



THE CAR OF YOUR LIFE FOR THE TIME OF YOUR LIFE!

Presenting the completely new

1960 CHRYSLER

A look of action that lures you aboard. A return to roomy comfort other cars took away. A feel at the wheel that makes you want to drive it. Anywhere. Anytime. This is Chrysler 1960!

Chrysler looks new! See newness in its gleaming grille . . . its flowing lines . . . its graceful rear deck.

Chrysler feels new! Automatic Swivel Seats, available on any Chrysler, swing out *automatically* as you open the door . . . swing in *automatically* when you leave the car.

Chrysler drives new! Three-dimensional Astra-Dome panel clusters pushbutton controls fingertip close. At night, new, exclusive Panelescent lighting

bathes instruments in a uniform, glare-free glow.

Chrysler is new! Body and frame are united in a single, solid Unibody construction. Stronger. Roomier. Quieter.

This is the newness of Chrysler. See it soon. Compare it to other cars. Swing inside and discover that Chrysler has actually built in *more* room for your driving comfort. Then, for the time of your life, drive this car of your life!

This is Chrysler's greatest . . . the lion-hearted 1960 CHRYSLER

