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CHRYSLER

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FIFTH AVENUE

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Fifth Avenue remembers what fine car buyers demand!

For decades the Chrysler name has been synonymous with luxury and refinement in cars. And in recent years that image has been revitalized, reinforced with Chrysler's new determination that nothing short of the best is good enough—in engineering, in manufacturing quality, in customer satisfaction, and in realistic value.

1987 Chrysler Fifth Avenue exemplifies all this.

Wherever you look, outside, inside, or under the hood—Chrysler Fifth Avenue is endowed with fine car characteristics.

Chrysler Fifth Avenue looks like a luxurious motor car. From the formal grille to the padded Landau roof and limousine-styled rear window and rear deck, you are face-to-face with a classic. Inside, the impression persists. Air conditioning has automatic temperature control. There's pillow-style upholstery in premium velour cloth. There's deep-pile carpeting, assist handles for rear seat passengers, and courtesy lighting in front footwells. There are

power windows. Plus V-8 engine power with automatic transmission, power steering and power brakes. All these are Chrysler Fifth Avenue standard features.

Not all Chrysler Fifth Avenue's worth is visible. Take its unitized

These traits are backed with the confidence of Chrysler's 5-year/80,000-kilometre powertrain and anti-corrosion warranties. Your Chrysler Canada dealer can provide more details.



▲ Nothing says luxury like optional Corinthian leather. Soft, supple, and suggestive of a car thousands of dollars more expensive than Chrysler Fifth Avenue.

About this catalog. Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details before ordering.



construction, add extensive use of galvanized and other zinc-coated steel for many body panels, and you have the basics of long-lasting inner beauty. Along with this, urethane lower bodyside stone-chip protection and a brilliant clear or pearl coat acrylic enamel finish adds longevity of Fifth Avenue's elegant finish.

▲ Optional Corinthian leather also enhances comfort for rear seat passengers. Entrance and exiting is made easier with standard courtesy lights, and assist handles.

FIFTH AVENUE



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Designed in Elegance, Comfort and Performance



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Tufted, pliable velour in four elegant shades brings luxury into every standard-equipped Fifth Avenue. Of course, the rest of the interior is in perfect harmony.

The concept of luxury in a motor-car has long had associations of inner space, refinement of appointments, remarkable comfort, easy handling, and smooth, responsive engine power. Chrysler Fifth Avenue's qualities are fully in keeping with this. Six people are conveyed in people-oriented comfort.

The 60/40 split-bench style front seating is designed for maximum convenience as well as being shaped for optimum support with pillow softness. Head restraints accommodate driver and front seat passenger. A folding centre armrest and a passenger-side seat-back recliner add to the comforts of Fifth Avenue's interior. And upholstery in supple Corinthian leather is an available option.

You're in control, too. Torsion-bar front suspension results in a smooth controlled ride. Power steering and power front disc brakes make handling and stopping surer and safer. With V-8 power, Chrysler Fifth Avenue fulfills the traditional expectations

of impressive quiet performance.

Chrysler Fifth Avenue is all you've heard about ... and more. Take the time for a test drive at a Chrysler Canada dealer. That's the real proof.



▲
Woodtone instrument panel accents highlight Fifth Avenue's clearly legible instrumentation. Controls are located for ease of operation.

FIFTH AVENUE



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Options to
enhance the
pleasure of
owning a
Fifth Avenue



Power Glass Sun Roof. Just touch a switch and the glass roof panel opens to let in sunshine and fresh air. Touch

again and the block-out sun panel closes securely.



Illuminated Vanity Mirror. Mounted on the passenger-side sun visor, its lighting comes on automatically when the cover is lifted, with two intensity settings available.



Ultimate Sound AM-stereo/FM-stereo radio gives concert hall clarity. Features include a cassette player with Dynamic Noise Reduction*, scan capabilities, 5-channel Graphic Equalizer and joystick speaker control.
*Registered trademark



Tilt Steering Wheel lets you slip in and out of the driver's seat more easily. Adjusts to six positions to suit your own driving comfort.



Automatic Speed Control is conveniently placed on the standard multifunction control lever. You set your speed on the highway, then cruise without the need to nurse the accelerator. Disengages instantly when you touch the brake. Minimizes fatigue and is an effective fuel-saver on long trips.



