



Chrysler Announces

**THE NEW
100-MILLION-DOLLAR LOOK**

Americas Most Smartly Different Car!



THE NEWPORT



THE 4-DOOR SEDAN

Chrysler Windsor
DeLuxe



Chrysler New Yorker
DeLuxe



THE TOWN & COUNTRY WAGON



THE NEWPORT



THE NASSAU



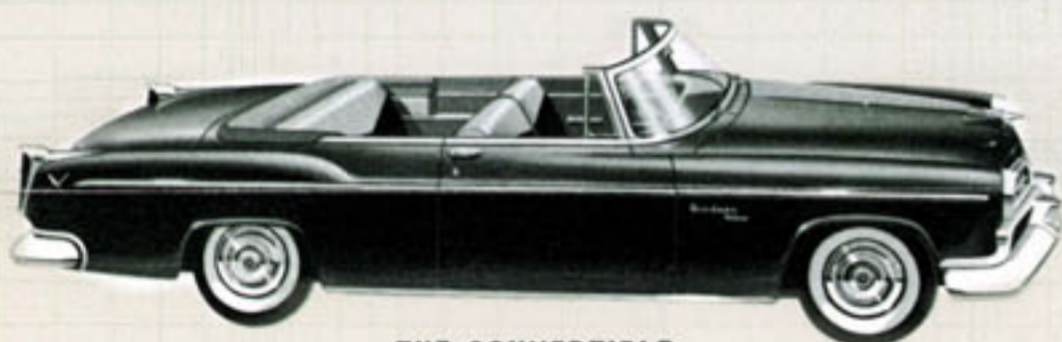
THE TOWN & COUNTRY WAGON



THE 4-DOOR SEDAN



THE ST. REGIS



THE CONVERTIBLE



THE CONVERTIBLE

The IMPERIAL



THE NEWPORT



THE 4-DOOR SEDAN

For the 1955 Models, Chrysler designers, engineers, and stylists have created a bold new concept of design that has style, beauty, symmetry and grace, an inherent sense of balance, and a feeling of motion that gives the cars a distinctive and smart appearance quite unlike any other cars on the market today.

These smart new cars are all-new—entirely and completely new, from the front grille to the rear-deck design. And also, they are

completely new inside the car. Actually, every part of the car, both inside and out, is new in design from an appearance standpoint, which makes the 1955 Chrysler the newest motor car design to be introduced in recent years.

Instead of the square, boxy lines of other cars, the long, low, sweeping silhouette of the new Chrysler design has gracefully flowing curves on the hood and front fender lines; the roof and

window lines; and the rear deck and rear fender design. It is a symphony of graceful, flowing lines that creates a new style design of incomparable charm and eye-appeal.

Rightly termed, "America's Most Smartly Different Car," the Chrysler Line for 1955 includes four Models and fourteen different body styles. The four Models are the Windsor Deluxe; the New Yorker Deluxe; the Imperial; and the Crown Imperial.

The Windsor Deluxe is powered by a great, new V-8 engine of 185 horsepower. And the New Yorker Deluxe and the Imperials, have the famous Chrysler FirePower V-8 engine of 250 horsepower.

In this folder are illustrated the fourteen smart, new Body Styles, and on the back page are brief Specifications. And, we would like to suggest that, before you buy *any* car, you *drive* Chrysler—America's Most Smartly Different Car.

Specifications

BODY STYLES—Chrysler Windsor Deluxe . . . Four door Sedan, Nassau (Hardtop), Convertible Coupe, Newport (Hardtop) and Town & Country Wagon; New Yorker Deluxe . . . Four Door Sedan, Newport (Hardtop), Convertible Coupe, Town & Country Wagon, St. Regis (Hardtop); Imperial . . . Four Door Sedan, Newport; Crown Imperial . . . 8 Passenger Sedan, Limousine.

ENGINES—Chrysler Windsor Deluxe . . . Spitfire 90° V-8 Overhead lateral valves, Bore and Stroke 3.63 in. x 3.63 in.; compression ratio 8.0 to 1.; displacement 300.5 cu. in.; Brake Horsepower 188 at 4400 r.p.m.; Torque 275 ft. lbs. at 2400 r.p.m.; Chrysler New Yorker Deluxe and Imperials . . . Firepower 90° V-8 Overhead laterally inclined valves; Bore and Stroke 3.81 in. x 3.63 in.; Compression ratio 8.5 to 1; displacement 331.1 cu. in.; Brake Horsepower 250 at 4600 r.p.m.; Torque 340 ft. lbs. at 2800 r.p.m.

