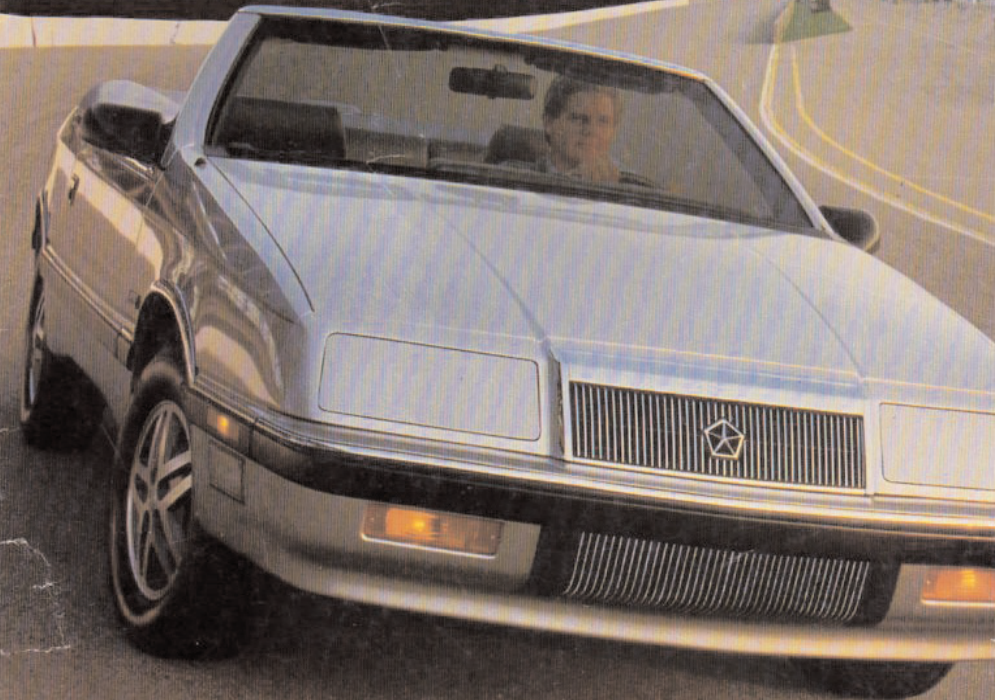


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PACE SETTER



**CHRYSLER
LE BARON**

OFFICIAL 1987 PACE CAR

Special Advertising Supplement

THE ALL-NEW CHRYSLER LE BARON. BEAUTY... WITH A PASSION FOR DRIVING.

Shaped by wind, reason and a unique artistry, the design of the all-new LeBaron coupe is more than efficient aerodynamics. It is a triumph of elegance.

While the new LeBaron believes in cheating the wind, it has no intention of robbing the eye. It is an image of arresting beauty.

But beneath this beauty breathes a passion: LeBaron was created to drive. And drive it does! It attacks the road with a high torque, 2.5 fuel-injected engine. Its turbo option can blur the surface of any passing lane.

Handling is equally impressive. LeBaron's advanced front-wheel drive and positive-response suspension will calm the most demanding roads.

Even razor-sharp turns lose their menace.

Luxurious contoured leather seats comfort and support. Instrument readings are captured in a glance. Controls...positioned to minimize distraction.

And whether you buy or lease, LeBaron gives you Chrysler's new protection plan* that covers powertrain, engine and turbo for 7 years or 70,000 miles. And against outerbody rust-through for 7 years or 100,000 miles.

Its power will move you. Its beauty will stop you. The all-new Chrysler LeBaron. At your Chrysler-Plymouth dealer.



Division of Chrysler Motors

CHRYSLER. DRIVING TO BE THE BEST.



Chrysler Motors: Best-built, best-backed American cars and trucks.**

*See limited warranty of dealer. Restrictions apply. **Based on survey of owner problems with '86 cars and light trucks (combined) designed and built in N. America and sold Oct-Nov '85 (8 month avg. usage) and on a warranty comparison of competitively priced models. BUCKLE UP FOR SAFETY.

 **PACE SETTER**

CHRYSLER INDY PACE CAR TRADITION

To look at it today, you wouldn't guess that the Indianapolis Motor Speedway started out as a proving ground for production automobiles. That was entrepreneur Carl Graham Fisher's dream when he built the track in 1909. In those days Indianapolis was the hub of the American auto industry, and Fisher hoped the Speedway would become a place where firms like Marmon and Auburn could demonstrate the performance and reliability of their passenger cars in front of the buying public.

