the MIGHTY CHRYSLER for 1957



the most glamorous car in a generation

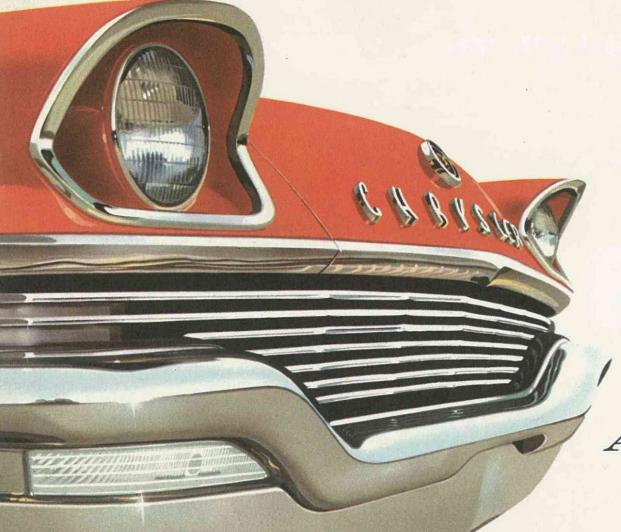


the most glamorous cars in a generation

* THE NEW YORKER

* THE SARATOGA

* AND THE NEW LOW-PRICED WINDSOR



Glamorous is the word for it! Glamorous in the originality of its design—in the exclusiveness of its Flight-Sweep styling—in the luxury and comfort of its smart interiors—and, in the inherent beauty of its dynamic symmetry.

Here is a design that is new, and fresh, and different—a perfectly balanced design, with the *new* look and feel of motion in every graceful line and contour.

The bodies are low, yet there is generous headroom, and spacious front and rear compartments. The car has the appearance of exceptionally great length—the result of its Flight-Sweep design. And the intentional, reserved use of chrome and exterior embellishment give it a dignified beauty and charm that will have a great appeal for those who instinctively shy away from the garish and gaudy.

The Chrysler Line for 1957—America's First Family of Fine Cars—includes three Models and twelve smart Body Styles.

The Chrysler New Yorker—long recognized as one of the truly fine cars—has five distinctive body types—the Sedan—the Two-Door Hardtop—the Four-Door Hardtop—the Convertible Coupe—and the Town & Country Wagon.

The next in line is the smart, new Chrysler Saratoga, with three beautiful body types—the Sedan—the Two-Door Hardtop—and the Four-Door Hardtop.

The third member of the Chrysler Family for 1957 is the new, low-priced Chrysler Windsor. In this Model you have your choice of the Sedan—the Two-Door Hardtop—the Four-Door Hardtop—and the Town & Country Wagon.

America's First Family of Fine Cars!



THE NEW YORKER sedan



Picture yourself in this beautiful Chrysler New Yorker Sedan—a car which has everything of modern, new design. The long, upswept rear fenders; the sculptured wheel openings, the broad, gracefully sloping front fenders; the recessed headlamps; the wide grille and bumpers; and the wrap-around front and rear windows, which blend so beautifully with the graceful lines of the roof.

Inside the car, too, you will find new, modern design, fine upholstery materials, and lavish appointments—all of which enhance your pride of ownership.



The illustration below shows the broad expanse of the new windshield design, which curves at both top and bottom around to the sides of the car. The rear window is almost equally as expansive, which assures greater visibility. The new vent wing design slants rearward, and both windows lower into the doors, electrically operated, if you choose. The recessed door handles are new in design and are easily operated by merely lifting the handle. The Safety Door Latch keeps the door securely closed.

THE NEW YORKER 4-door hardtop



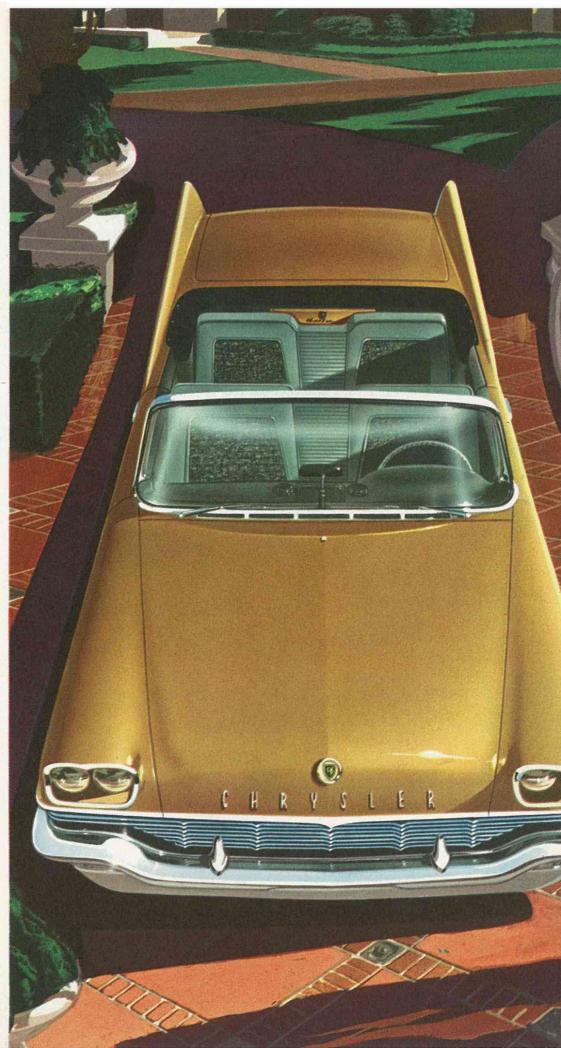
THE NEW YORKER

convertible coupe

When you combine the ultra-modern, Flight-Sweep styling of the 1957 Chrysler with the engineering excellence for which Chrysler has already won world-wide acclaim, you have the perfect combination—the car of supreme satisfaction.

