USA

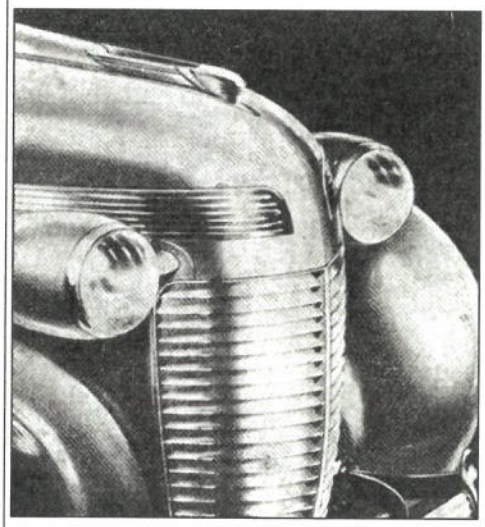
Royal
Airflow Eight
Imperial
Custom Imperial

Royal 6 Series C16 (6 cyl., 228.1 cu.in., 93 h.p., wb: 116 in.)
- Business Coupe
- Rumble Seat Coupe
- Brougham
- Touring Brougham
- Sedan
- Touring Sedan
- Convertible Coupe
- Convertible Sedan
- Sedan
- Sedan Limousine
- Chassis

Airflow 8 Series C17 (8 cyl, 325.5 cu.in., 130h.p.; wb: 128 in.)
- Coupe
- Sedan

Imperial 8 Series C14 (8 cyl., 273.8 cu.in., 110 h.p., wb: 121 in.)
- Business Coupe
- Rumble Seat Coupe
- Touring Brougham
- Touring Sedan
- Convertible Coupe
- Convertible Sedan
- Chassis

Custom Imperial 8 Series C15 (8 cyl., 325.5 cu.in., 130 h.p., wb: 140 in.)
- Sedan
- Sedan Limousine
- Sedan



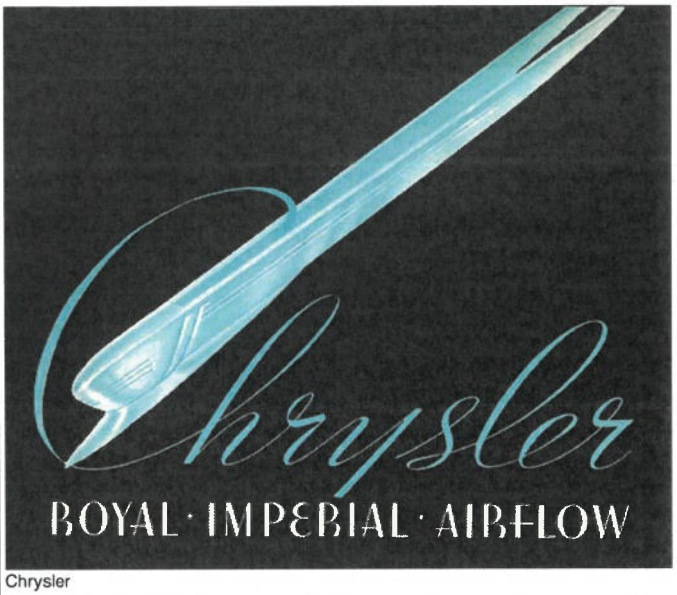
"Chrysler wystąpił z zupełnie nowym kształtem maski i osłony chłodnicy, nieuzasadnionym jakimikolwiek względami technicznymi, a stworzonym tylko jedynie p to, by się czymś wyróżnić i robić "wrażenie" swym niezwykłym wyglądem. Przód Chryslerów zaczyna coraz bardziej przypominać lokomotywę, zrezygnowano tu całkowicie z właściwego pod względem opływowym ukształtowania błotników i chłodnicy, pomimo, że właśnie ta sama firma w swych modelach Airflow potrafiła w swoim czasie stworzyć racjonalny kształt przodu, dobrze jednoczącego błotniki z osłon i maską." (Cytat z Auto Technika Samochodowa '36 - relacja z salonu w Paryżu)

This year saw the last Airflow cars, the Chrysler C17. Total Airflow output from 1934 we 29.928.

For 1937. . . Chrysler "Tops 'Em All" with three sensational new cars . . . packed with astonishing new results in performance — in economy . . . challenging 'em all with more-for-the-money value!

THE ROYAL
An entirely new — entirely different — kind of car . . . styled to queen's taste . . . powered with an amazing new 93 horsepower Gold Seal high-compression engine that gives results engineers have dreamed about for years . . . a totally new combination of flashing performance and outstanding economy . . . not a single top-ranking Chrysler engineering feature has been left out — you know in advance that it can't be just an ordinary car . . . it has everything Chrysler is famous for.
PLUS.