It didn't quite work out that way. All 33 starters of the first Indy 500 in 1911 were far from stock; they were stripped-down racers built with one purpose, to win the 500. In fact, the only actual production model on the track was the Stoddard Dayton that Fisher himself drove to set the pace for the first laps before the race.

In the intervening 76 years, though Indy race cars have evolved into 200-mile-an-hour missiles that are about as much like stock automobiles as an America's Cup yacht is a row boat, the pace car for the 500 is still a production model, selected for its performance and reliability. Of all the traditions the world's oldest and most famous auto race has spawned, the pace car is the oldest and most prestigious.

This year it's the all-new Chrysler LeBaron convertible that will lead the Indy field to the green flag, keeping faith with that tradition of performance and reliability. In fact, setting the pace—both at the Indy 500 and in the figurative sense—has been a tradition at Chrysler as well. Only two years after Walter P. Chrysler founded his company, an Imperial was chosen to pace the 1926 Indy 500. It was, like the Chrysler pace cars to follow, ahead of its time. It delivered real world-class performance, something Chrysler cars would continue to do

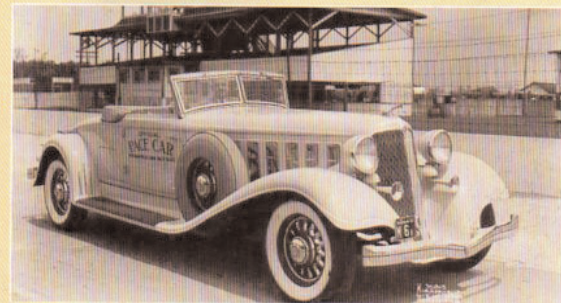
throughout this century.

In 1933, another Imperial paced the race. It was an elegant roadster with the classic style that distinguished the high-performance luxury sports models of the Thirties, a time many consider the Golden Age of Auto Design. And in the last Indy race before the war, a custom-bodied 1941 Chrysler Newport hit the bricks at Indy. Its looks were striking, with sweeping lines and rear fender skirts that would later appear on cars like the now classic Jaguar 120.

Chrysler was back at Indianapolis in 1951 with a New Yorker convertible that combined thoroughly modern lines with a revolutionary new engine. Called the FirePower V8, the 331-cubic-inch engine soon became known simply as the Hemi. It was the first of a family of engines that were to make Chrysler the performance leader of the industry for a generation. Variations of this engine are used to power record-setting race cars to this day. Indeed, the world's land-speed



The first Chrysler automobile to pace the Indianapolis 500 was a 1926 Imperial "8" roadster. It was driven by retired racing driver Louis Chevrolet long after he left the company that bears his name.



In 1933, another Chrysler Imperial led the Indy field to the green flag. It is a striking example of the classic look of the Thirties, with side-mounted spare tires, a long hood and majestically sweeping fenders.

PHOTOS COURTESY OF INDIANAPOLIS MOTOR SPEEDWAY

record for wheel-driven cars is still held by the Summers Brothers' streamliner, which had four Chrysler Hemis.

In 1963, two-time Indy winner Sam Hanks paced the race, driving a Chrysler 300 convertible, that year's version of the car that started the musclecar era.

The 1987 Chrysler LeBaron

convertible is the natural heir to these illustrious cars and reflects the engineering of Chrysler. With its trend-setting aerodynamic style, advanced front-wheel-drive system and sophisticated turbocharged engine, it upholds the Chrysler tradition of real world-class performance with the application of modern technology.



A specially built, dual-cowl Chrysler Newport paced the last Indy 500 held before the race was discontinued because of World War II. Though never produced in volume, the car had a style that influenced the look of many postwar autos.



The engine that powered this 1951 Chrysler New Yorker pace car was the first of the famous Chrysler Hemis. The most advanced performance engine of its day, the Hemi dominated many forms of racing for a generation.



Two-time Indy winner Sam Hanks drove this Chrysler 300 pace car in 1963. The famed 300 was introduced in 1957, and many historians consider it the first musclecar. Today, surviving 300s are collector's items.

