

Introducing
CHRYSLER LeBARON



CHRYSLER LeBARON

The beginning of a totally new class of automobiles.

Until now, you could generally define a luxury car by its high price. Not any more. Today there's a totally new class of automobiles. Meet Chrysler LeBaron.

One look tells you it's an entirely new kind of Chrysler. Leaner, lighter. Smaller outside, spacious inside. With all kinds of comfort, convenience and luxury touches. Yet, for all its elegance, the new Chrysler LeBaron has been conceived with a

comfortable 60/40 split-reclining seats trimmed in elegant crushed velour cloth with pleated inserts. All the way up to optional genuine leather—soft, supple. Truly luxurious.

There is a whole host of other optional features to rival that of any luxury car, including such elegant touches as an illuminated vanity mirror in the sun visor on the passenger side.

There's the remarkable LeBaron ride that's as smooth and comfortable as the ride on some larger cars.

And LeBaron is powered by Chrysler's 318 V-8 with Electronic Lean Burn System. Other facts include:



deep regard for its affordability.

LeBaron is offered in two distinct body styles: 2-door and 4-door. And they're quite different from each other—a difference you can see and sense. They're offered in the LeBaron and the more luxurious LeBaron Medallion.

The LeBaron 2-door is a personal car. A road car. A quick-looking car. It sports a young, aggressive style, with a long hood, sleek deck and a trim roof line, especially with the elegant optional Landau roof. It features all kinds of standard luxuries: outside, opera lamps on the center pillar and, inside, such personal touches as overhead reading lamps and assist handles on the center pillar.

The LeBaron 4-door, on the other hand, is fashioned in a more classic style. With a formal rear window and a fully padded vinyl roof, standard. And inside there are such luxury touches as a fold-down center armrest in the front and in the back seat of the Medallion. In addition, there are three roof rail assist handles and rear-seat vanity mirrors with their own lamps. All standard.

The interiors are simply beautiful . . . ranging from attractive ribbed Cortez velour cloth-and-vinyl in the 2- and 4-door LeBaron (a vinyl trim is optional in the 2-door LeBaron) . . . to superbly



TorqueFlite automatic transmission, standard. Power brakes and power steering, standard. Fiberglass-belted radial tires, standard. Wheelbase: 112.7". Length: 2-door, 204"; 4-door, 206.1". Seating: 2-door and 4-door, 6 people.

Look over the new Chrysler LeBaron. You'll see how much car it really is. And

price it. You'll see how little you can buy or lease it for. Your Chrysler dealer extends you a cordial invitation to see, to drive and price this totally new class of automobiles, this totally new kind of Chrysler. Chrysler LeBaron.

Base Sticker Prices*:

Chrysler LeBaron 2-door, \$5,066

Chrysler LeBaron 4-door, \$5,224

Chrysler LeBaron Medallion 2-door, \$5,436

Chrysler LeBaron Medallion 4-door, \$5,594

*Not including destination charge, title, taxes or optional equipment.



Shown above: Soft, supple genuine leather covers this comfortable, luxurious 60/40 split reclining front seat with a fold-down center armrest and deep sill-to-sill carpeting that extends up onto the door trim scuff area. This elegant interior is available as an option in both the 2- and 4-door LeBaron Medallion. \$208 extra.



The rear seat of the Medallion 2-door, at left, is contoured, with a notched back, shown here in optional genuine leather.





Chrysler LeBaron Medallion 2-Door	
Base Sticker Price	\$5,436
318 cu. in. V-8	Std.
Power Steering	Std.
Power Front Disc Brakes	Std.
Automatic Transmission	Std.
Remote Control Right Mirror	\$31
Landau Vinyl Roof	\$132
Electric Rear Window Defroster	\$86
FR78 x 15 Fiberglass-belted Radial WSW Tires	\$43
Forged Aluminum Road Wheels	\$196
Total for car as shown	\$5,924*

*Not including destination charge, title,
taxes or optional equipment.

