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 velvet 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:

- TorqueFlite automatic transmission, standard.
- Power brakes and power steering, standard.
- Fiberglass-balanced 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 all-foam padding that extends up onto the door trim and into the rear area. This elegant interior is available as an option in both the 2- and 4-door LeBaron Medallion. $228 extra.

The rear seat of the Medallion 2-Door, at left, is contoured, with a matched 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 .......... $91
Landau Vinyl Roof .......... $137
Electric Rear Window Defroster .......... $86
FR78 x 15 Fiberglass-bolted Radial WSW Tires .......... $43
Forged Aluminum Rear Wheels .......... $196

Total for car as shown .......... $5,924

*Not including destination charge, title, taxes or optional equipment.
<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
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<tr>
<td>Base Sticker Price</td>
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<tr>
<td>318 cu. in. V-8</td>
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<tr>
<td>Radial WSW Tires</td>
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Total for car as shown: $5,789

*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 Vandi velour brush cloth with pleated inserts, together with 60/40 reclining seats and a fold-down center armrest.

The Medallion 4-door rear seat shown at 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, removing 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 166 cu. ft. of trunk space, 163 cu. ft. in the 2-door. And both offer you a plush carpet on the trunk floor—standard in the Medalion.

C. One of the subtle but elegant touches in the LeBaron Medalion 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 LeBaron 2-door such a personal car are the overhead retracting 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.