THE MAKING OF THE 1987 PACE CAR

The start of the Indianapolis 500 is one of the most thrilling and dramatic moments in sports, but it's potentially one of the most dangerous. That's why the role of the pace car is so important. It must keep a steady speed of around 90 mph during the warm-up laps so the race cars can bring their tires

and engines up to temperature and the drivers can get into the proper positions for a safe start.

After the starter signals one lap to go, the pace car accelerates away from the field along the back straight, around the third turn, through the short chute into the fourth turn, then into the pit road and out of the way. For the rest of the race, the pace car waits with its engine running for a caution flag to signal its return to the track to keep the field in order until racing can resume.

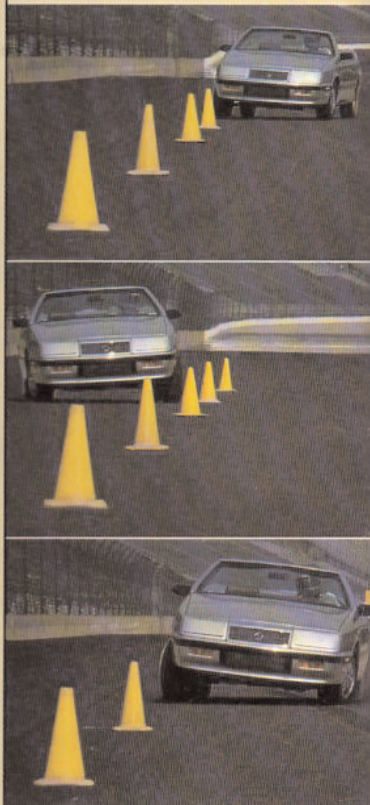
To do all this, the pace car needs outstanding acceleration, top speed,

superior handling and overall reliability. The Chrysler LeBaron convertible that paces the 1987 Indy 500 has all these qualities in abundance.

USAC requires that three pace cars be prepared for the job. The LeBarons were modified using some off-the-shelf components from another Chrysler car, the Shelby Daytona, including its 174-horsepower EFI Turbo II 2.2L intercooled engine, four-wheel disc brakes and heavy-duty springs and shock absorbers, along with larger-than-stock Goodyear P225 50VR15 tires. Naturally, each pace

car was thoroughly tested and put through a real-time race simulation.

And since safety is the prime consideration, the LeBarons were fitted with three-point seat belts for the driver and passenger and an underhood Halon fire-extinguisher system. The heavy-duty alternator and battery assured an adequate power supply for the special strobe lights around the car and its communication system. To compensate for this extra weight, the air conditioner was removed. Otherwise, the LeBaron pace cars were identical to their street-driven counterparts.



After it was fitted with an intercooled Turbo II engine and stiffer suspension, the LeBaron pace car was thoroughly tested to make sure it met or exceeded the exacting performance standards set by the Indianapolis Speedway.



COLOR PHOTOGRAPHY: NEIL NISSING

ENGINEERING

V8 POWER FROM FOUR CYLINDERS

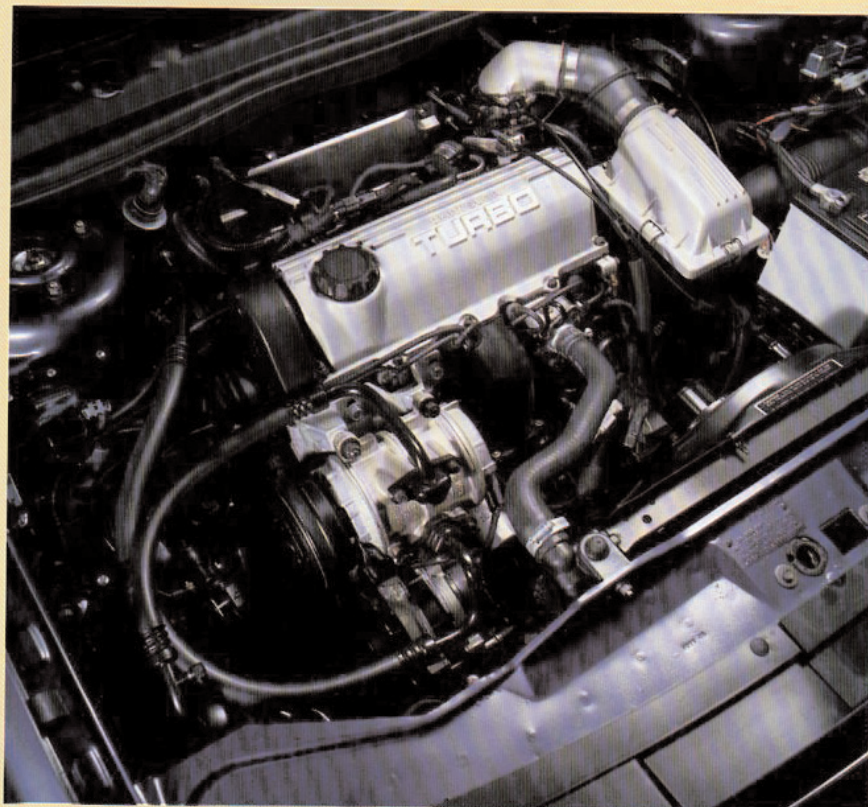
To achieve pace-car-level performance, the Chrysler LeBaron had to rely on cutting-edge engineering. Its engine, drivetrain, suspension, chassis and body are all elements of a carefully balanced design that produces the power, handling, stability and reliability to master the task at hand, whether