ENGINEERING FEATURES—Chrysler Windsor Deluxe . . . Staggered inclined Polyspherical combustion chamber, overhead lateral valves with Amola Steel Springs (Chrysler New Yorker Deluxe and Imperials . . . Hemispherical combustion chamber overhead laterally inclined valves with Amola Steel Springs.) Cast iron Cylinder head; Aluminum Alloy Pistons, steel band slipper type, cam ground tin-plated finish; 3 iron piston rings (2 compression rings tin coated); high manganese forging steel connecting rods with babbitt on steel precision bearings; drop forged steel crankshaft with dynamic torsional vibration damper; integrally cast cams and distributor and oil pump drive gear on camshaft, chain driven; silicon-chromium steel intake and exhaust valves with alloy cast iron exhaust seat inserts.

FUEL AND LUBRICATION SYSTEM—Down draft carburetor (dual on Chrysler Windsor Deluxe and four barrel on Chrysler New Yorker Deluxe and the Imperial). Integral automatic choke; Venturi vacuum controlled secondary draft system on Fire-Power 250 HP with automatic lock-out of secondary system during choking and warm-up period. Automatic intake manifold heat control; mechanical fuel pump; Full-pressure lubrication to all moving parts; full-flow oil filter; oil bath air cleaner; Oilite fuel filter in gas tank. Gas tank filler cap on right fender. Gas tank capacity 20 gals.—all models and body styles (except Town & Country Wagons—18.5 gals.) Crankcase capacity: 5 qts.

COOLING SYSTEM—Thermostatic by-pass temp. control. 6 blade Fan Windsor Deluxe, 4 Blade Fan New Yorker Deluxe and Imperial. Full length water-jacket cooling. Capacity Windsor Deluxe 24 qts., New Yorker Deluxe and the Imperials 25 qts.

ELECTRICAL SYSTEM—Chrysler Windsor Deluxe . . . 45 Amp. Generator. 19 plate 6 volt battery, 120 amp. hr. capacity. 14mm Resistor spark plugs. Chrysler New Yorker Deluxe . . . 45 amp. Generator. 19 plate 135 amp. hr. 6 volt battery. 14mm "Long-Reach" Resistor spark plugs. Imperial . . . 50 amp. Generator. 19 plate 135 amp. hr. 6 volt battery, 14mm "Long-Reach" Resistor spark plugs. Crown Imperial . . . 25 amp. Generator. 13 plate 65 amp. hr. 12 volt battery. 14mm "Long-Reach" Resistor spark plugs.

CHASSIS—Anti-Roll front suspension, unsurpassed road-hugging feel due to highest "roll center" in the industry; solid-feel ride; improved spring mountings with wider apart parallel mounted rear springs. Rugged, deeper and wider box-section frame side rails extending from front to rear; stronger front cross member, additional new body mounts; stronger rear shock absorber cross member. Independent front wheel suspension with Amola steel coil springs and new longer stroke Oriflow shock absorbers mounted within coil springs with upper end attached to frame. Four rubber limit bumpers; rubber bushed torsion rod stabilizer. Semi-elliptic rear springs with grooved and tapered leaves. Straddle mounted rear Oriflow Shock Absorbers.

STEERING—Manual symmetrical idler arm steering linkage with three tooth roller gear. Full-Time coaxial power steering standard on the Imperials—available on all the Chryslers (with PowerFlite) at extra cost.

BRAKES—Chrysler Safe-Guard Hydraulic Brakes, 12 in. in diameter internal expanding. Easi-Lock independent Parking Brake located on drive shaft. Parking Brake handle mounted on instrument panel. Power Brakes standard on

Chrysler Windsor Deluxe Town & Country Wagon, on the Chrysler New Yorker Deluxes, and on the Imperial. Available at extra cost on other Chrysler Windsor Deluxe Body Styles. Chrysler disc brakes standard on Crown Imperial.

TRANSMISSION—Manual shift transmission, three forward and one reverse speed; Helical, syncro-Mesh gears, standard on Chrysler Windsor Deluxe. PowerFlite . . . Fully automatic torque converter with two speed planetary gear set (available at extra cost on Chrysler Windsor Deluxe) standard on Chrysler New Yorker Deluxe and on the Imperials. Torque converter and planetary gear break-away ratio 4.47 to 1. Upshift from 15 to 65 m.p.h.; automatic downshift at 11 m.p.h.; instantaneous passing gear. Finger tip PowerFlite Range Selector shift lever located on instrument panel.

