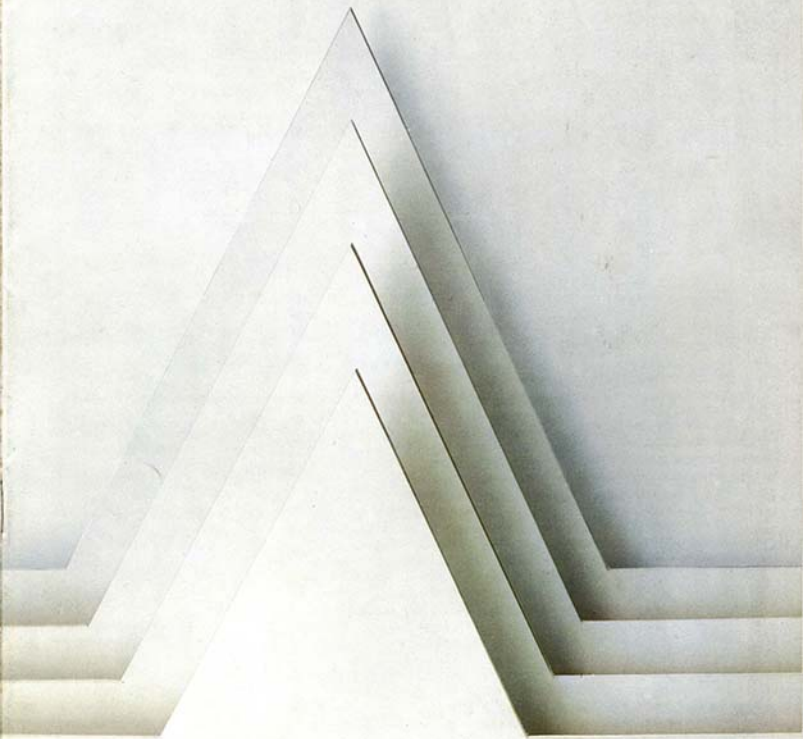


THE NEW CHRYSLER

Alpine

W. WATERS & SONS LTD.  
220 LONDON ROAD  
ST. ALDANS  
HERTS.  
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ST. Albans 63377/8



# The New Chrysler



If you're looking for economy, style, comfort, reliability, versatility, performance and safety, don't give up.

The new Chrysler Alpine is here. It's the most exciting news in years for family car buyers, because it's been designed to bring together, in one beautiful car, everything you need for today's motoring.

It gives you more than any other car in its class: more style, more space, more innovation, more comfort and luxury. More of the things you've been looking for but, until now, probably haven't found in anything like your price range.

Read on and catch some of Alpine's excitement.

#### **Alpine Economy.**

With fuel and maintenance costs the way they are, you'll be glad to know that economy is high on the Alpine's list.

From the 1294 cc (168 DIN bhp) engine in the Alpine GL, you'll get up to 38.5 mpg overall touring

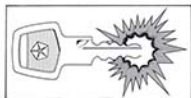
consumption. From the 1442 cc unit (185 DIN bhp) in the S, up to 37.5 mpg overall touring consumption.

Yet top speeds of both models will give you a very pleasant surprise. Around 94 mph in the GL, 102 in the S.

There's plenty of acceleration to match: 0-60 in 13.2 secs in the S; in 16.3 secs in the GL.

#### **Electronic Ignition.**

We haven't stopped with just fuel economy, however.



The Alpine is the only car in its class with electronic ignition.

This revolutionary system, developed by Chrysler in America and proved in a million miles of driving, has no touching mechanical parts; no breaker points, no condenser.

Timing is set at the factory and stays correct. So misfirings are virtually eliminated. Your engine runs better and costs less to maintain because of consistent ignition performance and

# Alpine is here.



less frequent tune-ups. And of course there are no breaker points or condenser to maintain or replace. It'll start easier, particularly in cold or wet weather and air polluting emissions are reduced.

Two other money saving features in the Alpine are an electrically operated fan which keeps the engine at the right temperature, and a sealed cooling system.



# It gives you everything you've



## **Alpine Comfort.**

All too often, if you want a lot of economy, you have to economise on other things, like comfort and equipment.

Not so with the new Alpine.

Cloth upholstered seats for five people are the last word in relaxation. Fully reclining at front. Soft yet support-giving all round.

Carpeting goes farther than door-to-door in the S; it's even on the doors themselves.

The heating and ventilation system is entirely new. There are four adjustable face level vents on the fascia, two for cold air and two for air at the selected temperature (the former are also very efficient side window demisters). Warm air is fed through the footwells and in the S, individual vents are provided for rear seat passengers.

