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Chrysler Corporation
Turbine Car Exhibition
Round-up Story

The Chrysler Corporation Turbine Car Exhibition gives dramatic expression to the company's achievements in developing the world's first gas turbine-powered passenger car designed specifically for normal, everyday use by the average motorist.

The exhibition is being shown in major, regional-type shopping centers in 19 key market areas in 13 states across the country. It is estimated that more than two million people will see the revolutionary new turbine car during its current seven-month tour.

Chrysler's turbine exhibition tour is in response to the intense and wide-spread interest generated by a tour of prototype Chrysler turbine cars which visited 71 cities in 1962, and by the introduction of this newly styled turbine car in May, 1963.

Highlight of the exhibition is the Chrysler turbine car itself. Featured is a cut-away model of an actual turbine engine, accompanied by graphic displays showing specific engine developments and explaining the basic operation of the engine.

The exhibition is appearing at a time when Chrysler turbine cars are being delivered to selected motorists in various parts of the country as part of a unique consumer and market evaluation program in which each of some 200 motorists will drive a turbine car for a period of up to three months under a no-charge use agreement.

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The turbine car shown in the exhibition is identical to the 50 Chrysler turbine cars being built on a limited production basis and distributed to selected motorists over a two-year period.

The exhibit is dominated by the central turbine display area, spotlighting the turbine car, and accompanied by graphic display panels showing details of engineering principles, styling and driving characteristics. To be seen graphically is an exploded view of the turbine engine showing relation of engine parts to one another, the variable nozzle system used for braking and fuel control and the twin regenerators, etc.

A narrator will describe the high points of Chrysler's turbine development program and point out interesting features of the car.

Grouped around the turbine display are standard production automobiles from the corporation's Chrysler-Plymouth and Dodge Divisions. In addition to regular passenger car and truck models, visitors will see the interesting new Simca, marketed by the corporation's Simca Sales Division.

Eight information columns are associated with the production car exhibits. Each tells the story of a division car and points out its styling and engineering features. One of the pylons provides information about the diversified products manufactured by the company.

Supporting engineering displays are housed in four pentastar-shaped pagodas, featuring some of Chrysler's contributions to automobile design; a fifth pagoda serves as an information center for the entire show.

In the Dodge Division area, corporate displays present an example of the wide selection of engines responsible for the performance-economy characteristics of Chrysler Corporation cars. Shown is the powerful 426-cubic-inch maximum performance V-8 available on Plymouths and Dodges for track

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events. Engine line-ups and specifications are described for different car lines.

Another group gives prominence to the five smooth-shifting transmissions offered in Chrysler products this year. Demonstrated along with familiar push buttons and standard shift controls, is the sporty new console shift for the automatic, and the rugged "four on the floor" for the manual shifting buff.

In the Chrysler-Plymouth Division area, corporate displays feature durable, shake-free and rust protection methods for Chrysler products. Included in this exhibit are graphic examples of the deeper-dip rust-proofing and rocker panel galvanizing processes which are standard practice for company cars.

Also highlighted: the industry's only "five-year or 50,000 mile" warranty, covering the engine and its associate components on all Chrysler Corporation cars and trucks. This display indicates the very large number of critical components covered by the warranty, including the important additions for 1964 models.

During its current seven-month cross-country tour, the turbine car exhibition will visit the following cities:

Los Angeles	Buffalo
San Francisco	Pittsburgh
San Jose	Cleveland
San Diego	Milwaukee
Houston	Minneapolis
Miami	St. Louis
Atlanta	Kansas City
Washington, D. C.	Memphis
Philadelphia	Cincinnati
Boston	