

CHRYSLER '66



SPORT 300 2-DOOR HARDTOP

NEW YORKER·300·WINDSOR

What is the Chrysler way of life? These pages will give you an inkling...they convey the sense of luxury, the superb elegance of line, the painstaking attention to detail that is a part of every 1966 Chrysler. But for a true understanding of the Chrysler way of life, you will have to experience for yourself the remarkable comfort, the riding ease, and the exciting feeling of top performance that are unmistakable Chrysler hallmarks. As you leaf through this brochure, you will recognize that the distinguished styling of each Chrysler series is the true embodiment of all that is best in car design. Move up...enjoy the Chrysler way of life.



1966 NEW YORKER 4-DOOR HARDTOP



NEW YORKER: PRIDE OF THE PRESTIGE PARADE

The sleek New Yorker 4-Door Hardtop embodies all the stay-ahead styling and inherent good taste you expect in the flagship of the Chrysler fleet. Glittering stainless steel mouldings grace the long, low body lines. A new covering of satin-finish stainless steel is tastefully applied to the lower body area. And a large, wide, integrated side panel on the side panel adds an elegant "custom" touch! Beneath that long, smooth hood is a powerful new engine—the outcome of new advances in production technology—a mighty V-8 with a displacement of 440 cubic inches; the largest displacement engine in Chrysler history.

CHRYSLER NEW YORKER STANDARD EQUIPMENT
 440 cu. in. V-8 engine • Torque-flite 3-speed automatic transmission
 • Arm rests—front and rear • Wheel covers • Illuminated electric clock • Colour-keyed floor carpeting
 • Heater and defroster • Instrument panel safety cushion
 • Back-up lights • Courtesy light • Ash receiver • Radio and antenna • Clock • Instrument panel lighting
 • Brake warning light • Trunk lights • Illuminated oil pressure dial • Front and rear safety belts with
 • retractors • Parallel action, variable speed windshield wipers • Windshield washer • Front and
 rear wheel fender skirts • Unitized body structure
 • Satin finish stainless steel coverings on sills •
 32,000-mile interval lubrication • 4,000-mile, 3-
 year or 30,000-mile oil change interval • 5-year, 50,000-mile
 power-train warranty • 12 month or 12,000-mile
 vehicle warranty • Power steering • Chromed die-
 cast deck ornaments, and deck script name plate
 • Exclusive New Yorker grille • Fender mounted
 • parking lights • Front and rear bumpers • Outside remote control rear view mirror • Power brakes •
 Undercoating and hood silencer • Front and rear
 seat cigar lighter • Front bumper guard • Centre
 console • Vinyl instrument panel • Vinyl instrument
 panel face • Carpeted luggage compartment
 and on lower portions of door panel • Walnut
 wood grain vinyl band across centre of door panel
 • Lower body side and front wheel opening mouldings
 • Padding vinyl pillar covering (Hardtops) •
 • Stain-drip side covers • Full vinyl roof on
 6-window Town Sedan.

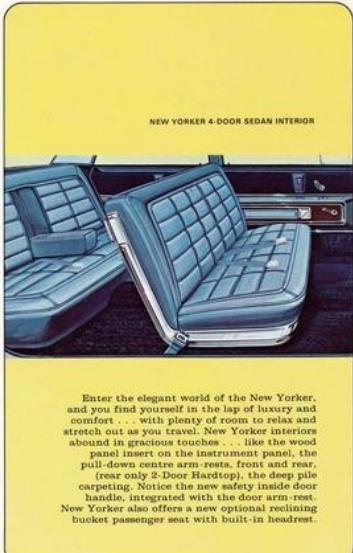
HANDSOME HARDTOP

The elegant New Yorker 2-Door Hardtop, seen at left, brings a dashing new personality to the road. Available in 18 high-fashion colours, gleaming with bright chrome and stainless steel, it has a host of thoughtful details—such as the tinted side-glass, a carpeted luggage compartment, the elegant wheel covers, the remote control exterior mirror. Here's a hardtop that provides a supreme sample of the quality that has made the New Yorker name famous.