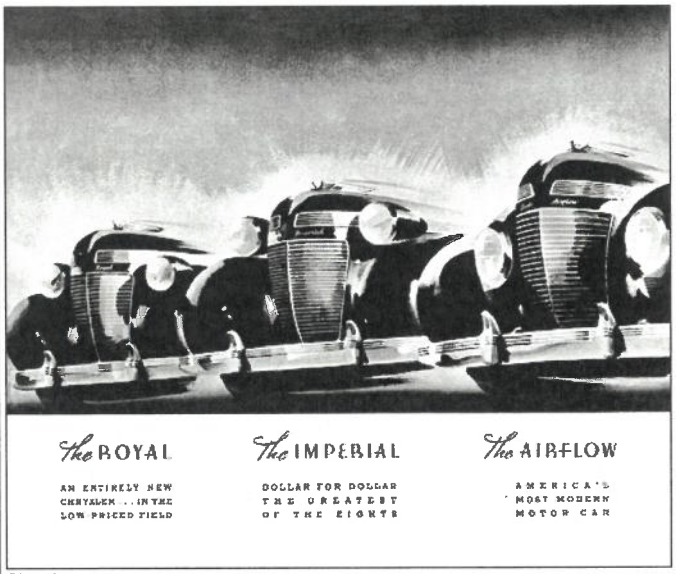
THE Imperial
Here's another more-for-the-money triumph! Dollar for dollar, the Imperial is the greatest "Eight" you ever saw. It is frankly a luxury car. But it makes luxury mighty easy to buy. Lots of wheelbase . . . loads of power . . . an almost unbelievable amount of room! New aerotype shock controls . . . newest scientific distribution . . . the latest and greatest in safety all-steel bodies . . . New outrigger body mountings . . . Floating Power . . . Automatic Overdrive to give extra miles at touring speeds.



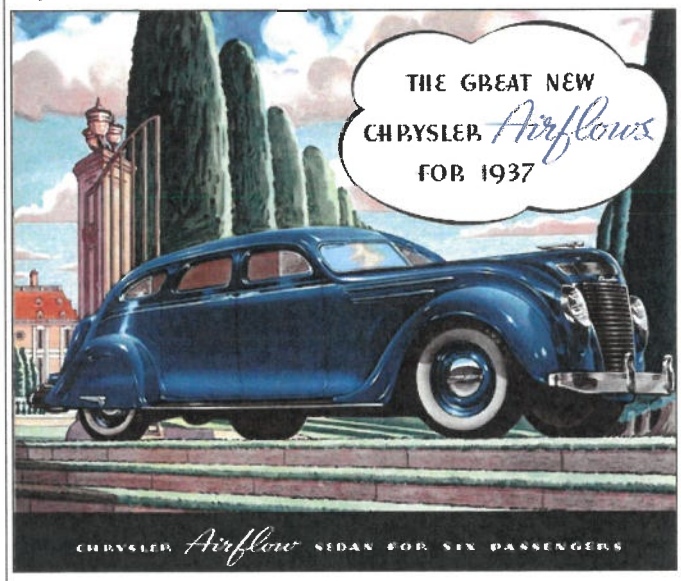
Chrysler

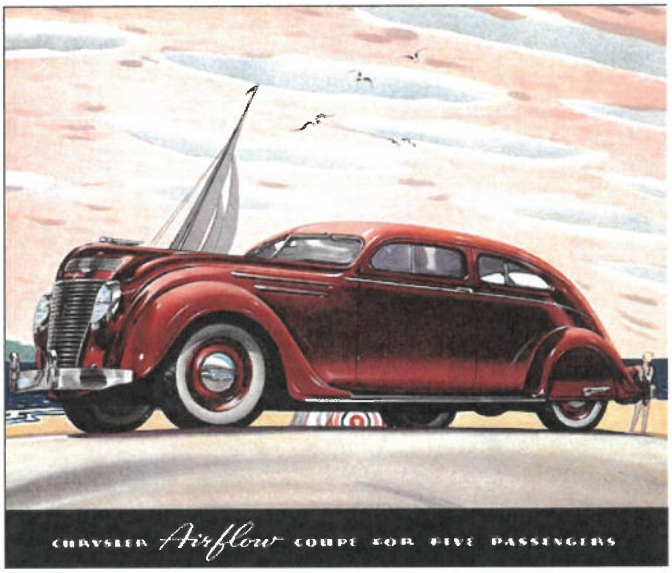
THE AIRFLOW

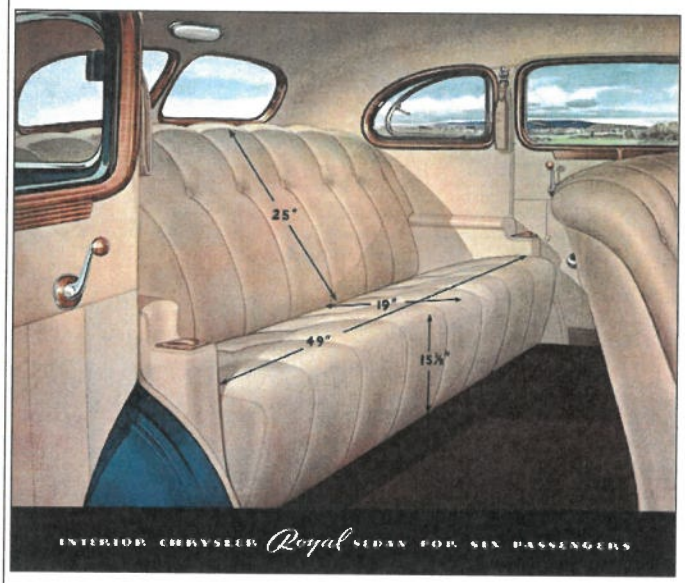
It's the most modern car on the road . . . the safest . . . the most gloriously comfortable car to ride in that we or anybody else ever built! There's racy new beauty in its line . . . the same forward-reaching look you've noted in the other 1937 Chryslers. It's new inside, too! With beautiful new appointments . . . richer, deeper, more luxurious upholstery . . . exquisite styling in every detail. See all these great new Chryslers. Then drive the one that suits your needs the best . . . you'll find it the smartest buy on the road.



