

1977 CHRYSLER





Genuine leather optional 50/50 bench seating, with dual folding front armrests, rear armrest and separate comfort position controls. Passenger side recliner is standard in Brougham 4-Door Hardtop.

CHRYSLER NEW YORKER BROUGHAM

What a beautiful New Yorker. It's the talk of the town.

The 1977 New Yorker Brougham is the most magnificent of all Chryslers...designed to make the ultimate luxury of full-size motoring more affordable than you could imagine!

What elegance in motion. With its graceful grille, concealed headlamps and sweeping, sophisticated styling, New Yorker Brougham goes to great lengths to please your eye.

But it also has a luxurious share of those qualities that make a truly fine car even finer. What's most remarkable, New Yorker gives you these luxuries as a standard part of its splendid appointments and equipment.

To feel the gliding ride and comfort, bring yourself inside where you'll find New Yorker Brougham has power steering and power front disc brakes...for ease of handling. And the enveloping plushness of deep foam 50/50 seating in elegant Cortez ribbed and crushed velour, with separate comfort position controls, and front and rear armrests. At your feet, a carpet of thick, soft shag. All this beauty, all this superb styling...all at a New Yorker price!

For should you choose to make a detailed comparison of New Yorker Brougham and other cars in its class, you'll discover a concept of rare worth.

1977 New Yorker Brougham. Very possibly the most desirable car you've ever encountered.

Elegantly designed modular instrument panel allows easy access to functional controls. Handsome simulated rosewood accents surround the wide range of gauges and light-emitting diode indicators.



Some items pictured on vehicles on this and other pages of this catalog are extra cost options.

Shown at right, New Yorker Brougham 2-Door Hardtop with optional chrome-styled road wheels and optional St. Regis formal padded roof, opera windows and unique molding trim.





8d ribbed and oauhed vinyl 50/50 bench seat with dual armrests, position controls, reclining passenger seat.

Rear seat elegance with folding center armrest, louvere straps (4-door models only), built-in pillows on rear pillars.



CHRYSLER NEW YORKER BROUGHAM

Unquestionably, the most lasting impressions you have of a large luxurious automobile are the small, considerate ways in which it cares for your comfort.

In every way, New Yorker Brougham hopes to make your every moment inside it relaxing and pleasurable, for both driver and passengers.

Beginning with the small courtesies that must not—and could not—be overlooked.

An electronic digital clock that can be read at a glance. Remote-control left outside mirror. Power windows. Automatic parking brake release. Lighting wherever it is needed. New Yorker Brougham cares for your comfort—beautifully. In the spacious rear seat area, you have reading lamps, built-in pillows on the rear pillars, and louvere straps in 4-door models. Sheer comfort.

And among the lavish list of optional accessories, you have such popular choices as the power sun roof, electric rear window defroster, vent windows (4-door models), and lighted vanity mirror. Or stereo AM/FM radio and 8-track stereo tape, for great sound all around you.

If luxury is your destination, you've arrived.

And what a way to get there, with the incomparable riding characteristics of Chrysler's exclusive Torsion-Quiet Ride. This year, the standard 440 V-8 is computer-controlled...with the Electronic Lean Bum System. It's an engine that thinks...to fire with incredible precision and accelerate smoothly.

As to the package that surrounds that engineering, and contains those amenities, only one thing can be said...elegant. Your close inspection of New Yorker Brougham for '77 will reveal exterior styling that voices in perfect harmony with attention to interior appointments, and that famous Chrysler engineering.

New Yorker Brougham. Here is an automobile of understated elegance. An automobile worthy of the name Chrysler. An automobile that awaits your careful consideration.

See pages 4 and 45 for complete engineering data on this remarkably responsive, beautifully made automobile. 1977 New Yorker Brougham.

Shown at right, New Yorker Brougham 4-Door Hardtop with luxurious vinyl roof.



CHRYSLER NEWPORT

In 1977, Newport is styled to put the immense pleasure and pride of full-size motoring within your grasp. Newport is the most affordable of Chryslers.

Its distinctive grille, deluxe wheel covers and elegant bright moldings are impressive.

And what might impress you even more is the exceptional quality that distinguishes Newport in its price class.

