

NEWS CONFERENCE - 1981 IMPERIALS  
IMPERIAL QUALITY ASSURANCE CENTRE  
WINDSOR, CANADA  
MONDAY, AUGUST 11, 1980

10:00 a.m.	Media and Guest Arrivals	Quality Assurance Centre
11:00 a.m.	Welcome and Recognition of Special Guests	M. J. Closs
	Remarks	Lee A. Iacocca
	Remarks	Frank Sinatra
11:20 a.m.	Tour of Centre	Quality Assurance Centre
11:40 a.m.	Delivery of First 1981 Imperial to Frank Sinatra	Frank Sinatra Lee A. Iacocca
12:00 noon	Program Concludes	

GUEST LIST

IMPERIAL EVENT

AUGUST 11, 1980 - WINDSOR, ONTARIO

Hon. Eugene F. Whelan  
Minister, Agriculture Department

Hon. Mark MacGuigan  
Secretary of State for External Affairs

John Haviland  
(MacGuigan's assistant)

David Cook, M.P.P.

Bernard Newman, M.P.P.

Mayor Bert Weeks  
Windsor

Ken Gerard  
1st Vice President, Local 444, UAW

Ray Lebert  
3rd Vice President, Local 444, UAW

R. C. Gignac  
President, Local 1498, UAW

Donald Dalpee  
President, Local 1958, UPGWA

Arriving from New York --

Frank and Barbara Sinatra

Gregory and Veronique Peck

Leo Kelmenson

Mrs. Bea Korshak

Mr. Jilly Rizzo

Chrysler Executives --

Paul Bergmoser

Dick Vining

Jerry Greenwald

Gar Laux

Hal Sperlich

Frank Anderson

Each newly assembled Imperial is road tested over a 5.5 mile (10 Km) route.

The road test ends at the Imperial Quality Assurance Centre where 120 specially-trained employees process up to 10 cars an hour. Each Imperial receives from six to eight hours of inspection, testing, and refinement at the centre.

When the car arrives at the centre, it is immediately placed on a hoist and closely examined for any possible fluid leaks.

The car then enters a high pressure (28 pounds per square inch) water test. This punishing soak treatment lasts for a full five minutes, or about twice as long as a conventional new car water test. The vehicle is then carefully examined for water leaks.

Back on the hoist, all underbody fasteners -- brakes, steering and suspension -- are completely retorqued. All fluid levels are checked to ensure that they fully meet factory specifications. Next, each Imperial is given a thorough visual examination: moldings, trim and fits are checked and double-checked.

Each vehicle is then driven into an electrical systems test bay. Here, two series of tests employ highly sophisticated electronic test equipment designed and built by Chrysler's Huntsville Electronics Division. In a static test, all of the Imperial's electrical circuits -- including the car's unique electronic instrument panel -- are simultaneously checked for optimum current flow and performance. With the engine running, electronic engine functions -- the starter and the Imperial's advanced electronic fuel injection system -- are similarly checked. Complete results of these tests are printed out instantaneously on an itemized ticket for each car.

After the mechanical and electronic systems checks are complete, the Imperial is ready for exterior grooming. It moves down another

(more)

special line where any minor exterior imperfections are detected and repaired. The car is washed again. Next, the body sides are heated to 75 degrees for application of a pair of fine, dual pinstripes that complement the exterior body color. The car is then polished and hand-buffed to a rich lustre.

As the Imperial reaches the end of the conditioning process, the "go" or "no go" decision rests entirely with a critical final auditor. Should the car fail to pass the final auditor's inspection, corrections are made and it must go through the entire exterior appearance process again -- as many times as necessary. When -- and only when -- it is 100 percent "right," the final auditor signs off and releases the car for shipment.

But even after the car is released, it is re-examined by a team of corporate auditors before it leaves the building.

The last step in the Imperial quality assurance process is the insertion of an Imperial Quality Certificate in the car's glove box. This certificate is personally signed by each department inspector as the vehicle is passed through the various tests and inspections, and by the final auditor at the end of the process.

From the time the car leaves the assembly plant until it arrives at the dealership, its front and rear bumpers are protected by large, styrofoam blocks. There are also special protector pads on the body sides, and Imperial's bright grille header is protected against scratches by a special, removeable tape.



**CHRYSLER  
CORPORATION**

News Relations Office, P.O. Box 1919  
Detroit, Michigan 48288, (area code 313) 956-2894

August, 1980

FACT SHEET

CHRYSLER CANADA LIMITED

President: M. J. (Moe) Closs

General Office Location: Windsor, Ontario

History: Incorporated as Chrysler Corporation of Canada Limited on June 17, 1925. It became Chrysler Canada Limited in 1963. The operation has grown from 181 to more than 9,400 employees.