DRIVE—Hotchkiss type, through rear springs. Hypoid rear axle.

REAR AXLE RATIOS—Chrysler Windsor Deluxe with standard transmission, 3.73; with PowerFlite, 3.54. Town & Country Wagon, with standard transmission, 3.91; with PowerFlite 3.54. Chrysler New Yorker 3.36. The Imperial 3.54 (3.36 optional). The Crown Imperial 3.54.

WHEELS AND TIRES—Safety-Rim Wheels all models. Stainless steel wheel covers. Tubeless tires (tires with inner tubes will be used with chrome wire wheels.) Tire sizes: Chrysler Windsor Deluxe . . . 7.60 x 15-4 ply; Chrysler New Yorker Deluxe . . . 8.00 x 15-4 ply; the Imperial . . . 8.20 x 15-4 ply white sidewall; the Crown Imperial . . . 8.90 x 15-6 ply white sidewall.

WHEELBASE—The Chryslers—Windsor Deluxe and New Yorker Deluxe—126.0" The Imperial—130.0"; the Crown Imperial—149.5".

OVER-ALL LENGTH, WIDTH AND HEIGHT—four door sedan—loaded . . . Chrysler Windsor Deluxe . . . 218.6 in., 79.1 in., 60.6 in. Chrysler New Yorker Deluxe 218.8 in., 79.1 in., 60.9 in. The Imperial 223.0 in., 79.1 in., 61.2 in. The Crown Imperial 242.5 in. (length).

TREAD—The Chrysler—Windsor Deluxe and New Yorker Deluxe—front 60.2 in., rear 59.6 in. The Imperial—front 61.0 in., rear 60.4 in. The Crown Imperial—front 61.7 in., rear 60.8 in.

WIRE WHEELS—Available on all body styles at extra cost (tires with inner tubes will be used with wire wheels).

WINDOW LIFTS, ELECTRIC—Available on doors and quarter windows all body styles. Standard on the Imperials.

SOLEX GLASS—Heat resisting and glare reducing. Available on all body styles at extra cost.

AIR CONDITIONING—Available all models at extra cost. Not available on Town & Country Wagons or Convertible Coupes.

SAFETY ACCESSORY GROUP—Available on Chrysler Windsor Deluxe at extra cost. Standard on Chrysler New Yorker Deluxe and on the Imperial. Includes: Back-up Lights, Luggage Compartment Light; Glove Box Light; Hand Brake Flasher; Automatic Rear Door Dome Light Switch; Safety Cushion Dash Panel.

CUSTOM ACCESSORY GROUP—Available on the Chryslers at extra cost. Standard on the Imperials. Includes: Windshield Washer; Custom Steering Wheel; One Outside Rear View Mirror on Left Side; Exhaust Pipe Deflector (not available on Town & Country Wagons); Two Deflectors on New Yorker Deluxe.

REAR SEAT CENTER ARM REST—Available on the Chrysler Windsor Deluxe at extra cost. Standard on the Chrysler New Yorker Deluxe and on the Imperials. (Front seat center arm rest standard and available only on the Imperial four door sedan).

CLOCK, ELECTRIC—Available on Chrysler Windsor Deluxe at extra cost. Standard on Chrysler New Yorker Deluxe and on the Imperials.

HEATER—Custom conditioner air heater—available at extra cost on all models. Standard on Crown Imperial.