The famous FirePower engine; the sensational new Torsion-Aire Ride; the new Torque-Flite Transmission, with unbelievable smoothness, quietness and GO; the Full-Time Power Steering; and the finest, safest braking system ever developed; assure you a performance that is just as distinctive and different from all other cars as the superb styling that makes the Mighty Chrysler the most glamorous car in a generation.









town and country wagon

Available as optional equipment on the Town & Country is the "Captive Air" Tire which eliminates the need for a spare so that the large, concealed compartment under the floor can be used to keep your valuables under lock and key. Get the complete story about this new tire development.

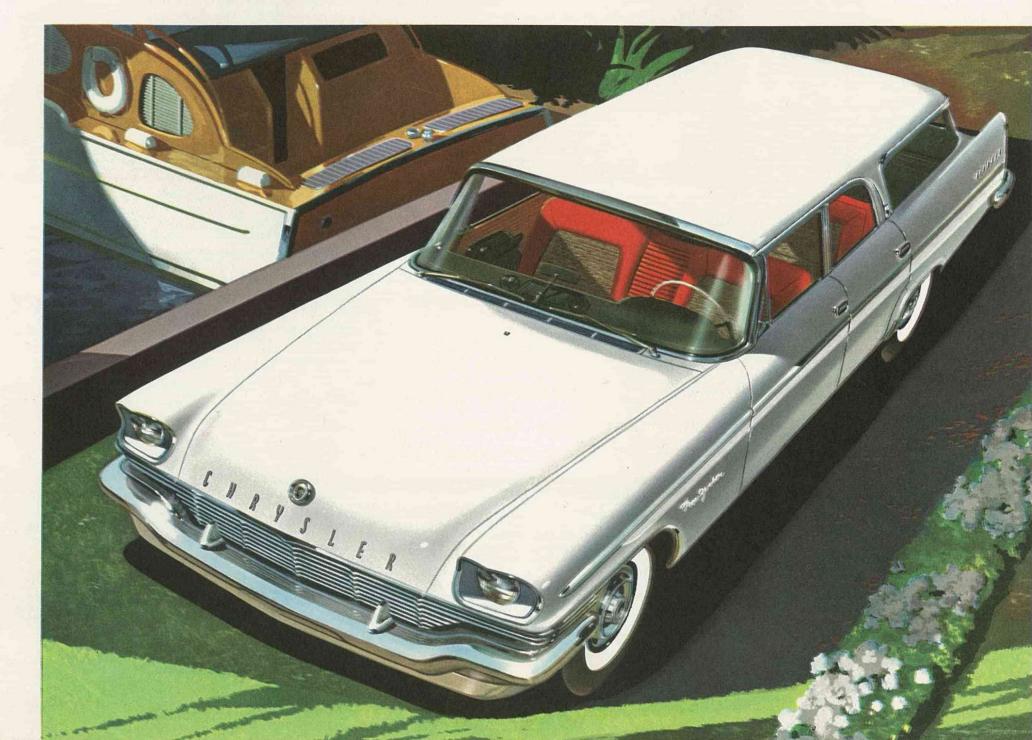
The comfort and luxury of the sedan—

plus, the individuality and smartness
of a body style that is becoming, more
and more, the choice of those who
want "something different." The all-steel
body has amazing storage capacity
and many design features that make
it "THE" station wagon of the year.

THE NEW YORKER 2-door hardtop

Glamorous styling and fine designing are evident, too, in the dramatic upward-sweeping rear fenders that terminate in the outward-canted twin-tower taillights; the gracefully sloping rear deck; the shadow-box styled license plate mounting; and the outrigger bumpers that complete the downward unified flow of lines of the tail fins.





the new Chrysler Saratoga

THE BIG, FINE CAR IN THE MEDIUM PRICED FIELD

126 inch wheelbase—more than eighteen feet of a gorgeously designed motor car—295 horsepower—the unbelievably different new Torsion-Aire Ride—the new Torque-Flite Transmission—so smooth and fast—the finest braking system—interiors of fine materials and charming good taste—these are a few of the reasons why the Chrysler Saratoga is the finest car in the medium-price field.

There are three beautiful body types in the Chrysler Saratoga Line—the Sedan, the Two-Door Hardtop, and the Four-Door Hardtop. And all have the same distinctive Flight-Sweep styling as the smart, ultra modern design that makes the Chrysler New Yorker such a standout among all the cars for 1957.

The smart styling, roominess, and comfort of the interiors are shown above. The center illustration shows the top-and-bottom wrap-around of the big "front window." And the bottom illustration shows one of the most beautifully designed —and practical—instrument panels. All the dials are easily readable, at a glance—every control is within easy reach—and the famous Push-Button Control panel is conveniently located at the left of the steering column.