Production Facilities:

Windsor Assembly Plant	2,297,908 sq. ft.
Pillette Road Truck Assembly Plant, Windsor	660,000 sq. ft.
Windsor Spring Plant	283,221 sq. ft.
Ajax, Ontario, Trim Plant	254,166 sq. ft.
Etobicoke, Ontario, Aluminum Casting Plant	<u>157,311 sq. ft.</u>
Total Square Footage:	3,652,606 sq. ft.

Employment: 7,300 Windsor, 9,400 All Locations

1980 Model Production: 91,693 Passenger Cars, 37,897 Trucks

Daily Production Rates: 480 Cars, 320 Trucks

Dealerships: 600

Market Penetration:

1980 Calendar Year through July:  
Cars 13.4 percent  
Trucks - 11.5 percent

1979 Calendar Year:  
Cars - 16.1 percent  
Trucks - 11.7 percent

1980 Sales Through July 31: 76,420 Cars, 23,583 Trucks

Industry Rank: 3rd place Cars, 3rd place Trucks

Planned Imperial Production: 25,000 (11,000 through end of 1980)

Planned Imperial Sales for Canada: 1,500.

QUESTIONS AND ANSWERS

IMPERIAL EVENT

AUGUST 11, 1980 - WINDSOR, ONTARIO

- Q. How many 1981 Imperials will be built?
- A. Approximately 25,000, of which about 11,000 will be built by December 31.
- Q. How many do you expect to sell in Canada?
- A. Approximately 1,500.
- Q. How many orders do you have to date?
- A. We have 2,000 dealer orders and commitments for nearly 1,000 retail sales.
- Q. Have the EPA ratings been announced for Imperial?
- A. Yes. Imperial gets 16 miles per gallon in the city and 26 miles per gallon on the highway. That's 14.7 liters per hundred kilometers in the city, and 9.0 liters on the highway.
- Q. Are you expanding your operations in Canada?
- A. Chrysler will invest more than \$1 billion in Canada over the next five years to upgrade our plants and facilities and to build a new research and development center.

Q. How does the Canadian loan assistance affect your plans?

A. The Government of Canada has offered Chrysler Canada Limited financial assistance in the form of loan insurance in the amount of \$170 million (Canadian \$200 million). This assistance is for development of a new front-wheel-drive van to be produced in Canada.

Q. How is the Canadian loan secured?

A. The proposed van facilities would serve as collateral.

Q. Will this van be smaller and more fuel efficient?

A. The new van will be small enough to park in the family garage and as fuel efficient as we can make it.

Q. When will it be available?

A. It is in the schedule for 1983.

Q. Have you drawn down the Canadian loan?

A. No. That will be done when we begin building the new van facilities. Probably in 1982.

Q. Are you also receiving support from the Province of Ontario?

A. Yes. The Province of Ontario has offered Chrysler Canada Limited financial assistance in the form of a grant in the amount of \$8.5 million (Canadian \$10 million) to be used in connection with research and development facilities in Ontario.

Q. How many employees do you have working in Canada?

A. As of August 1, 9400.

Q. How many hourly employees are on indefinite layoff?

A. Throughout Canada - 4,700 hourly as of August 1.

At Windsor Assembly - 1400 hourly.

Q. Do you have any plans for the engine plant you closed in Windsor?

A. None at present.

Q. What is the maximum daily production rate for Imperial?

A. 150 cars a day.

Q. When will you hit that rate?

A. October 1.

Q. How many 1981 Imperials have been built to date?

A. As of this morning, 32 cars.

Q. What was the total production of Imperials before you discontinued the line?

A. When production ended in the 1975 model year, we had built 290,892 Imperials.

Q. What was the peak production year?

A. 37,944 in 1957.

Q. Will the Imperial you market in Canada be equipped differently because of the less severe emission standards in that country?

A. No. The cars sold in the United States and Canada will meet the U.S. clean air standards and exceed the Canadian standards.

Q. What are those standards for 1981?

A. United States:

.41 grams per mile hydrocarbons  
7.0 grams per mile carbon monoxide  
1.0 grams per mile oxides of nitrogen

Canada:

2.0 grams per mile hydrocarbons  
25.0 grams per mile carbon monoxide  
3.1 grams per mile oxides of nitrogen