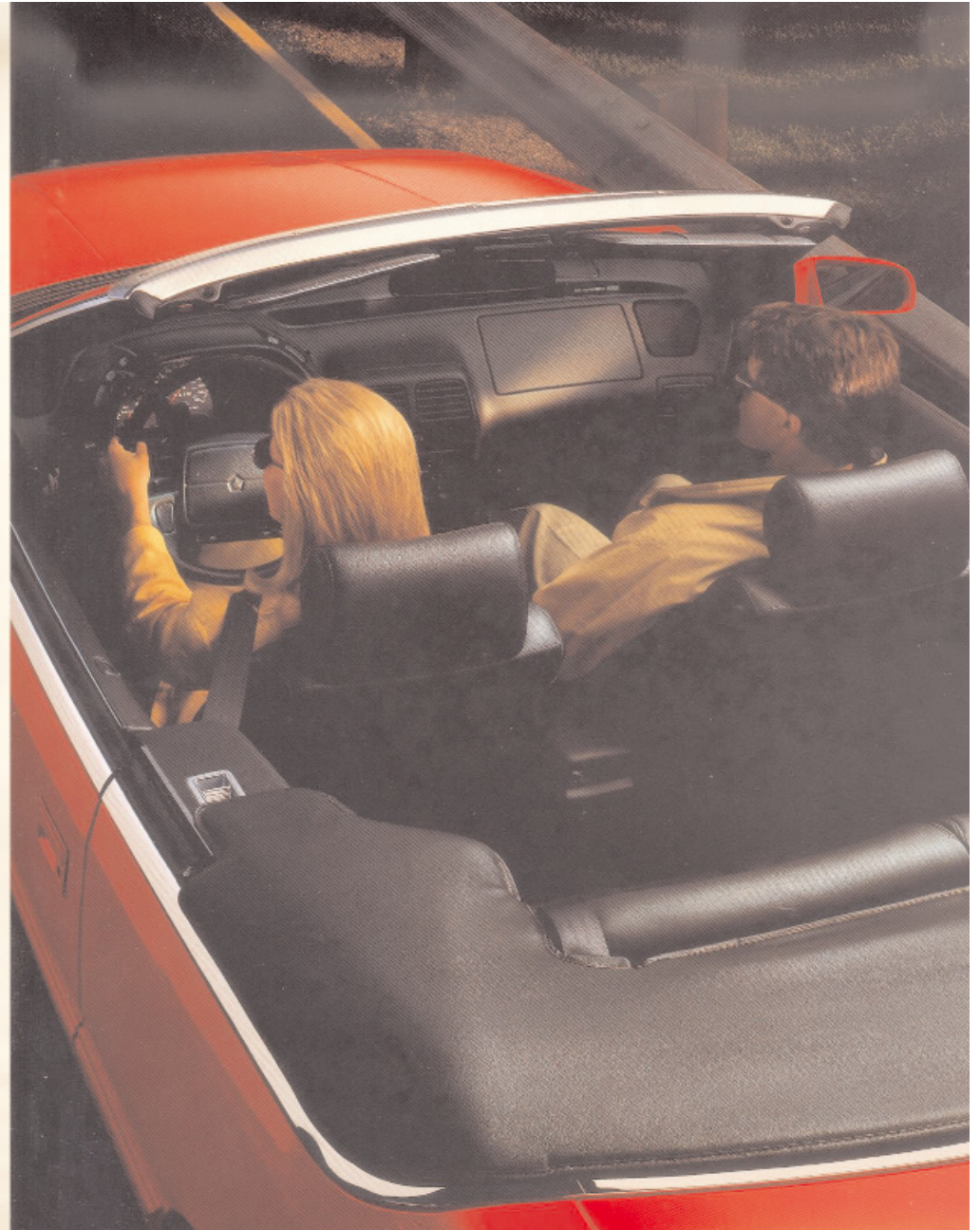


THE
NINETEEN
HUNDRED
NINETY-FOUR
CHRYSLER



LEBARON
CONVERTIBLE





CHRYSLER LeBARON GTC CONVERTIBLE

Why settle for anything less than the best-selling convertible in America? In fact, for the past 10 years Chrysler Convertibles have been America's leading convertible nameplate! For good reason. No other convertible offers the *quiet luxury* of LeBaron...the *beautiful styling* of LeBaron...the *incomparable open air driving experience* of LeBaron...the *standard safety* of LeBaron...the *ultimate comfort* of LeBaron...now at an *affordable price*, which makes LeBaron Convertible one of the best values going.

As if that's not cause enough, here are several more exceptional reasons why you should be driving across town or cross-country in the top-down fashion of a 1994 Chrysler LeBaron GTC Convertible:

- Standard driver- and front passenger-side air bags¹ • *New*, standard V6² power teamed with a four-speed automatic transaxle • *New*, standard air conditioning that's ozone-friendly • *New*, standard full instrumentation with tachometer • *New*, standard stereo radio with cassette player, *new* seek function and 10 AM/10 FM station presets • *New*, greater structural reinforcement for improved body rigidity, better ride and reduced wind noise • *New*, Bright LX Decor Package available • *New*, value-priced leather-faced seating available

So what are you waiting for?

Treat yourself to the 1994 Chrysler LeBaron GTC Convertible. And transform your everyday transportation into daily invigoration.