it's leading the field at Indy or coasting down the highway.

FRONT-WHEEL DRIVE AND TURBO POWER

Front-wheel drive has been a Chrysler specialty for some time; the LeBaron's driveline is the

culmination of years of experience. A transverse, four-cylinder engine is at the heart of the system. In base form, it delivers 100 horsepower from 2.5 liters. The optional 2.2-liter multi-point EFI Turbo I engine produces 146 horsepower, which is more than one hp per cubic inch. And the intercooled



Turbo II engine, which powers the pace car, is even more potent, with an output of 174 horsepower.

It used to be that this kind of power was possible only from larger engines with more cylinders and displacement, but sophisticated engineering can yield far more than cubic inches. The LeBaron engines

use an overhead camshaft to improve efficiency. The standard 2.5-liter dual balance shaft delivers smoothness that's equal to that of many V8 engines on the road today. And the LeBarons do it while maintaining four-cylinder efficiency, which comes from a fast-burn cylinder-head design for complete fuel combustion, and electronic fuel injection, which ensures precise fuel metering.

The engines mate with either a standard five-speed manual or an optional three-speed automatic with

*... more than one
hp per cubic inch.*

*... a firm but
comfortable ride and
the kind of stability
serious drivers
demand.*

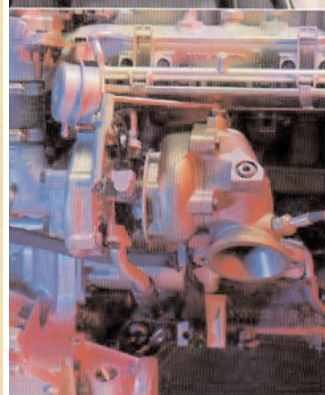
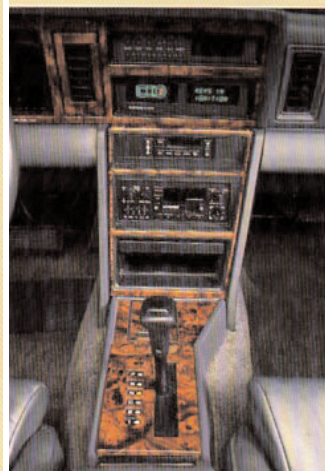
an electronic lockup torque converter. The automatic transaxle that's available with the turbo engine uses a torque converter without lockup for improved performance.

PRECISE HANDLING

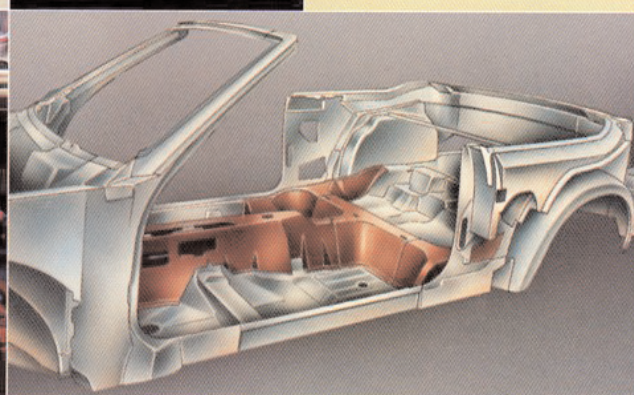
Americans are demanding responsive handling in their luxury coupes today, and the LeBaron has possibly the best combination of ride and handling to be found anywhere. The Sports Suspension provides sports-car-like cornering and luxury-car ride. In the front, it's fully independent, with well-isolated gas-charged struts and a 32mm stabilizer bar. In the rear, LeBaron uses trailing arms, coil springs and a beam axle with an integral 27mm stabilizer bar. This combination yields a firm but comfortable ride and the kind of stability serious drivers demand.