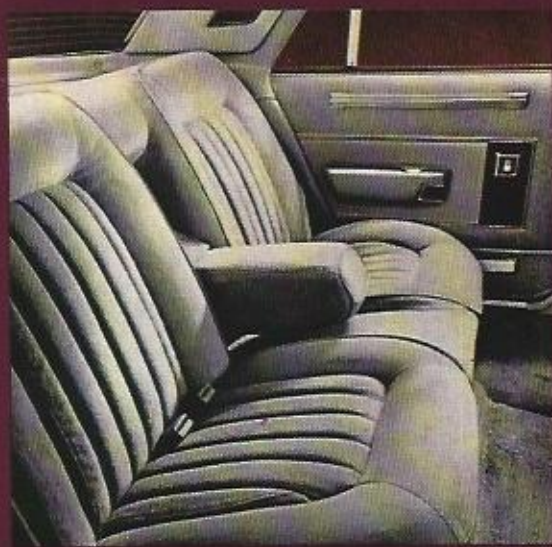
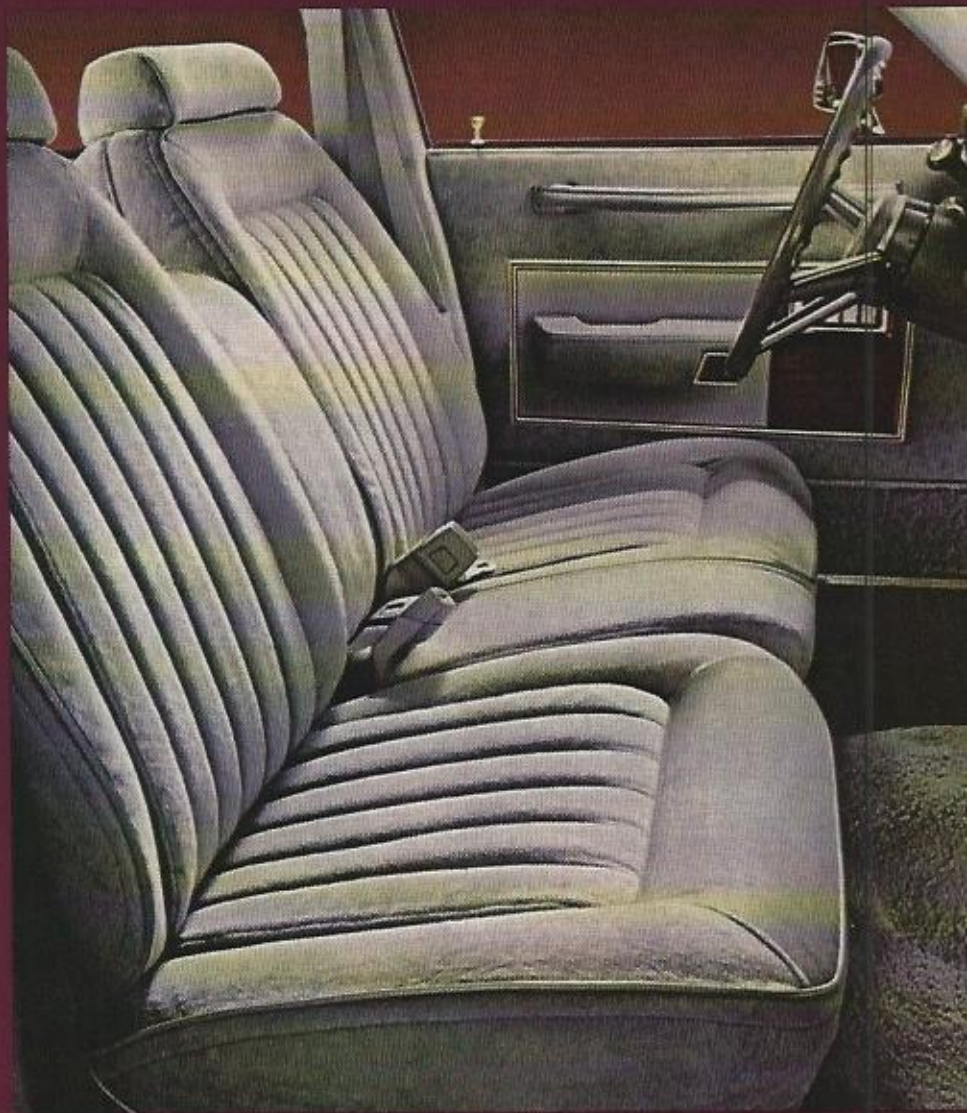




Chrysler LeBaron Medallion 4-Door	
Base Sticker Price	\$5,594
318 cu. in. V-8	Std.
Padded Vinyl Roof	Std.
Power Steering	Std.
Power Front Disc Brakes	Std.
Automatic Transmission	Std.
Remote Control Right Mirror	\$31
Light Package	\$65
Bumper Guards, Front	\$20
Wire Wheel Covers	\$35
FR78 x 15 Fiberglass-belted Radial WSW Tires	\$43

Total for car as shown \$5,788*

*Not including destination charge, title, taxes or optional equipment.



The standard trim in the Medallion—both 2- and 4-door—is shown above in luxurious Verdi velour brushed cloth with pleated inserts, together with 60/40 reclining seats and a fold-down center armrest.

The Medallion 4-door rear seat shown on left features a fold-down center armrest.



A. LeBaron's instrument panel is a picture of elegance—and a perfect mating of grand style and good sense. The safety pad is fashioned in a natural leather-grain finish, the instrument cluster bezel in rich rosewood grain. The gauges and switches are functionally grouped—easy to see, easy to reach. And the panel is modular; remove the bezel and the instruments are easily accessible if service is needed. It's part of Chrysler's on-going program to make your car easier to maintain, easier to service.



B. A deep, generous-size trunk is an outstanding feature of LeBaron. With the standard space-saving tire, the 4-door offers you as much as 14.6 cu. ft. of trunk space; 16.3 cu. ft. in the 2-door. And both offer you a plush carpet on the trunk floor—standard in the Medallion.



C. One of the subtle but elegant touches in the LeBaron Medallion 4-door is the rear-compartment vanity mirrors with their own lamps. They're standard and they're located on the inside rear pillars. Pure luxury.



D. One of the features that makes the LeBaron 2-door such a personal car are the overhead reading lamps. The lighting has separate switches for the driver and the front seat passenger. Very nice.

E. Here's another look at the elegant LeBaron 4-door. Your Chrysler dealer will be happy to show you how little it takes to buy or lease a new Chrysler LeBaron of your choice.

