

1975
Cordoba
the new small Chrysler



Chrysler Cordoba

A MATTER OF SCALE

Our illustration below offers striking evidence why we describe Cordoba as the new small Chrysler. The wheelbase is a compact 115,"

nine inches less than the standard full-size Chrysler shown as reference. The overall length, at 215.3," is about a foot shorter in.



The complete individual. Cordoba with Landau roof.

comparison. And the height, a sleek 52.6" is an inch or so less. The result is a car of pleasing, yet generous, proportions weighing several hundred pounds less than the average full-size car. Yet, Cordoba's interior space is the sort one normally associates with longer, larger luxury models. Less size outside, admittedly. But still every inch a quality Chrysler.

A number of steps have been taken to provide a measure of quiet and handling ease that's sure to bring out the best in this

new, personalized automobile. Important details like new door seals, for example, are designed to minimize road noise. Careful attention has also been given to the Cordoba's entire suspension system. Front and rear sway bars, spring rates and tires have been painstakingly selected. Rubber bushings at strategic mounting points—and many other components of Chrysler's highly respected TorsionAire Ride—impart a smoothness that informs you immediately that Cordoba knows how to handle any road.



Clean, classic looks with integrated bumper design—the new small Chrysler.



THE DIMENSIONS OF QUALITY

If its overall specifications identify Cordoba as one of the year's most exciting personal cars, consider some other important dimensions as well.

The doors, for example. Each is a full 58.5" long to permit convenient entry and exit for rear seat guests.

The wide rearview mirror (12") and wiper blades (18") are a welcome aid to safe vision. Substantial-looking 15" wheels are fitted with fuel-saving GR78 x 15 steel-belted radial tires.

Cordoba



Important, too, is Cordoba's impressive visual dimension: its style. Restrained, refined, taut good looks. Chrome trim is tastefully integrated into the unified grille and headlamp styling. The Cordoba's opera windows and lights provide immediate identity, add to an aura of quality and distinction that carries through to interior treatment.

Standard contoured seats (described in greater detail on Page 4), offer a comfortable haven from the harsh reality of today's traffic. In all... a car equal to your every personal driving need.



Surely, you will want to test drive this exciting new Chrysler. If only to prove conclusively that you can find no finer motoring among those models that qualify as personal automobiles.



Interiors

THE DIMENSIONS OF COMFORT

Cordoba provides more than an interior. It offers a highly personalized, carefully planned environment. One you can live with...very comfortably.

Cordoba's contoured seat designs testify to Chrysler's traditional regard for personal comfort. There are four choices in all. Standard seating is available in two beautifully trimmed versions. One is finished in rich cloth-and-vinyl with center armrests. It comes in five colors: black, blue, green, gold, and parchment. Or you may choose the superb comfort of our new long-wearing velours in blue, green, gold, and dark red. These superb fabrics are tastefully coordinated with a wide range of exterior colors, as you would expect of a car of this quality. A stylish Jacquard velour print, in red and silver pattern on red background, may also be selected in the velour group. Should you prefer bucket seats, magnificent genuine leather (see next page) can be ordered in white, black, gold, blue, green, and dark red. The white seats can be coordinated with black, blue, green, gold or dark red trim.

Your first clue to Cordoba's relaxing life style is its lavish use of carpeting. Twenty-four-ounce deep-pile shag covers the floor, parts of the doors, and the back of the seats. There are other sound barriers. A molded headliner helps shut out road disturbance. So do the pounds of mastic and foam seals applied over the already well-prepared surfaces of Cordoba's all-welded Unibody. Even the standard carpeted trunk and spare tire cover do much to promote quieter road manners, made already quiet by a total system of rubber suspension isolators and other noise reducing components in Cordoba's well-engineered underbody design.



Cordoba standard interior with velour cloth.



Cordoba instrument panel. The emphasis is on making the driver's job easier.

THE DIMENSIONS OF FUNCTION

Cordoba's instrument panel adds further meaning to its theme of individual elegance. Rich walnut-like inserts are laid over the entire panel surface. Finely-tooled filigree metal edging imparts an elegant detailed effect. Oil pressure, fuel, temperature and alternator gauges and a low-fuel warning light are standard. So is the amazingly accurate electronic digital clock which is canted toward the driver for better viewing. A tachometer makes a most desirable option.