This year Newport offers you the dazzling St. Regis option group... formal padded vinyl roof, opera windows and unique color-keyed molding trim.

A look inside Newport reveals the richness of deep, body-conforming foam cushioning... bench seating with folding center armrest in beautiful cloth-and-vinyl... and finely detailed door panels.

What more could you want? Perhaps the optional Tilt & Telescope steering column, air conditioning, stereo radio, power windows or chrome-styled road wheels. (See pages 10 and 11.)

Chrysler's excellence in engineering includes the Electronic Lean Bum System with Newport's standard 400 V-8*, for a new level of firing precision! (See pages 14 and 15.)

Full-size elegance, performance, ride and comfort. That's the 1977 Newport. It's a lot of Chrysler for the money.

*Not available in California or at altitudes over 4000 feet.



Newport optional 50/50 Willamberg cloth bench seat with vinyl accents, and dual folding center armrests, with passenger-side recliner on 4-door models.



Standard cloth-and-vinyl split back bench seating with folding center armrest.



Newport 2-Door Hardtop with vinyl roof.

Shown at right, Newport 4-Door Sedan, with optional chrome-styled road wheels and vinyl roof.





CHRYSLER TOWN & COUNTRY

The incomparable Chrysler Town & Country—in either 2- or 3-seat version—is really more than a wagon. It is an ultimate expression of luxury motoring. So exceptionally spacious... so magnificently equipped... so superbly tailored for an active yet elegant lifestyle.

The luxurious deep-foam, all-vinyl 50/50 bench seats have separate comfort controls. Rich carpeting extends from front floor all the way to the rear doorgate.

In between there's 102.4 cubic feet of cargo space. That's room for a 4' x 6' sheet of paneling—without moving the front seats forward! Standard Town & Country features give you the convenience of a 3-way doorgate with power window, automatic doorgate lock, a roof air deflector, courtesy and convenience lighting.

And it's good to know you're riding on a Torsion-Quiet Suspension System tuned to steel-belted radial-ply tires. The high-performing standard 440 V-8 has the incredible Electronic Lean Burn System... to fire with precision and accelerate smoothly! (See pages 14 and 15.) All in one, beautiful wagon, the utility you want—and the luxury you love.

*Not available in California or at altitudes over 4000 feet.

Standard Town & Country vinyl bench seat, with folding center armrests and reclining passenger-side seat.

Three-way doorgate is standard. When dropped down, doorgate is almost level with cargo floor for easy access and loading.



Concealed lockable storage compartment, a standard security and convenience feature.



Electrically heated rear window defogger is an optional convenience.

Shown at right, the splendid Chrysler Town & Country 3-seat station wagon.



Add to your pleasure with Chrysler options and accessories.



Electric Rear Window Defroster

With just the flick of a switch, you have an effective way to remove fog or frost. Helps clear the rear window quickly with heating elements that are fused to the glass.



Lighted Vanity Mirror

An addition that is both elegant and convenient, the lighted vanity mirror is positioned on the passenger-side sun visor.



Electronic Digital Clock

A smartly designed timekeeper that is accurate to within one minute per month. It can be read at a glance. (Standard equipment on New Yorker Brougham.)



Power-operated Sun Roof

Lets in sunshine and improves ventilation with push-button ease. Closes quickly and securely when there's a change in the weather.



Automatic Speed Control

A real convenience for the driver, especially for long distance highway travel. Allows you to hold a steady cruising speed without using the accelerator pedal.



POWER SEATS, POWER WINDOWS (standard N.Y. Brougham), POWER DOOR LOCKS, POWER RADIO ANTENNA, POWER SUN ROOF, POWER TRUNK LID RELEASE.



Tilt & Telescope Steering Column

Shown in three of several positions. It adjusts up and down, forward and backward, for individual driving comfort, and ease when entering or exiting.



Air Conditioning

Your comfort comes first. The unit shown features optional Automatic Temperature Control to give you constant, pre-selected temperature adjustment for individual comfort.



Vent Windows

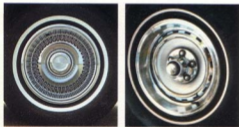
They feature pivoting action, which provides indirect air flow when they're opened. Vent windows are available on 4-door models only.



To improve rearward visibility, our Remote-control Right Outside Mirror gives driver convenient fingertip control of mirror position.