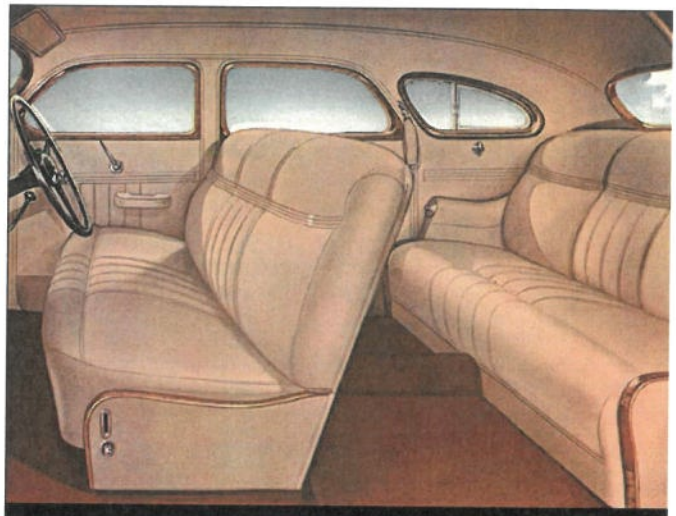
Chrysler







INTERIOR CHRYSLER *Royal* SEDAN FOR SIX PASSENGERS



INTERIOR CHRYSLER *Airflow* SEDAN FOR SIX PASSENGERS



THE TOURING BROUGHAM



THE CONVERTIBLE COUPE



THE SEVEN-PASSENGER SEDAN AND SEDAN LIMOUSINE

THE CHRYSLER *Royal*

AN ENTIRELY NEW CHRYSLER....IN THE LOW-PRICED FIELD

The new Royal looks what it is — modern from bumper to bumper and carrying on it down the top-ranking name in automotive engineering. you just know that regardless of which of the ten body models you might select you are getting all of Chrysler's recognized advantages . . . for Walter P. Chrysler insists on the best of everything in the cars that bear his name.



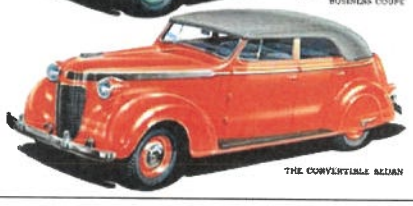
THE SEDAN



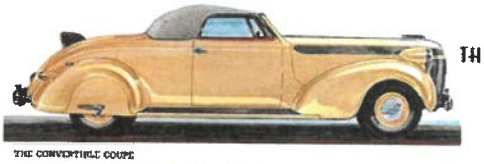
THE TOURING SEDAN



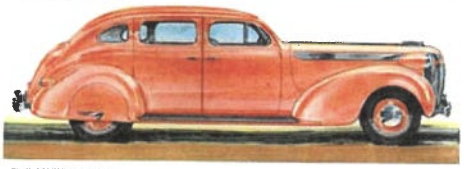
THE RUMBLE SEAT AND BUSINESS COUPE



THE CONVERTIBLE SEDAN



THE CONVERTIBLE COUPE



THE TOURING SEDAN



THE CONVERTIBLE SEDAN

THE CHRYSLER *Imperial*

DOLLAR FOR DOLLAR....THE GREATEST OF THE EIGHTS

One look at these great new Imperials tells you why dollar for dollar they're the greatest of the Eights. Here is luxury . . . here is every quality feature which makes Chrysler cars famous for long life and care-free operation . . . here are all of Chrysler's greatest safety features in their latest, perfected development. Just get behind the wheel of any of the eight body models . . . you'll soon find why Chrysler has revolutionized all eight-cylinder value standards.





