IMPERIAL



1964 OPERATING INSTRUCTIONS



INTRODUCTION

INTRODUCTION



Welcome to the select group of Imperial owners.

We are proud that you have chosen an Imperial, and are confident that your appreciation of automobile excellence will be gratified.

We have prepared this Owner's Guide to help you obtain the satisfaction you have a right to expect from this automobile. May we suggest that you, and the driving members of your family, read it carefully so that you can fully appreciate the many features provided for your driving ease and comfort. For future reference, please keep this Guide in the glove compartment.

The booklet entitled "Owner Service Certificate and Certified Car Care," accompanying this Guide, explains the benefits available to you under our Warranty, as well as providing you with a regular, easy-to-follow maintenance service plan.

Your Dealer's Service Department offers you the exclusive service advantages of special tools and equipment, genuine MoPar parts and diagnosis by technicians trained specifically to service *your* Imperial. By all means, take advantage of their advice, skill and knowledge.

Congratulations and happy motoring.

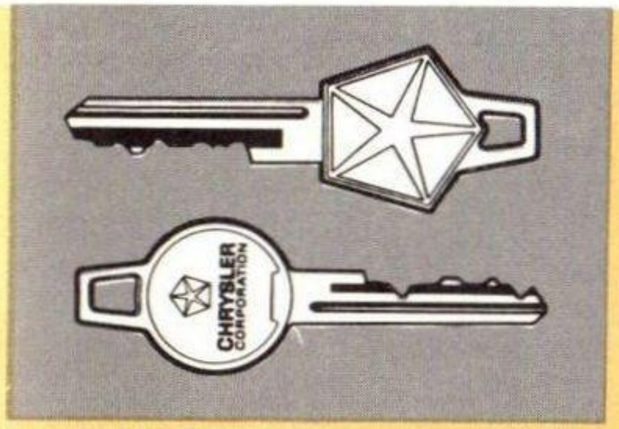
SERVICE DEPARTMENT
CHRYSLER-PLYMOUTH DIVISION, DETROIT 31, MICHIGAN

YOU'LL WANT TO KNOW

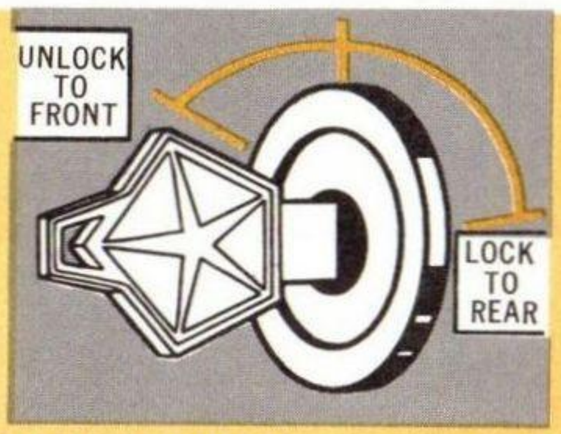
	Page
YOUR KEYS TO DRIVING PLEASURE	
keys	3
outside door locks	3
seat adjustment	3
power seat	3
DRIVER-CENTERED INSTRUMENTATION	4
INSTRUMENT CLUSTER DETAILS	5
STARTING THE ENGINE	
starting the engine	6
ignition lock	6
parking brake	7
break-in information	7
TRANSMISSION	
automatic transmission operation and ranges	8
LIGHTS—INSIDE AND OUT	
parking lights	10
head light switch	10
head light beam selector	10
back-up lights	10
dome light	10
map light	10
turn signal	11
glove box light	11
under hood light	11
trunk light	11
automatic head light beam changer	11
OPENING AND CLOSING CONTROLS	
inside and outside door locks	12
hood and luggage compartment locks	12
vent window lock	13
window regulator	13
glove compartment lock	13
SAFETY, COMFORT AND CONVENIENCE FEATURES	
windshield wipers and washer	14
clock	14
sun visors	14
coat hooks	14
assist handles	14
custom seat adjustment	15
seat belts	15
adjustable steering wheel	15
parking brake warning light	15
emergency warning flasher	15
rear view mirrors	16
ash receivers and lighter	16
auto pilot	16
refueling	16
radio	17
HEATER	18
AIR CONDITIONER	20
APPEARANCE CARE	22
CONVERTIBLE TOP—OPERATION AND MAINTENANCE	23
HOW TO INCREASE TIRE LIFE	24
THE SAFE WAY TO CHANGE A WHEEL	25
SAFE DRIVING PRACTICES	26
SERVICE TIPS	27
SPECIFICATIONS, CAPACITIES AND DATA	
license data	31
fluid capacities	31
light bulbs	32
light fuses	32
engine specifications	32

Chrysler Corporation reserves the right to make changes in design and specifications, and/or to make additions to or improvements in its products without imposing any obligations upon itself to install them on its products previously manufactured.

YOUR KEYS TO DRIVING PLEASURE

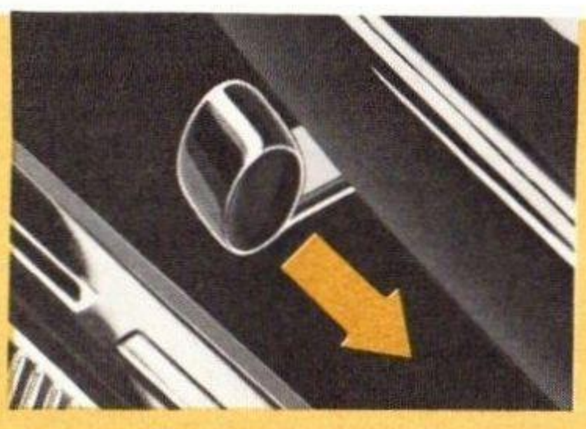


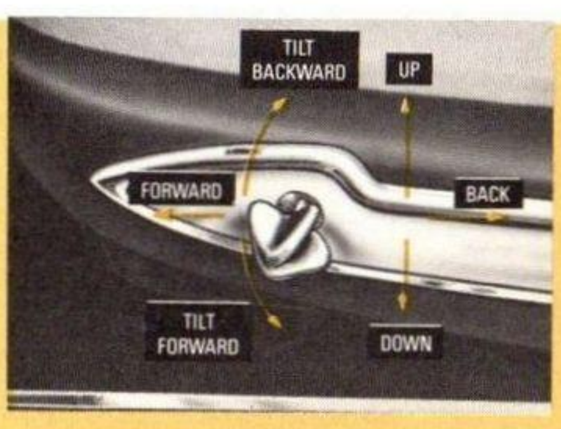
You will find a small metal tag attached to each set of keys. Stamped on these tags is an identifying number which you should record so that in the event of loss you can order duplicate keys from your dealer or a reputable locksmith. After recording the numbers, the tags should be destroyed. If you did not get a tag with your keys, ask your Dealer to give you the numbers.



DOOR LOCKS

Insert key with notches upward. Return to vertical before removing.





SEAT ADJUSTMENT

The first thing you may want to do after getting into your new car is to adjust the front seat to your liking.

Manual: The adjusting lever at the bottom of the driver's side of the front seat releases the seat so you can slide it forward or backward to the position that's best for *you*. It will lock in the new position when you release the lever. NOTE: Further adjustments can be made by adjusting the seat track (see page 15). **Power** (standard for Crown and Le Baron models): If your car is equipped with a Six-Way Power Seat unit, the single control at the bottom of the driver's side of the front seat can be turned to tilt the seat, or pushed to move it forward, back, up, or down. The seat moves the way the knob is moved. On long drives this feature enables you to change position occasionally for your added comfort. DO NOT put packages or other articles under front seat, since they could be damaged, or cause damage to seat controls.

INSTRUMENT CLUSTER DETAILS

Your instruments provide information about what's happening under the hood. That's why it's a good idea for you to check them frequently as you drive.

1 **ALTERNATOR INDICATOR** Indicates whether battery is being charged ("C") or discharged ("D"). Pointer will normally stay centered while driving when battery is fully charged and no lights or accessories are in use.

2 **SPEEDOMETER** Located directly in front of you for easy visibility. At night the speedometer is softly lighted and glareless.

3 **ODOMETER** This group of numbers tell you total mileage the car has been driven in miles and tenths of miles.

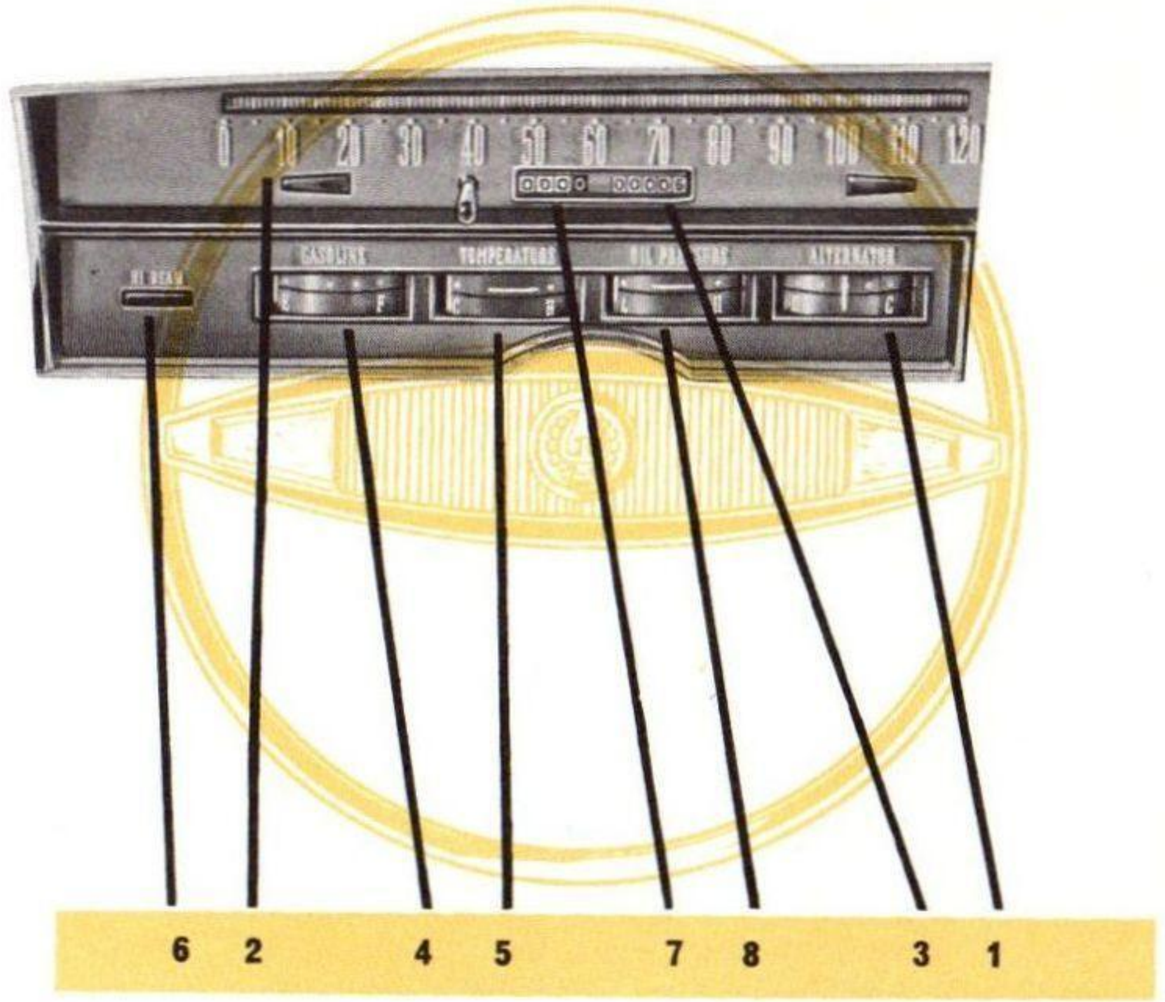
4 **GASOLINE GAUGE** With ignition key in "On" position the pointer will indicate the amount of fuel in gasoline tank.