The Alpine's aerodynamic shape is not only attractive to look at, it's the result of exhaustive wind tunnel

testing, to reduce wind resistance and noise. We've added sound proofing inside, and the fascia, engine, and fully independent all-round suspension are insulated to ensure that your ride is as quiet and smooth as possible.

Full underbody sealing, as well as protecting the bodywork, adds to the quiet ride.

## **Driver Comfort.**

As far as equipment is concerned, everything you'll need is set out clearly and within easy reach. The soft rim steering wheel with its close-set twin spokes gives the clearest possible view of the instruments, and there are controls for 2-speed wipers with 'flick' wipe, 4-jet electric screen wash, heated rear window, reversing lights and rear fog lamp, and hazard warning flashers.

The GL has two large circular instrument dials, with speedometer and petrol/temperature gauges, and the S has, in addition, dials for

tachometer, oil pressure and clock, with a row of warning lights for handbrake, low oil pressure, side lights, direction indicators, main beam, alternator charge and low fuel level.

Switches in the central panel have a two-level lighting system. One indicates their location. The other, their 'on' position and functioning for easy identification in night driving. Heater controls are also illuminated.

## **Alpine Versatility.**

The new Alpine gives you the best of both worlds. With the back seat in position, there's plenty of space for five people. And 10.7 cu. ft. of luggage space underneath the useful rear parcel shelf.

But if you want to convert some of that passenger space into extra luggage space, nothing could be easier.

The parcel shelf folds up and comes out, to be neatly held in place by its retaining clip. And clips behind

# ever looked for in a car.



the rear seat let you fold it flat without scrambling into the back or through the side doors.

In a matter of seconds, you've got 49 cu. ft. of space and nearly six feet from behind the front seats to the big rear opening door, which is supported by twin gas-filled struts for easy lifting.

If you want a car that you can really get the most out of, the new Alpine is what you want. It's what versatility is all about.

#### **Alpine Safety.**

At Chrysler, we've gone to great lengths to give you a car with all the safety features necessary for today's motoring conditions.

The entire passenger compartment, for instance, is of unitary construction for extra strength. This strength has been concentrated in the floor, sills, and centre section, so that pillars can be as thin as possible to give all round vision.

The nose and tail sections have been designed so that, in the event of an accident, passengers have the maximum protection.

Front and rear bumpers which wrap round as far as the wheel arches are a new concept in car protection, designed to meet European regulations.

Steering incorporates 'centre point steering geometry' to reduce steering wheel reaction from bad roads. Servo-assisted front disc and rear drum brakes have separate circuits, connected to a warning lamp and test button. And the transverse mounted engine gives superb manoeuvrability, handling, cornering and roadholding.

Both models have big rectangular headlights (halogen on the SI which are adjustable to compensate for the load you're carrying.

Inside, the safety features

continue, with a safety steering column and heavily padded steering wheel, anti-burst childproof door locks and dipping rear view mirror.

#### **Alpine driving: backed by Chrysler care.**

As we've said, and we're sure you'll agree, the Alpine represents a new peak in motoring: the perfect family car for today.

And, as the perfect complement, there's the Chrysler Dealer network.

750 Authorised Dealers throughout the country, with the finest parts, service and the care and protection of Customer Assurance, to help give you and your Alpine many thousands of miles of trouble-free driving.

Turn over the page and you'll see why the new Alpine and Customer Assurance make an unbeatable combination.

# How we developed the car that gives you everything.

When we first started planning the new Alpine, we set down the following main objectives:

Our new car had to be a European car; that is, one that incorporated the features in increasing demand by buyers in every European country, like front wheel drive and five doors.

It had to have a classic, sophisticated shape and appearance that would look modern for years.

The highest standards of comfort and space were also necessary. As well as maximum possible quietness, performance, roadholding and, of course, economy.

After our designers had received the objectives, they developed four different themes for discussion, from which, two themes 2 and 4, were further refined for final selection. The basic styling of theme 2 was selected and combined with an outstanding feature of theme 4, which was a new concept in car protection; a separate reinforced resin bumper which appeared completely integrated, but was isolated from the body which it protected. As a result, the car meets European regulations which state that a car must be able to sustain a corner impact at 2½ mph, without damage to the bodywork or lights.

The next stage was a series of wind tunnel tests. Modifications to surface contours and careful design of front pillars ensured that the airflow over the bonnet and roof and down the back of the car would be as smooth as possible. Thus minimising the turbulence which causes fouling of the rear window, and reducing wind noise. So you'll find that even in the rain, Alpine's big rear window stays clear, and that inside the car, it's surprisingly quiet.