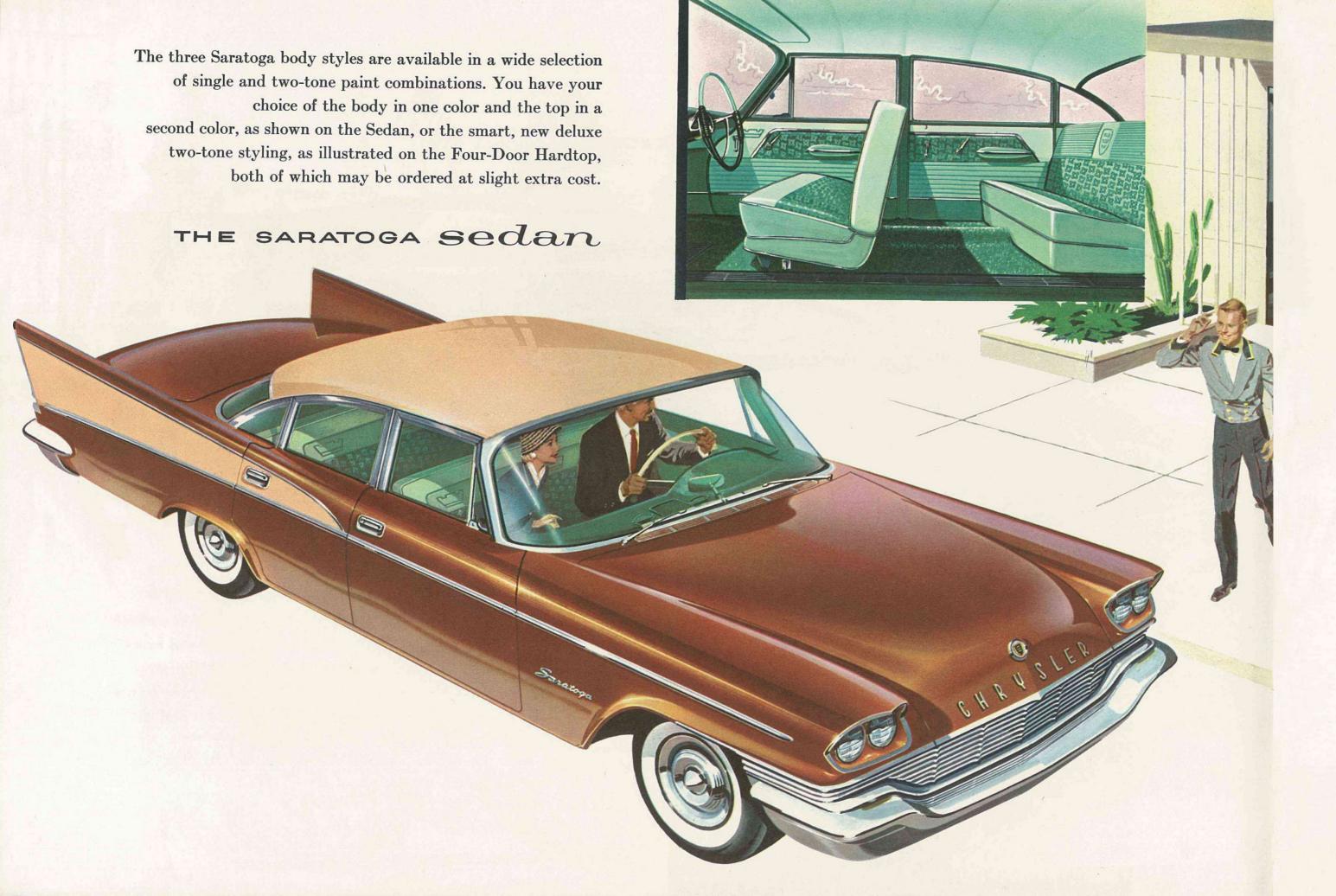


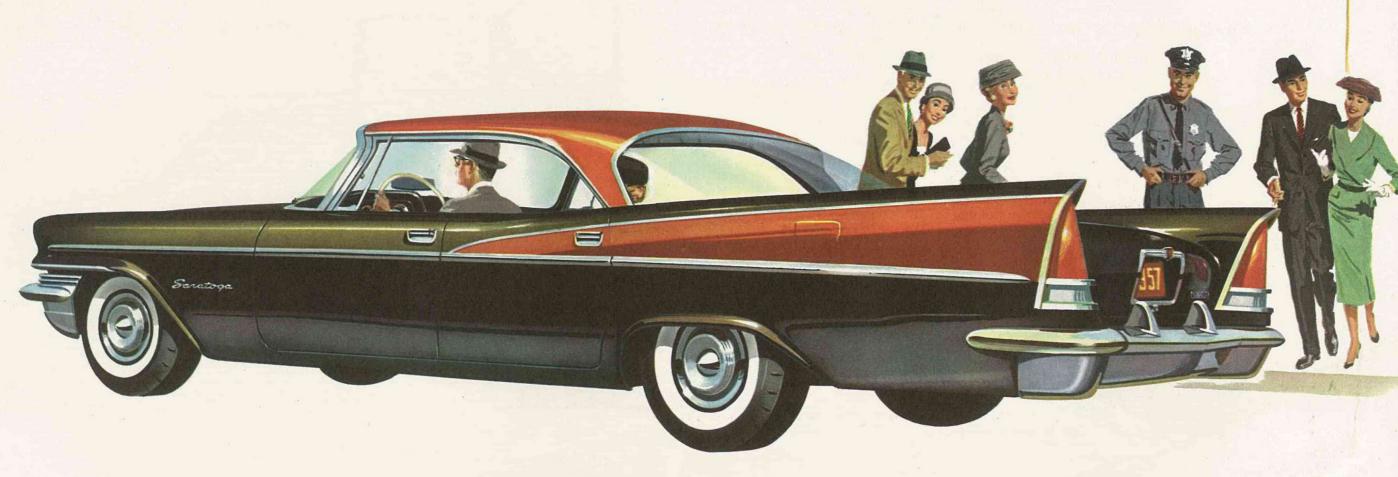




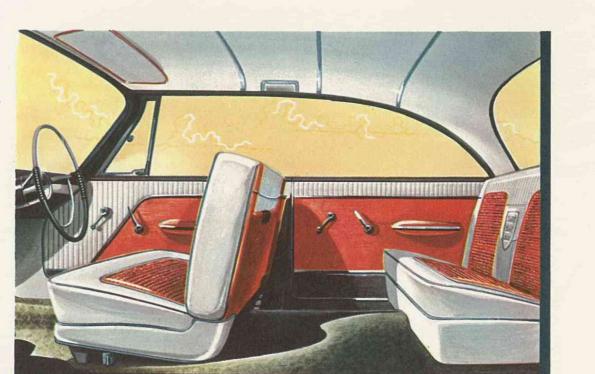


THE SARATOGA 2-door hardtop





THE SARATOGA 4-door hardtop



You will never in the world know, or appreciate what the Chrysler Saratoga has to give you unless you drive it. Certainly, every car today will get you there. But, there is a big difference—a difference in prestige—in the roominess and comfort of a big car—in safety, because Chryslers are, first and last, built and engineered for safety—in performance, that is so different, as you will find out when you drive a Chrysler Saratoga!

Why not find out for yourself before you buy any car?

It will be time profitably spent!

the Chrysler Windsor

SLER STYLE ... COMFORT ... LUXURY ... BIGNESS
DRMANCE ... AND ENGINEERING AT A NEW LOW PRICE!