CONTENTS

SAFETY.....	6
ENGINEERING.....	7
QUALITY.....	9
V6-POWERED PRESTIGE.....	10
DUAL AIR BAGS.....	15
LEATHER-FACED SEATING.....	17
INSTRUMENTATION.....	18
FEATURES, OPTIONS, COLORS, INTERIORS.....	20
STANDARD AND OPTIONAL EQUIPMENT.....	21
PACKAGES, ENGINE SPECS, DIMENSIONS.....	22
WARRANTY INFORMATION.....	23
CUSTOMER ONE.....	24

ABOUT THIS CATALOG: Since the time of printing, some of the information you'll find in this catalog may have been updated. Ask your dealer for details.

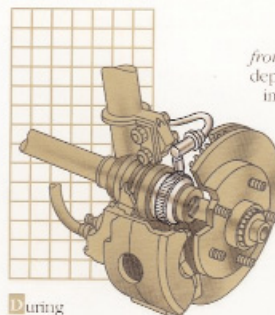
Some of the equipment shown or described throughout this catalog is available at extra cost.

¹ For the 1992 calendar year, based on total registrations — including fleet sales. ² Based on total registrations including fleet sales. ³ Always wear your seat belts. ⁴ See page 22 for details.

SAFEGUARDS

Safety considerations are implicit in Chrysler's testing activities to certify product compliance over and above federal safety standards. Brake testing, for example, includes controlled stops from various speeds to determine the relationship between pedal effort and stopping distance; panic stops (accident avoidance); repeated high-speed stops to measure brake fade resistance and vehicle control; and water-testing

and endurance cycling on various road surfaces to evaluate the entire system. Steering and suspension systems undergo comprehensive and severe testing on tortuous endurance roads to assess handling ability and the durability and reliability of tires, wheels and related components. Further safety analyses include crash tests, windshield wiper performance, heater operation and driver visibility.



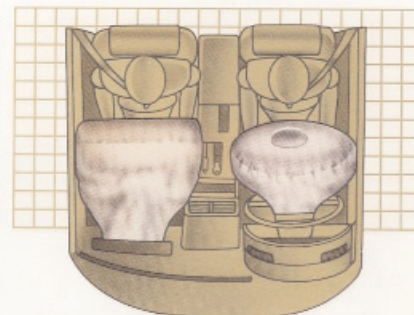
During hard braking, LeBaron's available four-wheel disc antilock brake system prevents lockup and allows you to maintain steering control for better maneuverability of the car. Special wheel speed sensors detect impending lockup, then the system's microprocessor selectively adjusts braking pressure up to 15 times per second.



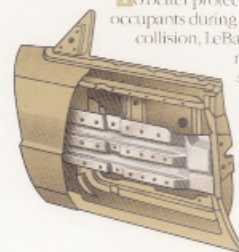
Greater protection of automobile occupants is the aim of Chrysler engineers who utilize a three-dimensional computer model in efforts to help control occupant body movement during a collision.

LeBaron's driver and front passenger air bags¹ are deployed at a barrier frontal-impact speed of 14 mph or more. The driver-side bag deploys in 25 milliseconds; larger passenger-side bag in 35 milliseconds.

¹ Always wear your seat belts.



To better protect you and your occupants during a side-impact collision, LeBaron is reinforced with steel side guard door beams designed to help absorb the energy generated by impact.



LeBaron's available transportable softpack phone (1) can be powered from the lighter outlet. Other cellular options include the mobile phone (2) with hands-free operation and permanent mounting, and the portable phone (3) that's just slightly bigger than a dollar bill. See page 21 for more details.



For additional peace of mind when you're away from your LeBaron, the available dealer-installed Electronic Vehicle Security II (EVS II) features a status monitor, fast-door arming and automatic rearming.





ENGINEERING INTEGRITY

Chrysler's excellence in engineering and reengineering stems from the comprehensive testing and retesting of components and complete cars. Each year, Chrysler Corporation proving grounds vehicles log more than seven million miles — a distance greater than 2,000 trips from coast-to-coast — and are involved in more than 200 different tests. At the hot-weather test station near Phoenix, the blazing sun, searing desert heat and blowing sand are ideal for evaluating air conditioning, radiator and engine cooling, fuel systems, weatherstripping and interior parts integrity. Bemidji, Minnesota, near the headwaters of the Mississippi River, is home to cold-weather