1966 CHRYSLER TOWN SEDAN

Elegance and beauty are perfectly blended in the New Yorker 4-Door Town Sedan. With its six spacious windows and exclusive vinyl-covered roof, the Town Sedan has an air of distinction that makes it stand out in any surroundings. Curved side window glass provides unlimited visibility, enhanced the Town Sedan's distinctive. Directional signal indicators on front fenders show unmistakably when turn signals are flashing.



NEW YORKER 4-DOOR SEDAN INTERIOR

Enter the elegant world of the New Yorker, and you find yourself in the lap of luxury and comfort . . . with plenty of room to relax and stretch out as you travel. New Yorker interiors abound in fine touches: the wood-grain wood panel insert on the instrument panel, the pull-down centre arm-rests, front and rear, (rear only 2-Door Hardtop), the deep pile carpeting. Now, the New Yorker side door handles are integrated with the door arm-rest. New Yorker also offers a new optional reclining bucket passenger seat with built-in headrest.



Elegance and beauty are perfectly blended in the New Yorker 4-Door Town Sedan. With its six spacious windows and exclusive vinyl-covered roof, the Town Sedan has an air of distinction that makes it stand out in any surroundings. Curved side-window glass provides unlimited visibility, enhances the Town Sedan's distinctiveness. Die-cast turn signal indicators on front fenders show unmistakably when turn signals are flashing.

NEW YORKER TOWN SEDAN



THE SPORT-BRED CHRYSLER

All systems are "go" when you slip behind the wheel of the all-new 1966 Chrysler Sport 300. The bold, dynamic look that typifies the standout style of the Sport 300—the series with a dashing personality all its own. Here is the ultimate in sports-car spirit . . . combined with the luxury and splendour that go with Chrysler quality!

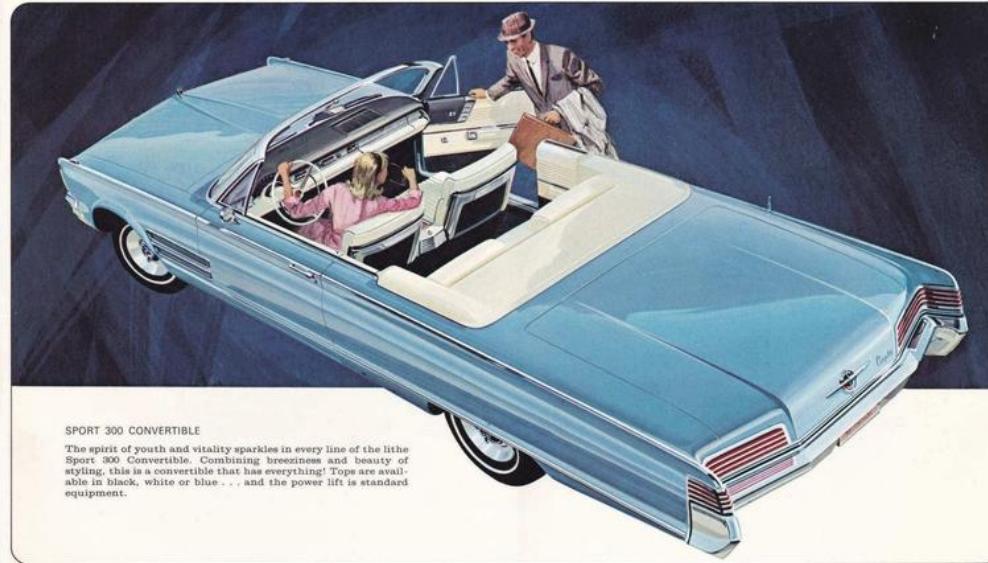
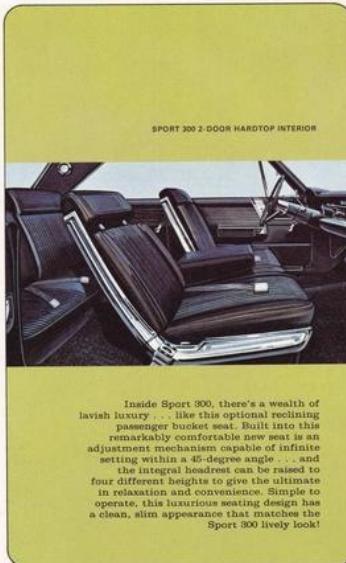