Power-assisted rack-and-pinion steering translates driver input with precision, and with the optional (CONTINUED)

LeBaron abounds with elegant and sporty touches. A convenient center console sets off the interior, and alloy wheels complement the car's aerodynamic body configuration.



LeBaron's turbo has integral boost control and a water-cooled bearing that separates the turbine (red) from the compressor (blue).



The structural integrity of the LeBaron's unique convertible body is enhanced with specially designed extensive platform reinforcing.

ILLUSTRATION: DAVID KIMBLE

1987 CHRYSLER LE BARON CONVERTIBLE

Beneath its aerodynamically styled exterior, the LeBaron convertible houses the technology that gives it the power, performance and reliability that earned it its role as the pace car for the Indianapolis 500.



Aerodynamically designed shape for low drag, reduced wind noise and improved efficiency.

Convertible chassis reinforced for additional strength and rigidity.

Uni-body chassis to distribute loads and stresses evenly.

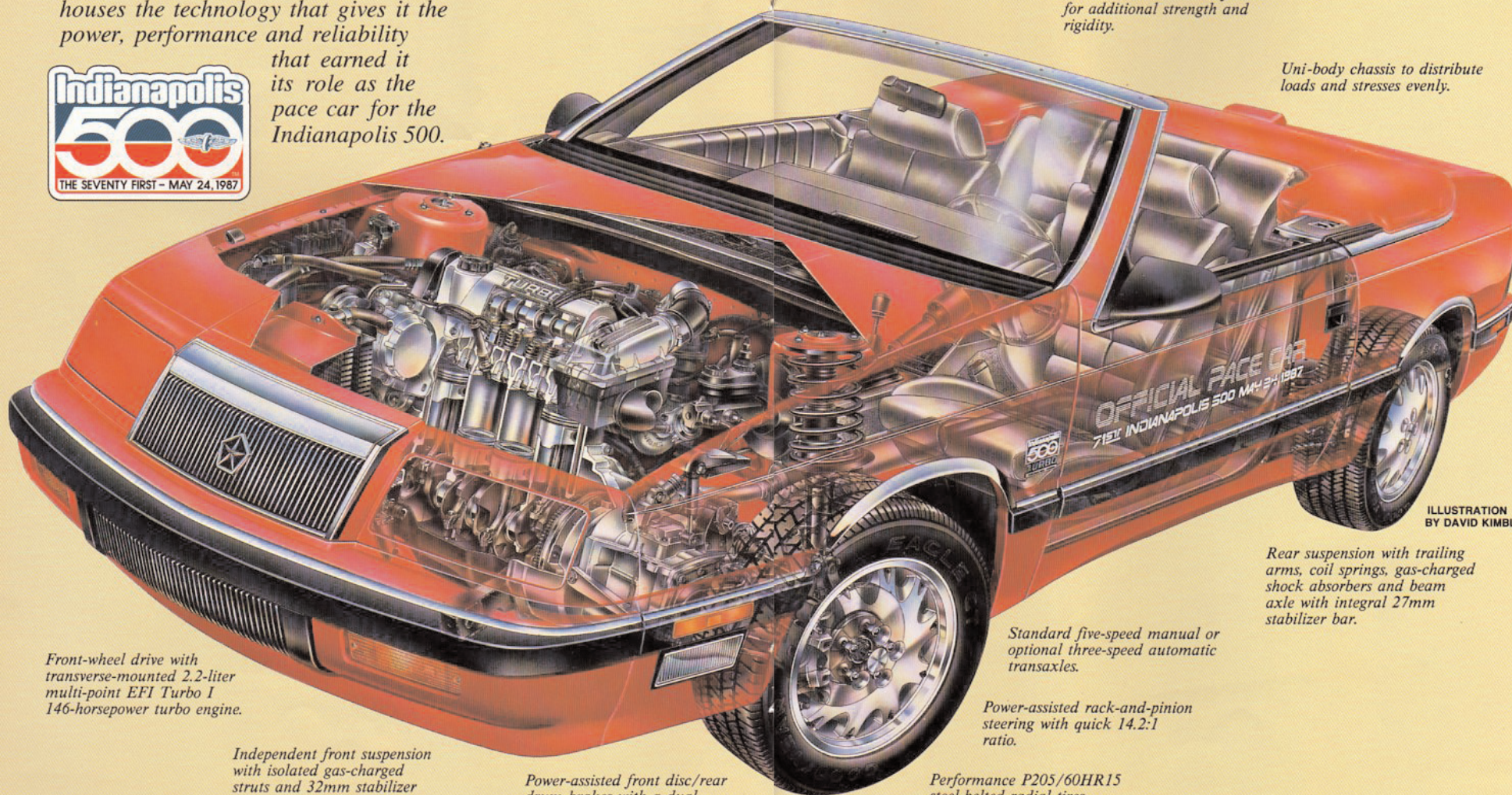


ILLUSTRATION
BY DAVID KIMBLE

Front-wheel drive with transverse-mounted 2.2-liter multi-point EFI Turbo I 146-horsepower turbo engine.

Independent front suspension with isolated gas-charged struts and 32mm stabilizer bar.

Power-assisted front disc/rear drum brakes with a dual diagonal proportioning valve.

Standard five-speed manual or optional three-speed automatic transaxles.

Power-assisted rack-and-pinion steering with quick 14.2:1 ratio.

Performance P205/60HR15 steel-belted radial tires.

Rear suspension with trailing arms, coil springs, gas-charged shock absorbers and beam axle with integral 27mm stabilizer bar.

*... as well suited
for the high speeds
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for normal cruising.*