5 **TEMPERATURE GAUGE** Indicates engine coolant temperature. Pointer will normally stay near center while driving. It is normal for the pointer to rise slightly when driving in congested traffic in hot weather or under heavy load. However if it rises suddenly or remains on "H" while driving, stop car, turn off engine and do not operate car until cause is located and corrected.

6 **HIGH BEAM INDICATOR** Light near speedometer glows red when headlights are on high beam.

7 **TRIP MILEAGE INDICATOR** Registers individual trip mileage. To reset, turn knob to left. Knob is located on bottom edge of instrument panel, right side of steering column.

8 **OIL PRESSURE GAUGE** Indicates engine oil pressure but not oil level. Pointer should always show some oil pressure when engine is operating. If no pressure is indicated while driving, stop car, turn off engine and do not operate car until cause of low oil pressure is located and corrected.



STARTING THE ENGINE





GENERAL STARTING

1—Put transmission in Neutral.

2—Depress accelerator pedal one-third to one-half of full travel and hold it there.

3—Turn ignition key clockwise to the "start" position.

This procedure applies to all normal hot engine or cold engine starts.

The engine will not crank until the automatic transmission is in Neutral. To put in Neutral simply press in the Neutral button or place the Park Lever in lock position, which automatically depresses the Neutral button.

Note: The transmission buttons cannot be pushed in when the Park Lever is in Lock position. For safety purposes the Park Lever should be engaged during engine starting.

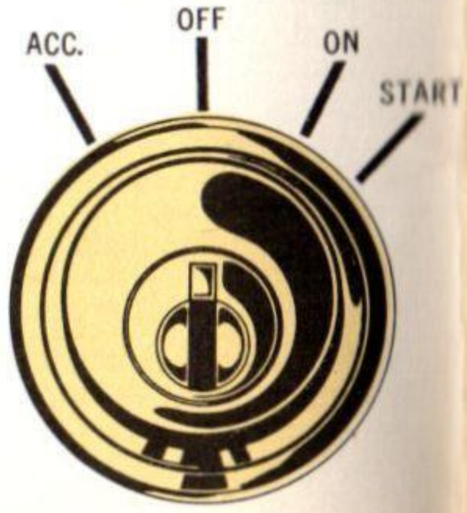
ACCELERATOR PEDAL

Before turning the ignition key depress the accelerator pedal one-third to one-half of the way down and *hold* it there while cranking engine. Depressing the accelerator this amount activates and sets the automatic choke when the engine is cold. Do not "pump" the accelerator.

Depending upon how the choke is adjusted, a cold engine will run at fast idle when first started. After a few minutes the idle speed can be reduced by striking the accelerator pedal sharply with your foot.

STARTING SWITCH

To start the engine insert the square-ended key in the ignition lock and turn clockwise to the "start" position. When engine starts, release key, allowing it to return to the Driving position. By turning the key counterclockwise, you can operate the accessories while the engine is turned off.



UNUSUAL STARTING CONDITIONS

Flooded Engine: An excessive amount of fuel may "flood" the engine, causing a temporary no-start condition. A strong odor of gasoline is an indication of a flooded engine. To start the engine under flooded conditions, depress the accelerator pedal fully to the floor and hold there while cranking until engine starts. Holding the accelerator fully to the floor opens the choke, allowing excess fuel to be eliminated from the engine. Clearing the engine may take about 10 seconds, depending on the amount of excess fuel in the engine.

Extremely Cold Weather: When starting your car at temperatures of zero or below; depress the accelerator to the normal position of one-third to one-half of its full travel and crank the engine. Hold the key in the start position until the engine is running. If the engine attempts to start but does not, and the total engine cranking time required about 20 seconds, depress the accelerator all the way to the floor until the engine starts running. If it does not start then return accelerator to the one-third to one-half position and continue cranking. It may be necessary to repeat this procedure.

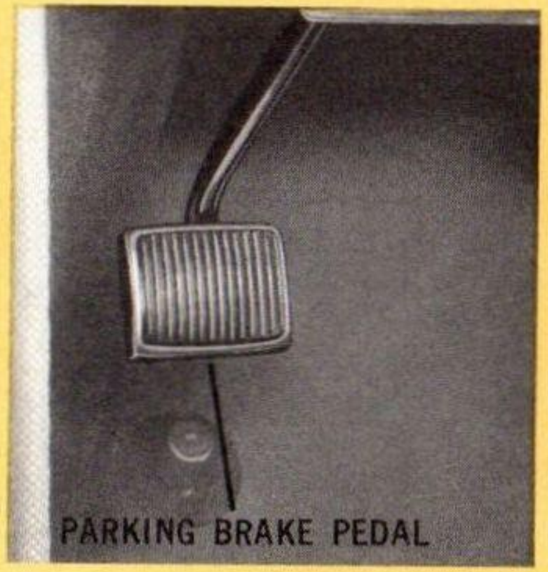
Suggestions: Use of engine oil thicker than recommended can cause slow, hard starting. At —10°F. use SAE 10W, 10W-30 or 5W-20. Colder than —10°F. use 5W-20. Only high quality engine oils labeled "For Service MS" should be used. At temperatures consistently colder than —10°F. it may be helpful to thin out the automatic transmission fluid (if so equipped). *Once* during the severely cold season drain 1½ pints of fluid and replace with refined kerosene. Thereafter, add only Type "A", Suffix "A" fluid.

PARKING BRAKE

Apply by firmly pressing the pedal located to the left of the brake pedal. The brake releases automatically when any of the Forward or Reverse transmission buttons are pressed. It will remain applied when the Neutral transmission button is pressed with the engine running. A manual release handle for optional use is located at the left of the foot pedal, under the instrument panel.

WARNING

Do not start the engine with the garage doors closed or in a poorly ventilated building. Exhaust fumes contain carbon monoxide gas, a deadly poison.



PARKING BRAKE PEDAL

A long Break-in Period is Not Required for Your New Car . . . Drive moderately during the first 300 miles and do not exceed 60 mph, although occasionally building up to this speed will not be harmful. After your car has traveled 300 miles, higher speeds (within limits of state and local traffic laws) are permissible during the break-in process if approached gradually. However, do not drive at sustained high speeds until 500 miles have been accumulated.

It's not unusual for a new engine to use a certain amount of engine oil during the break-in period. Check the oil level periodically during the early life of the engine. If oil is added during this period use the weight recommended in the "Certified Car Care" booklet, accompanying this manual.

TORQUEFLITE PUSH-BUTTON TRANSMISSION

Push-button controls for your 3-speed automatic transmission are within easy reach at left of instrument cluster.



PARK LEVER

This lever supplements the parking brake by locking the transmission, preventing movement of car when parked. To engage, move lever in direction of arrow on lever. The Drive or Reverse buttons cannot be engaged until the lever is moved to the unlock position. Never move the lever while car is in motion.

NEUTRAL

This button must be engaged before starting engine. Engine cannot be started when Drive, First, Second or Reverse buttons are engaged.

DRIVE

Push this button for all normal driving. Gears shift automatically, according to car speed and foot pressure on accelerator pedal.

SECOND

For driving in heavy city traffic or on mountain roads where more precise speed control is desirable. Use it also when climbing long grades, and for "engine braking" when descending moderately steep grades. **Caution:** Never exceed 60 mph in this range.

FIRST

Push this button when going up very steep hills and for "engine braking" at low speeds (25 mph or less) when going down. In snow, sand or mud, car can often be moved by alternately pushing First and Reverse buttons to achieve a "rocking" motion. **Caution:** Never exceed 40 mph in this range.

REVERSE

Place your foot on the brake pedal when pushing the Reverse button. An automatic safety control makes it impossible to shift into Reverse at forward speeds above 10 mph.

PASSING ACCELERATION

You can get quick acceleration at speeds below 60 mph in Drive, or 25 mph in Second by pressing the accelerator briskly to the floor. This shifts the transmission to a lower gear. It will shift up again automatically when foot pressure is released or when car reaches a speed of 65 or 70 mph in Drive or 35 to 40 mph in Second.

HOLDING ON AN UPGRADE

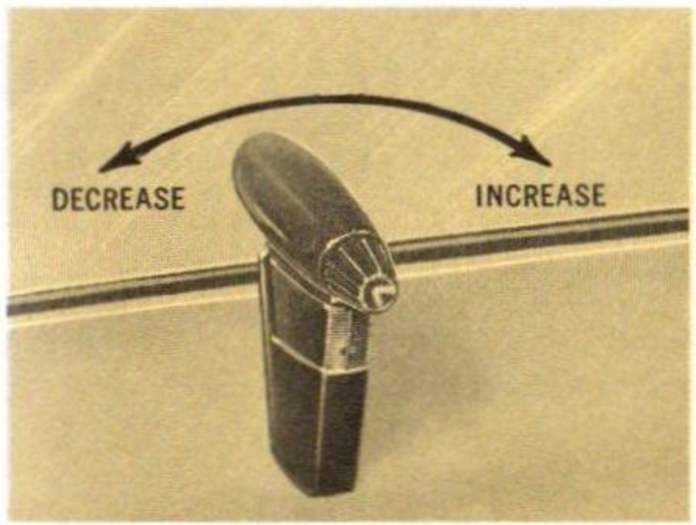
The car will hold in any driving gear on a slight upgrade with slight pressure on the accelerator, but use the foot brake on steeper grades. Never idle engine with transmission in gear for prolonged periods.

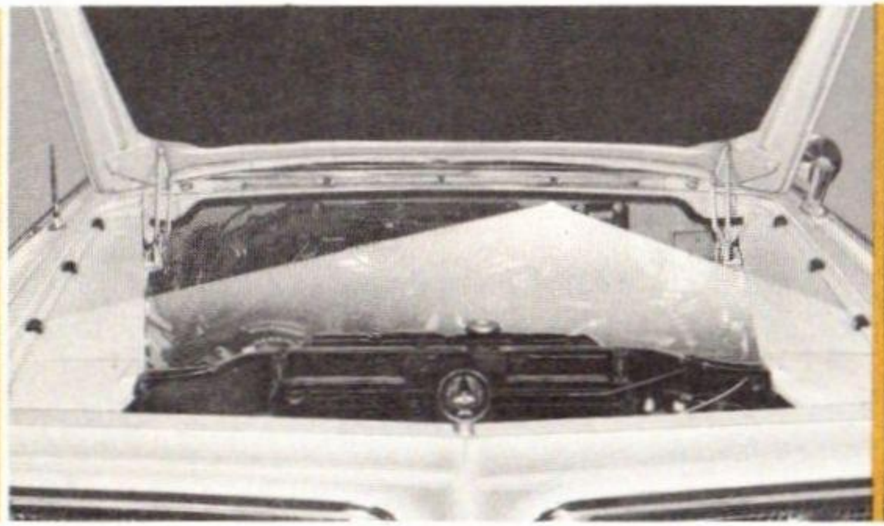
PUSH STARTING

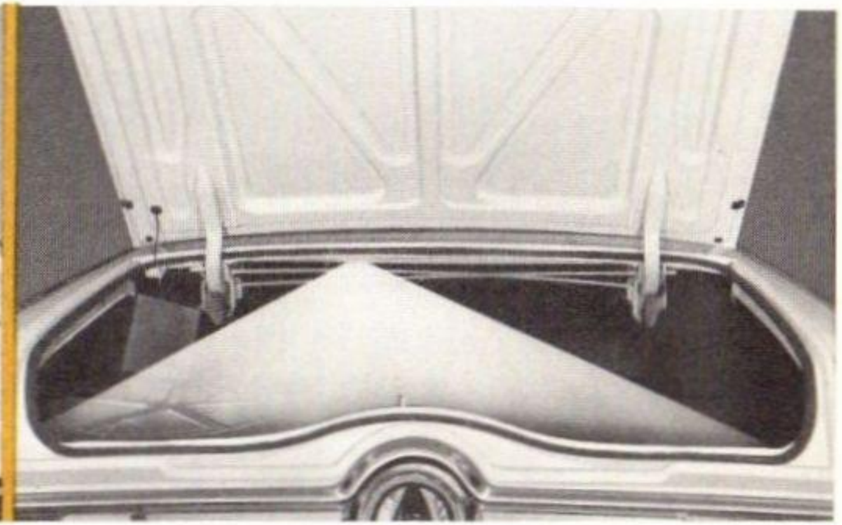
Turn ignition switch to On position and push in First button. The engine should start at about 15 mph. Do *not* tow car to start the engine.