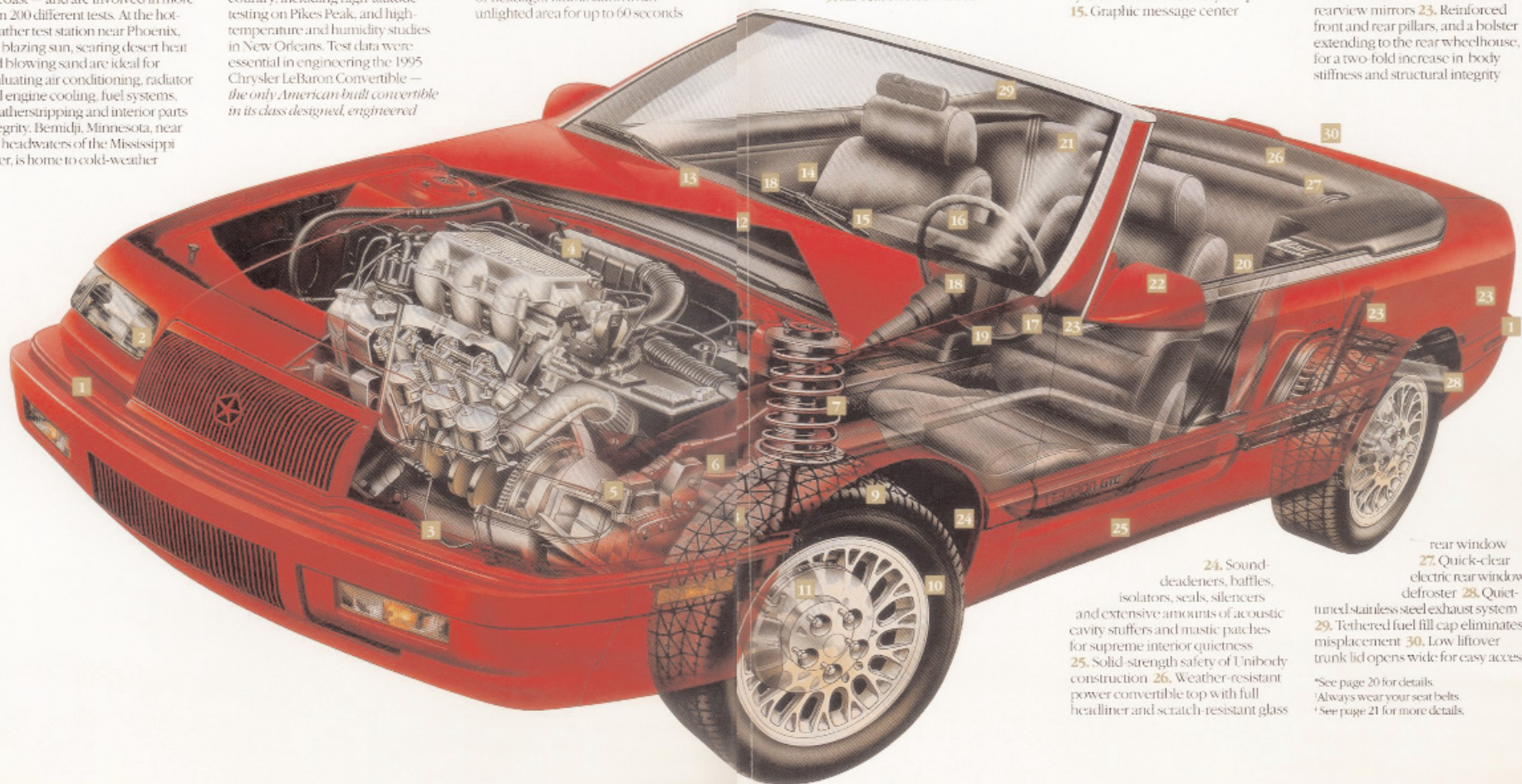
testing. Encountering freezing rain, icy roads, subzero temperatures and snow drifts, Chrysler engineers check the performance and reliability of engine starting and warm-up, lubrication, handling, fuel consumption and interior heating and insulation. Further analyses are conducted at select sites across the country, including high-altitude testing on Pikes Peak, and high-temperature and humidity studies in New Orleans. Test data were essential in engineering the 1995 Chrysler LeBaron Convertible — the only American-built convertible in its class designed, engineered

and manufactured to be a convertible from the ground up — and contributed to the following quality features: 1. Unique elastomeric polymer energy-absorbing front and rear bumper systems 2. Flush-mounted aerostyle halogen headlights 3. Automatic headlight time-delay system adds the security of headlight illumination in an unlighted area for up to 60 seconds

4. Powerful and efficient 141-horsepower 3.0-liter OHV SMPI V6 engine* 5. Computer-controlled four-speed automatic overdrive transaxle 6. Power-assisted rack-and-pinion steering 7. Specially-tuned road-touring suspension for sports-car-like maneuvering 8. All-weather front-wheel-drive traction 9. All-season steel-belted

radial tires (set of four) 10. Available 15-inch color-keyed Cathedral aluminum road wheels (set of four) 11. Available four-wheel disc power-assisted antilock brakes 12. Sophisticated C/D® multiplex electrical communication network of microcomputers 13. Deluxe intermittent windshield wiper system 14. Door courtesy lamps 15. Graphic message center

16. Analog electromechanical instrument cluster with tachometer 17. Available electronic speed control and tilt steering column 18. Air bags for both driver and front passenger† 19. Available cellular phone‡ 20. Power windows 21. Heat-reflecting, glare-reducing tinted glass 22. Available dual power remote control heated exterior rearview mirrors 23. Reinforced front and rear pillars, and a bolster extending to the rear wheelhouse, for a two-fold increase in body stiffness and structural integrity



24. Sound-deadeners, baffles, isolators, seals, silencers and extensive amounts of acoustic cavity stuffers and mastic patches for supreme interior quietness 25. Solid-strength safety of Unibody construction 26. Weather-resistant power convertible top with full headliner and scratch-resistant glass

rear window 27. Quick-clear electric rear window defroster 28. Quiet-tuned stainless steel exhaust system 29. Tethered fuel fill cap eliminates misplacement 30. Low liftover trunk lid opens wide for easy access

*See page 20 for details.

†Always wear your seat belts.

‡See page 21 for more details.