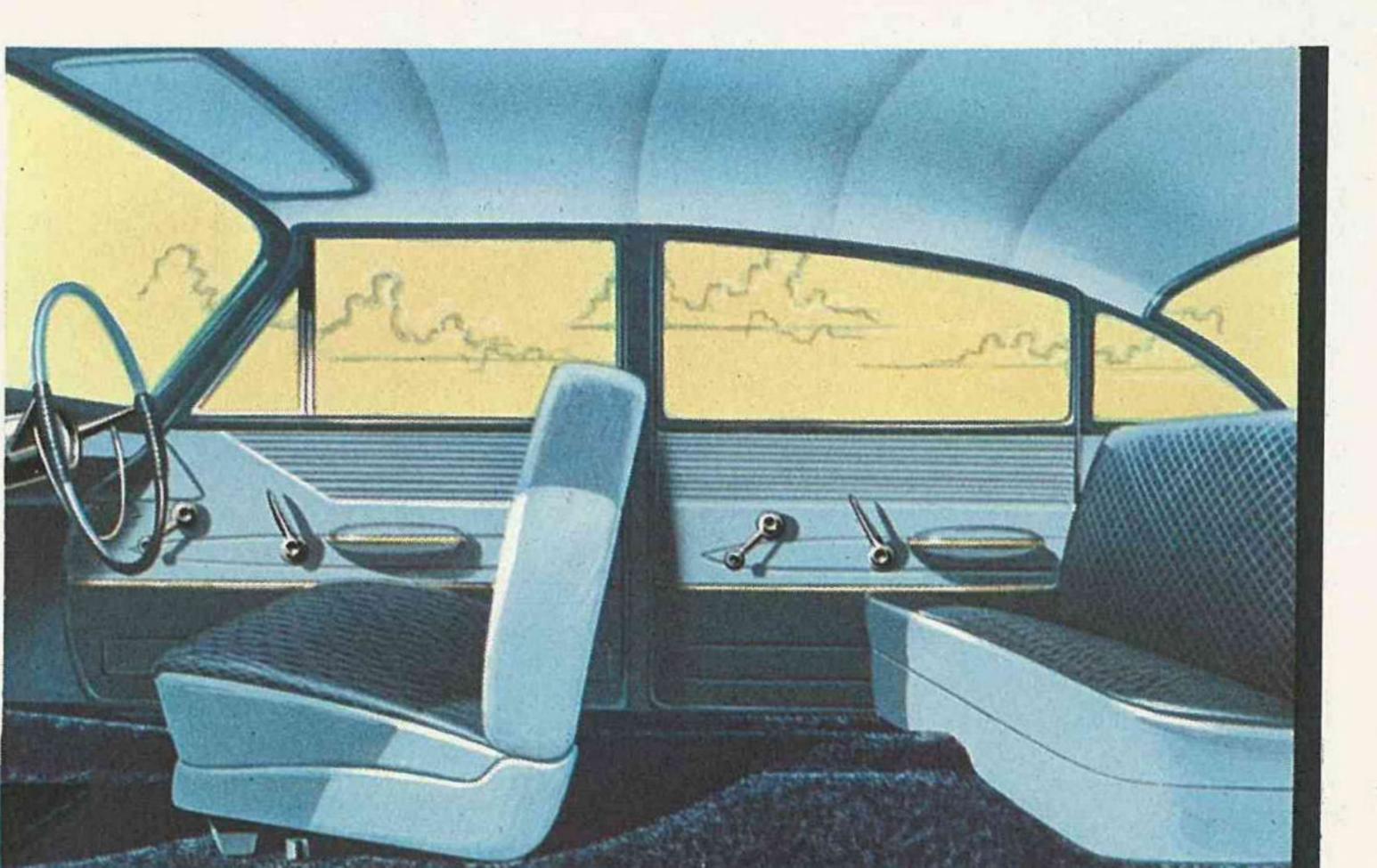
Here is good news—big news for those who have always wanted to own a Chrysler but felt that it was a little more than they could afford.

Now—in the new low-priced Chrysler Windsor, you can have all the style and beauty, the bigness, the performance, the fine engineering, the comfort and safety, and the prestige and satisfaction of owning and driving a Chrysler at a price that can be easily fitted into your budget.

The new low-priced Windsor has the same exclusive Flight-Sweep styling as the other Mighty Chryslers for 1957. It has the same sensational, new Torsion-Aire Ride, explained in detail on page 19; the same fine braking system; and many of the other outstanding engineering features that make Chrysler so desirable, so satisfactory, such a pleasure to own and drive. It is powered with the famous Chrysler Spitfire V-8 engine—one of the finest engines ever designed for performance, long life, low maintenance cost, and economy of operation.

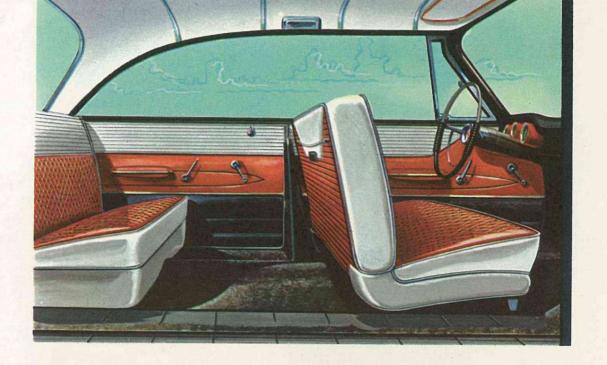
There are four smart body styles—a wide variety of gorgeous new colors and beautiful upholstery options for your selection. Included are the Sedan, the Two-Door Hardtop, the Four-Door Hardtop; and the Town & Country Wagon.

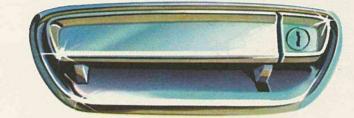




THE WINDSOR Sedan

Before you buy any car, regardless of price class, see and drive the luxurious, big Windsor Sedan shown above. In it you will find so many things so far superior to the lower-priced, smaller cars and you will be surprised to find how little more it takes to own and enjoy the many pleasures of driving a Chrysler. We will be delighted to have you drive the Windsor at your convenience. Don't miss it!