Chrysler offers several different radio options. Shown here, AM/FM Stereo Radio with 8-Track Stereo Tape (equipped with 4 speakers).



Premier Full Wheel Covers give a look of polished style. Are corrosion-resistant.

Gleaming 15" Road Wheels with chrome center, a nice touch of optional dazzle.

Convenience Packages

Light Package (standard on New Yorker Brougham): Fender mounted turn signal indicator • Trunk (cargo) light • Glove box light • Right ash receiver light • Cigarette lighter light • Map/courtesy light • Ignition switch time delay • Headlight & wiper switch light with time delay • Door-ajar warning light • Windshield washer fluid level indicator light • Light-emitting diodes for low fuel, high temperature, and low battery voltage • Headlight-on warning signal. **Basic Accessory Group:** Air conditioning • Tinted glass—all windows • AM Radio • Standard size whitewall tires (standard N.Y. Brougham) • Light package (standard N.Y. Brougham) • Remote-control mirror—left (standard N.Y. Brougham) • Remote-control mirror—right • Deluxe wiper/washer package (Newport only) • Vinyl side molding (black) (Newport only) • Luggage rack and assist handles (wagon only). **St. Regis Group** (Available with New Yorker Brougham and Newport 2-Door Hardtop): Padded Seneca Grain vinyl canopy roof (covers forward half of roof) • Formal opaque windows • Unique trim-off moldings for the vinyl roof and opens windows. **Town & Country Package:** Luggage rack • Assist handles. **Deluxe Sound Insulation Package** (Newport only). **Deluxe Wiper Package** (Newport only).

Chrysler Options	Newport	New Yorker Brougham	Town & Country	Check List
Air Conditioning, available w/Automatic Temperature Control	0	0	0	
Axle—Sure-Grip Differential	0	0	0	
Battery—500 amp Long-Life ⁽¹⁾	0	S	S	
Bumper Guards—Rear	S	S	0	
Bumper Step Pads	N/A	N/A	0	
Clock—Electric	0	N/A	S	
Clock—Electronic Digital	0	S	0	
Defroster—Rear Window—Electrically Heated	0	0	0	
Deluxe T&C Woodgrain	N/A	N/A	0	
Emissions Control System & Testing N95 or N96	0	0	N/A	
Engine Block Heater	0	0	0	
Fuel Pacer System (N/A with N95 or N96)	0	0	0	
Gas Cap—Locking	0	0	N/A	
Glass:Tinted—All Windows	0	0	0	
Vent Windows—Manual, 4-door models only	0	0	0	
Lights—Cornering	0	0	0	
Mats—Accessory Floor, Color-keyed	0	0	0	
Mirror, Vanity—Illuminated	0	0	0	
Mirror, Remote-control—Left	0	S	0	
Mirror, Remote-control—Right	N/A	0	N/A	
Mirror, Remote-control—Left & Right	0	N/A	0	
Moldings				
Door Edge Protectors	0	0	0	
Upper Door Frame (4-Door models)	0	N/A	S	
Wheel House Opening Skirts	0	S	S	
Power Bench Seat—6-way	0	N/A	N/A	
Power Seat—Left—6-way	0	0	0	
Power Seats—Left & Right—6-way	0	0	0	
Power Windows	0	S	0	
Power Door Locks	0	0	0	
Power Deck Release—Electric	0	0	N/A	
Radios				
AM Radio	0	0	0	
AM/FM Radio	0	0	0	
AM/FM Stereo w/8 Track Stereo Tape, w/4 speakers	0	0	0	
AM/FM Stereo w/Search Tune, w/4 speakers	0	0	0	
Rear Speaker—Single	0	0	0	
Power Antenna	0	0	0	
Spare Tire—Conventional ^(R)	S	S	S	
Speed Control—Automatic	0	0	0	
Steering Wheel—Luxury	0	S	0	
Steering Wheel—Tilt & Telescope	0	0	0	
Sun Roof with Vinyl Roof	0	0	N/A	
Suspension				
Shock Absorbers—Heavy-duty	0	0	S	
Suspension—Heavy-duty	0	0	0	
Automatic Height Control	0	0	0	
Trunk Dress-up	0	0	N/A	
Undercoating ^(R) w/Hood Silencer Pad	0	S	0	
Wheel Covers & Road Wheels				
Wheel Covers—Premier	0	0	0	
Road Wheels—Chrome-styled	0	0	N/A	

0—Optional S—Standard N/A—Not Available (1) Standard with 400 and 440 engines on New Yorker and Town & Country. (2) Space Saving Spare Tire standard with 260-4V engine and California Emission Control System (N95). (R) N/A with 260 engine on New Yorker Brougham in California or at altitudes over 4000 feet.