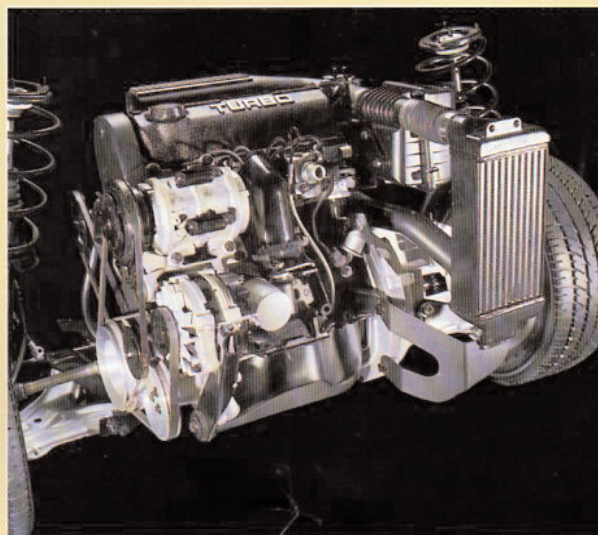
performance tires, it's geared at a quick 14.2:1 ratio.

And since braking is an integral element of all-around handling, Chrysler gave the LeBaron a power-assisted front disc/rear drum combination with a dual diagonal proportioning valve to help prevent rear lockup under severe braking conditions.

AERODYNAMIC SHAPE

LeBaron is as well suited for the high speeds of Indianapolis as for normal cruising. Its wedge profile, smooth lines and rounded corners were aerodynamically engineered for low drag, which translates into reduced wind noise and greater fuel efficiency.

LeBaron's chassis consists of a tight uni-body construction based on the same engineering principles governing the design of Indy race cars: Structural components are assembled in such a way so that loads and stresses are evenly distributed throughout the entire body. For additional strength and integrity, the convertible's chassis is reinforced with strategically located stiffeners.



CHRYSLER TURBOS

*Turbocharging is the secret to combining performance and efficiency. It enables the fuel economy of a four-cylinder engine to be combined with the power of a V8. Chrysler is the undisputed leader as the producer of turbocharged automobiles, having produced over 550,000 in the past few years, backing them with a five-year/50,000-mile owner protection plan. And for 1987, Chrysler turbos enjoy the new seven-year/70,000-mile limited warranty.**

Chrysler's implied confidence in the reliability of its turbocharged engines is not unfounded. Over the last few years, Chrysler's Turbo I 2.2-liter four-cylinder has distinguished itself in grueling tests of endurance—24-hour showroom stock races, Pro Rally competition as well as millions of highway miles—under all types of driving conditions.