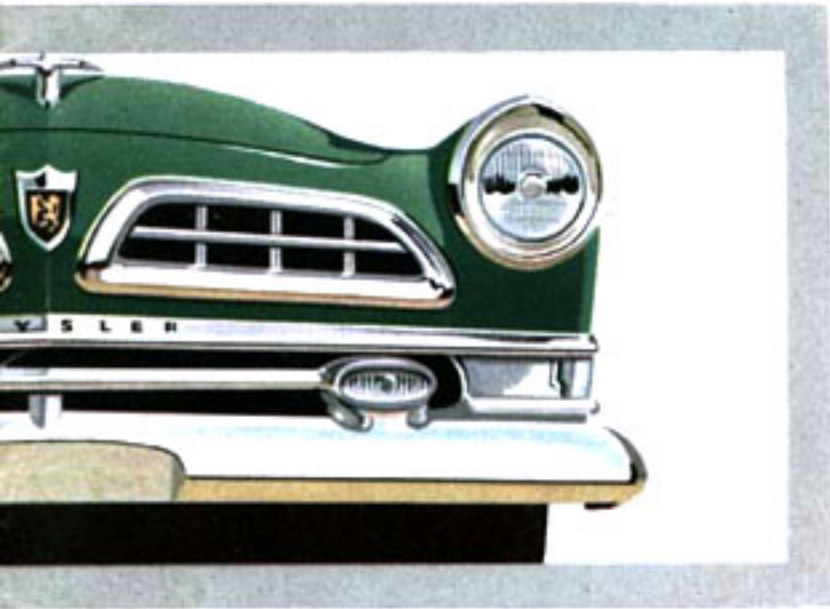
RADIO AND ANTENNA—"Music Master" available on all models at extra cost. Standard on the Crown Imperial. "Electro-Touch" tuning (with or without foot control) available on all models except the Crown Imperial.

RADIO SPEAKER, REAR SEAT SHELF—Available on all Newports and Four Door Sedans at extra cost. Standard on Crown Imperial.

ELECTRIC FRONT SEAT ADJUSTMENT—Four-way, available on all models at extra cost. Standard on the Imperials. Two-way available on the Chryslers (Windsor Deluxe and New Yorker Deluxe).

All specifications and prices subject to change without notice.

C H R Y S L E R D I V I S I O N • D E T R O I T



THE NEW BEAUTIFUL 1955

Chrysler

the truly superb car . . .

for you who treasure finer things



*Wonderful new things have happened
to the beautiful new* **Chrysler**

*...in every exciting line
...in every luxurious
appointment*



NEW YORKER DELUXE FOUR-DOOR SEDAN



Dramatic focal point of the Imperial interior is this gracefully curved and contoured instrument panel. Easy-to-operate controls are at finger-tip range, easy-to-read dials are arrayed in a sparkling line across the broad panel.

You can sense a stirring new spirit in this long, low, brilliant new Chrysler where style is wedded to engineering perfection.

From the classic radiator grille to the gracefully sloping hood and rear deck—here are flowing sculptured contours that create a vision of motion on wheels.

Interiors of the all-new Chryslers are fresh and vibrant. Fabric colourings, textures, and patterns are perfectly keyed to exterior colour schemes. Every inch and every line of these great automobiles, inside and out, reflect the very best in modern design.

Never before have you as a driver enjoyed such a commanding view, because never before has there been a windshield that wraps so completely around at top and bottom . . . to open up broader vistas for safer driving!



Easy on the eyes is the New Yorker Deluxe Newport interior. Chrome trim, running uninterruptedly around the entire interior just below the glass, accents the graceful roof line and the wide sweep of the full-vision windshield and rear window. Pleated leather bolsters enhance the rich beauty of nylon seat covering material.



Fabric patterns and colourings, sparkling chrome trim, and the recessed instrument panel all make Chrysler interiors attractive and inviting. Dramatic upholstery effects are achieved through the deft combination of quality traditional materials and bright new "miracle" fabrics.



WINDSOR DELUXE NEWPORT



WINDSOR DELUXE CONVERTIBLE



WINDSOR DELUXE ESTATE WAGON

Chrysler Windsor DeLuxe

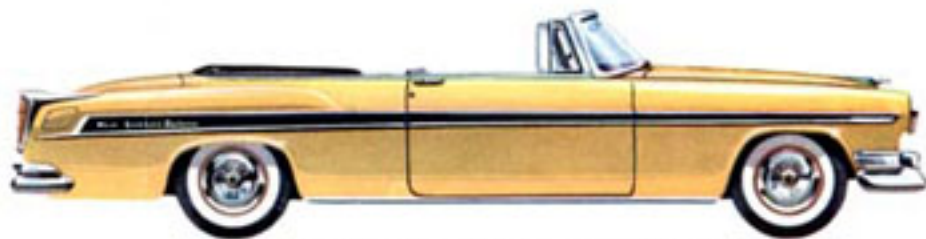
*... a big car... broad and solid,
yet strikingly graceful in every clean,
lovely line*



WINDSOR DELUXE FOUR-DOOR SEDAN

Chrysler New Yorker DeLuxe

so responsive and powerful... so modern in spirit



NEW YORKER DELUXE CONVERTIBLE



NEW YORKER DELUXE ESTATE WAGON



NEW YORKER DELUXE NEWPORT

There's excitement in every magnificent new detail of this distinguished automobile! So low and superbly

streamlined... shoulder-high at the roof and waist-high at the hood to emphasize its longer-than-ever silhouette.