THE RUMBLE SEAT AND BUSINESS COUPE

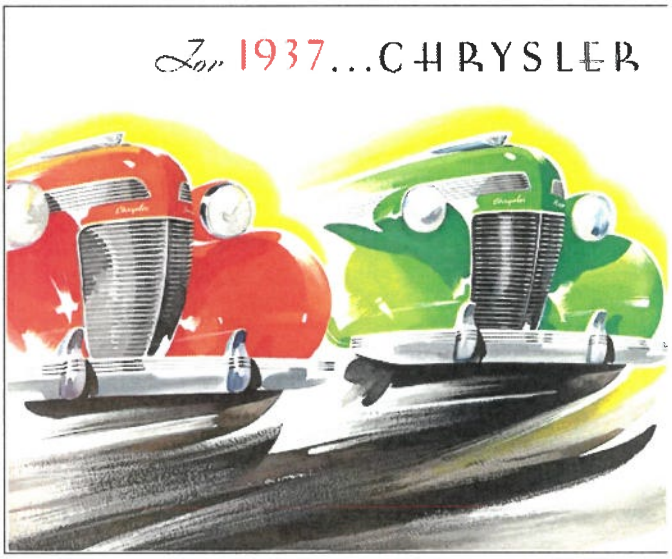


THE TOURING BROUGHAM



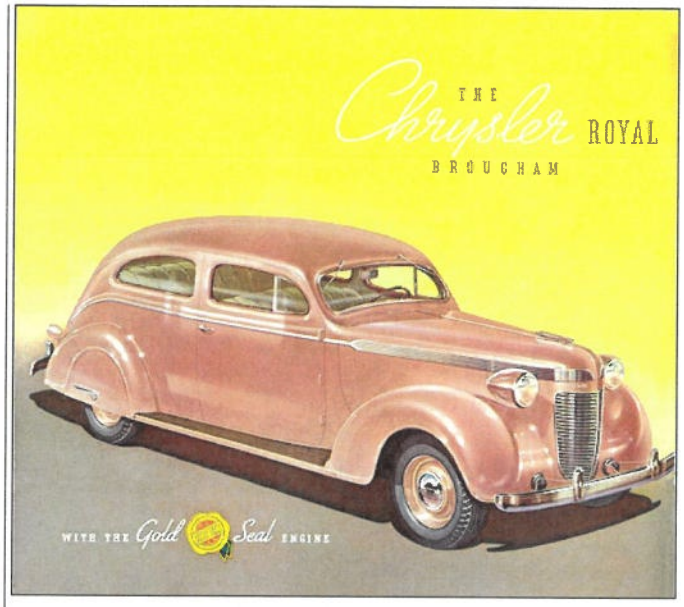
THE SEVEN-PASSENGER SEDAN AND SEDAN LIMOUSINE


Chrysler
ROYAL AND IMPERIAL

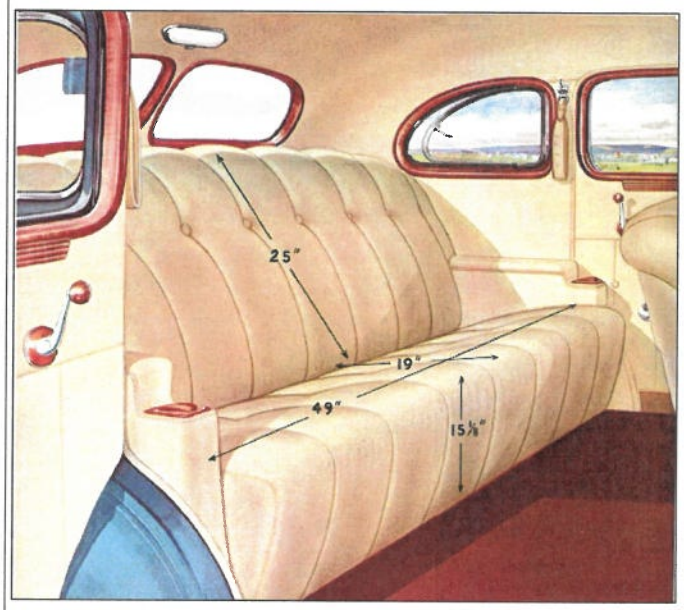

For 1937...CHRYSLER

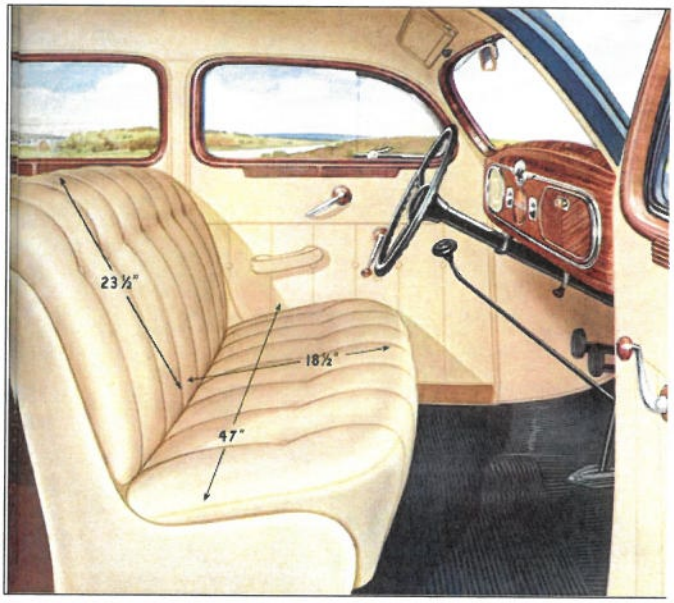

THE
Chrysler ROYAL
TOURING BROUGHAM
WITH THE Gold Seal ENGINE


THE
Chrysler ROYAL
TOURING SEDAN
WITH THE Gold Seal ENGINE


THE
Chrysler ROYAL
BROUGHAM
WITH THE Gold Seal ENGINE


THE
Chrysler ROYAL
SEDAN
WITH THE Gold Seal ENGINE


25"
19"
49"
15⅞"