SPORT 300: THE NEW SPORTS STAR FOR 1966

For sheer excitement there is nothing like the dynamic Sport 300, available as a dashing 2-Door Hardtop or Convertible. From every angle, the Sport 300 has a distinctiveness about it that sets it apart from other Chrysler styling. The bold lines of the die-cast, bright-chromed grille are reinforced by the centre-peaked hood with its flaring windsplitt and decorative medallion. At the rear, the Sport 300 has a clean, contemporary look, featuring integrated light units that wrap right around the rear quarters. And there's power to match its jet-age styling: a blazing standard equipment 363-cubic-inch V-8 engine with a four-barrel carburetor . . . for the utmost in performance. And there's power to match its looks: a high power pak V-8, with the new "twin snorkel" air cleaner and dual exhausts . . . aptly called the "440 TNT." And there are a host of other ultra-modern "extras" like power steering, windshield washers, pull-down arm rest.



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Interiors of '300' models feature luxurious jacquard-weave cloth in a truly contemporary design, set off by gleaming leather-like vinyl bolsters. Instruments are perfectly located for easy reading, and there are a host of convenience features such as the handy coin-holder in the twin ash receiver drawer, tissue dispenser and sliding tray for maps and manuals built conveniently into the glove compartment.



THE 300 2-DOOR HARDTOP
Distinctly individual is the look of the 300 2-Door Hardtop. The front end decor, centred on the bold, 300 grille in gleaming die-cast chrome, gives it a "stand-out" quality that is immediately recognizable. Massive, deep bumpers add to the air of authority and dignified dressiness.



CHRYSLER 300 SERIES STANDARD EQUIPMENT
383 cu. in. V-8 engine • Torque-Flite column mounted control • 3-speed automatic transmission • Arm rests—front and rear • Cigar lighter • Illuminated electric clock • Colour-keyed floor carpeting • Headrests and defrost • Front and rear bucket seats • Safety cushion • Back-up lights • Courtesy lights • Ash receivers, front and back • Glove box light • Parking brake warning light • Trunk light • Illuminated oil pressure dial • Electric convertible top lift • Front and rear safety belts • Removable top rail covers • Parallel action, variable speed windshield wipers • Windshield washers • Removable rear wheel fender skirts • Fender mounted turn signal indicator lights on Sport 300 • Inside and Outside rearview mirrors • Front and rear bumpers • High finish body side mouldings • Stainless drip rail covers • 32,000-mile interval lubrication • 4,000-mile/3-month oil change intervals • 5-year or 50,000-mile powertrain warranty • 12-month or 12,000-mile vehicle warranty • Power Steering • Bucket seats (Sport 300 only) • Distinctive 300 grille • Chromed die-cast hood and deck ornaments, louvers, and deck script-name plate.

THE 300 4-DOOR HARDTOP
The trim roof line of the 300 4-Door Hardtop gives it a strong convertible flavour. And notice how the hairpin windsplit on the hood gives the whole front end a feeling of motion. The circular hood ornament draws the design into sharp focus. Distinctive good looks stand out in every inch of this handsome hardtop, leading to one conclusion: Obviously, this is a hardtop with flair to spare!