SAFE TOWING

For short distances, push in Neutral button, but do not exceed 35 mph. For long distances (more than 100 miles), or if the transmission is not operative, the car should be towed with rear wheels off the ground or with the propeller shaft disconnected.







AUTOMATIC HEADLIGHT BEAM CHANGER (optional)

The beam changer, located behind the steering wheel on the instrument panel, automatically switches your headlights from high beam to low. As you approach the headlights of an oncoming car, or the tail-lights of a car ahead of you, your lights will switch to low beam and then move to high when you have passed. You can still use the foot-operated dimmer switch in the usual manner.

Timing Adjustments. If it is necessary for the headlight beams to dim faster when approaching a car, increase sensitivity by turning the knob at rear of beam changer, to the right. If low beam switches on too soon, decrease sensitivity by turning knob to left.

TURN SIGNAL LIGHTS

Move turn signal lever on left side of steering column UP to signal right turn or DOWN to signal left turn. With the lever in either position, parking lights and taillights flash to warn other drivers the direction you are about to turn. Lever automatically cancels signal after turn, but may require manual cancelling after a wide, sweeping turn. In the interest of safety, use left turn signal to warn passing cars when parked along highway. Turn signals can also be used to warn other motorists when changing lanes in fast moving traffic.

UNDERHOOD LIGHT (Dealer Installed)

This light illuminates the engine compartment when hood is raised.

GLOVE COMPARTMENT LIGHT

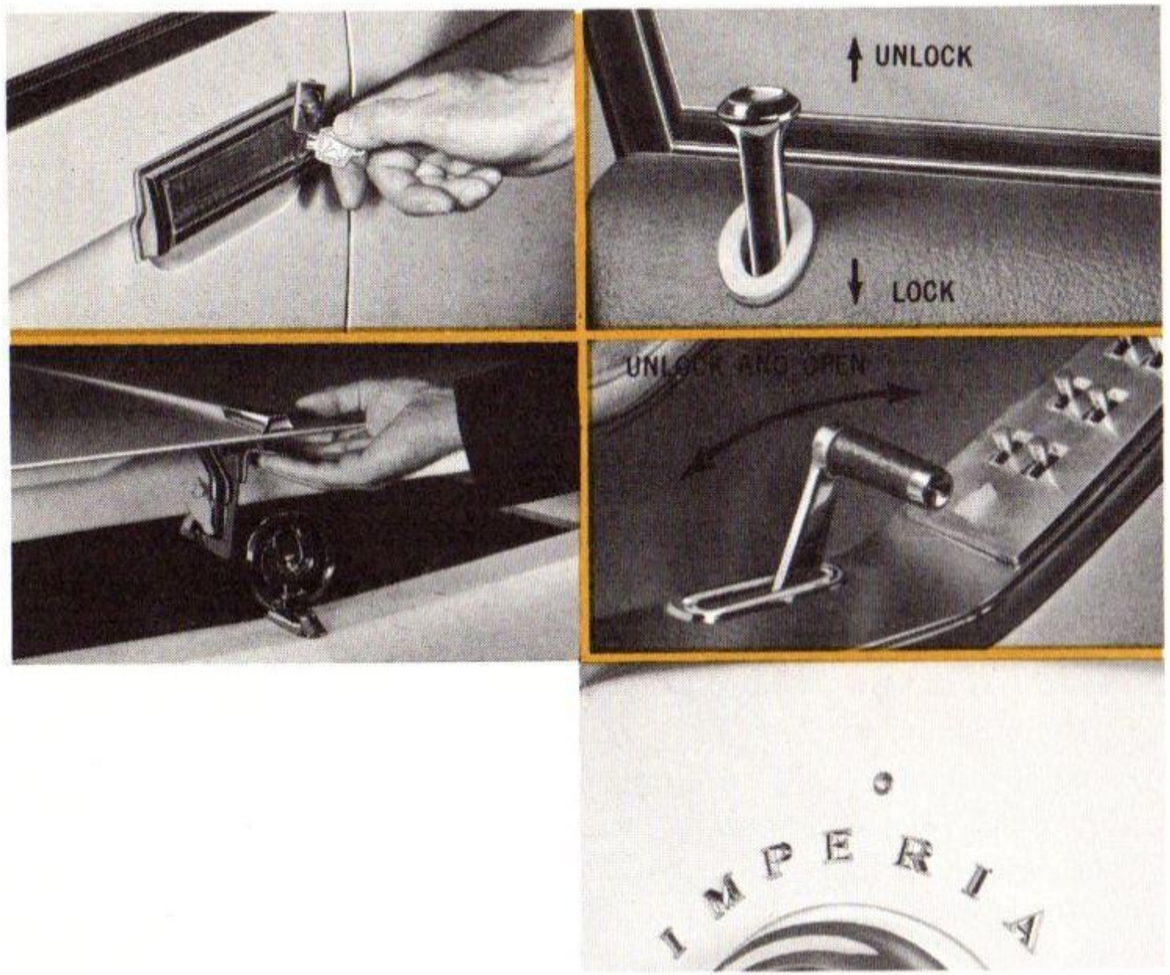
This light snaps on when glove compartment door is opened and turns off when closed. Fully illuminates interior when locating items at night.

TRUNK LIGHT

Automatically illuminates interior of luggage compartment when lid is raised.

OPENING AND CLOSING CONTROLS

DOORS, WINDOWS AND COMPARTMENTS



OUTSIDE DOOR LOCKS

Use key with square end and insert with notches up. To unlock, push dust cover to one side and turn key toward front of car. To lock, turn key toward rear of car. The key can be removed after turning it back to vertical. Both front doors, if locked before closing, will automatically unlock when shut. This feature prevents locking yourself out of the car with the keys inside.

INSIDE DOOR LOCKS

Be sure door is securely closed. Push button down to lock doors. Pull up to unlock rear door. To unlock front door, pull door handle backward.

TO OPEN HOOD

First, pull release handle in lower edge of the instrument panel, left of steering column. Next, depress safety catch under front center of hood with fingers and lift hood up. To close hood, lower to engage safety catch, then press down firmly to lock.

LUGGAGE COMPARTMENT

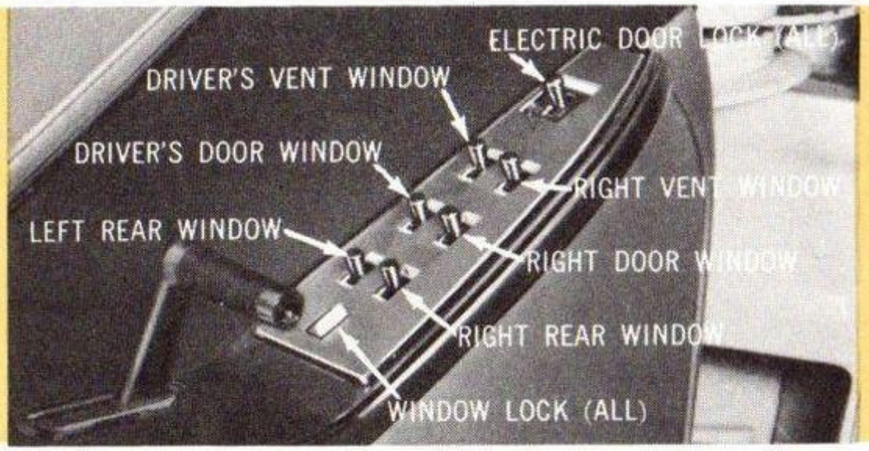
Use key with round end and insert with notches up. To unlock, turn key to right and counterbalanced lid will raise easily. The lid will lock itself when closed whether or not the key is in the lock. Always check before closing to be sure keys are not left inside compartment, the luggage compartment.

AUTOMATIC TRUNK RELEASE (optional)

The luggage compartment lid can be unlocked and opened from inside the car by pressing a switch, mounted on the left wall of the glove compartment.

TO THAW OUT FROZEN LOCK

If it should ever become necessary, you can usually thaw out ice in the lock mechanism by heating key over flame, then quickly inserting it into lock. It may be necessary to repeat this procedure several times.



VENT WINDOW CONTROL

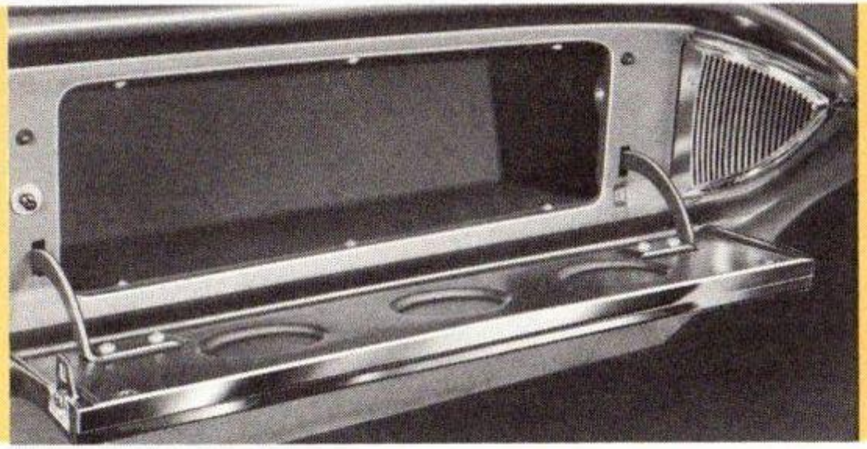
To open, push button and pull handle up and pull window toward you to desired position. To close, push window in and turn lock handle down. Vent windows should be opened to about 45° angle for best efficiency when ventilating.

POWER WINDOWS

Power-actuated windows are standard equipment. The master switch on the driver's arm rest has four "up-down" switches that give you fingertip control of all four windows. In the interest of safety, all power-operated windows can be locked by moving the white switch forward. There are single opening and closing switches at each of the other three windows. The ignition switch must be at "On" or "Acc" position to actuate the power windows.

POWER VENT WINDOWS (optional for Crown models)

Two switches on left front door, forward of the multiple master power window switch, control vent windows. Front switch operates left vent and rear switch right vent. A single switch on right door, forward of power window switch operates right vent. Push switch forward to open vent, move to rear to close.