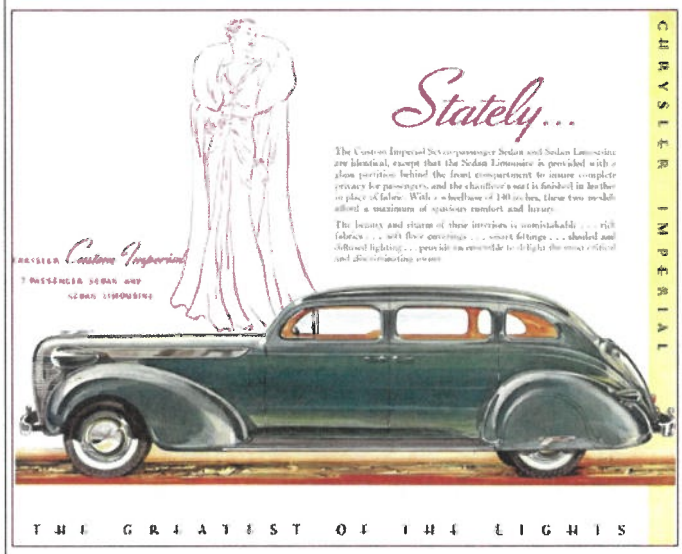

23½"
18½"
47"