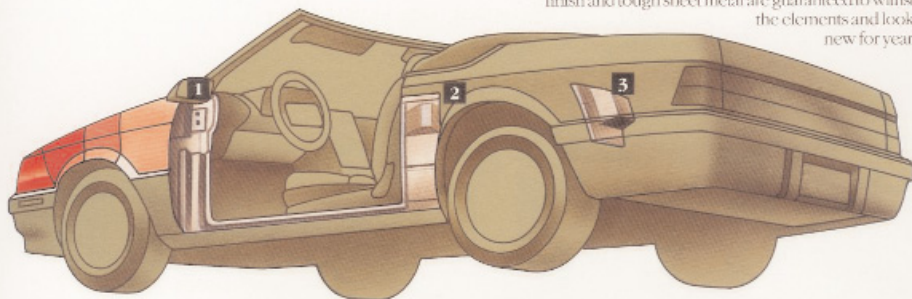
QUALITY ASSURANCE

To ensure the highest degree of quality, LeBaron Convertibles are subject to rigorous inspections. The final step at the assembly plant is a Validation Line, where 11 Quality Operators act as the customers' eyes and perform extensive "white glove" checks. Inside and out, underbody and underhood, hundreds of items are validated visually and functionally. Ten LeBarons per day also undergo a meticulous four-hour

Customer Satisfaction Audit. In addition, four-day-long Product Vehicle Evaluations are conducted at Chrysler's Michigan proving grounds. Here, select LeBarons are run for 2,500 miles of accelerated endurance — equivalent to one year or 12,000 miles of typical driving. Twelve program evaluators put themselves into the shoes of the customer and take turns getting behind the wheel of *each* car.

Before LeBaron Convertible's sheet metal is formed into body panels, it is specially coated with a zinc-iron alloy on both sides for optimal corrosion protection — other car companies cover the sheet metal with pure zinc, which has proved to be *less effective*. Cleaned and submerged in phosphate dip tanks, LeBaron's entire Unibody is bathed, electrocoated and sealed in a tough epoxy primer. Then the lower bodyside is covered with an antichip primer. While some car companies produce a rippled appearance, Chrysler achieves a smooth surface. The Unibody receives a two-stage base color coat and, finally, twin coats of acid rain-resistant clear enamel are applied wet-on-wet for a high-gloss luster. Based on expert

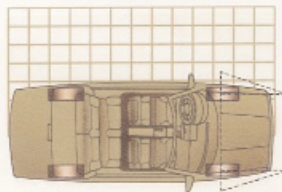
Accelerated Anticorrosion Testing in a humidity chamber, splash trough, salt sprayer and on heavily graveled roads, LeBaron Convertible's gleaming finish and tough sheet metal are guaranteed to withstand the elements and look new for years.



Structurally sound... the Chrysler LeBaron Convertible's structural integrity was recently strengthened. With an ongoing objective to make the LeBaron Convertible as coupe-like as possible in terms of ride characteristics, Chrysler engineers recently utilized computer-aided engineering to pinpoint areas that could be further fortified to make the entire LeBaron Convertible much more unyielding — the stiffer the body the better. Among other things, sill tubes were used to reinforce the front pillars (1) and rear pillars (2), and a bolster (3) that extends to the rear wheelhouse was added. These improvements resulted in a *two-fold increase* in LeBaron's torsional stiffness for greater riding comfort and better ride feel. The changes also led to a *decrease* in wind noise. To confirm results, grueling road trips and extensive twist-and-beam tests were conducted.



Mopar's diagnostic service system offers you today's most advanced technical service capability. Technicians use computerized procedures to quickly and accurately service your LeBaron Convertible.



Essential to the Customer Satisfaction Audit, a finished LeBaron Convertible is fastened atop a leveler ramp in front of a machine that measures the exactness of the assembly plant's computerized front-end alignment procedures.

POWER TRIP

If LeBaron GTC Convertible's top-down silhouette and monochromatic appearance don't capture your attention, the acceleration of its 141-horsepower 3.0-liter V6 engine* *will*. Armed with sequential multipoint electronic fuel injection, a tuned intake manifold and overhead camshafts, this advanced power plant runs with smooth efficiency. LeBaron's standard precision-tuned road-touring suspension includes rear coil



springs, gas-charged front Iso-Struts, gas-charged rear shocks, and hefty front and rear stabilizer bars for optimum cornering control and steering response. For an even more spirited exterior look, the *Bright LX Decor Package* (showcased on the ensuing spread) is available.

*See page 20 for details.