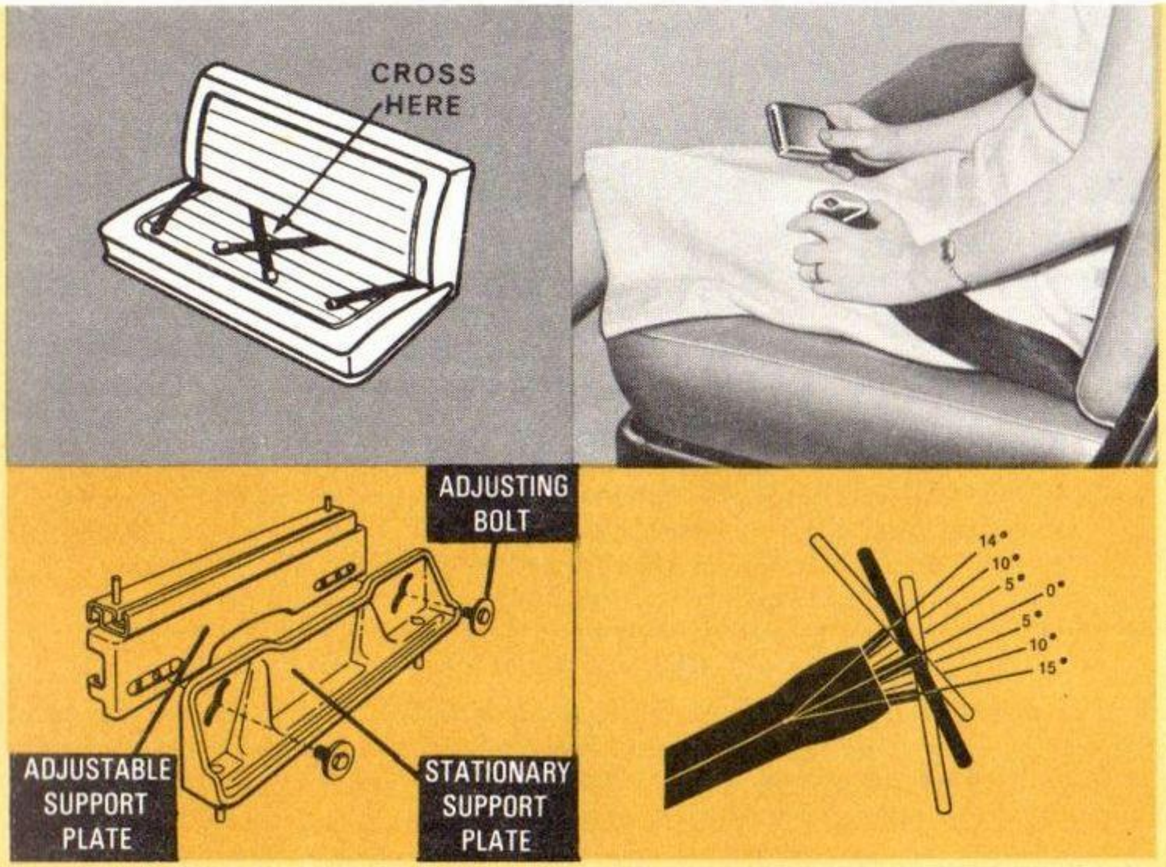


ELECTRIC INSIDE DOOR LOCKS (optional)

All doors can be locked from the inside by a switch on each of the front doors, located in the front arm rests. Simply push switch down to lock all doors simultaneously, move up to unlock. After locking electrically any door can still be unlocked manually from the inside. Also, when front doors are locked electrically, they can be unlocked from outside with key, if necessary. If you lock a front door before closing, it will automatically unlock when shut. This means you cannot lock yourself out of car even if keys were left inside.

GLOVE COMPARTMENT

Convenient for maps, sun glasses and other small items. Use key with round end and insert with notches up. To unlock, turn key to right. Push button to open. Round depressions on inside of door are provided for placing cups and glasses. A light illuminates the interior when the door is opened. Additional storage areas are provided under the cover of each front door arm rest.



SIX-WAY CUSTOM SEAT ADJUSTMENT

(with manually-adjusted seat only)

Your front seat can easily be adjusted in a variety of positions by your Dealer or yourself to suit your personal requirements. It will adjust forward or back, up or down and its tilt can be changed to provide maximum comfort. The manual seat adjusting lever may still be used to obtain the desired forward and backward positions.

SAFETY SEAT BELTS (optional)

If your new car is not equipped with seat belts you or your Dealer can quickly and easily install them. Seat belt kits with installation instructions are available from your Dealer. Holes are provided in the floor for front seat belts, and exact locations for drilling holes for rear seat belts are marked on the rear floor.

To Fasten: Use the buckle on the belt mounted farthest away from you so that the two belts *cross over each other*, see illustration. Make sure the belts are not twisted. Push tongue end all the way into buckle. Tighten by pulling the loose end away from the buckle. For maximum protection adjust as tightly as comfort will allow.

To Adjust Size: To lengthen belt to fit you, turn the buckle perpendicular to the belt and pull to desired length. To shorten, pull loose end of belt.

Unfasten: Unfasten the belt simply by pulling up on the hinged plate which forms the face of the buckle.

ADJUSTABLE STEERING WHEEL (optional)

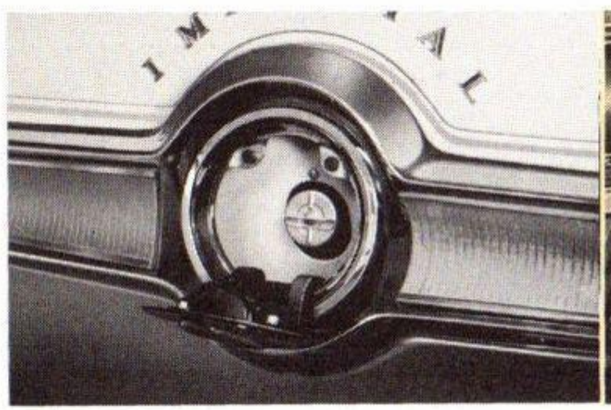
The adjustable steering wheel can be moved to any of seven different positions for added comfort on long trips and for easy entering or leaving the driver's seat. To adjust the wheel, simply lift up the small lever below the turn signal control, move the wheel up or down, as desired, and release the lever to lock the wheel firmly in place. Wheel position may be changed while driving.

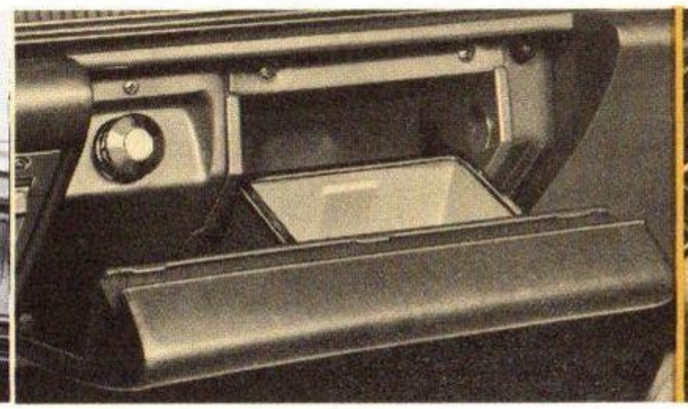
PARKING BRAKE WARNING SIGNAL

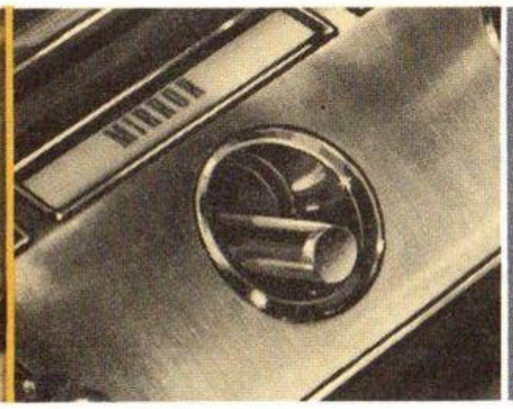
Red light glows when engine is running with parking brake on.

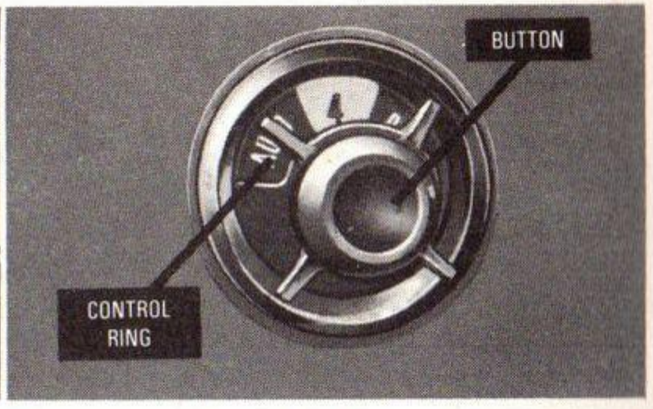
EMERGENCY WARNING FLASHER (optional)

This flasher system protects you during emergency stops on the highway at night. By turning a switch on the instrument panel, front and rear directional signals flash intermittently to warn oncoming cars in both lanes.









REFUELING

The gasoline filler tube is behind a door located below the luggage compartment lock, easily accessible for filling station pumps on either side.

SELF-ADJUSTING BRAKES

This feature eliminates manual adjustment of your brakes. Brake pedal application during normal "reverse" driving will maintain your brakes at the specified adjustment.

REMOTE CONTROL OUTSIDE MIRROR

Mirror can be adjusted from the driver's seat by a control on the instrument panel. To adjust the mirror, simply move the control in the direction you want the mirror to move.

REAR VIEW MIRROR

This mirror shows you traffic conditions behind with slight eye movement. The ball-and-socket mounting prevents vibration, yet adjusts easily. When driving at night annoying and dangerous headlight glareback can be eliminated by moving the small lever under the mirror.

AUTO PILOT

This optional device enables you to control your driving speed automatically. A control ring, located on the instrument panel, is numbered and can be set by turning to the desired speed. For example, 5 corresponds to about 50 mph.

Speed Reminder Feature: Turn the control ring to the desired speed (with car parked or moving). When the pre-set speed is reached, a pressure will be felt on your foot, reminding you the pre-selected speed has been reached. To continue at this speed, hold accelerator pedal down to "resistance" level. To increase speed, push accelerator against resistance.

Automatic Speed Regulator Feature: Adjust control ring to desired speed and pull out knob in center. Increase speed until resistance is felt, then take foot off accelerator and speed will be automatically maintained. To change cruising speed, move control ring to new setting. Automatic speed regulation can be disengaged at any time by pushing in knob or by turning the ignition off. Application of the brake disengages speed control until desired speed is regained.

To Slow Down or Stop: Push the brake pedal and car will stop normally. To resume driving accelerate until resistance is felt—then remove foot from pedal, and speed will again be automatically maintained.

To Disengage Auto Pilot: Push in knob and turn to extreme right (clockwise). **Note:** When pavement is slippery, it is recommended that only the Speed-Reminder feature be used.

ASH RECEIVER AND LIGHTER

An ash receiver and cigarette lighter is located on the instrument panel under the radio. To open, pull the top edge of the cover downward. An ash receiver and lighter is also provided in each of the rear arm rests. To open, pull up the front edge of the cover.

SEARCH-TUNE AM RADIO (optional)

Ignition switch must be at "On" or "Acc" position to operate. The left-hand knob turns the radio on and off and controls volume. Tone Control ring behind the left knob selects bass, music or treble.