Standard Features



Large trunk (20.2 cu ft capacity) can handle all the items shown in picture of light and more. (Shown here with optional trunk dress-up. Floor and wheelhouse carpeting are standard on New Yorker Brougham.)



Full-size molding means housing spacious trunk capacity for luggage and sports equipment.



Light-emitting diode gauge warning light system. (Standard on New Yorker Brougham.)



Suberb Chrysler convenience, in the form of a standard lockable bin-type center gear box with coin holder.

The Standard Pleasures of owning a Chrysler

NEW YORKER BROUGHAM: Concoiled headlamps • Front and rear bumper guards • Periphery moldings around bumpers and taillights • Concealed three-speed wipers coordinated with electrically-operated wipers • Deluxe wheel covers • Remote-control, left outside rearview mirror • Divided center grille • Exterior accent stripes • Hooded, rear-approach taillights • Stand-up hood ornament • Bright dip rail molding • Bright front-wheel lip moldings • Rear wheel-opening skirts • Power window(s) • Nylon shag carpeting • V-neck 50/50 divided bench seat with automatic seat-back release, separate adjustments, dual armrests on 2-Door Hardtop • 50/50 divided bench seat with separate adjustments, passenger recliner and folding rear center armrest, in velour and vinyl on 4-Door Hardtop • Molded headliner • Luxury three-spoke steering wheel • Cloth-covered head restraints • Inside hood release • Automatic parking brake release • 12" inside day-light mirror • Convenient bin-type glove box compartment with integral coin-holder • Luggage straps on inside rear roof pillars, 4-door model • Vinyl-covered rear pillar pilings, 2- and 4-door models • Modular instrument panel with driver controls on left, control controls on right • Warning light for windshield wiper fluid • Tip odometer • Electronic digital clock • Warning lights for "fasten seat belts," lock

doors, "brakes" and "high beam" • Color-coordinated restraint system • Courtesy map, glove box, ashtray and trunk lights • Ignition switch light with time-delay • Upper level ventilation • Cigarette lighter and ash receiver in all doors except driver's • Instrument panel cash receiver and lighter • Light-emitting diodes for low-fuel, high temperature and low battery warning • Headlights "on" warning signal • 1078x6 steel-belted radial-ply white sidewall tires • Push, carpeted luggage compartment floor and wheel-house covers • 440 cubic inch 4-bbl. V-8 engine with Electronic Lean Burn System • Electronic Ignition System • TorqueFlite automatic transmission with part-throttle kickdown • Torion-Quiet Ride • Torion-Quiet Side • Power steering • Power brakes, front disc and rear self-adjusting drum with drum-type parking brake • 500-ampere long-life battery • 60-ampere alternator • Undercoating** and hood slenker pad. **NEWPORT:** Front and rear bumper guards • 2-speed windshield wipers and coordinated washer • Deluxe wheel covers • Dual horns • Wheel lip moldings • Rear taillight periphery moldings • Bright windshield and dip rail moldings • Rear hood moldings • Deck-lid molding • Unique grille • Unique rear bumper and taillights • Split-back cloth-and-vinyl bench seat with center armrest • 1078 steel-belted radial-ply tires • Tip odometer • Alternator gauge • Oil pressure indicator • Coolant