After the wind tunnel, more design work. Further adjustment gave maximum interior width and the smoothest possible surface continuity from glass to metal, providing a clean, unbroken body shape. All round visibility was closely looked at, and so pillars and waistline line dividing the windows from the doors were carefully developed to ensure as much glass area as possible within the stringent safety parameters.

Interior styling and design had to meet European safety standards, as well as giving a high level of driver and passenger comfort. Driver's reach was examined, so were instrument and overall vision requirements. Studies showed that instruments with clear, bold characters were best, both for efficiency and aesthetically. Warning lights with international symbols, and instrumentation in general, are very much driver orientated. Even the steering wheel is the result of intensive research. The all-new two spoke design provides driver comfort, easy operation and superb reading of the dials.

Chrysler's world-wide knowledge was of great help in the design and development of

seating. Seat positions were determined only after exhaustive testing; for both front and rear comfort under all conditions, and to provide effective slow-away for the rear seat to give maximum load carrying capacity.

Working with the designers at this stage were colour and fabric experts from all over Europe.

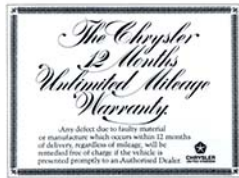
Selection and keying of exterior and interior colours, trims, fabrics and carpeting, required considerable expertise to achieve the correct balance. The result is an interior that is both attractive and functional.

That, in a very tiny nutshell, is the story of the new Alpine. Although we've talked mainly about design here, obviously, Chrysler Engineering worked closely with the design team and played a massive part in the development. Many of their results are described elsewhere in this brochure.

When you see and test drive our new car, we're sure you'll be delighted to realise that every one of our objectives have been fully answered. And that the Alpine really does give you everything you've been looking for.



## How we look after you and your car.



We know you'll find everything about our new cars easy to say yes to, from styling and comfort, to economy and reliability.

To prove how confident we are, we're offering this unique, double protection for your new car, as part of our new Customer Assurance programme.

Chrysler 12 month Unlimited Mileage Warranty is as strong and simple as it says. It covers every part Chrysler put on your car, including tyres. It's valid for twelve months, no matter how many miles you drive. And all labour costs really are free.

Because there's no mileage limit to our 12 months warranty, we recognise that some parts may simply wear out if you drive enough miles, even though they're not defective.

So, as an extra bonus, you're protected



by the Chrysler Extra Care Policy. Should any of the following parts wear out during the warranty period, they'll be replaced free of charge:

Brake linings and pads, brake drums and discs, clutch cover and driven plate, exhaust system, headlamp sealed beam unit, shock absorbers.

You just take care of routine maintenance, like changing filters and wiper blades (unless, of course, they're defective, then they come under the warranty).

And routine maintenance is easy, with another part of the Customer Assurance programme—Chrysler Certified Car Care.

### Free diagnostic checks.

When you collect your car from your Chrysler dealer, it will have gone through many stringent checks, both at the factory

and at the dealership, to make sure everything is running smoothly.

To help keep it that way, your car's first service, at 1000 miles (or one month) is free.

Routine servicing is every five months (or 5,000 miles, whichever comes first). And if you follow the programme, you get free diagnostic checks at 13 months and every 10 months after that, to make sure any problems are corrected before they get troublesome.

You couldn't ask for better protection than that.

And you can be sure your Chrysler dealer will carry it out, following the strict standards laid down by Chrysler. His staff have been fully trained in every aspect of the programme, and he has the right equipment to carry out all the necessary work. Just to make doubly sure, Chrysler's own quality control experts cover the country and make spot checks.

With a Chrysler car, and Chrysler Customer Assurance from your Chrysler dealer, you're sure of trouble-free motoring.



The Extra Care Policy excludes cars used for Police and taxi work, driving instruction and competitions (cars used for competitions are also excluded from the Warranty). Ask your Chrysler dealer for full details.

# Chrysler Alpine Specification.

## ENGINE

Four cylinder, five bearing crankshaft unit, push rod operated overhead valve.

**GL:** Bore x stroke 76.7mm x 70.0mm. Cubic capacity 1294 cc. Maximum bhp (DIN) 68 at 5600 rpm. Maximum torque 79 lb.ft. at 2800 rpm.

**S:** Bore x stroke 76.7mm x 78.0mm. Cubic capacity 1442 cc. Maximum bhp (DIN) 85 at 5600 rpm. Maximum torque 94 lb.ft. at 3000 rpm.

## IGNITION

Electronic ignition system to ensure consistent ignition performance. Negative earth electrics with alternator charging.

## COOLING

Water cooled, sealed system with expansion bottle. Electrically operated cooling fan.

## TRANSMISSION

Front wheel drive. Four speed all synchromesh gearbox with floor gearchange lever. Single dry plate clutch with hydraulic operation.