Bigger glass areas, richer colours, a bold, new use of chrome, flowing contours

and eager lines combine to make this a car of unparalleled beauty, a car that'll be admired everywhere!

Lavish use of luxurious leathers to contrast with soft and supple fabrics adds an elegant note to Chrysler New Yorker DeLuxe interiors. Padded and plained accents in the upholstery and chrome strips on door panels are bright trim notes.





NEW YORKER DELUXE FOUR-DOOR SEDAN

Imperial by Chrysler

classic proportions, exquisite appointments



IMPERIAL NEWPORT



IMPERIAL FOUR-DOOR SEDAN



The mood of Imperial interiors is one of richness, comfort and relaxation. Fine leathers, decoratively combined with new-textured fabrics, achieve distinctive effects. Chrome trim is discreetly used to carry out an air of refinement.

S P E C I F I C A T I O N S

Chrysler Windsor DeLuxe

Engine—Spitfire high-compression 90° V-8 engine. Bore, 3.63 inches. Stroke, 3.63 inches. Piston displacement, 301 cubic inches. Compression ratio, 8.0 to 1. Brake horsepower, 188 at 4400 r.p.m. Polyspherical combustion chamber with staggered lateral valve arrangement, three rings per piston. Full-pressure lubrication. Waterproof ignition. Full-flow oil filter. Floating oil intake. Automatic manifold heat control. Silent, chain-driven camshaft. Counterbalanced crankshaft with 5 main bearings. Oil capacity, 4 Imperial quarts.

Fuel System—Dual-throated downdraft carburetor with automatic choke and fast idle control. Heavy-duty oil-bath air cleaner and silencer. Oilite fuel filter in gas tank. Gas tank capacity, 16.0 Imperial gallons.

Cooling System—Thermostatic by-pass temperature control. Six-blade fan. Full-length water jacket cooling. Cellular-tubular radiator core. Capacity, 20.8 Imperial quarts. Pressure-vent radiator cap.

Electrical System—High-capacity generator. Charging rate 45 amps. Automatic voltage and current control. 17-plate battery. 120 amp.-hr. capacity. Resistor-type spark plugs. Double-breaker-point distributor. Automatic-advance spark. Solenoid engaged starter. Directional signals. Back-up lights. Ignition-key starter switch. Sealed-beam headlights.

Transmission—PowerFlite fully automatic transmission. Combines two-speed planetary

gearbox with torque converter. Torque converter starting ratio, 2.6 to 1. Over-all torque multiplication of converter and transmission at breakaway, 4.47 to 1.

Drive—Hotchkiss type through rear springs. Hypoid rear axle. Ratio, 3.73 to 1.

Front Suspension—Independent coil springs of steel. Oriflow shock absorbers. Torsion-rod sway eliminator.

Rear Suspension—Semi-elliptic springs, grooved and tapered leaves with wax impregnated permanently lubricated liners. Straddle-mounted Oriflow shock absorbers.

Frame—Double channel, welded box type, four crossmembers.

Steering—Symmetrical idler arm steering. Over-all steering ratio, 31.5 to 1. Steering wheel diameter, 18 inches. Full-time Chrysler Coaxial Power Steering available at extra cost.

Brakes—Chrysler Safe-Guard hydraulic, 12-inch drum diameter. Cyclebond linings. Internal-expanding Easi-Lock, independent parking brake, located on propeller shaft.

Wheels and Tires—Chrysler Safety-Rim wheels. 4-ply Super Cushion tubeless tires 7.60 x 15. Stainless-steel wheel covers.

Wheelbase—126 inches.

Over-all Length—218.6 inches.

Over-all Width—79.0 inches.

Over-all Height—60.6 inches.

Tread—Front, 60.22 inches. Rear, 59.62 inches.

EXTRA EQUIPMENT

(at added cost)

Accessory group "A" (including heavy-duty springs and heavy-duty shock absorbers). Electric window lifts (all windows); Full-time Coaxial Power Steering; Power Brakes; Solex glass; Four-way Electric seat adjuster. Exterior moulding package; Cowl vent heater; Rear compartment cigar lighter (4-door sedan); 4- and 6-ply white sidewall tubeless tires; 6-ply blackwall tubeless tires; 4-ply blackwall and white sidewall tubeless tires (Oversize); 4-ply and 6-ply blackwall tires and tubes; 4-ply and 6-ply white sidewall tires and tubes; 4-ply blackwall and white sidewall tires and tubes (Oversize).