temperature gauge • Heater/defroster with multi-speed blower • Inside hood release • Color-keyed loop-pile carpeting • Dual front ashtrays, lighted left • Two rear seat ashtrays • 12" day/night mirror • Foam seat cushions • Upper-level ventilation • Lockable bin-type center gear box with coin holder • 440 CID V-8** with Electronic Lean Burn System • TorqueFlite automatic transmission with part-throttle kickdown • Torion-Quiet Ride • Power steering • Power brakes, front disc and rear drums self-adjusting • Electronic Ignition System and voltage regulator • High-speed starter • 440-ampere battery • 60-ampere alternator. **TOWN & COUNTRY WAGON*:** All of Newport features plus the following additions. Simulated woodgrain applique on body sides and doorpage • Handicap-style 3-way doorpage can be opened as a door with window release • Door-ajar warning light • Roof air deflector • Rear wheel opening skirts • 1078 steel-belted radial-ply tires • 3-speed windshield wipers with coordinated washer • Rear-mounted turn signal indicators • Town & Country identification • Power Auto-Lock, locks doorpage when ignition is "on" • Power doorpage window • Rear overboard bumper corner guards • All-vinyl 50/50 bench seat interior • Concealed, lockable storage compartment in rear wheelhouse cover • Cargo, glove box, map/courtesy

and ashtray lights • Full cargo area carpeting and skid strips • Lockable luggage and storage compartment in 3rd seat V-8 • Electric clock • 440 CID 4-barrel V-8 with Electronic Lean Burn System • Front sway bar • 500-ampere battery.

STANDARD SAFETY FEATURES: Large rear reflectors and lights • Side marker lights and reflectors • Back-up lights • Lane-change turn signal • Electric windshield wipers • Left outside rearview mirror • Passenger-restraint system • Frame-reinforced interior material • Locking steering column • Energy-absorbing and padded instrument panel • Safety glass windshield • Energy-absorbing front seat-backs and armrests • Manual door locks—levers with non-override lock feature except driver's door • Interlocking door latches • Push-type inside door-release levers • Cushioned sun visors • Dual braking system with warning light • Hazard warning light system • 12" day/night inside rearview mirror • Two front-seat head restraints • Locking latch on front seat-backs • 2-door models • Impact-absorbing hydraulic bumper system • Side impact protection door beams • Rear bumper corner guards.

*Not available in California or at altitudes over 4000 ft.

**Not available with 340 engine in California or at altitudes over 4000 feet.

Standard Specifications

Engines	400-4 V-8 (Newport) 440-4 V-8 (New Yorker Brougham and Town & Country Wagon)	Wheels	15 x 5.5 Newport 15 x 6.0 New Yorker Brougham 15 x 6.5 Town & Country	Electrical System	Battery: 440 amp on 400 V-8 500 amp on 440 V-8 (500 amp standard on N.Y. Brougham with 400 V-8 or 440 V-8) Alternator: 60 amp Electronic Ignition System Transistorized voltage regulator
		Brakes	Power: Front Disc, Rear Drum		
Transmission	TorqueFlite automatic	Fuel Tank	26.5 gal. (Wagons 24.0 gal.)		
Suspension	Front: Torsion bars Rear: Asymmetrical leaf springs	Trunk Capacity	20.2 cu. ft. (102.4 cu. ft. Wagon plus 4.3 cu. ft. concealed cargo volume 2-seat wagons)		

Tire Availability

Tire Size— All Steel-Belted Radials	Newport	Town & Country	New Yorker Brougham		
			Without N95 or N96	360-4 with N95 or N96	440-4 with N95 or N96
HR78 x 15 BSW	Standard	Not Available	Not Available	Not Available	Not Available
HR78 x 15 WSW	Optional	Not Available	Not Available	Standard	Not Available
JR78 x 15 WSW	Optional ⁽¹⁾	Not Available	Standard	Optional ⁽¹⁾	Standard
LR78 x 15 BSW	Not Available	Standard	Not Available	Not Available	Not Available
LR78 x 15 WSW	Optional	Standard	Optional	Optional	Optional

⁽¹⁾ Minimum size required with heavy trailer-towing package A33. WSW—White sidewall! BSW—Black sidewall!

Engine and Rear Axle Availability

The higher the axle ratio, the better the performance. The lower the ratio, the better the economy. Ask salesman for details.