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WONDERFUL WINDSORS

The 1966 Windsor series comes on strong—strong in vibrant good looks, powerful in action and performance. Truly, it gives you all the luxury benefits of Chrysler quality at an affordable price. There's plenty of "go" in the muscular, 383-cubic-inch 2 barrel carburetor V-8 engine... and for those who want real sports action, the "440 TNT" twin-snorkel 440-cubic-inch 4 barrel carburetor power plant is available as an option. Windsor body model choices include 2 and 4-Door Hardtops, 4-Door Sedan and Convertible.



CAREFREE CONVERTIBLE

This is the easy-to-own Chrysler Windsor Convertible... a wonderful way to enjoy the Chrysler way of life! In every way a glamorous adventure that can be tailored to fit your every need from bucket seats with console shift to a choice of three colours in the power-operated top.

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WINDSOR 2-DOOR HARDTOP INTERIOR

Romantic, comfortable Windsor interiors are set off by durable shaft-faceted body cloth upholstery. The vinyl-covered bolsters and centre panel suggest a bucket-seat motif and provide unbeatable comfort.

And the practical and beautifully pleated vinyl floor mats add further luxury highlights. Thick pile floor carpeting and padded instrument panel covering are both standard equipment.

All vinyl bucket seats as shown in car at right are also available for hardtops and convertibles.



WINDSOR 4-DOOR SEDAN

CHRYSLER WINDSOR STANDARD EQUIPMENT

383-cu. in. V-8 engine • Torque-Flite column-shift transmission • 3-speed • Power steering • Power brakes • Arm rests—front and rear • Cigarette lighter • Illuminated electric clock • Colour-keyed floor carpeting • Heater and defroster • Instrument panel safety cushion • Back-up lights • Courtesy lights • Ash tray • Plastic ash tray • License plate light • Parking brake warning light • Trunk light • Illuminated oil pressure dial • Electric convertible top lift • Front and rear safety belts with retractors • Wheel covers • Full-size tire • Variable-speed windshield wipers • Windshield washer • Removable rear wheel fender skirts • Inside and outside rear view mirrors • Unitized body structure • Double track aluminum lower body side mouldings • Stainless steel trim • Front and rear independent chassis lubrication • 4,000-mile/3-month oil change intervals • 5-year or 50,000-mile power-train warranty • 12-month or 12,000-mile vehicle warranty



WINDSOR 4-DOOR HARDTOP



WINDSOR 2-DOOR HARDTOP

There is no car in its price class that has the clean contemporary lines of the Windsor 2-Door Hardtop. Its youthful flair is well matched by its nimble maneuverability—and the famous Chrysler Torque-Flite automatic transmission makes this Hardtop a joy to drive. Typical of Windsor verve... and value.



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CHRYSLER TOWN AND COUNTRY WAGONS BEAUTY, COMFORT AND VERSATILITY

For 1966, Chrysler introduces a whole new series: the Town and Country Station Wagons 6 and 9 passenger. With a proud new individuality all their own, these Wagons blend traditional Chrysler high-fashion styling with practicality and versatility. Town and Country Wagons have a distinctive, low-slung look. Body side moldings are highlighted by a stripe of simulated wood grain applique between the lower body side moldings. Standard equipment includes: Carpeted floor and roof moldings, on the pillar finish moldings and on the upper door covers. Front and rear side trim moldings, front and back-up lights are standard equipment—and so are elegant wheel covers. Options include reclining bucket seats, roof luggage rack, air conditioning, power windows and disc brakes.

CHRYSLER TOWN AND COUNTRY WAGONS STANDARD EQUIPMENT

Bumper guards with step pads (9-Pass. only)
• Carpeted luggage area • Fender mounted turn signal indicators • Electric tail gate window lift • Power steering • Power Brakes • 383 cu. in. V-8 engine • Torque-Flite column mounted control • 3-speed automatic transmission • Arm rests—front and rear • Cigar lighter • Illuminated electric clock • Colour-keyed floor carpeting • Heater and defroster • Instrument panel safety cushion • Back-up light • Front and rear parking lights • Front and back • Glove box light • Parking brake warning light • Illuminated oil pressure dial • 12-month oil change intervals • 5-year or 50,000-mile power-train warranty • 12-month or 12,000-mile vehicle warranty.