PLAY IT SAFE



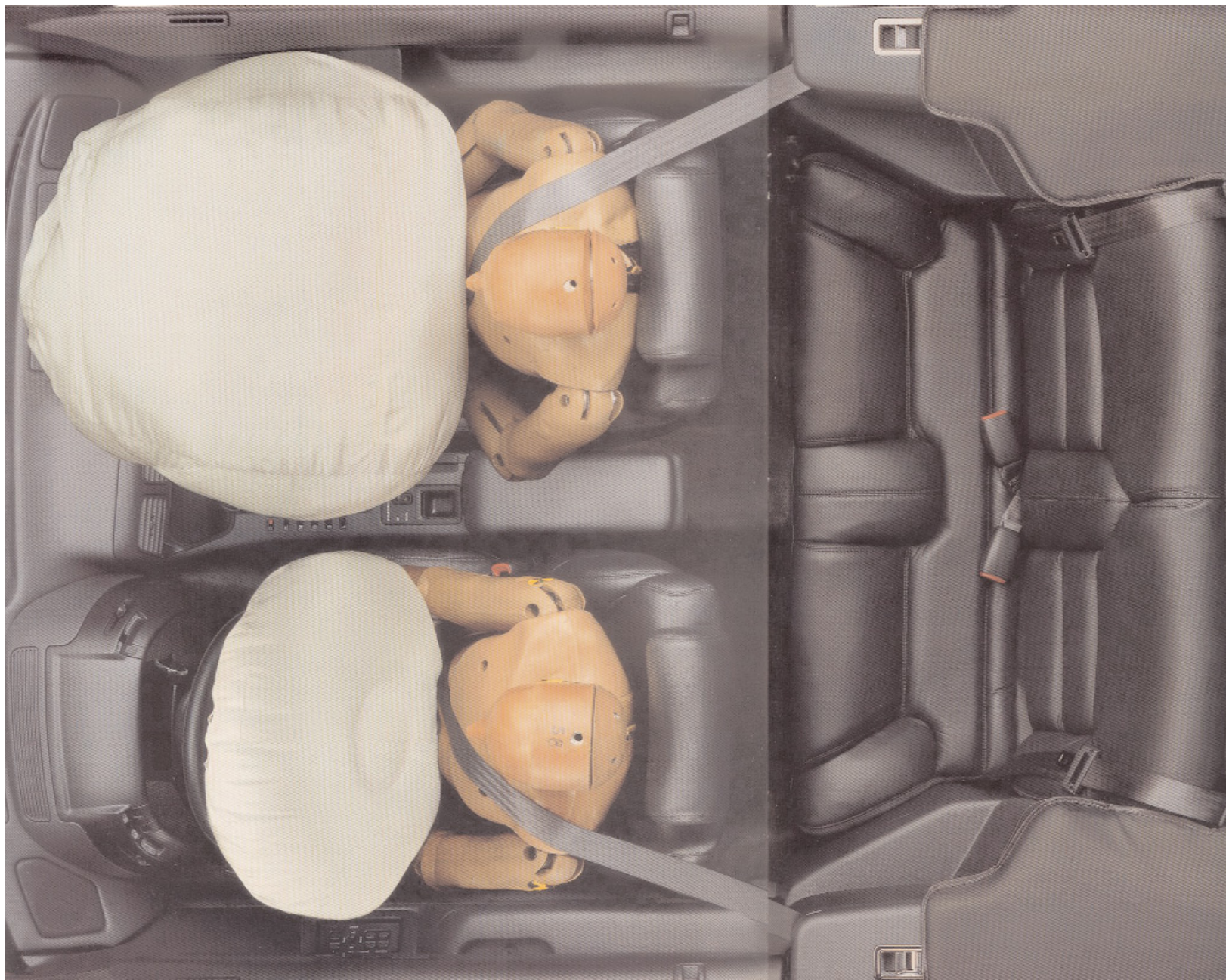
LeBaron Convertible is equipped with driver and passenger air bags.*

LeBaron's structure was specially tuned to optimize its performance with the air bags' sensor system, which will function at a frontal-impact speed of 14 mph or more. The passenger air bag releases through the top of the instrument panel to allow full glove box space, and dual capacitors store an electrical charge that deploys both air bags even if



vehicle power fails. Guaranteeing your comfort, sporty and supportive premium cloth low-back front bucket seats (above) come standard. Or you can upgrade your LeBaron's interior with the new, value-priced leather-faced seating (top) option, which includes a six-way power driver's seat and leather-wrapped steering wheel.

*Always wear your seat belts.



RELAXED FIT

You'll know the true meaning of *luxury* when you're sitting in LeBaron Convertible's available premium leather-faced seating (left). Engage the Unibelt that's part of LeBaron's passive safety restraint system. Place the double-bitted key in the illuminated ignition switch. Adjust the 12-way power Enthusiast driver's seat to your perfect liking. Lower the power



windows. Detach the headliner in a snap. Release the dual latches, then retract the power top in seconds at the simple push of a button. Bask in the sun's warmth or moon's glow. Take hold of the leather-wrapped steering wheel. Grip the leather-bound shift knob and place the computer-controlled four-speed automatic transaxle into drive. Depress the gas pedal for powerfully smooth get-up-and-go. Now leave your worries behind and *cruise to your heart's content.*

DARING AND DASHING

LeBaron Convertible's wraparound instrument panel is a blueprint of ergonomic design. The sweeping center console is angled for effortless access and the control module's curves parallel the steering wheel's arc, clearing

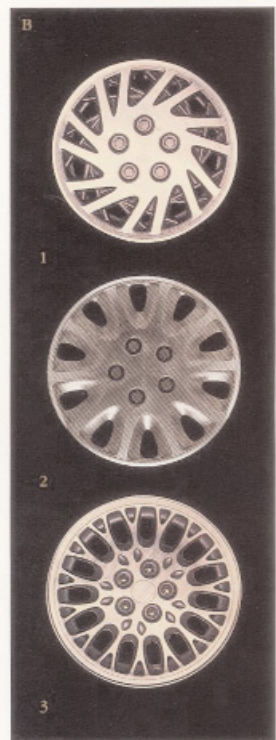
the way for a full set of analog gauges — including a 7,000 rpm tachometer. All components are within easy reach and all surfaces are rounded for both aesthetics and your personal safety. The smooth area below the instrument



panel, for instance, serves as a knee blocker in case of an accident. Helping to ensure a safer environment, LeBaron's standard air conditioning system utilizes a *non-CFC* refrigerant to rapidly chill the well-appointed interior.