	Chrysler Newport	New Yorker Brougham	Town & Country	Axle Ratio	
				Standard	Optional
All States except California and high altitudes					
400-4, 8-cyl. ⁽¹⁾	Standard	Optional	Optional	2.7 ⁽²⁾ ; 3.2 ⁽³⁾	2.4 ⁽²⁾ ; 3.2 (2.7, 3.2 S.G.)
440-4, 8-cyl. ⁽¹⁾	Optional	Standard	Standard	2.7	3.2 (2.7; 3.2 S.G.)
High Altitude—over 4000' (N96* required). Also available in low altitude areas.					
360-4, 8-cyl.	Standard	Standard	Not Available	2.7	3.2 (2.7; 3.2 S.G.)
440-4, 8-cyl. ⁽¹⁾	Optional	Optional	Not Available	3.2	2.7 (2.7; 3.2 S.G.)
California (N95* required). Also available in States other than California.					
360-4, 8-cyl.	Standard	Standard	Not Available	2.7	2.7 (2.7; 3.2 S.G.)
440-4, 8-cyl. ⁽¹⁾	Optional	Optional	Not Available	3.2	2.7 (2.7; 3.2 S.G.)

⁽¹⁾ Includes Electronic Lean Burn System ⁽²⁾ N/A New Yorker Brougham ⁽³⁾ Standard New Yorker Brougham S.G.—Sure Grip. *MS/88 Required emissions control system and testing.

1977 Chrysler Dimensions

New Yorker Brougham 2-Door Hardtop



Newport 4-Door Sedan



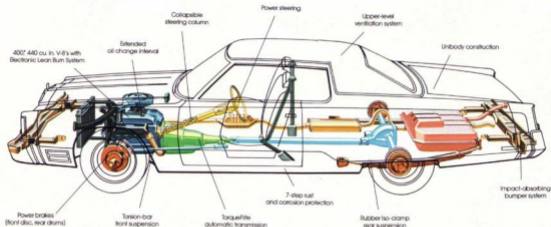
Newport 2-Door Hardtop



Town & Country Wagon



Chrysler Engineering: The Fine Points.



What Chryslers are deservedly famous for are the qualities that all fine cars are judged by.

A fine sense of handling and roadability. If our cars seem to have more than their share of these on-the-road qualities, it's easily explained in one word: Excellence.

Excellence that Chrysler engineers have developed, perfected and built into the car you buy today.

Collapsible Steering Column. A system of slots in the steering column jacket—for front impact protection.

Upper-Level Ventilation System. Sit back and enjoy continuous front-to-back circulation, for a refreshing flow of air in front and back seats.

Power Steering. Gives you a fine sense of control—yet works easily. Only 3.5 turns of the steering wheel are needed to move the front wheels from full-left to full-right.

Unibody Construction. This is one of the strong points that Chrysler engineering has built its reputation on! Using more than 4000 welds, the body panels and structural members are fused into one unit. It's a locally strong, solid structure.

Impact-Absorbing Bumper System. Large hydraulic cylinders help soak up the shock of minor impacts.

Rubber Iso-Clamps. These are simply large rubber cushions that isolate the suspension system from the axle. They help to dampen road noise and vibration.

Torqueflite Automatic Transmission. Completely maintenance-free under normal driving conditions! No band adjustments, no fluid or filter replacement is recommended.

Torsion-Bar Front Suspension. The underlying reason for Chrysler's fine stability and road sense. Road shocks are absorbed by the twisting action of the torsion bar before they can be transmitted to the car body. In combination with a rubber isolated stub frame and large rubber iso-clamps and front sway bar, it produces Chrysler's famous Torsion-GQuiet Ride.

Power Brakes (front disc, rear drums). Standard on all Chryslers. Disc brakes have excellent fade-resistance. Front and rear brake shoes are self-adjusting. Every Chrysler has separate hydraulic systems for front- and rear-wheel brakes. In case of damage to one of the systems, the other system functions independently to bring the car to a stop.

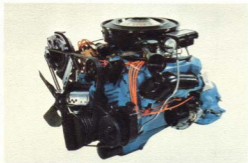
400/440 cu. in. V-8's with Electronic Lean Burn System. The famed performance of these engines results from free-breathing carburetion—plus large intake and exhaust systems. And Chrysler's ingenious Electronic Lean Burn System is now standard on 400 and 440 V-8's... to produce a new level of firing precision and smooth acceleration. See page 46 for more about this system and other Chrysler electronic features.

7-Step Rust and Corrosion Protection. Every car body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat all forms of corrosion. Then two coats of tough epoxy primer are applied, baked and sanded. Finally, three coats of acrylic enamel are baked to a glossy, lasting luster.