TOWN AND COUNTRY 6-PASS. STATION WAGON



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TOWN AND COUNTRY 9-PASS. STATION WAGON

CHRYSLER TOWN AND COUNTRY WAGONS BEAUTY, COMFORT AND VERSATILITY

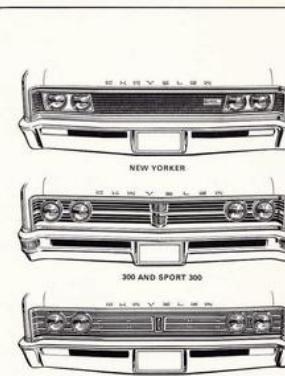
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CHRYSLER TOWN AND COUNTRY WAGONS STANDARD EQUIPMENT

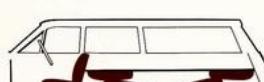
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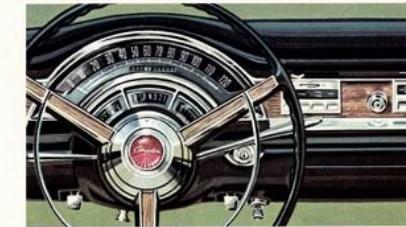


The trim, distinctive design of the new Chrysler '66 grille emphasizes the individuality that's so exciting in each '66 series... and this distinction has been carried through from one point of view—front, side or top—to give each series its own personality. And yet there is that inherent quality about every model that says... "This is a Chrysler." For 1966, Chrysler has combined creativity and craftsmanship to bring you the finest automotive products yet. That's why this is the ideal year for you to Move up—enjoy the Chrysler way of life.

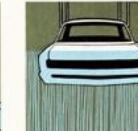


The versatile Town and Country Nine-Passenger Station Wagon adapts easily to whatever task you set it. For those long trips, top picture provides room and comfort for easy travel abroad for medium sized loads; the third seat folds down easily (second picture). And for really bulky cargoes (third picture) the second and third seats fold down to give you a loading floor that's really long (8 feet!) and covered with heavy duty vinyl for extra durability.

STEERING FEATURES



combines beauty and true utility. Instruments are carefully grouped for easy reading. The twin ash receiver drawer is soft-paving and meter feeding. The glove compartment in New Yorker models (as shown above). A full-width cushion panel is standard. cigarette lighters, electric clock, many other high-style "extras."



dependable Chrysler alternator provides current even while engine is idling; ensure steady power flow.

Time-tested Torsion-Aire suspension, with torsion bars, leaf springs, oil-flow shock absorber, gives extra-smooth ride.

Chrysler's Seven-Stage, Deep-Dip road-speeding amours body components. Acrylic lacquer acrylic body enamel is brilliant, durable.

All Chrysler models are equipped with powerful V-8 engines as standard equipment; optional choices let you pick your power.

ENGINEERING FEATURES



Chrysler instrument panel combines beauty and true utility. Instruments are carefully grouped for easy reading. The twin ash receiver drawer is a handy coin holder for soft-paving and meter feeding. The glove compartment in New Yorker models (as shown above). A full-width cushion panel is standard for all Chryslers, as are cigarette lighters, electric clock, many other high-style "extras."

An outstanding safety feature on all 1966 Chryslers is the "belt buckle" inside door handle. Shaped like the buckle of a safety belt, and operating in much the same manner, the new handle is less prone to accidental opening.