THE
Chrysler ROYAL
CONVERTIBLE COUPE
WITH THE Gold Seal ENGINE


THE
Chrysler ROYAL
RUMBLE SEAT COUPE
AND BUSINESS COUPE
WITH THE Gold Seal ENGINE

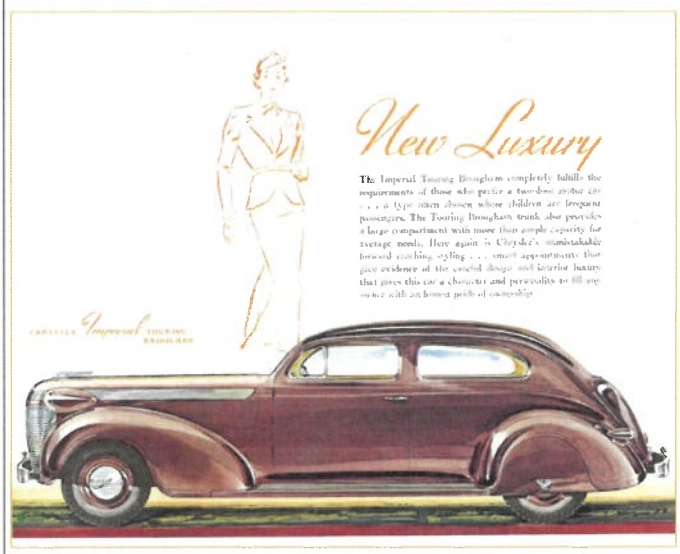


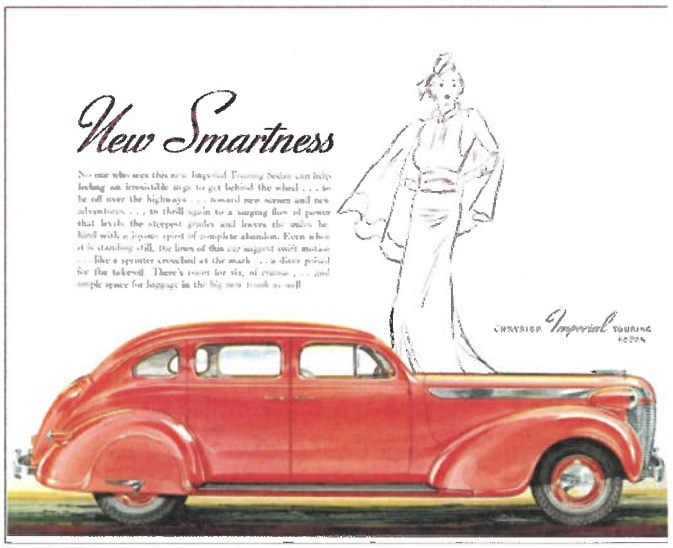




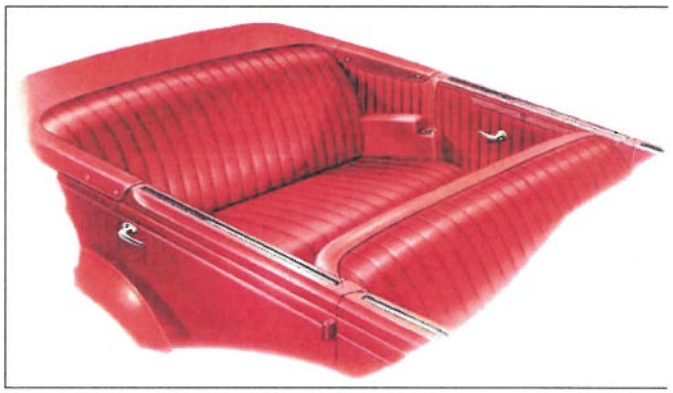


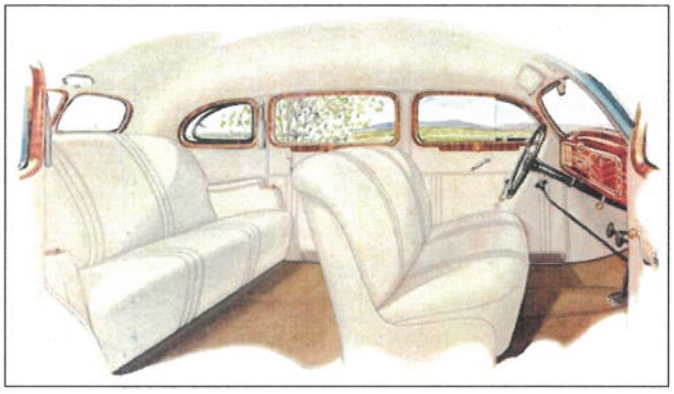
Imperial Sedan











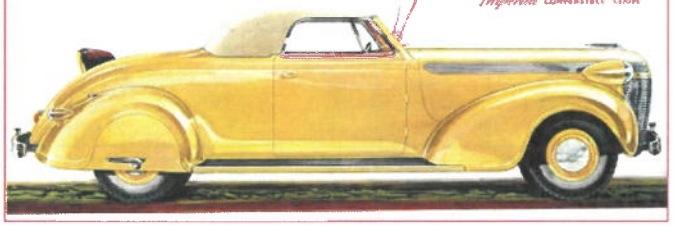


Sweeping Lines



No car on the road can match the sleek, trim, racy lines of this Imperial Convertible Coupe. With top down, it is a sport roadster . . . ideal for those who thrill to a wind-swept ride . . . a car for youngsters and oldsters who share a love for the open. With top up, it is a cozy coupe . . . for days when storms threaten or winds are too sharp for comfort. Room for three in the driver's seat . . . and a wide, extra-lustable rumble seat always available for extra passengers.

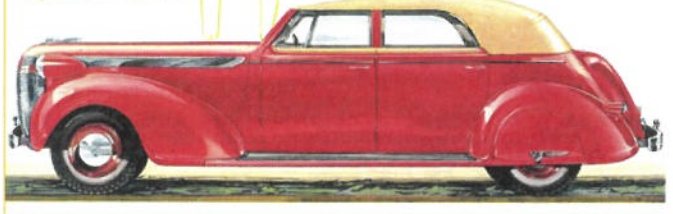
CHRYSLER Imperial CONVERTIBLE COUPE



The Spirit of Youth



The Imperial Convertible Sedan has all the verve and gusto of the Coupe, and provides the same all weather usefulness. Here, there is ample room for six . . . room for their baggage, too, in the big, easily accessible trunk. With the top down, this model becomes, in effect, a Sport Touring . . . takes on an appearance of length and swankiness that makes it a favorite wherever smart people gather. Manipulation of the top has been made quick and easy . . . and when down, a trim, tailored hood is dipped on for protection.

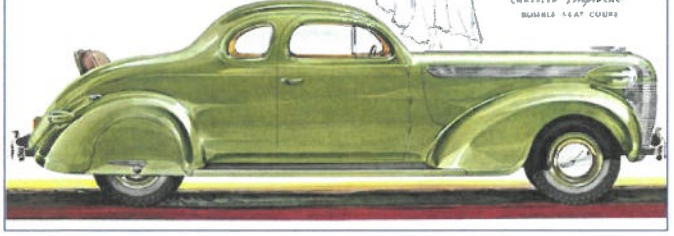


Individuality



The ever popular Rumble Seat Coupe reaches its supreme expression in this Chrysler Imperial. The roominess and intimacy of this model make it the most frequent choice as a second car for exclusive personal use. It is particularly apt for women, as well as for business men whose daily driving is confined largely to the trip between home and office. Three passengers find ample room and comfort inside, and the rumble is available also for emergency use.

CHRYSLER Imperial RUMBLE SEAT COUPE



Arresting Style



The Imperial Business Coupe is all that its name implies . . . an ideal car for the traveler who covers a wide territory where long, fast trips are an every day requirement. Under the rear deck there is available a really enormous storage space for personal luggage and sample cases. It is in this type of car that the remarkable Chrysler Overdrive lends its greatest aid to make possible sustained fast driving with remarkable fuel economy . . . and where the outstanding Chrysler assets of driving comfort, safety and reliability are most appreciated.

CHRYSLER Imperial BUSINESS COUPE



Chryslers assembled in Britain are Plymouth models with some modifications.

THE KEW 6 . THE WIMBLEDON 6 . THE RICHMOND 6

and an entirely new SUPER-POWER CHRYSLER EIGHT

BRILLIANT new lines, increased roominess and luggage carrying capacity, and scores of important engineering improvements distinguish the ne line of Chrysler cars, making them the most practical cars, especially for the owner-driver, that have ever left the Chrysler factory.

Chrysler cars are still ahead with motoring's newest and most outstanding improvement-the Automatic Overdrive-standard on all these Chrysle models except the Kew. The Automatic Overdrive is virtually two additional ultra-high gears. It operates automatically. When at a pre-determine speed the foot is momentarily lifted from the accelerator the Automatic Overdrive engages. It cuts down engine revolutions by one third, reduces petrol and oil consumption and enables the car to cruise more silently and more comfortably than has ever before been possible.

THE new cars are roomier, having bigger bodies. The engine of these new cars has been moved six inches further forward which again gives increased body space and more comfortable riding as all seats are now positioned well between the axles.

