



NEW CHRYSLER '59

...the lion-hearted car that's every inch a new adventure



In the style that set the standard for an industry: Chrysler New Yorker 4-Door Hardtop in Lustre-Bond Metallic Light Ruby

CHRYSLER '59... your new setting for adventure! It's every inch a new and different car. Come close to it and see the dramatic newness in its every line.

CHRYSLER '59... see its styling newness in the strength of its regal grille, its channeled roof, its gently rising fins.

CHRYSLER '59... ease behind the wheel in Chrysler's newly available Swivel Seat. It actually turns in and out of the car with you, combines convenience with armchair comfort.

CHRYSLER '59... lounge in its quietly dramatic interior. Feel its rich and rugged new fabrics. See its generous new headroom, legroom, hiproom—its spacious tempered safety glass windows.

CHRYSLER '59... feel new excitement grow at your fingertips as Chrysler's all-new Golden Lion engine murmurs its might. This swift and efficient engine puts out more power, more torque per pound than any Chrysler engine in history.

It gives you peak performance at the speeds you drive the most. Eats up the miles—eases up on gas.

CHRYSLER '59... set Auto-Pilot and move miles aside effortlessly. This Chrysler optional driver-assist warns if you go too fast, holds your speed uphill and down, lets you cruise with your foot off the accelerator.

CHRYSLER '59... ride in cradle comfort with Chrysler's new True-Level Torsion-Aire Ride. This Chrysler extra is the only suspension on an American car that combines the self-leveling comfort of air suspension with the sports car control of torsion bars.

See the new lion-hearted Chrysler '59 soon. Test it on the road. Your Chrysler dealer has 15 new models in an attractively wide price range waiting for your inspection.

LION-HEARTED CHRYSLER '59