Features And Options



A. Infinity® RS Audio System. Features a CD player, 10 speakers in six locations, five-band graphic equalizer and 120-watt amplifier.

B. Wheel Covers and Road Wheels (sets of four). 1. 15-inch color-keyed *Triad* wheel cover 2. 15-inch color-keyed *Cathedral* cast aluminum road wheel. See page 19 for availability.

Convertible top colors: White, Black, Buckskin. Availability varies. See your dealer for details.

Exterior Colors

	Agate or Champagne
	Agate, Champagne, Crimson or White/Agate
	Agate, Champagne, Crimson or White/Agate
	Agate or White/Agate
	Agate or White/Agate
	Agate, Champagne or White/Agate
	Champagne
	Agate or Champagne

¹Available on GTC and with Bright LX Decor Package.

²Available with Bright LX Decor Package only.

³Available on GTC only.

Note: Due to printing limitations, the colors shown will vary slightly from actual hues. See your dealer for accurate color chips. Clear Coat finish is standard on every 1995 passenger car built by Chrysler Corporation.

Interior Colors

Fabrics

	Premium Cloth—Champagne
	Vinyl—White
	Accent Color Agate
	Premium Leather—White
	Accent Color Agate
	Premium Leather—Champagne
	Also available in Crimson (shown) or Agate

MOPAR® GENUINE ACCESSORIES

Here is a partial list of popular Mopar accessories available for the LeBaron Convertible. See your dealer for a complete list and availability.

- Electronic Vehicle Security II System/Keyless Entry
- Compact Disc Player
- Compact Disc Changer
- Deck Lid Luggage Rack

Standard And Optional Equipment

Air Bags ¹ —Driver and front passenger	S
Air Conditioning—Manual, non-CFC refrigerant	S
Alternator—90-ampere	S
Antenna—Fixed mast	S
Battery—500-ampere	S
Brakes—Dual hydraulic, split diagonally, power-assisted, front disc, rear drum	S
—Power-assisted, four-wheel disc with antilock feature	E
Bumper Guards—Front and rear	S
Bumpers—Energy-absorbing, front and rear	S
Carpeting—Passenger compartment, trunk	S
Cellular Phone—Mobile ²	E
—Softpack ³	E
—Portable ³	E
Chimes—Key-in-ignition, headlights on, seat belt and turn signal reminder	S
Clock—Digital, integral with all radios	S
Console—Center, storage bin, armrest	S
Convertible Top—Power, full-trimmed headliner	S
Corrosion Protection—Antichip protective coating on lower body-side panels, extensive use of galvanized steel	S
Deck Lid Release—Remote, with lockout feature	P
Defroster—Rear window, electric	S
Door Locks—Power, speed-sensitive	E
Emission Controls and Testing—Required in California and New York, not available otherwise	E
Engine—3.0-liter OHC SMPT V6 ⁴	S
Exhaust System—Stainless steel	S
Floor Mats—Color-keyed, front and rear	P
Fuel Fill Cap—Tethered	S
Glass—Tinted, all windows	S
Glove Box—Locking	S
Headlights—Dual flush mounted, aerodynamic, halogen	S
Hood—Counterbalanced	S
Hood Release—Inside	S
Illuminated Entry System	P
Instrument Cluster—Analog electromechanical, electric speedometer, odometer, trip odometer, tachometer, gauges for electrical system voltage, engine coolant temperature, engine oil pressure, fuel level	S
Keyless Entry System, Remote	P
Lighter	S
Lighting—Map/reading, ignition switch with time delay, glove box, front ash receiver, trunk, cargo, door courtesy, console-mounted rear floor courtesy	S
Lights, Warning—Seat belt, low fuel, brake failure, high beam, air bag readiness indicator	S
Message Center—Warnings for door ajar, deck lid ajar, windshield washer fluid low (with security alarm light when applicable)	S
Mirrors—Interior rearview, inside day/night with integral courtesy/reading lamp	S
—Exterior, dual manual remote control, black	S
—Interior illuminated visor vanity, driver and passenger	P
—Exterior dual power, heated, color-keyed	E

Moldings—Bumper rub strip and extensions, front and rear, color-keyed (Bright insert with Bright LX Decor Package ⁵)	S
—Wide body-side, color-keyed, includes "LeBaron GTC" graphics	S
—Wide body-side, color-keyed with Bright insert	P ⁵
Radios—AM/FM stereo with bi-directional seek feature, 10 AM/10 FM station presets, cassette player, four speakers, integral digital clock	S
—Infinity® RS audio system: AM stereo/TM stereo with seek-and-scan, cassette player, five-band graphic equalizer, ten speakers in six locations, 120-watt amplifier, integral digital clock	E
—Infinity® RS audio system: AM stereo/FM stereo with seek-and-scan, integral compact disc player, five-band graphic equalizer, ten speakers in six locations, 120-watt amplifier, integral digital clock	E
Seat Belts—Active, three-point Unibelt	S
Seats—Premium cloth, front, low-back bucket, rear, fixed back	S
—Six-way power driver's seat	P
—All-vinyl, front, low-back bucket (with six-way power driver's seat), rear fixed back	E
—Leather-faced, front, low-back bucket (with six-way power driver's seat), rear, fixed back	E
Speed Control—Electronic	E
Steering—Rack-and-pinion power-assisted 16:1 ratio	S
Steering Column—Tilt	E
Steering Wheel—Luxury	S
—Luxury: leather-wrapped	P
Suspension System—Road-touring, front: gas-charged struts, stabilizer bar, rear: coil springs, gas-charged shocks, stabilizer bar	S
Tire—Spare, compact (T125/70D14)	S
Tires—P205/60R15 steel-belted radial black sidewall all-season (set of four)	S
Transaxle—Four-speed computer-controlled automatic overdrive	S
Trip Computer—Mini	E
Vehicle Theft Security Alarm System	E
Wheel Covers—15-inch Triad, color-keyed (set of four)	S
—15-inch Conclave luxury (set of four)	P ⁶
Wheels—15-inch Cathedral cast aluminum, color-keyed (set of four)	E
Windows—Power	S
Windshield Wiper System—Deluxe intermittent	S