Driving controls are located for easy use. Light and wiper/washer switches and heater/air



Cordoba's optional bucket seat, superbly tailored leather with vinyl trim.

conditioning controls are clustered at the left of the steering column. Cordoba's windshield washers, located on the wiper arm for more efficient cleaning, are standard. The TorqueFlite shift lever is mounted on the steering column, or in the floor-mounted console should you prefer Cordoba's optional bucket seat design. At your left fingertip, you'll welcome the optional Auto Speed Control—an ideal fuel-saving device that automatically steadies and monitors your speed at today's reduced levels.

And the same applies to dozens of other conveniences, described in detail on Pages 6 and 7, with which you can make your Cordoba an even more satisfying experience.



THE DIMENSIONS OF VALUE

Our new Cordoba is designed to fulfill all the requirements an owner should rightly expect of a personal and luxurious motorcar.

The first of such expectations includes the very complete list of standard features and equipment. The rest stem from Cordoba's basic design.

Cordoba is a superlatively quiet car. It provides meticulous handling. And the ride is superbly comfortable due to the thought that's gone into its seating, suspension and all interior appointments, as well as its all-welded Unibody construction. These benefits we can only point out to you. The proof is in the testing—with you at the wheel.

THE STANDARD EQUIPMENT

The new Cordoba looks expensive—and well it should. The beautiful grille, much of the bright metal surrounding it and the taillights are chrome plated. The stand-up hood medallion and wheel medallion are fabricated of aluminum forgings. Thirteen of the twenty rich-lustered paint choices are metallic...at no extra cost. And there is a distinctive color-keyed stripe on the body side to provide added flair and distinction. Bright moldings are provided for wheel openings, sills, the windshield and roof rails. A left outside rearview mirror is already mounted. The 15" wheels are fitted with GR78 x 15 steel-belted white sidewall radials. Stylish full wheel covers, in rich satin finish stainless steel, come with the car. As does the opera window roof with its highly individual opera lights. Windshield wipers are 18" wide and incorporate highly efficient wiper-mounted washers.

Interiors reflect the expensive look, too. Velour seat materials, special seat configurations, luxury materials on door



Long-life battery

Electronic ignition

including our precision-made digital electronic clock, accurate to within one minute a month. All gauges are round and easy to read—a further statement of Cordoba's carefully thought out design.

And at the heart of the Cordoba quality story is the underbody. You get a 360 V-8 and automatic TorqueFlite transmission. An economy-minded 2.45 rear axle ratio and radial-ply tires combine with a hearty 25.5-gallon fuel tank capacity for long range travel capability. A low-fuel light-emitting diode signals when the tank requires replenishing. Power steering and front disc brakes are standard. So is Cordoba's remarkable TorsionAire Ride with live rubber helping to isolate vibration from the body, calibrated shocks, tuned rear springs and front and rear anti-sway bars.

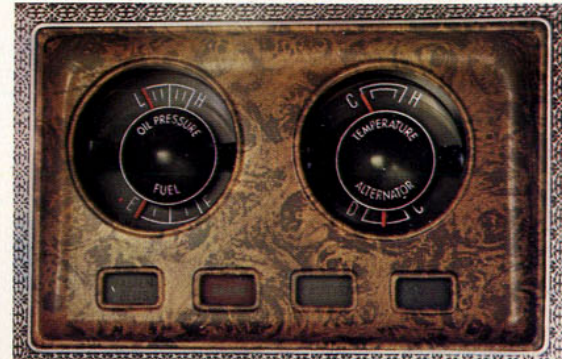
Quite a list. Quite a car. Cordoba.

panels, plus full 24-ounce carpeting are obvious signs of opulence. Open the trunk and you'll discover it, too, is fully carpeted with a specially woven and durable fabric. There are lights for the trunk, glove box and ash receiver. There are unseen benefits like new door and window seals, and extensive sound insulation to produce the hushed effect one expects of a true luxury automobile. The steering wheel is especially color-keyed to your choice of interior. The instrument panel is truly exceptional with full instrumentation,

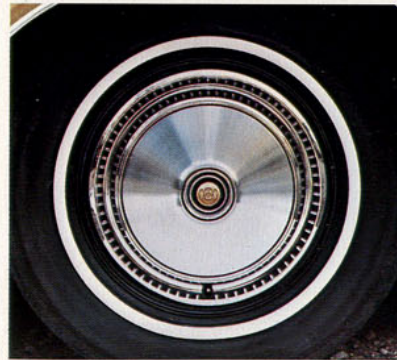
Features and Options



Opera window with lamp



Standard gauges with warning lights



Standard wheel cover with radial tire



The accurate digital clock is standard.



