for improved stopping. Require no adjustment during life of the lining. Drum type in back, standard. Heavy-duty with large bonded brake linings, self-adjusting. Standard power feature reduces braking effort up to 50%.

Interior dimensions for LeBaron Four-Door Hardtop. Front head room: 38.3 inches. Rear head room: 37.2 inches. Front leg room: 41.9 inches. Rear leg room: 41.2 inches. Front shoulder room: 62.7 inches. Rear shoulder room: 62.7 inches (Note: Dimensions vary slightly for Crown models.)

Imperial exterior dimensions. Overall length: 229.7 inches. Wheelbase: 127 inches. Height: 55.7 inches. Width: 29.1 inches

Imperial's torsion-bar suspension. An American luxury car first: Torsion bars with independent front wheel suspension up front, and rubber isolated leaf-type springs in the rear.

Vinyl top choices:

Standard on LeBaron • Black • White • Champagne • Dark Green • Dark Blue • Dark Walnut

Optional on Crown • Black • White • Champagne • Dark Green



All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

To keep your Imperial in top condition, have it serviced by the man who knows it best—your Imperial Dealer.