The new, safety-design door handles are recessed into the body. A simple lift-and-pull movement releases the safety door latch and swings the door open:

For those who want an added design-note of distinction, Chrysler stylists have created the distinctive Flight-Sweep insert which may be had as special equipment. This insert, which is outlined in chrome, is available in the same color as the roof. The distinctive Windsor name, in chrome script, is located within the insert.

THE WINDSOR 4-door hardtop





THE WINDSOR 2-door hardtop

Compare the big, luxurious Two-Door Hardtop, shown above, with cars of other makes that cost much more, and we believe you will decide that the Chrysler Windsor is the biggest value—the best buy you can make in the Industry today. In no other car will you get comparable performance, engineering, and quality of materials and manufacturing at such a low cost. And, no other car gives you the satisfaction, the prestige and the pleasure of owning a Chrysler!



THE WINDSOR town and country wagon

The all-steel, four-door, two-seated Town & Country Wagon is the smartest utility car on the market today. The rear seat and seat back fold forward flush with the floor, making a storage compartment of great carrying capacity.

The elimination of the rear corner pillars and the new wrap-around rear quarter windows give the car an added note of distinction and smartness. The tailgate has a torsion bar hinge, which counterbalances the weight, permitting easy, one-hand raising or lowering.

The spare tire is stored under the floor board at the rear.

The illustration shows the large storage space. Dimensions are 49 inches wide; 28.3 inches high; length (rear seat down, tailgate up) 98.8 inches, 120.6 inches with the tailgate lowered. Chrome skid strips on the floor available on special order (standard on New Yorker).



the finest engineered cars

IN CHRYSLER HISTORY

Chrysler has always been known and respected for the excellence of its engineering, and the Mighty Chrysler for 1957, with the greatest array of outstanding engineering features ever offered, takes precedence as one of the finest engineered cars in the world today.

Convincing evidence of the justification for this statement is found in the imposing list on the right. And, conclusive evidence can be yours, without any question, if you will drive the Chrysler, not just around the block, but long enough and far enough to really find out how superior, how different it is from all other cars. Chrysler owners will tell you there is an intangible something about the Chrysler that cannot be described—it must be experienced. They will tell you there is more power; greater flexibility; greater smoothness and fleetness; a deeper sense of security; an effortless control and ease of driving that instills confidence and a feeling of safety they have never experienced in any other car they have ever owned.

But, the Chrysler car itself will tell you much more. And tell it to you in a way that will be absolutely convincing—conclusive proof that a Chrysler is the car for you!

Why not find out? Why not enjoy this revealing experience, which will mean so much to you in the future. We will be delighted to furnish the car whenever you want it. Come in at your earliest convenience.

New Torque-Flite Transmission with Push-Button Control New "Total-Contact" Braking System

New Torsion-Aire Ride

The Mighty Airplane-Type
FirePower and Spitfire Engines

New Bridge-Girder Type Frame

Full-Time Power Steering

Chrysler Power Brakes

Safety Rim Wheels

14-Inch Wide-Section Wheels

Lifeguard Door Latches

The Exclusive Flight-Sweep Styling

Recessed Safety Door Handles

Deep-Section Steering Wheel

Integral Heater—Air Conditioning— Ventilating Systems

Hi Fi Phonograph

Six-Way Power Seats

Independent Parking Brake

Waterproof Ignition

Sensational!

Chrysler's new

TORSION-

AIRE

RIDE

The greatest advance in riding comfort... ease of handling ... and safe driving made in the past 25 years!

Chrysler Engineers have developed another "Engineering First" of great importance that will mean so much to those who become proud owners of the Mighty Chrysler for 1957!

It is the sensational, new Torsion-Aire Ride—an entirely new concept, a completely new suspension system that includes—as shown on the illustration: ① a new frame of great strength; ② new torsion-bar front springs; ③ new front wheel control arms; ④ new steering knuckles; ⑤ new ball joint front wheel suspension; ⑥ new front sway bar; ⑦ new front wheel control arm struts; ⑧ new Oriflow Shock Absorbers; ⑨ new rear spring suspension; ⑩ new 14-inch tires, and ⑪ new anti-brake-dip, which prevents "nose-diving" when braking.

It would take pages to explain the "mechanics" of these 11 features, so let's talk about what they mean in tangible benefits to you.

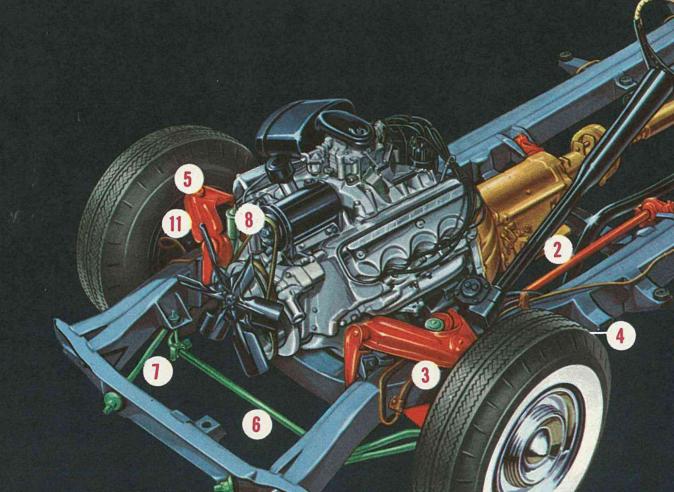
The Torsion-Aire Ride is unbelievably smooth. It keeps the body of the car in *level-flight*, over the bad bumps, the washboard roads, and on the imperfections of our city streets. With the lower center

of gravity, the car hugs the road—takes the corners and winding roads with the stability and safety of the sports car.

This new front suspension design greatly minimizes wheel fight because the vertical movements of the road wheels have little effect on the steering linkage.