S = Standard E = Extra cost. Some items may also be available in Customer-Preferred® Packages. See Customer-Preferred® Packages and "Additional Options" on page 20 for availability. P = Package only. See Customer-Preferred® Packages on page 20 for availability. Always wear your seat belts. See page 21 for details. Built by Mitsubishi Motors Corporation. ⁵White insert on White exterior vehicles. ⁶Included in Bright LX Decor Package. ⁷Some AM stereo broadcasting may not be compatible with this radio.

Customer-PreferredSM Packages

PACKAGE CONTENTS	A	T	W
Deck Lid Release—Manual remote		●	●
Electronic Speed Control/Tilt Steering Column		●	●
Leather-Faced Seating—Leather-wrapped steering wheel			●
Mats—Floor, front and rear		●	●
Power Adjustable Driver's Seat—Six-way		●	●
Power Speed-Sensitive Door Locks/Power Heated Outside Rearview Mirrors, Color Keyed		●	●
Remote Keyless Entry/Illuminated Entry/Illuminated Visor Vanity Mirrors			●
Wheels—15" Cathedral cast aluminum (set of four)			●
●=Included in Customer-Preferred SM Package.			
ADDITIONAL OPTIONS—Available only with corresponding Customer-Preferred SM Packages			
Brakes—Four-wheel disc anti-lock	E	E	E
Bright LX/Decor Package ¹	E	E	F
Electronic Speed Control/Tilt Steering Column	E	P	P
Mini Trip Computer		E	E
Power Speed-Sensitive Door Locks/Power Heated Outside Rearview Mirrors, Color Keyed	E	P	P
Radio—Infinity [®] RS cassette, five-band graphic equalizer, 10 speakers in six locations		E	E
Radio—Infinity [®] RS compact disc player, five-band graphic equalizer, 10 speakers in six locations		E	E
Remote Keyless Entry/Illuminated Entry/Illuminated Visor Vanity Mirrors		E	P
Seats—Low-back vinyl	E	E	
Seats—Leather-faced, with six-way power driver's seat, leather-wrapped steering wheel		E	P
Security System—Vehicle Theft Alarm		E	E
Wheels—15" Cathedral cast aluminum (set of four)	E	E	P

P=Included in Customer-PreferredSM Package listed above. E=Extra cost. Available only when corresponding Customer-PreferredSM Package is ordered.
¹Includes bright grille and medallion, color-keyed body side moldings with bright inserts (white inserts on White exterior), color-keyed front and rear fascias with bright inserts (white inserts on White exterior), bright taillight and deck lid moldings, bright "Chrysler" and "LeBaron" deck lid badges, "LX" badges on rear quarter panels, 15" Conclave wheel covers (set of four).

Engine Specifications

	3.0 LITER V6 W/ OVERHEAD CAM, SEQUENTIAL MULTIPoint ELECTRONIC FUEL INJECTION ¹
Bore x Stroke (in)	3.59 x 2.99
Displacement (cu in./liters)	181.4/3.0
Power (hp @ rpm)	141 @ 5,000
Torque (lb ft @ rpm)	171 @ 2,400
Compression Ratio	8.9:1
Fuel Type/Capacity	Unleaded Regular/14 gallons
¹ Built by Mitsubishi Motors Corporation.	

Dimensions

EXTERIOR

Overall Length (in)	184.8
Wheelbase (in)	100.6
Overall Height (in)	52.4
Track—Front (in)	57.6
Track—Rear (in)	57.6
Overall Width (in)	69.2
Turning Diameter (ft)	40.0

INTERIOR

Front Head Room (in)	38.3
Front Leg Room (in)	42.4
Front Hip Room (in)	52.4
Front Shoulder Room (in)	55.9
Rear Head Room (in)	37.0
Rear Leg Room (in)	33.0
Rear Hip Room (in)	37.6
Rear Shoulder Room (in)	45.7
Trunk Capacity (cu ft)	9.1
Interior Volume (cu ft)	91.0

STANDARD SAFETY FEATURES

• Air bags (driver and passenger)¹ • Anti-theft ignition and steering column lock • Backup lights • Brake fluid pressure loss warning light (also serves as indicator when parking brake is applied) • Center high-mounted supplemental stoplight • Combination lap/shoulder belts for all passengers • Day/night rearview mirror adjustment • Dual diagonal braking system with separate brake fluid reservoirs in the master cylinder • Dual throttle return springs • Electric windshield washers/wipers with intermittent wipe feature • Energy-absorbing front and rear bumper system • Energy-absorbing front seatbacks • Energy-absorbing instrument panel • Energy-absorbing steering column • Fade-resistant ventilated power-assisted front disc brakes • Fasten seat belt reminder • Front brake lining wear detectors • Glare reduction measures for instrument panel, steering wheel and windshield wipers • Hazard warning flasher system • Headlight and wiper circuit breakers with automatic reset • Impact-actuated fuel supply shutdown relay • Inside and outside rearview mirrors • Inside hood release • Interlocking door latches • Key-left-in-ignition warning • Recessed inside door release handles • Reinforced windshield header • Safety-Rim wheels • Shatter-resistant glass • Side door beams • Side marker lights and reflectors • Turn signals with lane change feature

¹Always wear your seat belts.