This mighty powerplant produces 146 horsepower with a broad torque curve and near lag-free response. The marriage of multi-port electronic fuel injection,

turbocharger and electronic engine management systems produce trouble-free V8-like performance, with EPA estimated mileage figures of 20/29 mpg. Reliability is enhanced with features like a water-cooled turbo bearing, electronically controlled boost control and detonation sensor. Many specially designed turbo parts like camshaft, pistons and valves complete the durable package.

If enthusiasts are of the opinion that Turbo I is a highly stressed engine package, let us put your fears to rest. Turbo II, an intercooled and recalibrated version of Turbo I, is being used in the actual pace car and a few other production Chrysler automobiles like the Shelby Dodge Daytona Z. It produces 174hp thanks to a higher turbo boost limit and revised intake manifold. Even Turbo II is just beginning to unleash the potential of this 2.2-liter engine. With a prototype 16-valve cylinder head, turbo 2.2s have recorded over 340hp on the test stand.

Certainly the future for turbocharging is bright and nowhere is it any brighter than at Chrysler.

*See dealer for details. Restrictions apply.

 **PACE SETTER**

ROAD TESTING THE LE BARON

LUXURY AND PERFORMANCE

There's a certain logic at work in this car; from its clean thin-end-of-wedge nose to its high rear deck, the LeBaron has a purposeful shape that's unmarred by needless decoration or last-minute add-ons. The angle of the hood and the sharp sweep of the windshield give it a sporty rake that's nicely punctuated by its subdued trim and balanced by a

*From the moment
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piece of road
machinery.*

long accent line that runs the length of the car.

The front end is especially striking, with a subtle grille that's flanked by halogen headlights discreetly hidden behind well-fitted flip-up panels. The air dam beneath the wraparound bumper is a strictly business item that gives the LeBaron a hint of GT-car aggressiveness.



From the moment you slip behind the wheel of the Chrysler LeBaron, you realize that this is a serious piece of road machinery. Though the inside is certainly comfortable and luxurious, it's obvious that the interior was designed according to ergonomic principles, that the car was created to fit people rather than the other way around. Take, for example, the driver's seat: It holds you snugly with its padded side bolsters, the back reclines to the angle you want and the headrests can be suitably adjusted.

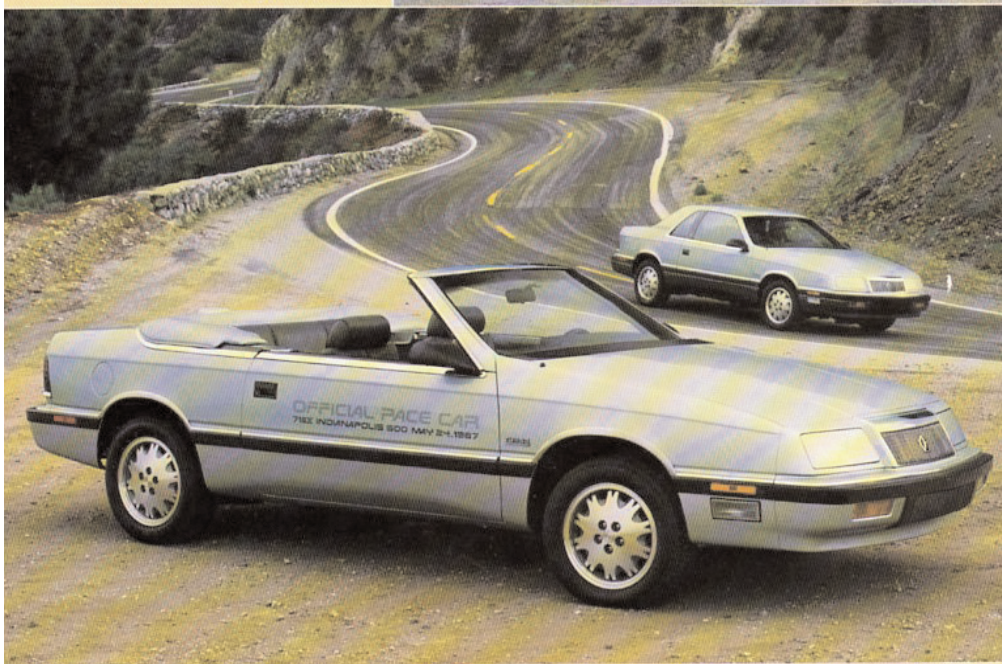
The inverted V shape of the steering-wheel spokes provides an unobstructed view of the instrument cluster (no-nonsense analog gauges in the high-line model; a high-tech electronic digital display in the

premium model). All the car's major controls are right at hand, including a multifunction control lever that operates the turn signals, wipers/washer, headlight dimmer and optional cruise control. Remote fuel filler door and trunk releases are a nice touch. The three AM

... the real sensory rush begins when you turn the engine over...



