

The Chrysler was built with the idea that it should be an automobile of innovations.

That idea has never changed.



When we brought out the very first Chrysler, it had a revolutionary high-compression, six-cylinder engine. And it came with exotic features like four-wheel hydraulic brakes and a replaceable oil filter. Features a medium-priced car had never offered before.

The Chrysler caught on. We sold 32,000 Chryslers that year. Which was a record for the introduction of a new car. Nearly 50 years later, we're still at it.



For 1973, Chrysler has one of the most advanced ignition systems in the world. A virtually maintenance-free Electronic Ignition System. It cuts down exhaust emissions and gives you quick starts in all sorts of weather.



There's even a new, optional electronic digital clock so accurate it keeps time within a minute a month.

To make Chrysler quieter than ever, we've added new sound barriers. They're in the doors. Under the roof. Under the dash. In the trunk. Around the steering column.



Just as we believe the Chrysler should be an automobile of innovations, we believe in building it to last.

So, for instance, we dip the body into special solutions to help prevent rust and corrosion. For strength, we weld the body and frame together in places where the competition uses bolts.

We also feel the Chrysler should be a car you can afford. And with that in mind, we built the Chrysler Newport.

Which may be the best idea yet.



Chrysler Newport
Extra care in engineering...it makes a difference.