## SUSPENSION

Front: Independent torsion bars with

telescopic shock absorbers.

Rear: Independent coil springs with telescopic shock absorbers.

## STEERING

Rack and pinion. Turning circle 10.4m (34 ft) Soft rim steering wheel.

## BRAKES

Dual circuit braking system. 240mm (9.5in) discs at front, 228mm (9in) drums at rear. Servo assisted. Brake circuit test button and failure warning light mounted on fascia.

## WHEELS AND TYRES

Styled road wheels with 5J rim. 155 x 13 radial ply tyres.

## PETROL TANK

60 litre (13.2 gallon) capacity.

## INSTRUMENTS

**GL:** Speedometer with trip recorder, fuel and water temperature gauge. Warning lights for ignition, oil pressure, indicators, low fuel level, side lamps and main beam.

**S:** Speedometer with trip recorder, tachometer, oil pressure, fuel and water temperature gauges. Warning lights for ignition, oil pressure, indicators, low fuel level, side lamps, main beam and handbrake.

## STANDARD EQUIPMENT

Heater and two speed blower, comprehensive face level ventilation. Electric screenwash with two speed wipers incorporating 'flick-wipe' facility. Cloth faced seat trim with reclining front seats. Fold-down rear seat and opening rear door. Heated rear window. Cigarette lighter. Hazard warning flashers, reversing lamps and rear fog lamp. Floor carpet. Exterior door mirror. Dipping interior mirror four door armrests. Headlamps adjustable for load. Glovebox with lid. Facia parcel shelf and removable rear parcel shelf.

The following additional equipment is specified for the 'S' model:

Halogen headlamps. Clock. Rear seat centre folding armrest and 'hockey stick' front door armrests. Panel light rheostat. Glovebox lock and lamp. Centre console unit. Rear compartment heating.

## DIMENSIONS

Overall length 4245mm (167.1 in)  
Overall width 1680mm (66.1 in)  
Overall height (unladen) 1390mm (54.7 in)  
Wheelbase 2604mm (102.5 in)  
Kerb weight GL 1050 kg (2315 lb)  
S 1070 kg (2359 lb).

## Alpine Accessories.

To further enhance the new Chrysler Alpine a wide range of approved accessories is available through your Chrysler Dealer. They include:-

Rear Seat Belts  
Childs Safety Seat  
Childs Safety Harness

Rear Fog Lamps  
Auxiliary driving lamps  
Side repeater flashers  
Map reading lamp  
Roof Rack  
Tow Bar Kit  
Caravan Coupling Kit

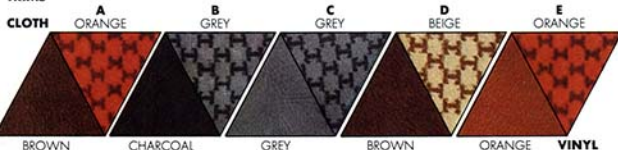
Locking petrol cap  
Mudflaps  
Door mounted mirror  
A full range of in-car entertainment equipment is also available including manual and push-button radios, stereo tape players and a combined radio/cassette player.

## Alpine Colours and Trims.

### PAINTS



### TRIMS



Chrysler Alpine is available in these paint/trim combinations. Letters refer to the trim colours.

| PAINT        | CHOICE OF TRIM |          |
|--------------|----------------|----------|
| Tacoma White | <b>A</b>       | <b>D</b> |
| Champagne*   | <b>A</b>       | <b>D</b> |
| Cherry       | <b>B</b>       | <b>C</b> |
| Gold Dust*   | <b>B</b>       | <b>D</b> |
| Peppermint*  | <b>C</b>       | <b>D</b> |
| Kingfisher*  | <b>B</b>       | <b>C</b> |
| Apricot      | <b>A</b>       | <b>D</b> |
| Copperbeech* | <b>A</b>       | <b>E</b> |
| Magenta      | <b>B</b>       | <b>C</b> |
| Lavender     | <b>B</b>       | <b>C</b> |
| Sunflower    | <b>D</b>       | <b>E</b> |
| Pinewood*    | <b>C</b>       | <b>A</b> |

\*metallic

The colours shown are reproduced as accurately as possible, but they are intended only as a guide and not as exact replicas.

Chrysler Alpine cars are manufactured by Chrysler France. Service and parts are sourced and distributed in the U.K. by 750 qualified Chrysler Dealers.

The Manufacturer reserves the right to alter the specification at any time, without notice, and all goods are sold subject to the Manufacturer's Conditions of Sale.

For details of Duty Free and Export Sales contact Chrysler Rental Exports Ltd, Desborough House, Piccadilly, London W1 Tel: 01-499 7236.



**CHRYSLER**  
UNITED KINGDOM