With an aerodynamic shape that improves efficiency while reducing wind noise, LeBaron Coupe and Convertible both have a distinctive look that sets them apart from all other cars.



stereo/FM stereo systems available are all electronically tuned. The two optional sound systems feature six speakers, Dolby® noise reduction and power antenna with Chrysler's top-of-the-line sound system featuring a graphic equalizer. And if it's information you want, there's also an electronic navigator that keeps track of miles traveled, miles per gallon, miles to empty and elapsed time.

So far so good, but the real sensory rush begins when you turn the engine over and the LeBaron's 146-horsepower, 2.2-liter Turbo I comes to life. (It's part of an optional package that includes other goodies like Sports Handling Suspension and cast-aluminum wheels.) This highly refined powerplant moves the new LeBaron effortlessly. The power and torque of the multi-point EFI Turbo I engine belies its 2.2L size and launches you ahead of the pack with just a whisper from the turbo. With smoothness that is only possible with electronic fuel injection, this engine exhibits smooth broad power, not at all peaky. The gear ratios in the five-speed manual transaxle are nearly optimum, providing good off-the-line acceleration with each gear change placing you right smack in the power curve. It is the kind of powertrain you can fully exploit on your favorite stretch of road. It is also the kind of powertrain that leaves the casual driver with the impression that he is doing everything right.

If you decide to forego the thrust of the Turbo 2.2, you will find the

silky-smooth, twin-balance-shaft standard 2.5-liter more than adequate with its 133 ft.-lbs. of torque being delivered at a tractable 2800 rpm.

The five-speed manual standard transaxle has a new cable shifter with a single-pivot ball and

The swept-back angle of the windshield does a good job deflecting air over the interior when the top is down for reduced wind buffeting. Seats offer good support and are luxurious.

Teflon-lined conduits, which make for quick, positive shifts as you run up the rpm range. The turbo package uses Goodyear P205/60HR15 radials all around, and the grip they provide yields zero-to-60 times in the 9.2-second range on the test track. Dragstrip times are equally impressive, with the LeBaron turbo blasting through the quarter-mile in 17 seconds flat at a speed of 82.5 mph.*

Of course, there's more to performance today than



This car is not only a pace setter but a trend setter as well.

*Test data compiled by Motor Trend magazine on 10/6/86 at Pomona Raceway.



Premium Model

Chrysler LeBaron GTS. You'll love the way it goes, just as much as what it goes for. \$10,152*

The way LeBaron GTS goes is fast and agile. With the confident control you expect in expensive sport sedans—but with a low price you don't expect.

And for that price, GTS comes with 49 luxury and performance features. Power steering. Gas shocks. Anti-sway bars. And a tenacious front-wheel drive that can turn menacing curves into peaceful bends in the road.

Its optional turbo can produce 0-50 stats of 5.83 seconds**. And the power brakes are just as impressive in handling stops.

LeBaron GTS is engineered with easy-to-reach controls. Easy-to-read instruments. Tachometer. 4-speaker AM/FM stereo. The indulgent option of leather

seating. Hatchback convenience. And a surprisingly roomy cabin for such a trim, aerodynamic design.

There's one other feature. Chrysler's new 7-year/70,000-mile Protection Plan† on engine, turbo and drivetrain, and 7-year/100,000-mile protection against outerbody rust-through.

GTS proved we could build a sport sedan to challenge the world's best. Buckle up and put it to the test. You'll love the way it goes. LeBaron GTS is America's luxury sport sedan. Without the luxury price.



Chrysler. Driving to be the best.
Chrysler Motors: Best-built, best-backed
American cars and trucks.†



*Lightline base sticker price excluding title, taxes and destination charges. **Based on USAC test of 1987 GTS with optional turbo, suspension and 15" wheels. †See limited warranty at dealer. Restrictions apply. ‡Based on a survey of owner problems with '86 cars and light trucks (combined) sold Oct-Nov '86 (8 month avg. usage) and a warranty comparison of competitively priced models for vehicles designed and built in N. America.