In localities far away from a radio station, reception can be improved by raising the antenna to its full height. Antenna height is adjusted automatically by moving the switch, located on the bottom edge of the instrument panel, next to the map light, up or down.

Stations can be selected by three different methods—automatically by foot switch, by pressing the push buttons or manually by turning the right-hand knob.

To operate the search-tune feature, press the "LOC" button to tune in strongest local station or press "DIST" button to locate distant stations within range. A foot-operated button is provided for searching stations by remote control. The foot button acts as "LOC" and "DIST", depending upon which was used last.

AM-FM RADIO (optional)

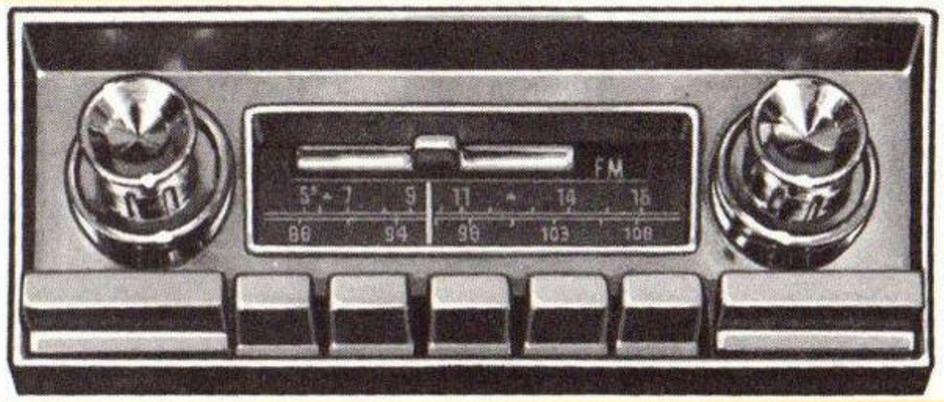
Ignition switch must be at "On" or "Acc" position to operate. The left knob is a combination "On" and "Off" switch and volume control. The ring behind this knob selects bass, music or treble. Turn the right hand knob when manually selecting stations.

You can enjoy either AM or FM reception simply by moving the selector switch, located above the dial. NOTE: For best FM reception adjust the antenna to 31″ from the fender to the tip. Antenna height is adjustable automatically by moving the switch, located on the bottom edge of the instrument panel, up or down.

If you are selecting stations by push button and change from AM to FM or vice-versa, it is necessary to reset the buttons, because AM and FM stations are on different frequencies.

To obtain maximum pleasure with your AM-FM radio, refer to the booklet entitled "Facts About FM Reception" in the glove compartment.

To set push buttons permit radio to warm up for at least 10 minutes with antenna fully extended. Pull out button furthest to the left. Using manual tuning knob, carefully tune in the strongest station at left on dial. Press button firmly in to lock station. Progressing from left to right, proceed to the next station until all five buttons are set.



NOTE: In the event of a national emergency, tune in Civil Defense broadcasts by setting the radio dial pointer at the triangular-shaped Civil Defense emblem (640 or 1240 kilocycles).

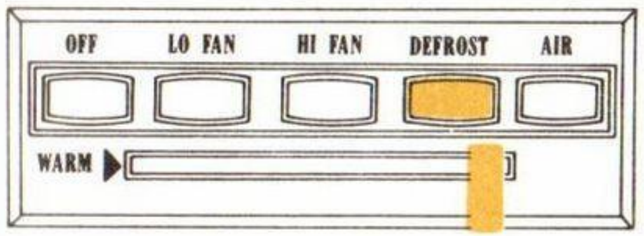
REAR SEAT SPEAKER AND REVERBERATOR (optional)

Equalized, full-fidelity reception with "concert hall" quality are available with the addition of the Rear Seat Speaker and Reverberator unit. The Reverberator mechanically delays radio sound signals to create the sound presence heard in large auditoriums. To operate Reverberator pull "out" the knob located on the lower edge of the instrument panel under the ignition switch. Push knob "in" to turn off Reverberator and use rear seat speaker only. The volume "mix" between front and rear speakers can be controlled by rotating the on-off knob. NOTE: The radio and Reverberator are separately controlled and powered units. When the radio is turned off, the Reverberator should also be turned off by pushing the control knob "in".

REAR SEAT RADIO SPEAKER

Equalized, full-fidelity reception is available by using both front and rear speakers, or either speaker individually by turning speaker control ring, located behind the right knob. Turning the knob fully to the left tunes front speaker only. Far right tunes rear speaker. Proper balance between front and rear can be achieved by "mixing" front and rear speakers. Rear speaker is located under the rear window.





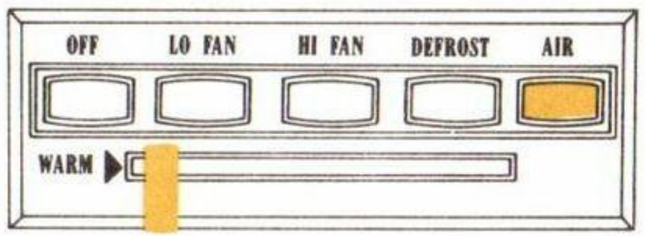
DEFROSTING

Move the Temperature Control Lever to high position and push the "Def" button. Warm air will be forced through adjustable outlets at top edge of instrument panel.

DEFOGGING

If windshield is fogged inside during cool, wet weather, push the "Def" button without waiting for engine warm-up. After warm-up a comfortable temperature can be maintained in the car by adjusting the Temperature Control Lever.

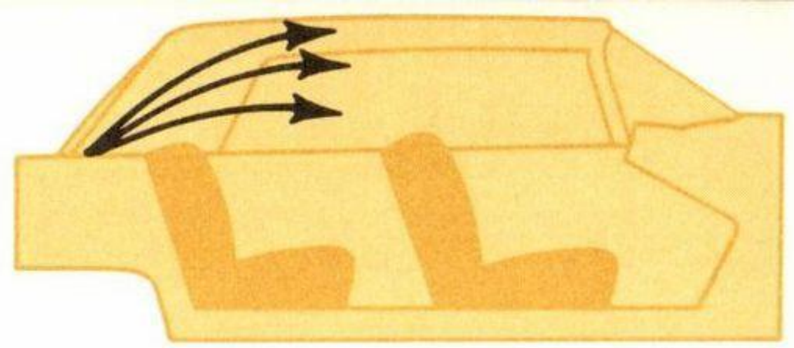


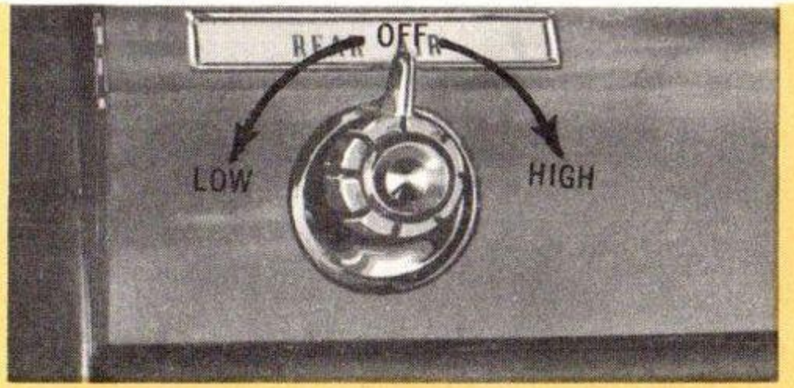


VENTILATING

To cool the interior for comfort during warm weather, slide the Temperature Control Lever to off position and push "Air" button.

When using Ventilation during mild weather, keep car windows closed and adjust vent windows in doors as desired. If cool air circulation around the head and shoulders is desired, slide the Temperature Control Lever to off position and push the "Def" button.





REAR WINDOW DEFROSTER-DEFOGGER (optional)

The rear window defroster is operated by a special knob located on the instrument panel. Use high speed (turn to right one detent) for clearing fog or melting snow and ice; use low speed (turn to right two detents) for maintaining clear rear window. The center position of switch is off.

AIR CONDITIONER



The combination Air Conditioner and Heater is operated by simple controls which enable the driver to maintain comfortable car temperatures during all weather conditions.

The same controls are used to operate both the Air Conditioner and the Heater:

Push Buttons. Push OFF button to shut off system, MAX COOL for very hot weather, FRESH COOL for fresh outside air, DEF for clearing windshield of frost and fog, HEAT for heating interior.



Temperature Control Lever. Maintains the temperature of your car at any desired level like the thermostat in your home. This control is used when operating the Air Conditioner or Heater and Defroster. Arrow on knob indicates direction of movement for regulating temperature. Move knob in and out to regulate blower speed: all the way in for low speed, half-way out for medium and all the way out for high speed.

Air outlets on top and at each side of the instrument panel allow air to be directed on the car occupants during cool down, and away from the occupants after comfort has been achieved.

Air from the side outlets can be directed from side to side and up or down by adjusting the vanes or rotating the outlet.

Your Air Conditioner is unique in providing maximum dehumidified air at the most comfortable temperature for all weather conditions above 50°. During rainy or muggy weather operate the system as usual, adjusting the Temperature Control Lever for comfort and clear windows.

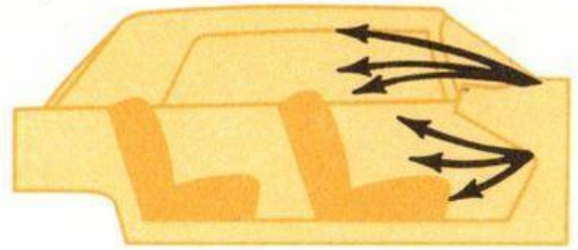
Caution: Air conditioned cars must be protected with permanent type anti-freeze during the summer to 15° or lower to prevent the heater core from freezing. Coolant with anti-freeze concentrations less than 40% should not be used for more than one season.

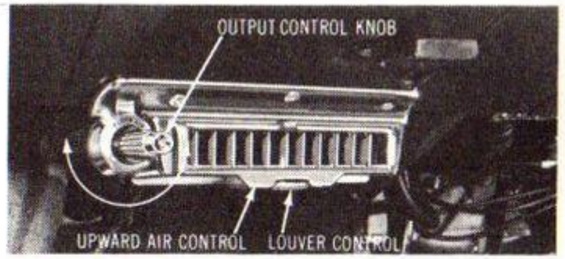
MAXIMUM COOLING
(rapid cool down)

Open windows if car has been parked in hot sun.

1. Slide the Temperature Control Lever to off position, then pull out to high blower speed.
2. Push the "Max Cool" button.
3. Raise outlets on top of instrument panel and adjust vanes to direct air to area to be cooled. Adjust side outlets (at each end of the instrument panel, lower edge) to direct air to driver's legs and lap area.

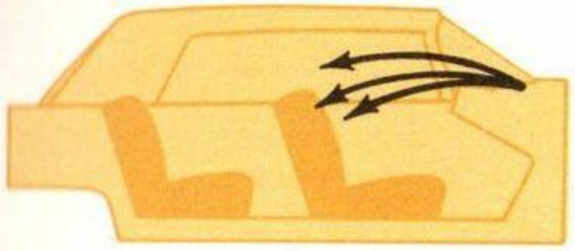
Motion of car and blower will flush hot air from car. Close windows after about one minute of operation. If extremely slow traffic is encountered, additional cooling can be obtained by operating transmission in lower gear.