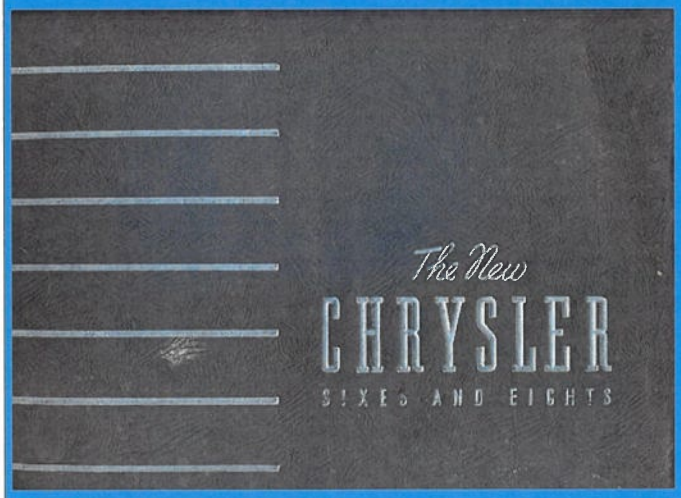
Bodies this year are entirely insulated from the frame. There is no metal to metal contact between body and frame whatsoever. The bodies are mounted on outriggers, cushioned in live rubber, effectively making the bodywork free from road vibration and tyre noise.

THE hypoid rear axle adopted in the new Chrysler models is not only stronger and more silent, but it has the important advantage of leaving a smooth and unobstructed floor in the rear compartment.

Look where you will in these new Chryslers and you will find that Chrysler engineers have been successful in making them more practicable an more convenient than ever. Disc wheels are now standard with their greater ease of cleaning and smarter appearance. The luggage trunks are bigger and roomier. They house the spare wheel out of sight, protected from the weather, and will carry a surprising amount of luggage as well.

ALL those many improvements which millions of miles on the road in the hands of owner drivers have proved and tested are, of course, retained Prominent amongst these is the stabiliser preventing body sway when cornering ; the marvellous tapered leaf suspension wherein long thin leave of Amola steel controlled by double acting shock absorbers have revolutionised riding comfort.

Chrysler patent Floating Power, one of the most important improvements ever contributed to motoring, renders these Chrysler power plants unbelievably smooth and vibrationless. Chrysler hydraulic brakes guarantee smooth and skidless stops even in emergencies. The all-steel bodie are electrically welded into one unit of battleship strength for your protection.

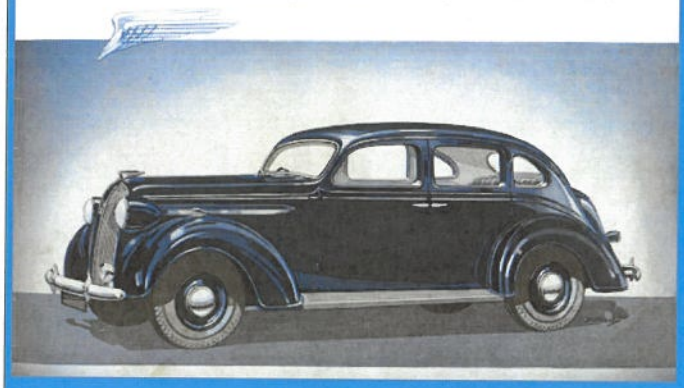




From the Chrysler factory at Kew, Surrey come 4 Superb New models . . .



The Kew SIX TOURING SALOON

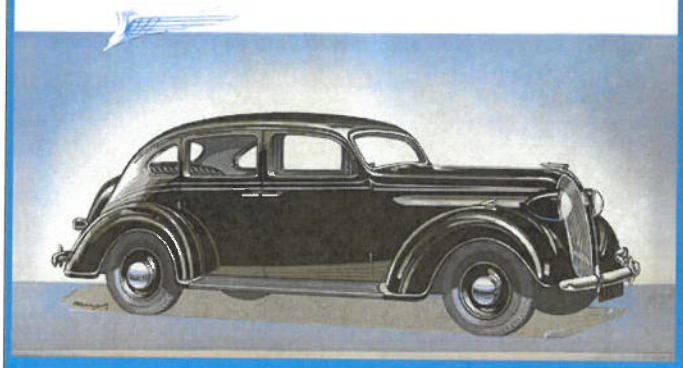


The Kew SIX CONVERTIBLE COUPE



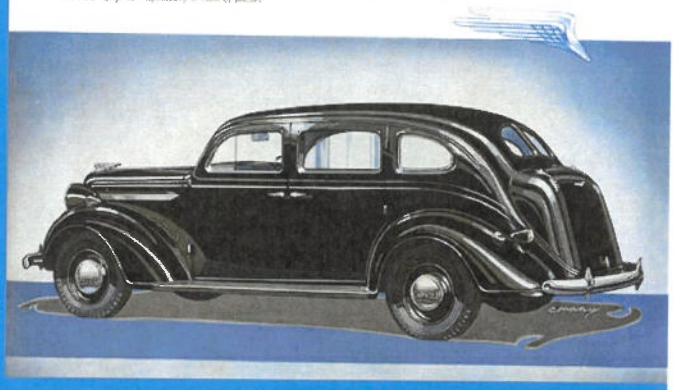
The Wimbledon SIX TOURING SALOON

has a 23.4 h.p. engine and is equipped with Chrysler's sterling combination of motoring comfort, performance and economy. The Automatic Overdrive. This is a roomy, fast and exceptionally comfortable car at a very moderate price. Its clean, sweeping lines of true aerodynamic efficiency make the Chrysler a car you will be proud to own. Upholstery can be in artwin cloth or leather.