Power Door Locks provide security and convenience.

FIFTH AVENUE

Chrysler's vow "to be the best" aims to fulfill your highest expectations

Over the last decade the Canadian love of the automobile has developed into a much more mature affair. As consumers, we are more critical and more specific in our demands. Blind infatuation has been replaced with a cooler assessment of how a particular car will satisfy our needs, and complement our lifestyles.



Chrysler's vow "to be the best" has its origins in this new, more objective, regard for the motor car. Only through a commitment to producing consistent

quality, then backing it with first-class service, can we hope to earn and keep car buyers' respect and loyalty.

At Chrysler we believe we have demonstrated a more ready willingness to adapt to new ways, and meet the challenges of the new marketplace, and are better qualified than our competitors to understand and satisfy the needs of today's car buyers.



Recent years have witnessed wholesale refurbishing and outfitting of Chrysler manufacturing plants. A case in point is in Windsor, Ontario, where Chrysler Canada operates one of the most modern automotive assembly plants in the world, producing the revolutionary Plymouth Voyager and Dodge Caravan. The facility employs the latest state-of-the-art technology, including robotics and automated processes. In-line sequencing, laser-technology, mini-computers and automatic weld-fault

monitoring are just some of the advanced techniques utilized to ensure that the vehicle is built carefully and built well.



But even before assembly begins we have taken firm steps to assure that what goes into each vehicle will stand the test of owner expectations. Our Supplier Rating System measures all suppliers on quality, delivery, price and technology.



None of our goals would be possible without a corresponding dedication on the part of the people who design and build our cars. To assist

and support their drive for excellence we've set up quality training programs that make quality an operational ingredient of every job. Under our new Quality Improvement Process, no defect is acceptable in any product or in the way we perform.

From this marriage of plants, parts and people has come some truly remarkable developments that mean ever greater satisfaction with the purchase of a Chrysler-built car. Some notable examples:

Built-in Durability. Extensive use of galvanized, galvanized, zincrometal and zinc plated steels is a major weapon in Chrysler's continuing drive to eliminate corrosion and rust.

Stainless Steel Exhaust. Standard equipment on all our 1987 Chrysler-built cars.

The results of this continuing quest for quality are perhaps best evidenced in the confidence we show in backing Chrysler-built cars and trucks with 5-year/80,000-kilometre limited warranties covering powertrains and anti-corrosion. Your dealer can give you more details.



But we need to go even further. We are committed to fulfilling highest expectations. "To Be the Best" is a promise we intend to keep.

Chrysler Fifth Avenue Selected Standard and Optional Features	
AIR CONDITIONING—Automatic temperature control, Bi-level	S
ALTERNATOR—78 amp.	S
BATTERY—500 amp., Maintenance-Free (400 amp. standard)	O
BRAKES—Power front disc, drum rear	S
BUMPER—Protective rub strips, front and rear guards	S
CORROSION PROTECTION—Extensive use of galvanized steel; lower bodyside urethane stone chip-resistant coating; front fender plastic liners. (Backed by Chrysler's Anti-Corrosion Limited Warranty)	S
DEFROSTER—Rear window, electric	S
ENGINE BLOCK HEATER; FLOOR MATS—Front and rear, long pile plush	O
GLASS—Tinted; HALOGEN HEADLAMPS	S
HOOD RELEASE—Inside	S
INSULATION—Special sound-deadening package and hood pad	S
LIGHTS—Cornering; Door and Instrument Panel Courtesy; Map Reading; Trunk Illuminated entry system; Opera, electroluminescent	O
Warning, for low fuel, engine temp., alternator	S
MIRRORS—Dual, outside, remote, bright with body colour	S
Illuminated, passenger side vanity	O
PACKAGES—Luxury Equipment; Two Tone Paint	O
PAINT—Clear Coat Acrylic Finish	S
POWER ASSISTS—Antenna, deck lid release, door locks and seats	O
Steering, Windows	S
RADIO—Electronically-tuned with digital readout and clock	S
AM	S
AM stereo/FM stereo, 4 speakers	O
Premium AM stereo/FM stereo, electronically-tuned, seek/scan, cassette with auto reverse, DNR**, 4 speakers	O
"Ultimate Sound System" AM Stereo and FM Stereo electronically tuned with memory scan, up-and-down scan and Dynamic Noise Reduction,** cassette type player with auto reverse, metal tape capabilities, 5-Band Graphic Equalizer, Ambience control, "Joystick" balance/fader control, 4 speakers	O
RADIO SPEAKER PACKAGE—Premium, includes rear amplifier and co-axial speakers	O
SEATS—60/40, with passenger recliner, cloth	S
60/40, with passenger recliner, leather	O
SPARE TIRE—Conventional (matching)	O
SPEED CONTROL, AUTOMATIC	O
STEERING COLUMN—Tilt	O
STEERING WHEEL—Leather-wrapped	O
SUN ROOF—Glass, power-operated	O
SUSPENSION—Front Transverse Torsion Bar, Rear Leaf Spring	S
Heavy Duty	O
TIRES—P205/75 R15, SBR, WWSW, All-Season	S
TRIP ODOMETER	S
UNDERCOATING	O
VINYL ROOF—Padded Landau	S
WHEEL DRESS-UP—Wire wheel covers, Cast aluminum road wheels	O
WINDSHIELD WIPERS—Variable delay, intermittent wipe	O