Chrysler New Yorker DeLuxe and Custom Imperial

Engine—FirePower high-compression 90° V-8. Bore, 3.81 inches. Stroke, 3.63 inches. Piston displacement, 331.1 cubic inches. Brake horsepower, 250 at 4600 r.p.m. Compression ratio, 8.5 to 1. Hemispherical combustion chamber with lateral valve arrangement, three rings per piston. Full-pressure lubrication. Exhaust valve seat inserts. Waterproof ignition. Full-flow oil filter. Full-length water jacket cooling. Twin concentric valve springs. Full crankcase ventilation.

Fuel System—four-barrel downdraft carburetor with integral automatic choke. Oilite fuel filter in gas tank. Tank capacity, 16.7 Imperial gallons.

Cooling System—Thermostatic by-pass control. Four-bladed fan. Cellular-tubular radiator core. Full-length water jackets. Pressure-vent radiator cap. Capacity, 21.6 Imperial quarts.

Electrical System—High-capacity generator. 50 amps., 19-plate, 6-volt battery, 135 amp.-hr. capacity. Waterproof ignition. Resistor-type spark plugs. Double-breaker distributor. Back-up lights. Directional signals. Ignition-key starter switch. Solenoid engaged starter. Sealed-beam headlights.

Transmission—PowerFlite fully automatic transmission combines two-speed planetary gearbox with torque converter. Torque converter starting ratio, 2.6 to 1. Over-all torque multiplication of converter and transmission at breakaway, 4.47 to 1.

Drive—Hotchkiss type, through rear springs. Hypoid rear axle. Ratio, 3.36 to 1. (3.54 on Custom Imperial.)

Front Suspension—Independent front wheel suspension with steel helical coil springs. Oriflow shock absorbers. Four rubber limit bumpers. Rubber-bushed torsion-rod stabilizer.

Rear Suspension—Semi-elliptic springs with grooved and tapered leaves. Wax-impregnated permanently lubricated liners. Straddle-mounted Oriflow shock absorbers.

Steering—Symmetrical idler arm steering with equal-length tie rods. Steering ratio over-all, 31.5 to 1. Chrysler Power Steering unit is available at extra cost on all New Yorker DeLuxe models.

Brakes—Chrysler Safe-Guard hydraulic, 12-inch diameter, internal-expanding, Cyclebond linings. Power braking unit, vacuum-operated. Parking brake, Chrysler Easi-Lock independent, internal-expanding, located on propeller shaft at rear of transmission.

Wheels and Tires—Safety-Rim wheels 15 x 5½. 4-ply Super Cushion tubeless tires 8.00 x 15, New Yorker DeLuxe; 8.20 x 15, Imperial.

Wheelbase—New Yorker DeLuxe, 126 inches; Imperial, 130 inches.

Tread—New Yorker DeLuxe—Front, 60.22 inches; Rear, 59.62 inches. Imperial—Front, 61.0 inches; Rear, 60.37 inches.

Over-all Length—New Yorker DeLuxe, 218.8 inches; Imperial, 223.0 inches.

Over-all Width—New Yorker DeLuxe and Imperial, 79.0 inches.

Over-all Height—New Yorker DeLuxe, 60.9 inches; Imperial, 61.2 inches.

EXTRA EQUIPMENT

(at extra cost)

Accessory group "A" (including heavy-duty springs and heavy-duty shock absorbers on New Yorker DeLuxe).

Full-Time Coaxial Power Steering on New Yorker DeLuxe; Solex glass; 6-ply blackwall tubeless tires; 4-ply white sidewall tubeless tires; 6-ply white sidewall tubeless tires; Electric window lifts on New Yorker DeLuxe models (all windows); Four-way Electric seat adjuster on New Yorker DeLuxe models; Cowl vent heater; 4-ply and 6-ply blackwall tires and tubes; 4-ply and 6-ply white sidewall tires and tubes.



Constant improvement of its products requires Chrysler Corporation of Canada, Limited, to reserve the right to change prices, specifications and standard equipment without obligation, from time to time, and without notice. Certain special equipment is shown on the vehicles illustrated in this catalogue but your local dealer will gladly advise you of those items that are standard.