THE HEART OF YOUR CHRYSLER

The engine is the heart of your Chrysler—that's why Chrysler engineers take special pains to build reliability and rugged strength into every engine component. For 1966, new advances in engine casting techniques have brought about an increase in cylinder size. The 440-cubic-inch displacement V-8 engine, with its 10.1 to 1 Compression Ratio, is actually the largest displacement engine Chrysler has ever offered. The 4-barrel carburetor, silenced air cleaner and single exhaust version is standard equipment for New Yorker Models. A power pak "440 TNT" version with twin snorkel air intake and dual exhausts is available for Windsor, 300, 300 Sport, 300 and Town and Country Models. For the range of engine options available for Chrysler see "Engine" Chart in Specification Section of this catalogue. Whatever Chrysler you choose, you'll be delighted with its outstanding power and efficiency.



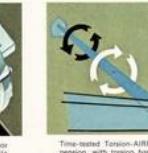
New fixed-caliper disc brakes (available as an option) provide greater "brake fade" resistance.



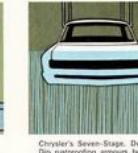
Exclusive Safety-Rim Wheel holds the tire in the event of a blowout, ensure safe, certain emergency stops.



Dependable Chrysler alternator provides current even while engine is idling; ensure steady power flow.



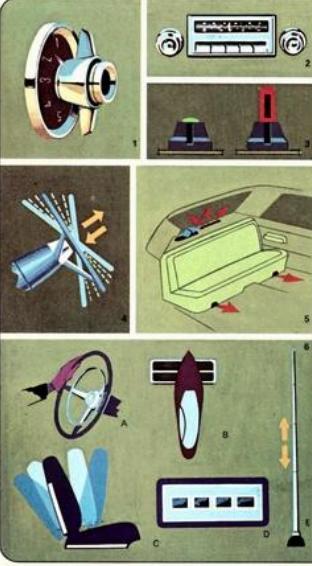
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PERSONALIZE YOUR CHRYSLER

A wide selection of optional equipment and accessories lets you tailor your Chrysler to your own personal needs and tastes. Here are just some of the items available to add to the pleasure of 1966 Chrysler.

1. Auto-Pilot automatic speed control takes the strain out of long trips. Simply set the Pilot, select your desired cruising speed, and relax . . . the selected speed will be maintained regardless of terrain. Yet a touch of your foot on the brake or accelerator will immediately increase or decrease the speed.
2. Shorten the miles with music. Chrysler auto radio installations offer a wide range of AM and FM-FM receivers, some available with rear seat speaker, reverbator, other audio extras . . . you'll find a Chrysler auto radio the best driving companion ever!
3. Child Guard Rear-Door Locks add real peace of mind to family driving. These locks keep adventurous little hands from opening rear doors by accident.
4. Tilt/Telescope Steering Wheel lets you adjust both distance and angle of wheel to your own individual position . . . even lets you change steering column height. One of four different positions, can be adjusted through a range of 3.1 inches in telescope action.
5. New complete rear seat heating system provides 25% increase in rear seat heating capacity, substantial increase in rear-seat temperatures. The system also doubles as rear-window defroster. This unique system makes for safer driving under severe weather conditions.
6. Power Assisted A. Full-time power steering for fingertip control. B. Power brakes for less pedal effort. C. 6-way power seat adjustment. D. Power window lift. E. power door locks. Also available is a deck lid release (handle) located in the lockable glove box.
7. Stylish, handy console is available for installation with all bucket-seat equipped Chryslers. Chromed die-cast top surface has textured aluminum insert, while large lockable side-opening storage bins are built in.
8. Safeguard Sentinel Light system works two ways for your convenience and safety: turns on headlights, taillights, instrument lights automatically when dusk arrives. 9. Turn-delay controls the lights when you turn them off. Have your lights your way into home from garage or driveway, then turns off automatically.