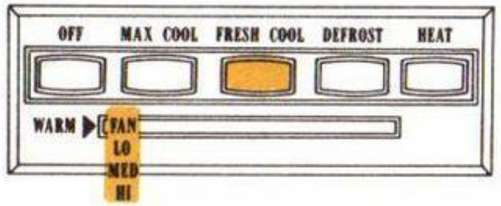




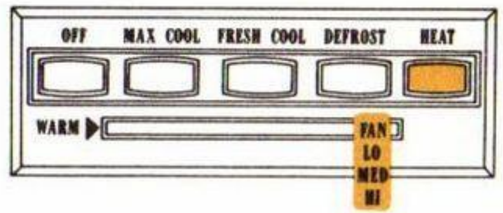
FLOOR AIR

An outlet is installed at each end of the instrument panel (on the lower edge) for the comfort of driver and passenger. The Floor Air feature enables you to control the division of air between the floor (through ducts under the center of the instrument panel, near the floor) and the two upper outlets (on top of instrument panel). Before operating, press either the "Max Cool" or "Fresh Cool" button on the instrument panel. The distribution of air desired is regulated by turning the Floor Air Output Control knob, located on the driver's outlet above the parking brake pedal. Turn knob clockwise to regulate division of air desired—fully clockwise for maximum downward air. To turn off, turn Output Control knob fully counter-clockwise. It is possible with the individual outlets to direct air on the driver or front seat passenger. Turn the Division Louver









control, located on bottom edge of both outlets, to regulate direction of air flow to either left or right. To control amount of air on the chest area, pull the Upward Air control tab up to the desired position. To turn off, turn Division Louver control to far right.

NORMAL COOLING (cooling with fresh air). When you have obtained the desired amount of cooling after Rapid Cool Down, you'll want to continue cooling with fresh outside air for added comfort. Simply push the "Fresh Cool" button, then push or pull the Temperature Control Knob, for Lo, Med or Hi blower speeds. Rear Seat cooling requires Med or Hi blower speed. Next, adjust the Temperature Control Lever to maintain cooling selected. If outside air temperature is so high that car does not maintain cooling desired, push "Max Cool" button.

COOLING FOR SPECIAL CONDITIONS. If the outside air is extremely humid or too warm for fresh air cooling, push or pull Temperature Control Knob for medium speed. This is also recommended when driving through areas which are extremely dusty or have objectionable odors.

DUAL REAR AIR CONDITIONING (optional)

Front unit controls must be on to operate system. For maximum cooling turn "Rear Air" switch, at right of steering column on instrument panel, clockwise two detents. For minimum cooling turn switch clockwise one detent. Turn pointer on switch straight up for "off" position. You can adjust rear outlets, located under the rear window, to circulate air "upward" for rear seat comfort, or direct air "forward" for front seat comfort. Fogging may result if cooled air is directed toward rear window.

DEFOGGING WITH REAR UNIT. Turn front system control to Heat or Def. and adjust rear outlets to direct air on rear window, turn Rear Air Blower switch to right. Turn switch to Hi for clearing fog; use Lo for maintaining clear rear window.

HEATER OPERATION

To Heat the Interior. Best heating is achieved with all windows closed. When the engine temperature gauge on the instrument panel reaches the first mark, push the "Heat" button, slide the Temperature Control Lever to high position and pull out to higher blower speed. After the car's interior is warmed up, adjust the Temperature Control Lever and select the blower speed as required to maintain comfort. During heating, some air is directed onto the windshield to prevent fogging. Push upper outlets down and adjust vanes to direct defroster air to upper corners of windshield. **Rear Passenger Area:** To provide maximum comfort in the rear passenger area, push the "Hi Fan" button and adjust the Temperature Control Lever to regulate the temperature of heat desired.

Defrosting. Move the Temperature Control Lever to high position and push "Def" (defrost) button. Then pull fan switch to high position to force heated air through outlets at top edge of instrument panel.

Defogging. If windshield is fogged inside during cool, wet weather, push the "Def" button without waiting for engine warm-up. After warm-up a comfortable inside temperature can be maintained by adjusting the Temperature Control Lever. Defroster can also be used for mild weather ventilation. With all windows closed, pleasant air circulation around the head and shoulders can be obtained with the Defroster.

Note: To assure maximum effectiveness from your air conditioning unit when warm weather arrives, we suggest that you operate the unit on "Fresh Cool" for five minutes each week during the cold weather.

APPEARANCE CARE

OUTSIDE

Wiping off dust or dirt with a dry cloth or using a combination cleaner and polish without first washing the car may scratch the paint finish.

Wash your car often to prevent road dirt, salt, chemicals and other matter from damaging finish. Flood the painted surfaces with cold water to loosen surface dirt and prevent scratching. Use a MoPar Wash Mit, soft brush, sponge or cloth, and dry completely with a clean towel or damp chamois. MoPar Car Wash Liquid added to water will help remove stubborn dirt and road film. Cleaning windows and windshield with MoPar Glass Cleaner will add that extra sparkle. Use MoPar Bug Remover for removing bug residue. In hot weather, wash the car in as cool and shady a spot as you can find.

Bright Metal (chrome, stainless steel and anodized aluminum) should be washed with special care. Using abrasive powders or steel wool may scratch the finish and on anodized aluminum may remove the protective coating and cause discoloration. To safely and effectively restore sparkle, use MoPar Chrome Cleaner and Polish (with silicones). To prevent the harmful effects of salt and other road chemicals in winter, a coating of MoPar Auto Wax or Super Glaze is recommended.

If desired, you may polish your car immediately by using non-abrasive MoPar Automobile Polish. Before using any other type of cleaner or polish, be sure to let enamel age and harden for at least three months. The finish may then be cleaned and polished with most any cleaner and polish you prefer according to directions on the container. In hot weather, polish the car in the shade.

Tire Care—Wash tires with clear water and a sponge. Use MoPar Tar and Road Oil Remover to remove gummy substances, such as tar, asphalt, oil or undercoating materials from the car finish and tires. When cleaning white side walls spray on MoPar White Side Wall Tire Cleaner and just rinse away the dirt. Use a brush or steel wool on heavily scuffed areas.



INSIDE

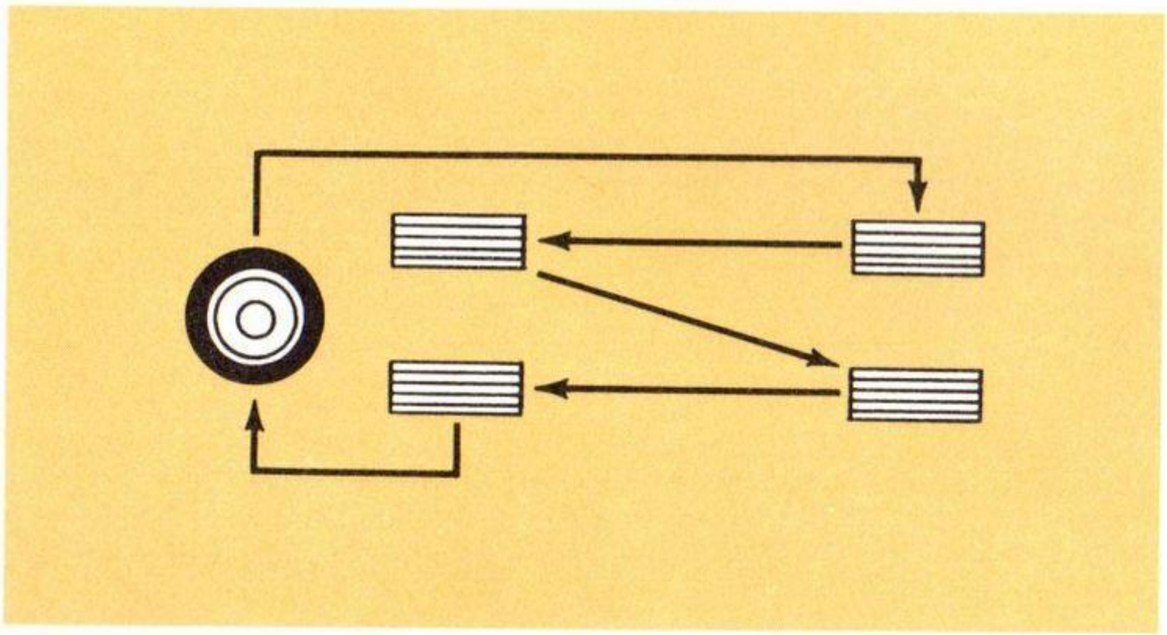
Fabric Upholstery should be brushed or vacuumed regularly. Fabric can be cleaned with MoPar Spot Remover and Fabric Cleaner, or mild soap. For spots or stains, try cold water, then warm water. Follow with MoPar Spot Remover and Fabric Cleaner. **CAUTION:** If you use a volatile-type cleaner to remove spots from foam rubber cushions, DO NOT SATURATE CUSHIONS WITH CLEANING SOLVENT . . . instead, wet a cloth with cleaner, wring it almost dry and rub outward from the center of the spot. GASOLINE IS DANGEROUS—DO NOT USE AS A CLEANING AGENT—it may ignite with brisk rubbing.

Vinyl Plastic or Leather Upholstery should be cleaned with MoPar Multi-Purpose Cleaner or thick mild soap suds in lukewarm water. Apply with sponge or clean cloth and wipe off with damp cloth. Then dry the surface. DO NOT USE volatile cleaners or solvents on vinyl or leather upholstery.

Headlining (Ceiling): It is recommended that MoPar Vinyl Cleaner with D-5 additive be used to clean vinyl headlinings. Use MoPar Upholstery Cleaner for cloth headlinings.

Carpeting should be cleaned regularly with vacuum or whisk broom. Remove stains from carpeting with MoPar Spot Remover and Fabric Cleaner or any dependable carpet cleaner. Wash rubber composition carpets or mats with a small mixture of Car Wash Liquid, Vinyl Cleaner or soapy water.

HOW TO INCREASE TIRE LIFE



TIRE CARE

- Check pressure regularly
- Equalize wear by rotating regularly
- Avoid fast get-aways and prolonged periods of high-speed driving
- Slow down when rounding corners or sharp curves
- Avoid extreme and unnecessary braking
- Avoid sharp objects and chuck holes in pavement
- Balance wheels
- Align front suspension

TIRE ROTATION

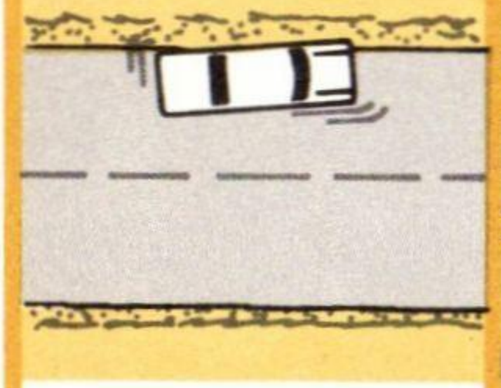
Tire life can be prolonged by rotating all four wheels and the spare, after the first 5,000 miles and every 5,000 miles thereafter.

TIRE PRESSURE

An increase in tire pressure while driving is normal. Reducing pressure to compensate for this increase will cause under-inflation and abnormal wear.

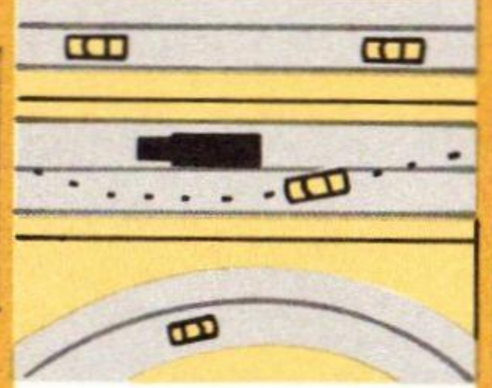
Tires cold, all wheels.....24 lbs.
After moderate driving (tires warm, city driving).....27 lbs.
After high-speed driving (tires hot).....29 lbs.