The Wimbledon SIX 7-PASSENGER SALOON

This model is produced for those who need an exceptionally roomy car at a moderate price. The three rear seats are really comfortable and all occupants have ample toe and elbow room. When not in use the seats fall flush with the floor. Automatic Overdrive, as on all Wimbledon models is standard equipment. Upholstery in cloth or leather.



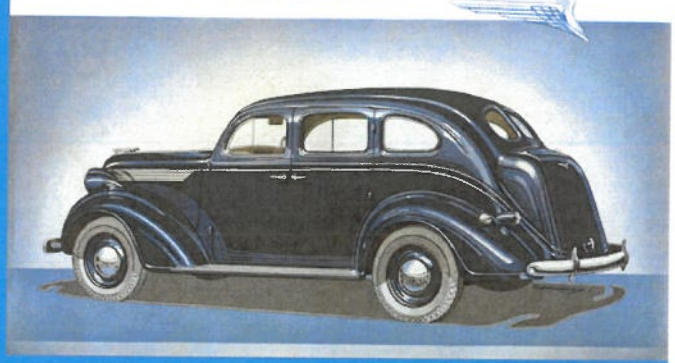
The Wimbledon SIX FIXED HEAD COUPE

also has the Automatic Overdrive as standard equipment. Business and professional men will appreciate the increased roominess of this new model. There is also available a Convertible Coupe body similar to that illustrated on the Kew Six chassis. With its long, sweeping lines and amazing power this car combines sports performance with all-weather comfort.



The Richmond SIX TOURING SALOON

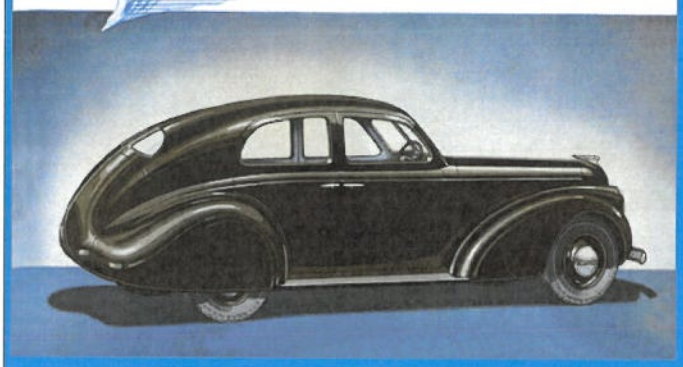
with a 27.3 h.p. engine is a magnificent car with a dynamic performance. Automatic Overdrive is standard equipment. Independent steel wheel springing on all Richmond models ensures the last word in luxurious riding comfort and easy steering. Upholstery in cloth or leather. Stylingly distinct 7-seat Head and Convertible Coupes are available on the chassis—cars of distinction that provide sports performance with unusual roominess and luxurious comfort in all weather.



Kew Six: 6-cyl, 201.3 cu.in. (3.3 l.), 23.44 or 19.8 BHP; wb: 112 in
Wimbledon Six: 6-cyl, 201.3 cu.in. (3.3 l.), 23.44 BHP; wb: 112 in
INSTRUMENTS AND EQUIPMENT. - Direct double-acting shock absorbers. Hydraulic double acting shock absorbers in front. Instrument panel includes speedometer, ammeter, oil pressure gauge, electrical petrol gauge, ignition lock switch, light switch, throttle control button and ash tray. Horn button at centre of steering wheel. Foot controlled headlight beam switch. Equipment includes cowl ventilator, rear vision non-glare mirror, stop light with reflex lens, safety glass all round, full set of tools, traffic indicators with Telltale light, clock, fog lamp, dual horns, windscreen wipers, sun visors, tail lamps and cigar lighter, West of England cloth or leather upholstery. Wired for radio
Richmond Six: 6-cyl, 27.34 BHP; wb: 116 in, 7-Passenger 133 in
STANDARD EQUIPMENT.-Two automatic windscreen, rear view mirror, adjustable sun visors, dome light, ash tray in instrument panel. Centre arm rest in rear compartment. Safety glass all round, fog lamp, roof net, cigar lighter, rug, traffic indicators, clock, ventilating-type rear quarter windows, stop light. Tools. Dual horns and tail lamps. Whe equipment, five, steel disc. West of England cloth or leather upholstery. Wired for radio
Super-Power Eight: 8-cyl, 323.5 cu.in., 33.8 BHP; wb 121 in
EQUIPMENT.-Two automatic windscreen wiper, rear view mirror, adjustable sun visors ash tray in instrument panel. Centre arm rest in rear compartment. Safety glass all round. Lucas light power head lamps recessed in wings. Cigar lighter, traffic indicators, clock, stop light, dual horns. Tools. Five steel disc wheels.

The Super-Power **CHRYSLER EIGHT**

Designed and built by Chrysler engineers in co-operation with Capt. George Eyston. Exceptionally fast and powerful, its design embodies much of the aerodynamic experience gained by Capt. Eyston in his record breaking attempts at Salt Lake City. It sets a style in appearance and performance which will contribute to all future motor-car design. It must make an immediate appeal to those motorists who look for exclusiveness in their cars



CLASSIC CAR CATALOGUE