Ask your dealer about these additional Chrysler options:

- Reclining bucket passenger seat with built-in adjustable headrest - Rear window defogger - Emergency flasher - Blue tinted glass - Fender mounted turn signal indicator - Trailer towing package - Power steering - Power brakes - Power windows - Remote control rear view mirror - Head rest - Driver's seat - Undercoating - Sure-Grip differential

Some options are available on some models - not available on others. Your Chrysler dealer has complete details.



FAMOUS CHRYSLER 5-YEAR, 50,000-MILE POWER-TRAIN WARRANTY

In these pages lies the solid engineering tradition that is exemplified in Chrysler's unique 5-year/50,000-mile Power-Train Warranty. Quite simply, this warranty means what it says: should any major power-train component fail through damage, maladjustment or wear and tear, within 5 years or 50,000 miles of driving, it can be repaired or replaced free of charge. This includes both parts and labor. (Any Chrysler dealer will be glad to explain how easy it is to comply with the simple steps necessary to maintain this warranty.)

The Warranty covers all the main power-train components including engine block, head, cylinder heads, intake manifolds, transmission case and internal parts, drive shaft, universal joints, torque converter, rear axle and differential and rear wheel bearings.

It will be honored by any Chrysler dealer anywhere in Canada or the United States. This warranty tells you two important things about Chrysler products: how much confidence they have in the way Chrysler products are built . . . and how much concern they feel for those who buy a Chrysler.

'66 CHRYSLER SPECIFICATIONS

BRAKES: Self-Adjusting - Servo-Contest - Self Energizing with bonded linings. Drum diameter: 11" on all models. Power brakes standard on New Yorker; available at extra cost on Windsor and 300 models.

COOLING SYSTEM: Thermosyphon by-pass control. Pressure vent radiator cap.

DRIVE: 14" Tires on 1966 Windsor, 300, New Yorker and Town and Country Wagons. Overall width: 25.25". Overall height: 60.2". Overall width: 79.4". Track: All models front 62.0", rear 62.7". Town and Country Wagons - front 62.2", rear 61.0".

DRIVE: Hushhush drive through rear springs. Hinged fender rear axle with high chrome steel torsion bars in front, extended leaf springs at rear, with sway bar and oilline shock absorbers mounted vertically at each wheel.

TRANSMISSION: Column-mounted control - torque converter - full automatic transmission with 3 speeds per set. Standard. Certain models have special optional packages that include floor-mounted gear selector for automatic transmission.

WHEELS AND TIRES: Safety Rim Wheels. Standard low-profile "Chrysler" tires: 215 x 75 R 14. 25 x 14. 300 and New Yorker 8.50 x 14. Town and Country Wagons 9.00 x 14.

SUSPENSION: Time-tested Torsion-AIRE suspension. Front ball-joint pivots and high chrome steel torsion bars in front, extended leaf springs at rear, with sway bar and oilline shock absorbers mounted vertically at each wheel.

TRANSMISSION: Column-mounted control - torque converter - full automatic transmission with 3 speeds per set. Standard. Certain models have special optional packages that include floor-mounted gear selector for automatic transmission.

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FUEL SYSTEM: Carburetor, dual down-draft on Windsor, Town and Country Wagons, and four-barrel down-draft on 300, Sport 300 and New Yorker. Automatic - intake manifold heat control, automatic choke, dual filtration units. Fuel capacity: 18.8 Imperial gallons, 118.2 Imperial gallons for Town and Country wagons.)

STEERING: Low effort manual, with recirculating ball steering gear, standard on Windsor. Column-control power steering with quick 25 turns lock-to-lock standard on 300, Sport 300, New Yorker and Town and Country Wagons, optional on Windsor. Mandatory option on 300 models.

SUSPENSION: Time-tested Torsion-AIRE suspension. Front ball-joint pivots and high chrome steel torsion bars in front, extended leaf springs at rear, with sway bar and oilline shock absorbers mounted vertically at each wheel.

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SPORT 300 2-DOOR HARDTOP

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