SAFE DRIVING PRACTICES



■ Should the wheels of your car go off the road onto a soft or low shoulder, avoid panic. Keep a firm grip on steering wheel, and take foot off accelerator pedal. Let car slow down gradually before steering back on road. Don't apply brakes, and don't try to get back on road immediately.

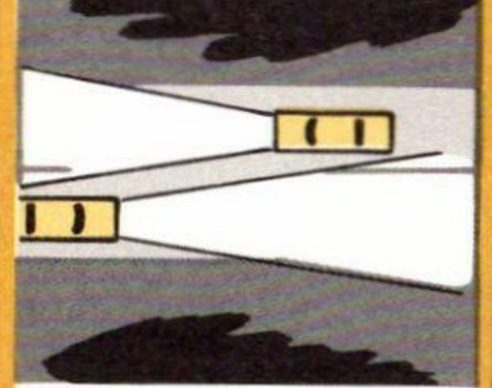
■ If a tire becomes flat, keep a tight grip on steering wheel and resist pulling tendency of flat tire. Let car slow down gradually. Don't apply brakes suddenly.



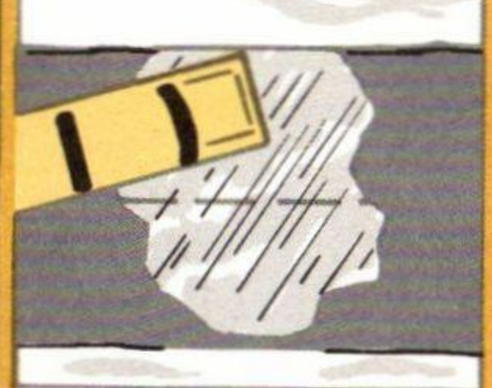
■ Keep a safe distance between you and the car ahead. Allow at least a car length for every 10 mph you are moving (two car lengths at 20 mph, three car lengths at 30 mph, etc.).

■ Be alert when passing. That way you'll be ready to give the other driver plenty of "elbow" room if he should suddenly swerve into your traffic lane.

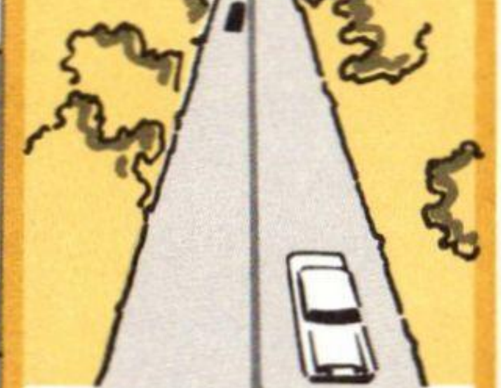
■ Slow down before entering a corner or curve. Once into the turn, accelerating slightly will give you better control. Avoid braking on a curve unless absolutely necessary.



■ Dim your headlights for approaching cars, even if the other driver doesn't. Usually, an "up-and-down" signal of your lights will remind him to dim his lights. Keep your car's headlamps wiped clean.



■ To pull away on ice, shift to second or third gear and apply accelerator slowly. Should the rear of the car skid, straighten out by turning the wheel slightly in the direction of the skid. To stop on ice "pump" the brake pedal lightly to avoid sliding.

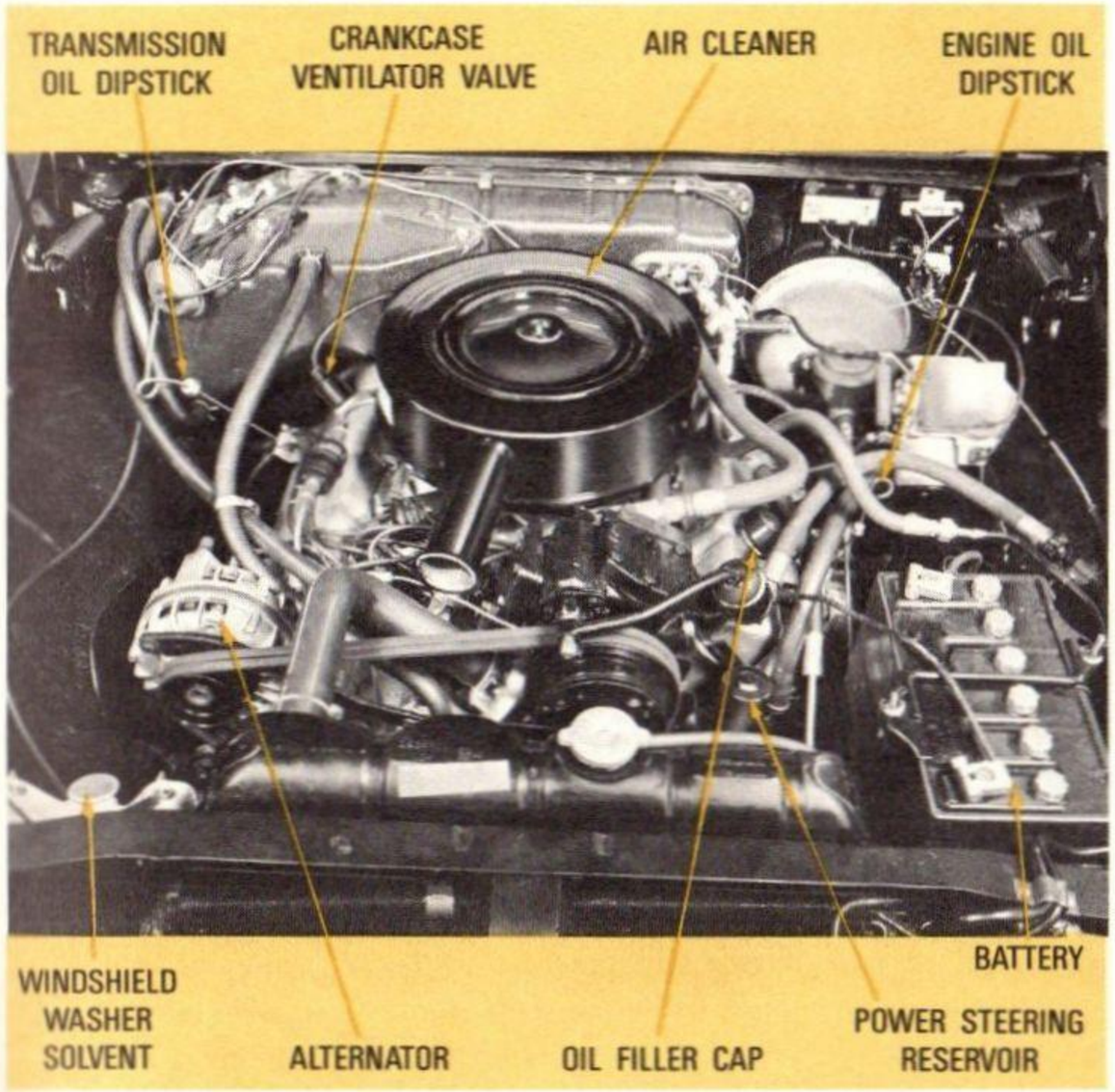


■ Shift into a lower gear when going down a steep grade, "Engine braking" will help you keep your car under control.

■ On long trips, stop every hundred miles or so to rest your eyes, nerves and muscles, especially on super highways and turnpikes.

■ Above all, be courteous and alert wherever you drive. Obey all traffic regulations. Stay in your lane, signal for turns, pass only when road ahead is clear, and slow down at night.

SERVICE TIPS



The service tips found on this and the following pages are simple maintenance items that may be of interest to you.

Long-range service procedure and mileage maintenance intervals are outlined in detail in the booklet entitled "Owner Service Certificate and Certified Car Care," which accompanies this Manual. We strongly urge that you familiarize yourself with the Certified Car Care plan and the benefits you are entitled to.

GASOLINE

A dependable brand of "premium" gas is recommended for top efficiency and performance.

HOW TO CHECK LEVEL OF AUTOMATIC TRANSMISSION OIL

Check level semi-annually. With the engine idling and thoroughly warm, apply parking brake and push the Neutral button. Then shift briefly through all ranges. Push Neutral button again and remove dip stick with engine idling. Oil level should be between the "F" mark, or slightly below, but never above the "F" mark when the engine is warm. If it is necessary to check fluid level when the engine is cold, the level should be at or slightly below the "Add 1 Pint" on the dip stick. Add or drain bluid as necessary. Be sure the dip stick is properly reseated to prevent entry of dirt. Use only Automatic Transmission Fluid, Type "A", Suffix "A". NOTE: Do not idle engine in gear for long periods.

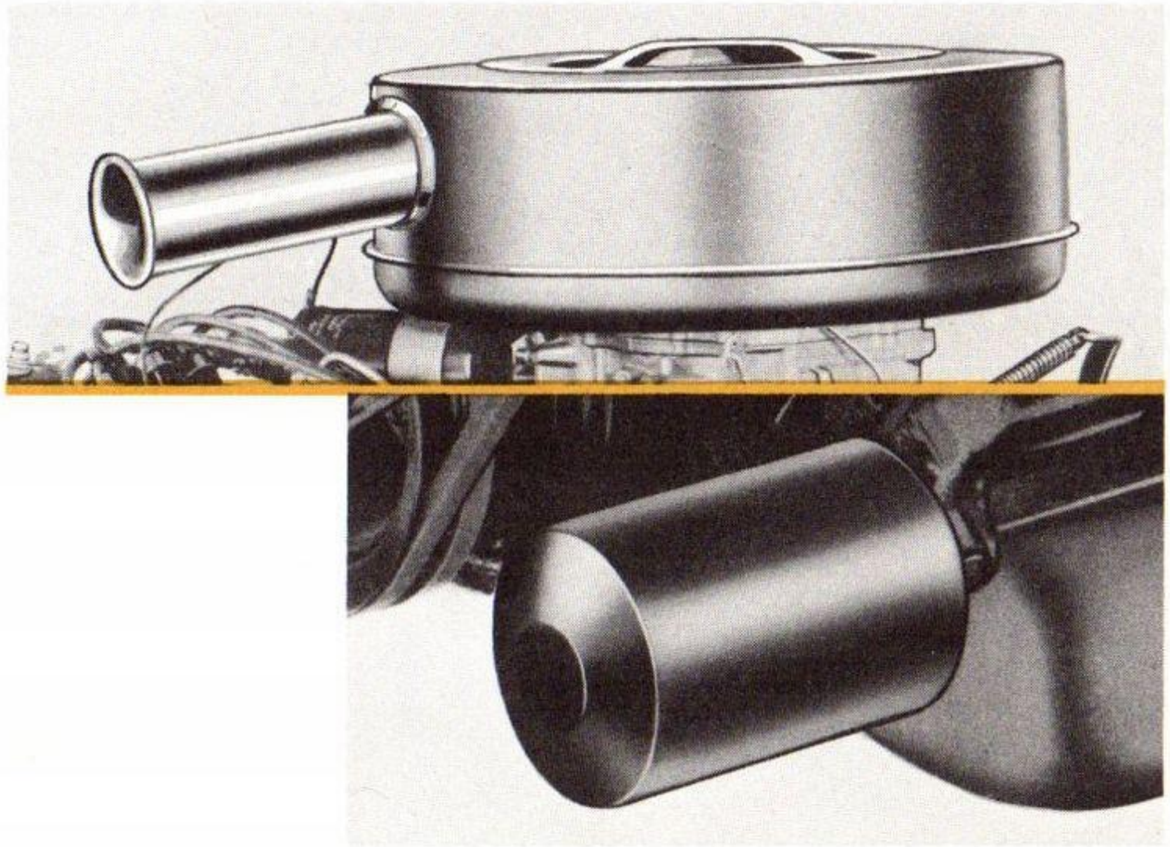
POWER STEERING FLUID LEVEL

Check level semi-annually. Clean dirt from cap and remove from oil reservoir. When engine is hot, fluid level should be halfway up in filler neck; when cold, level should be at bottom of neck. Use only MoPar Power Steering Fluid, or its equivalent.