The body literally rides on rubber, which absorbs road shocks, giving a smoother, quieter ride. And, the handling of the car is practically effortless, with a feeling of security and safety you have never experienced before.

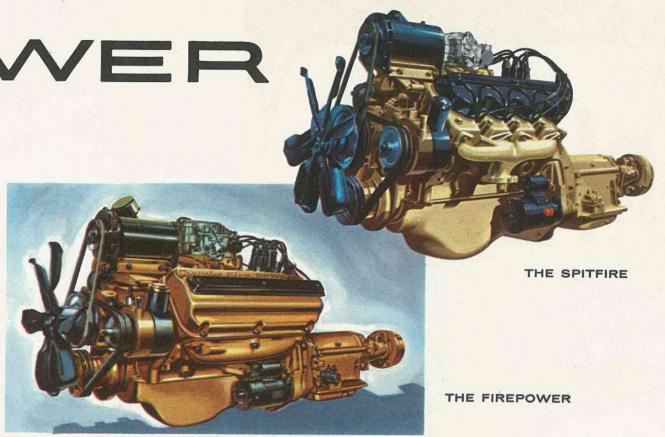
Another great feature of the Torsion-Aire Ride is the elimination of practically all of the forward pitching, or "nose-diving" of the car when the brakes are applied. The new design holds the body on an even keel when you put on the brakes, even during emergency stops, which results in greater passenger comfort and safety. And, there are other benefits you will discover when you drive and ride in the car.



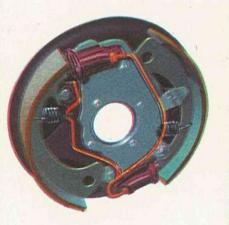
HORSEPOWER

Two great engines!

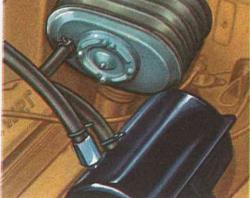
The famous Chrysler FirePower Engine, with airplane type hemispherical combustion chamber, and 325 horsepower under the hood, powers the Mighty Chrysler New Yorker for 1957. And, both the Windsor and the Saratoga have the equally famous Spitfire V-8 engine. The Saratoga has 295 horsepower, and the Windsor 285 horsepower, which means that both of these engines have plenty of power—for brilliant performance; for safety in passing; for economy of operation; for dependability and complete satisfaction. Before you buy any car, drive the Chrysler of your choice and learn from experience why Chrysler engines, the FirePower and the Spitfire V-8's, are the finest in the Industry.



AND BRAKE-POWER



"Total-Contact" Brake Drum



Power Brake

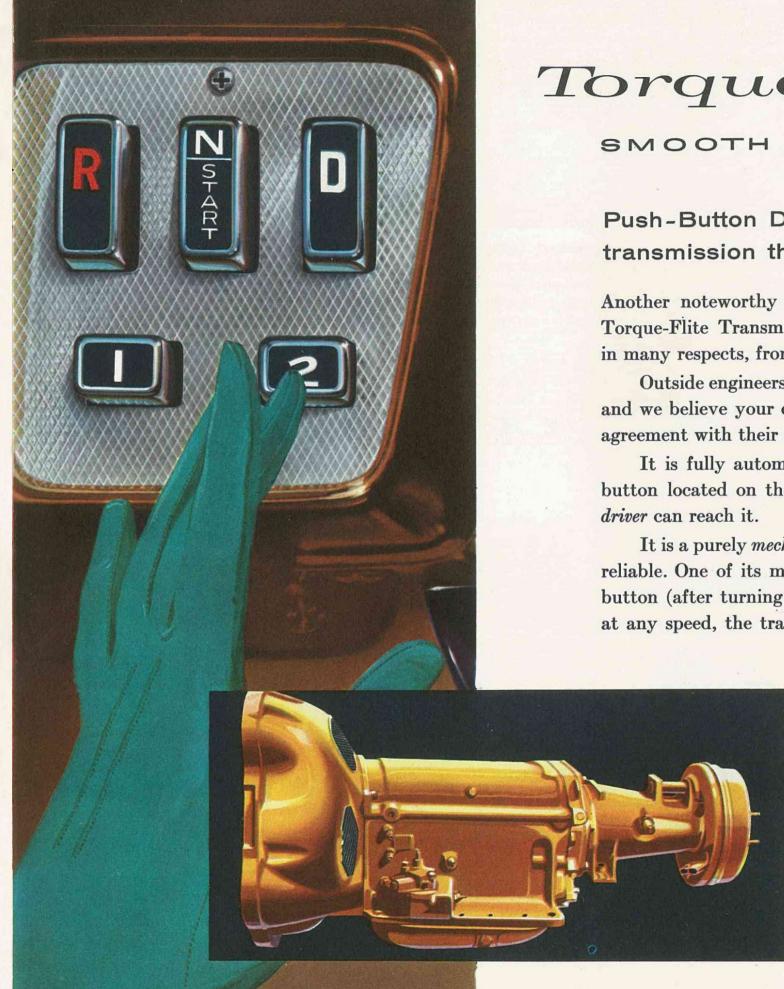


Independent Parking Brake

"Total Contact"

- A NEW BRAKING SYSTEM OF REVOLUTIONARY EFFICIENCY!

With increased horsepower, Chrysler Engineers have increased brake-power—and the new "Total-Contact" system for 1957 is the most efficient, safest braking system ever developed. This system includes the hydraulic brakes with Cycle-bonded linings; the independent parking brake; and the famous Chrysler Power Brakes, which were first introduced in 1932. Braking is smooth—sure—fast—and SAFE—with little effort on the wide brake pedal.



Torque-flight

SMOOTH ... SWIFT ... SILENT!

Push-Button Driving with the finest fully-automatic transmission that has been developed in the Industry!

Another noteworthy engineering advancement on the Mighty Chrysler for 1957 is the Torque-Flite Transmission that is push-button operated, fully automatic, and different, in many respects, from the transmissions in other cars.

