

CHRYSLER CORPORATION
CHRYSLER SALES DIVISION

Detroit, Michigan

CHRYSLER MOTOR CARS
PLYMOUTH MOTOR CARS

November 9, 1937

TO ALL CHRYSLER DISTRIBUTORS AND DIRECT DEALERS:

When I went to New York to introduce the 1938 Chryslers on October 2nd, I was greatly impressed with the tremendous enthusiasm and favorable comment expressed by every dealer and salesman present.

There was only one discordant note. Many salesmen and dealers told me that they needed a car, not as large as the Custom Imperial, but with interior trim and other appointments comparable to the Custom line; in short, a car which would appeal to present owners of Airflows.

When I left New York I gave considerable thought to these suggestions, not wishing to miss this wonderful market we had developed over the past several years. However, after my return to Detroit, I received a long distance call from Arthur Corbin, vice president of our New York branch. Mr. Corbin handles many of our older and more important retail customers in New York, and he asked me to have a Chrysler Imperial trimmed with center arm rest, luxury springs in the cushions, and upholstered in the No. 1461 cloth -- the same cloth which is available on the Custom Imperial models at \$25.00 extra. This order came from one of our old Airflow owners who desired Custom Imperial quality, but in a smaller car.

Mr. Corbin told me he had discussed this matter with other members of the New York organization and it was generally agreed that they could use at least one hundred of these jobs if they could secure them without delay.

When I discussed this matter with Mr. Wallace, he suggested that, inasmuch as these cars were intended for old Airflow owners, we equip them with the Custom Imperial engine, thus giving them outstanding power and performance.

Consequently, we built a car to these specifications and shipped it to New York. It met with such immediate response that we have decided to build this car on special order. To be known as the "New York Special," the car will be available in Custom Imperial upholstery material No. 1461 at no extra charge. In addition there will be four two-tone trim options in cloths of similar quality. These options are as follows:

BODY COLOR

TRIM COLORS

Polo Green	Two-tone green broadcloth
Chinchilla Gray	Two-tone blue and gray broadcloth combination
Riviera Blue	Two-tone blue and gray broadcloth combination
Chinese Gold	Two-tone tan and brown broadcloth combination
Regal Maroon	Two-tone maroon and tan broadcloth combination

Standard equipment on the New York Special will include chrome wheel rings, special steering wheel with remote control horn ring, six-ply tires, electric clock on dash, and glove box lock. The radiator grille will have every other bar painted black, which gives the frontal appearance of the car a distinctive note.

As stated previously, the car will have the 130 horsepower engine with a gear ratio of 3.9 to 1.

We do not recommend overdrive with this car because of its remarkable power and performance without the special transmission, but overdrive is available at the usual extra charge.

The rear seat of the New York Special will have a center arm rest. The floor of the front compartment will be carpeted.

You can well imagine the performance which this comparatively light car will deliver with its 130 horsepower engine. The best luxury springs in the seat cushions provide incomparable comfort and the general appearance of the car is very smart.

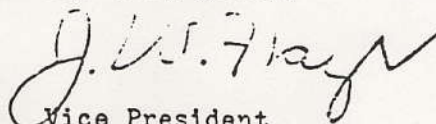
We recommend that you buy it with six-wheel equipment and the price for the four-door touring sedan, complete with this equipment, is \$1,445.00 delivered in Detroit. With five-wheel equipment the price for the four-door touring sedan, complete with this equipment, is \$1,370.00 delivered in Detroit.

This makes a wonderful car with which to go after the Airflow business you previously enjoyed and although it is not an addition to our line, we are prepared to fill orders for the New York Special as special and non-cancellable with delivery about three weeks after receipt of order.

We are enclosing, for your guidance, photographs of this car's interior and exterior.

We do not intend to advertise this car nationally. We do not want it to substitute for any of our regular Imperial business, but we believe it will enable you to pick up business that you would not otherwise get. With the New York Special, you will be able to offer your special customers a car which is extraordinarily fine and, in addition, delivers most unusual performance.

Very truly yours,



Vice President
CHRYSLER SALES DIVISION