The standard fully carpeted trunk protects your luggage.



THE OPTIONAL EQUIPMENT

A number of desirable options permit you to further personalize your Cordoba. You have a choice of two vinyl roof treatments; the Halo and Landau designs shown at left. Both retain the smart opera window and light for a ready identity. You can also add to Cordoba's distinction with our optional wire wheel covers or with the new stylish urethane covered road wheel... both shown at left with the highly fashionable standard wheel cover. If fuel economy appeals to you, think about our Fuel Pacer System, a warning light contained in the fender-mounted turn signal housing. It reminds you to accelerate smoothly.

Inside Cordoba, such conveniences as power windows and door locks, power seats, power deck lid opener and our sun roof are yours to choose. Automatic Speed Control is also something we urge you to consider as both a convenience and a help to better fuel economy. Then there is the comfort of Cordoba's air conditioning system with its satisfying rapid cool-down capacity. You'll also appreciate the rear window defroster available on Cordoba. Radio choices include our new AM/FM multiplex radio systems, with or without the 8-track tape player shown at left. Sound is as luxurious as the car. If you wish, additional engine choices are available as options: a 318 or a 400 cubic inch V-8 with 2- and 4-barrel carburetor and dual exhausts. Each of these engines, in addition to the standard 360 V-8, is designed to appeal to a wide range of driving preferences.

Each of these optional features add those extra touches to Cordoba's luxurious and functional environment.



The standard integrated front bumper guard



The luxurious Landau roof



The standard rear bumper guard



The distinctive Halo roof



The manually-operated sun roof



Fuel Pacer



Power door locks



Wire wheel cover



Urethane road wheel



The AM/FM stereo radio with 8-track tape deck



The electric rear window defroster



Power seat control



Auto Speed Control

1975 FEATURES AND EXTERIOR COLORS

THE EXTRA MEANING OF THOUGHTFUL ENGINEERING.

The basic quality of automobile design assumes greater importance in selecting the kind of car you want... and need... for today's driving. It's the reason why you should know about the kind of engineering you'll find in every Chrysler.

We start with Unibody. Where else? We wanted you to have a tight, rattle-resistant structure between you and the highway.

So we designed Unibody... with over 4000 solid welds to hold our body structure together. You'll appreciate its strength and durability. We use a different kind of suspension. Our front springs are bars... not coils like those used by most domestic cars. Torsion-bar suspension is found on all Chryslers built in the U.S.A. The bars twist instead of flexing... give you a different way of obtaining a comfortable ride and also permit easier adjustments for height than coil springs. They've been a hallmark of Chrysler engineering design for years.

Automatic dependability... that's TorqueFlite. Under normal driving conditions, our TorqueFlite automatic transmission needs no fluid or filter replacement. You don't have to adjust bands under normal driving conditions.

You just drive it. And enjoy your smooth, quiet, dependable Chrysler-engineered performance.

We helped pioneer Electronic Ignition by being the first U.S. manufacturer to offer it as standard equipment in all our domestically made cars. Our Electronic Ignition System is standard on every car built by Chrysler in North America. You benefit from 35% greater starting voltage than conventional systems to help you get started in any kind of weather.

We proved electronics are the way to go. Our ignition system is only one of the features that benefit from our advanced electronic thinking. Every Chrysler and Plymouth car offers a solid-state electronic voltage regulator. Our pioneering gives you extra assurance.

Extra steps in engine testing. In addition, Chrysler engines are tested electronically for correct exhaust pressure pulses—rather like a person's blood pressure—to promote smooth, dependable performance from the moment you take delivery of your chosen, all-new Chrysler.

Be sure to drive the '75 Cordoba. You'll discover why thoughtful engineering contributes so much to its comfort, convenience and driving pleasure. Why not arrange a demonstration drive with your dealer. Soon.



NOTE: Due to occasional printing irregularities, the above colors may vary slightly from actual hues. See your Chrysler Dealer for accurate color chips.

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