BATTERY CARE

Remove all caps and check fluid level every two months, and more often in hot weather and on long trips. If necessary, add only water of a known low mineral content. Do not overfill—proper water level is ⅜" above plates. Never allow flame or sparks near uncovered filler holes because explosive hydrogen gas may be present. Battery should be held securely in rack. Terminals should be tight and free of corrosion.

CAUTION: To prevent possible wiring damage, certain precautions should be observed: it is essential when replacing the cables on the battery, or when using a "booster" battery, that the positive cable is attached to the positive post and the negative cable is attached to the negative post. The negative cable is attached to the engine block. Battery posts are marked plus (+) and minus (−). Also, if a "fast charger" is used while battery is in car, disconnect both car battery cables before connecting the charger to battery. Do not use a "fast charger" to provide starting voltage.



THE CARBURETOR AIR FILTER

The special easy to change fire-resistant filter installed in your carburetor should be cleaned and inspected every 6 months and replaced every 24,000 miles, to assure good fuel economy. Clean or replace more often when car is driven in dusty or sandy areas. Replace filter if damaged. Do NOT wash or oil. Simply remove the metal container, unscrew the wing nut and lift out filter. Clean with compressed air, holding nozzle about two inches from filter.

ENGINE OIL FILTER

Tiny particles of dirt or foreign matter that might enter the engine oil are removed by the oil filter. But in time the filter will become clogged, and so it is recommended that it be changed semi-annually to coincide with an oil change. Be sure to have the oil changed at the same time. In severe dust conditions or continuous short-trip weather cold driving, change the filter more frequently.

OIL CAP FILTER

The cap on the oil filler tube is a combination ventilator and permanent filter. The filter inside the cap should be kept clean to allow clean air to remove combustion products from the crankcase. To clean the filter wash the entire cap periodically in kerosene and relubricate with SAE 30 engine oil.

AUTOMATIC TRANSMISSION

The fluid and filter installed in your automatic transmission at the factory will provide satisfactory lubrication and protection for the life of your car. Therefore, fluid changes are not necessary, except for hard usage such such as frequent towing of trailer or continuous driving under overload conditions. Under these conditions the transmission should be adjusted and fluid and filter changed in your Dealer's Service Department at intervals of about 10,000-32,000 miles.

RECOMMENDED ENGINE OIL GRADES

Multigrades:	SAE 10W-30	—Suitable year-around for most parts of the U.S., may be used as low as —10° F.
	SAE 5W-20	—Recommended if temperatures are consistently below 10° F.
Single grade:	SAE 30	—When temperatures are consistently above 32° F.
	SAE 10W	—When temperature ranges average between 32 and —10° F.

WHEN TO ADD ENGINE OIL

Have the engine oil level checked during each stop at the gasoline station. Add oil only when the level registers on the dip stick at the "ADD OIL" mark, or below it.

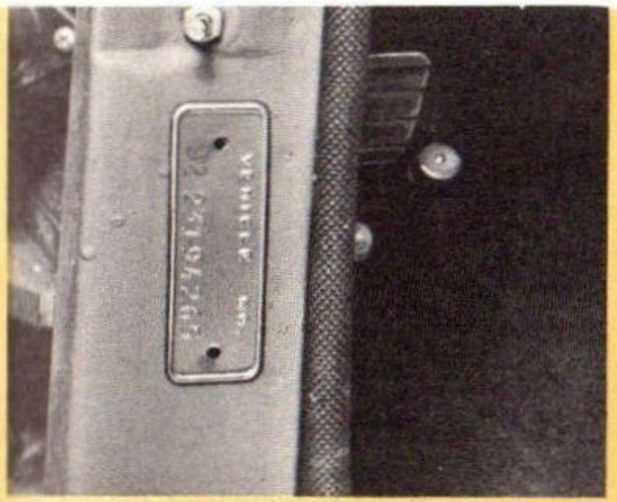
FUEL FILTER

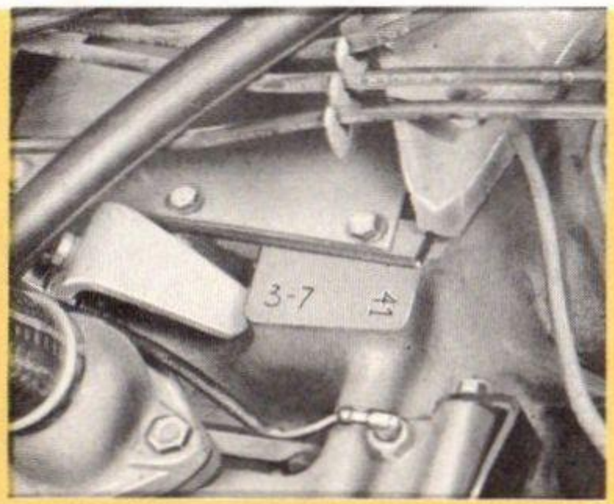
Your new car has a filter in the fuel tank to prevent water and foreign material from entering the fuel system. There is also a fuel filter in the fuel line at the fuel pump outlet. If this filter is plugged it can limit car speed and cause hard starting. Under normal operating conditions the filter should be changed at least once a year or at 16,000 mile intervals.

CRANKCASE VENTILATOR VALVE

The engine in your new car was equipped at the factory with a positive ventilating system to reduce the emission of fumes into the atmosphere. Operation of the crankcase ventilator valve in the system should be checked every 6 months by your Dealer, and more frequently if the car is used for short trip driving and prolonged engine idling. Replace valve once a year.

SPECIFICATIONS, CAPACITIES AND DATA





LICENSE DATA

VEHICLE NUMBER
Stamped on plate on left front door post.

ENGINE NUMBER
Stamped on pad adjacent to thermostat housing.

FLUID CAPACITIES

Fuel—23 gals.
Engine Oil—5 qts., add 1 qt. with filter change
Cooling System—16 qts., add 1 qt. with heater
Transmission—19½ pts.
Rear Axle—4 pts.
Power Steering—4 pts.

(continued)

SPECIFICATIONS, CAPACITIES AND DATA (CONTINUED)

LIGHT BULBS

	Number
Head Lights	
High-Low Outer Light	2
High Inner Light	1
Instrument Panel	57
Radio Dial	53X
Trunk	1004
Turn Signal, front and rear	1034
Parking	1034
Dome	1004
License Plate	67
Stop	1034
Tail	67 and 1034
Back-up	1141

LIGHT FUSES

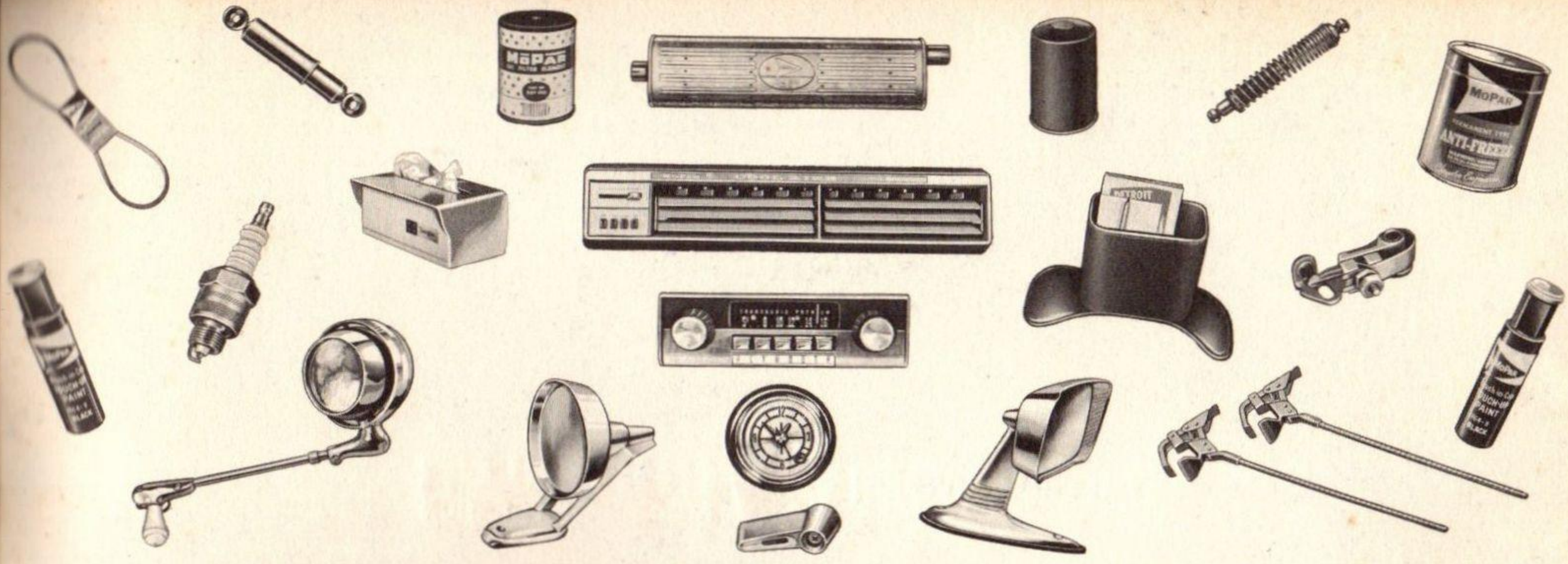
Fuses for the radio, cigarette lighter, heater or air conditioning, tail-stop-dome lights and accessories are retained in a box located at bottom edge of instrument panel under the radio control panel. Amp sizes and nomenclature are marked on box.

ENGINE SPECIFICATIONS

Piston Displacement	413 cu. in.
Bore	4.19″
Stroke	3.750″
Compression Ratio	10:1
Oil Filter	Throwaway
Cooling System Pressure	14 psi
Thermostat	180°
Ignition Timing	10° BTC
Breaker Point Gap	.014-.019″
Spark Plug Gap and Number	.035″; J-12-Y
Firing Order	1-8-4-3-6-5-7-2



SPECIFICATIONS, CAPACITIES AND DATA (CONTINUED)



THE RIGHT ACCESSORIES WILL ADD A LOT TO THE ENJOYMENT OF YOUR NEW IMPERIAL

Your beautiful new Imperial is painstakingly built to bring you many, many miles of carefree motoring pleasure. And, to increase this pleasure, your dealer carries many accessories that add to your comfort, convenience and pride of ownership. These include air conditioners, radios, spotlights, seat belts, child-guard door locks and scores of other desirable items.

When it comes time for your new Imperial to be serviced, be sure you take it to your Imperial Dealer. He knows your car and he shares your desire to keep it operating at utmost efficiency. He also uses genuine Chrysler Parts—the only replacement parts that are specially-engineered and factory-approved for use in your car.

PARTS DIVISION
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CHRYSLER
MOTORS CORPORATION

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