CustomerOne[®] Care

3/36 Bumper To Bumper

Chrysler LeBaron Convertible is covered by the 3/36 Customer One Care Plan¹, which includes:

A 3-year or 36,000-mile (whichever comes first) Bumper-to-Bumper Limited Warranty which covers the complete vehicle against defects in factory-supplied materials and workmanship. (This 3/36 warranty excludes tires, wiper blades, clutch and brake linings and normal maintenance items.)

CustomerOne[®] Care

24 Hour Roadside Assistance

24 Hour Roadside Assistance

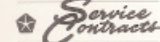
Roadside Assistance for 3 years or 36,000 miles providing 24-hour, 7-day-a-week Emergency Road Service, contacted by a 24-hour nationwide toll-free number. Roadside Assistance covers many items not included in the 3/36 warranty, such as lockout, jump start, out-of-gas, flat-tire repair and towing.²

A 7-year or 100,000-mile Outer-Panel Rust-Through Limited

Warranty which covers the cost of all parts and labor needed to repair exterior sheet-metal panels perforated by corrosion. The 3/36 Customer One Care Plan stays with the vehicle, and transfers automatically to subsequent owners at no cost during the warranty period.

¹See your dealer for additional details and a copy of this limited warranty.
²Tires and optional cellular phones are covered by their own manufacturers' warranty. ³Roadside Assistance services provided by Cross Country Motor Club, Inc. (in California, Cross Country Motor Club of California, Inc.)

CHRYSLER



We're Serious About Service

Additional peace-of-mind protection for vehicle owners is available through optional Chrysler Service Contracts. These services are available in a variety of time and mileage combinations to meet your particular driving needs.

WHAT ABOUT LEASING?

Leasing continues to grow in popularity — last year one out of every five new vehicles delivered was leased rather than purchased or traditionally financed.

Leasing as an alternative to financing provides a number of benefits. There's no down payment, just a security deposit and the first month's lease payment at delivery. Lower monthly payments are realized because you only pay for the time you actually use your vehicle. Since you choose the terms, leasing can also let you drive a new car more often. And you could move up to a higher-priced vehicle with extra options as well.

Your Chrysler-Plymouth dealer can show you what a lease tailored to your own specifications can do for you. Please ask about Chrysler's own GOLD KEY PLANS.



Chrysler Credit offers a broad range of traditional automotive financing plans and flexible terms for qualified buyers. Many of these plans can be customized to fit your particular budget and lifestyle. Our College Graduate Plans, for example, are especially attractive to those just beginning their careers. Or to make your new vehicle even more affordable, you may want to consider Gold Key Lease and Gold Key Plus short term financing.



Mopar parts are engineered by Chrysler Corporation for use in your new Chrysler LeBaron Convertible. When replacement is necessary, be sure to specify Mopar parts. Used by professional automotive technicians worldwide. See page 18 for a partial listing of Mopar accessories.



BUY YOUR CAR PHONE WHERE YOU BUY YOUR CAR

For 1995, Chrysler Corporation will be offering a selection of dealer-installed/supplied cellular phones in several models to enhance the available optional equipment list. Ask your dealer for details. OKI[®] and Chrysler Cellular Systems warrant and service these products. Restrictions apply. Ask your dealer for details and a copy of these limited warranties.

AUTOMOBILITY PROGRAM (formerly P-CAP)

Cash reimbursement is available for qualified adaptive driving devices on the 1995 Chrysler LeBaron Convertible. Ask your dealer to provide you with more information or call the AUTOMOBILITY HEADQUARTERS at 1-800-255-9877.

All product illustrations and specifications are based upon current information at the time of publication approval. Although descriptions are believed correct, complete accuracy cannot be guaranteed. 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. See your dealer for the latest information.

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Always wear your seat belts.

Form No. 74-383-9534

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Litho in U.S.A.

CUSTOMER ONE

Futuristic design. Innovative engineering. Quality production. All are embodied in Chrysler LeBaron Convertible. But to you, the car buyer, the vast resources of Chrysler Corporation are centered in just one place: the dealership.

To ensure that your experience there will be a satisfactory one, more than 100,000 dealership management, sales and service people are participating in the most extensive educational initiative in automotive history.

It's called Customer One and it establishes one unbreakable rule: Treat every customer you meet with honesty and respect. Customer courtesy and respect is not a goal — it is an imperative. Product knowledge is another essential, and it is imparted to dealership personnel through self-educating training materials which supplement formal product training and driving sessions. Service personnel, too, are trained, not just to provide the technical answer to a problem, but to respond personally to every owner.

That's the new Chrysler culture: new ways to research, create, test and build world-class cars and trucks — and improved ways to provide world-class treatment of the people who buy them.