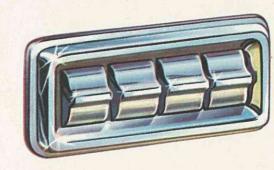
Outside engineers have acclaimed Torque-Flite as the finest transmission ever developed, and we believe your experience with it—behind the wheel—will cause you to be in complete agreement with their evaluation of this great transmission.

It is fully automatic. It is operated *mechanically* by merely pushing a drive selector button located on the instrument panel, to the left of the steering wheel, where *only the driver* can reach it.

It is a purely mechanical system—simple in design—absolutely "fool-proof"—and utterly reliable. One of its many new features is that you start the engine by pushing the Neutral button (after turning on the key ignition switch.) Although any button may be depressed at any speed, the transmission will not shift into lower gear until car speed reaches a safe

miles per hour. If the Reverse (R button) is depressed while car is moving forward, it automatically shifts to Neutral. No matter how careless a driver may be, the transmission will actuate *only* the proper shift commensurate with car speed.

Torque-Flite gives startling performance in every speed range. It is remarkably quiet and so smooth you never know when the shift from one range to another is made. It utilizes engine power so effectively that gas economy is greatly improved. It provides unequaled safety of operation of the car. And, it makes driving a pleasure—a thrilling new experience!



ELECTRIC WINDOW LIFTS -Separate motors and switches for each window. Main control switch located on

left front door to operate all windows.

Optional on All Models.

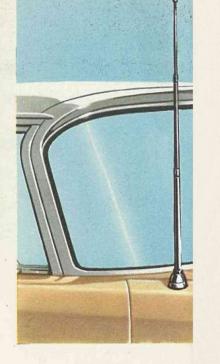


DUAL HEADLAMPS - Greater lighting, to the side of the road and straight ahead, is provided by the Dual Headlights. Optional on all Models in States where law permits.



RADIOS-New Transistor Radios, which require 50% less power and the minimum of service. Your choice of the Music Master or Electro Touch Tuner. Rear seat loud speaker also available as extra equipemnt.

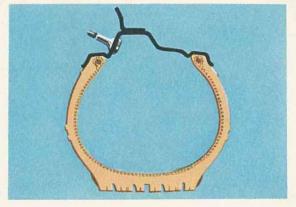
ANTENNAE-Dual radio antennae, mounted on the rear fender, manually controlled, and also a power-controlled front fender mounted antenna are available on all body types as special



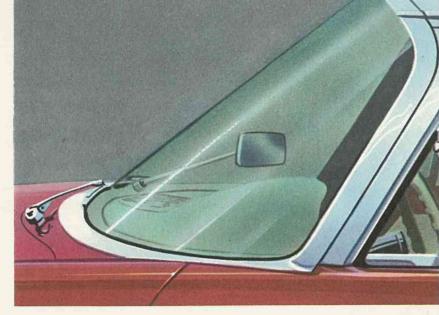
WINDOW WASHER-Extra safety and convenience-keeps the windshield free from traffic dirt during rain storms. Standard on New Yorkeroptional on Saratoga and Windsor.



thing new! A special blower mounted below the rear package shelf draws in warm air from the car and blows it on the rear window to remove condensationkeeping the window clean.



SAFETY RIM WHEEL - All Chryslers have this great safety feature, which holds the tire securely on the rim in case of a blow-out so you can bring the car to a safe stop.

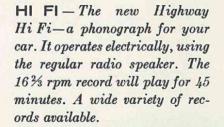


SOLEX GLASS—Solex green-tinted glass keeps out 65% of the sun's heat rays, which helps keep the car cooler. It minimizes the glare of the sun, and oncoming headlights at night, reducing eyestrain and making driving safer.

For your comfort, convenience and safety



HEATING AND AIR-CONDITIONING—A completely new combined heating, air-conditioning, and ventilating unit is available. Let us show you, and explain the new simplified controls, adjustable air distributors and the many other features of this great Chrysler engineering advancement for your year-around driving comfort.

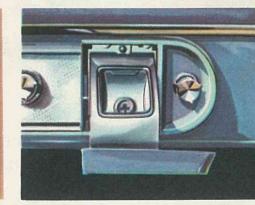




Hi Fi-a phonograph for your new, tubeless Super-Soft-Cushion tires are larger, softer, with the regular radio speaker. The greater air volume and lower 16 % rpm record will play for 45 pressure, which greatly improves the riding quality, stability, and safety of the car at all times.



HI FI-The new Highway NEW 14" TIRES-The ASH RECEIVER-The front compartment cigarette lighter and ash receiver unit is located conveniently on the instrument panel to the right of the radio controls—as shown on the illustration below.







LICENSE FRAME-On all Chryslers, the license is mounted in a beautiful recessed chrome panel. To complete the ensemble there is available a smart chrome frame.

POWER STEERING-The greatest convenience feature on the automobile today-power steering-first introduced by Chrysler in 1951. Chrysler Power Steering is full-time power steering. It operates any time the wheel is turned (with engine running), not just part time where you have to exert 2 or 3 pounds before the power steering operates. It does 80% of the work of parking and steering the car for you at all times. Standard on New Yorker and Saratoga; optional on the Windsor.



6-WAY POWER SEAT-Chrysler's new power seat moves (1) forward and backward; (2) up and down, and (3) it can be tilted through an angle of 18° to get exactly the best driving position.

SPECIFICATIONS

WINDSOR AND SARATOGA

BODY STYLES—Windsor—Sedan; 2-Door Hardtop; 4-Door Hardtop; Town & Country Wagon. Saratoga—Sedan; 2-Door Hardtop; and 4-Door Hardtop.

ENGINE—Spitfire V-8 90° Overhead Laterally Staggered Valves, dome-type combustion chamber. Bore and Stroke 3.94 in. x 3.63 in.; Compression Ratio 9.25 to 1; Displacement 354 cu. in.; Brake Horsepower—Windsor 285 hp, Saratoga 295 hp; Full Pressure Lubrication; Full-Flow Oil Filter standard on Saratoga, extra on Windsor; Element Air Cleaner; Waterproof Ignition; Crankcase Ventilation; Oil Intake Strainer; Dual Exhaust System (on Saratoga only); Crankcase capacity 5 qts.