S—Standard equipment O—Optional equipment at extra cost SBR—Steel-belted radial WWSW—Wide white side walls
 **Dynamic Noise Reduction (DNR) is a trademark of National Semiconductor Corporation

This catalog does not list all standard and optional equipment items, and some options are subject to availability restrictions. See your dealer for complete details.

Dimensions, Weights and Capacities	Four-Door Sedan	
	millimetres	inches
Wheelbase	2863	112.7
Overall Length (a)	5251	206.7
Overall Width	1840	72.4
Overall Height (b)	1405	55.3
Turning Diameter—metres (feet)	12.4 (40.7)	
Curb Weight—kilograms (pounds)	1698 (3744)	
Usable Luggage Capacity—litres (cu. ft.)	442 (15.6)	
Passenger Capacity—(with standard bench seat)	6	
Fuel Capacity—litres (Imp. gal.)	68 (15.0)	

Engine and Transmission	5.2-litre (318 cu. in.)
Availability	Standard
Type	V-8
Carburetor	2-Barrel
Net Power—kW (bhp) @ RPM	112 (150) @ 4000
Net Torque—N·m (lb-ft) @ RPM	359 (265) @ 2400
Exhaust System	Stainless Steel—For Extended Life
Transmission—3-Speed Automatic	Standard
Axle Ratio	2.20

(a) Includes bumper guards (b) Based on 5-passenger load, base engine and standard tires

TRAILER TOWING: Ask your dealer for Chrysler Canada's special brochure.



5/80

BEST BUILT, BEST BACKED

NORTH AMERICAN CARS AND TRUCKS*

*Based on an average of owner reported problems for 1986 cars and trucks designed and built in North America and purchased during October–November 1985.

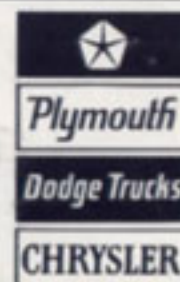
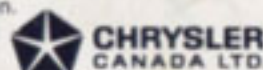
Mopar Autopar

Quality... Value...
 Performance Proven
 There is no substitute!

Chrysler genuine parts are marketed under the brand names of Mopar and Autopar. These parts are approved by the same Chrysler engineers who designed your Chrysler vehicle. Mopar and Autopar parts meet all stringent Chrysler specifications . . . they are PARTS YOU CAN TRUST.



All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional at extra cost. Chrysler Canada Ltd. reserves the right to make changes from time to time, without notice or obligation, in prices, standard and optional equipment listed, specifications, colours and materials, and to change or discontinue models. Certain models, packages and options are subject to specific requirements and restrictions. Ask your dealer for the latest information.



**We've got
 Chrysler
 LeaseAbility**

. . . which means any Chrysler, Dodge or Plymouth car can be leased from your local Chrysler Dealer...the Leasing Professional.