Extended Oil Change Interval. Your 1977 Chrysler needs even less maintenance now that the oil change interval has been extended to 7500 miles, or six months of driving. It's another example of how Chrysler engineering is striving to reduce maintenance on its cars.

*Not available in California or at altitudes over 4000 feet.

Chrysler Corporation leads the way in electronics for automobiles among all U.S. auto manufacturers... for reliability and performance.



It started with electronic ignition. Since Chrysler Corporation first used this engineering advance as standard equipment in 1973, it has replaced conventional ignition systems throughout most of the industry.

And Chrysler has continued to move ahead with electronic systems that improve the precision and performance of your car's engine.

Why electronics? First, it means solid-state electrical circuitry... without mechanical moving parts that can wear out and fail. And finally, it means a car that works simply, Reliably. With less servicing.

This year Chrysler offers another electronic breakthrough... the computer-controlled Electronic Lean Burn System.

The computer-controlled Electronic Lean Burn System is now standard on all Chrysler 400* and 440 V-8's... the engines that think! This is a totally different approach to engine control. The Electronic Lean Burn System employs a small computer, making it possible to use exceptionally lean mixtures during part-throttle operation—an average 48-to-4 air/fuel ratio.

Good combustion is achieved within the lean mixture range.

Improved performance... responsive acceleration.

Electronic Lean Burn's special distributor is designed with two pickup coils that initiate a firing circuit in the Spark Control Computer. One coil determines the "starting" timing; the other relays engine speed signal, so the computer can adjust the timing with split-second accuracy. Your car responds with smoothness and responsiveness.

What does it all mean to you? Simple. It means that we're putting our technical expertise to work in a way that will make your new Chrysler operate more smoothly. Small wonder that Chrysler Corporation claims so many "firsts" in engineering.

*Not available in California or at altitudes over 4000 feet.



The precise moment for spark plug firing is determined instantaneously by this Spark Control Computer.

This is the brain of the Electronic Lean Burn System. It has sensors that monitor the engine condition and "talk back" to the computer continuously. Here's how it works:

- responds to throttle position and its rate of change • responds to changes in manifold vacuum and engine speed, such as driving up and down hills • compensates for air temperature • adjusts to engine coolant temperatures.



Long Life Battery.

The most dependable battery you can buy. This 500-amp battery is backed by non-pro-rotated warranty. Its long, reliable service is assured by heavy-duty construction, with a thermally insulated shield to protect against excessive engine heat.

Electronic Ignition System.

The distributor used with electronic ignition has no points and no condenser. Result: no more ignition tune-ups in normal use. Helps deliver sure starting voltage in any weather. And can increase spark plug life up to 30,000 miles with unleaded fuel.



Electronic Voltage Regulator.

Maintenance-free! Its electronic circuitry is sealed in tough epoxy—shock-resistant, moisture-resistant and extremely durable.

High-Capacity Alternator.

Helps prolong battery life by sending a charge to the battery even when the engine is idling, included with the optional electrically heated rear window defroster and air conditioning systems.

High-Speed Starter.

For quick, reliable starts, this 1.8 hp. starter motor is standard on the 360, 400 and 440 V-8's. Rubber-isolated clutch contributes to the starter's exceptional durability.

*Included in the Electronic Lean Burn System.



1977 Chrysler Newport with Heavy-Duty Trailer-Towing package AS5. See the Chrysler-Plymouth Trailer-Towing brochure for details.

Radiant 1977 Chrysler Colors



NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Chrysler Dealer for accurate color chips.

NOTE: Also Burnished Silver Metallic available with St. Regis Package only.

All product illustrations and specifications are based on authorized information. Although descriptions are believed correct of publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models.

Chrysler Corporation's Limited Warranty^{Basic} Coverage

For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which prove defective in normal use will be repaired or replaced by the Selling Dealer using new or remanufactured parts. The owner is responsible for normal maintenance. See Selling Dealer for more details.


CHRYSLER
Plymouth



YOUR SIGNS FOR MOTORING SATISFACTION.

AUTOMOTIVE SALES DIVISION



Litro in U.S.A. 9-4-76 Form No. 84-005-703H