FUEL SYSTEM—Windsor—Dual Downdraft Carburetor; Saratoga — Four barrel Down-draft Carburetor. Both have Automatic Intake Manifold Heat Control and Integral Automatic Choke. Oilite Fuel Filter in gas tank. Tank capacity 23 gal. (Town & Country 22 gal.).

ELECTRICAL SYSTEM — Battery — 12-volt, 66 plate, 60 amp-hr. Generator, 30 amp-Resistor-type, Power Tip Spark Plugs; Neutral Push Button Starter Switch; Waterproof Ignition; Electric variable speed Windshield Wipers; Directional Signals; Handbrake Warning Signal (standard on Saratoga, available on Windsor). Back-up Lights (standard on Saratoga, available on Windsor). Dual Headlights available.

COOLING SYSTEM—Thermostatic bypass control; 6 bladed Fan; Pressure Vent Radiator Cap; Radiator capacity 21 qts. (22 qts. with Heater).

TRANSMISSION — Windsor — Manual Shift, 3 Forward and 1 Reverse Speed. Saratoga—Torque-Flite fully automatic Torque Converter with 3-speed planetary gear set. Push-Button Control on instrument panel. Torque-Flite available on Windsor at extra cost.

DRIVE—Hotchkiss drive through rear springs. Hypoid rear axle. Rear Axle Ratio 3.73 to 1 with Manual Transmission (3.91 on T & C), 3.18 to 1 with Torque-Flite (3.36 on T & C).

STEERING—Symmetrical idler arm steering linkage. Full-time Coaxial Power Steering (standard on *Saratoga*, available on *Windsor*).

SUSPENSION—Front—Chrysler's new Torsion-Aire suspension system with 2 torsion bar springs; ball joint pivots; and new Oriflow Shock Absorbers. Rear—Semi-elliptic, steel leaf spring mounted outboard of the frame. Straddle-mounted Oriflow Shock Absorbers.

BRAKES—Chrysler's new "Total-Contact" Braking System, hydraulic, internal expanding with Cycle-bonded brake lining, 12" drum diameter. Easi-lock Parking Brake. Chrysler Power Brakes available at extra cost.

WHEELS AND TIRES — Safety Wheel Rims. Super-Soft-Cushion Rayon Tubeless Tires, 8.50 x 14 in. White Sidewall and Nylon Tires available at extra cost. Chrome Stainless Steel Wheel Covers (standard on Saratoga, extra on Windsor).

DIMENSIONS—Wheelbase 126 in.; Tread—front, 61.0 in.; rear, 59.7 in. Over-all length, 219.2 in. (218.9 for T & C); width, 78.8 in.; height (loaded) 57.8 in. for Sedans, 55.9 in. for 4-Door Hardtops, 55.8 in. for 2-Door.

NEW YORKER

BODY STYLES—Sedan; 2-Door Hardtop; 4-Door Hardtop; Convertible Coupe; Town & Country Wagon.

ENGINE—FirePower V-8 90° Overhead laterally inclined Valves and Hemispherical Combustion Chamber. Bore 4.00 in., Stroke 3.9 in. Compression Ratio 9.25 to 1. Displacement 392 cu. in. Brake Horsepower 325 hp. Four barrel carburetor; Full pressure lubrication; Full-length water jackets; Air Cleaner and Silencer; Full-Flow Oil Filter; Oil Intake Strainer; Dual Exhaust System; Crankcase Capacity 5 qts.

FUEL SYSTEM—Four barrel downdraft carburetor; Automatic Intake Manifold Heat Control and Integral Automatic Choke; Oilite Fuel Filter in gas tank; Tank Capacity 23 gal. (Town & Country 22 gal.).

COOLING SYSTEM—Thermostatic bypass control; six bladed fan; Pressure Vent Radiator Cap; Radiator Capacity 24 qts. (25 qts. with Heater).

ELECTRICAL SYSTEM—Battery 12 volt, 78 plate, 70 amp-hr; Generator 30 amp.; Resistor-type, Power Tip, 14 mm Spark Plugs; Waterproof Ignition; Neutral Push Button Starter Switch; Electric variable speed Windshield Wipers; Directional Signals; Hand Brake Warning Signal; Back-up Lights. Dual Headlights available.

TRANSMISSION—the revolutionary, new Torque-Flite fully automatic Torque Converter with 3-speed planetary gear set. Push-Button Control on instrument panel.

DRIVE — Hotchkiss Drive through Rear Springs. Hypoid rear axle. Rear Axle Ratio 3.18 to 1 (2.92 in some flat areas—3.36 for T & C).

STEERING—Symmetrical idler arm steering linkage. Chrysler Full-Time Coaxial Power Steering is standard.

SUSPENSION—Front—Chrysler's new Torsion-Aire suspension system with 2 torsion bar springs; Ball Joint pivots, and new Oriflow Shock Absorbers. Rear—Semi-elliptic, steel leaf springs mounted outboard of the frame. Straddle-mounted Oriflow Shock Absorbers.

BRAKES—Chrysler's new "Total-Contact" braking system, hydraulic, internal expanding, with Cycle-bonded brake linings. 12 in. Drum diameter. Easi-Lock Parking Brake. Chrysler's famous Power Brakes available.

WHEELS AND TIRES—Chrysler Safety Rim Wheels. New, Super-Soft-Cushion Rayon Tubeless Tires, 9.00 x 14 in. Chrome Stainless Steel Wheel Covers. White Sidewall and Nylon Tires available.

DIMENSIONS—Wheelbase 126 in. Tread—front, 61.2 in.; rear, 60.0 in. Over-all length; 219.2 in. (218.9 for T & C); width, 78.8 in.; height (loaded) 57.9 in. for 4-Door Sedan, 56.0 in. for 4-Door Hardtop, 55.9 in. for 2-Door.

All Prices, Specifications, Equipment, and Colors subject to change without notice and without any obligation on cars already produced.

CHRYSLER DIVISION . DETROIT