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NEW CHRYSLER 300F TO DEBUT JANUARY 15

DETROIT--The 1960 Chrysler 300F, featuring two new ram induction engines, will be introduced to the public in showrooms across the nation, January 15, E. M. Braden, general sales manager of the Chrysler and Imperial Division, Chrysler Corporation, announced today.

The new model is the sixth in a series of high performance sports-type touring machines. Standard engine in the 300F is a 375-horsepower ram manifold 413 cubic-inch V-eight, equipped with pushbutton Torque Flite three-speed automatic transmission. Also available as an option is a 400-horsepower ram manifold high performance version, equipped with an imported French Pont-a-Mousson manual four-forward-speed synchro-mesh gear box. Both the 400-horsepower engine, which has a displacement of 413 cubic-inches, and the Pont-a-Mousson transmission are optional equipment at extra cost.

Mr. Braden said that the 400-horsepower high performance engine and the Pont-a-Mousson transmission will be in a very limited production in 1960.

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"The 300F is the most markedly changed Chrysler 300 since the introduction of this line of sports-type automobiles in 1955," Braden said.

The interior of the 300F is completely redesigned. It features four individually contoured genuine leather full-foam seats. The forward two seats are of the swivel type. Separating the four seats down the center of the car is an attractive raised instrument control console. It extends from the instrument panel all the way to the back of the rear seats. The console houses a large calibrated tachometer to the right of the driver, fingertip power window controls for both front and rear operation, dual ashtrays, lighters and center armrests for passenger comfort on long trips.

Mr. Braden said that while the 300F maintains its reputation as an agile sports-type touring car, its newly designed interior and exterior reflect the recommendations made by owners of previous model 300 cars. The Chrysler Division, Mr. Braden said, keeps in close touch with 300 series owners, and is producing a 1960 version, which they have indicated they would like to own and drive.

THE 300F RAM INDUCTION ENGINES

The greatest engineering advance since the supercharger. That's what Chrysler 300 engineers call the new 300F ram induction engine. Like a supercharger, ram induction literally rams air and fuel into the engine when the throttle is opened, but unlike a supercharger, it does not "steal" power from the engine for its operation, and it has no moving parts to get out of adjustment.

Ram induction provides torque increase of as much as 10 per cent in the 1800 to 3600 RPM range as compared with engines equipped with the single four-barrel carburetor Golden Lion Chrysler engine.

The increased torque is felt as a powerful push at normal passing speeds. It provides adequate power for quick, safe passing without the need to kick down the transmission into a lower range.

The important thing is that ram induction puts the punch not at the "top end", where it would be useful only at very high engine speeds, but in the mid-speed range at which most drivers normally operate their engines.

Still another advantage of ram induction is that when it is not needed, good fuel economy may be obtained under ordinary part-throttle driving conditions.

Ram induction obtains its "free" supercharging in this way. Thirty-inch-long ram tubes leading to each combustion chamber carry air and fuel mixture at a high rate of speed to the combustion chamber. As the intake valve on the combustion chamber closes, the inertia of the fuel-air mixture set up in the long tubes ram an extra amount of mixture into the chamber. At the same time, a sound wave is created in the tube with the compression wave calculated to be at the intake valve just before it closes. The compression wave sends still another extra amount of fuel-air mixture into the chamber.

These two "bonus" supplies of extra fuel-air mixture forced into the combustion chamber, account for the ram or extra power effect.

THE 300F INTERIOR

An entirely redesigned sports-car interior is a major highlight of the 300F. Four individually contoured seats are separated by a center instrument console running the length of the car interior. The console rises about eleven inches in height from the floor between front seat passengers and tapers in streamlined fashion to about six inches in height between rear seat occupants. A calibrated tachometer is located in the center of the causeway just beneath the instrument panel and convenient to the driver's line of sight. Fingertip control buttons for all four power windows are located just below the tachometer. A large ashtray with lighter opposite driver's knee on the console is covered by a chrome sliding panel. An armrest between front seat passengers has a raisable top revealing a hidden storage compartment convenient for maps, gloves, and other personal belongings. A similar center armrest separates rear seat passengers, who have easy access to another combination ashtray-lighter located on top of the instrument console extending beyond the front armrest. Below this ashtray are two fingertip controls for rear power window adjustment.

The 300F interior is finished in beige perforated genuine leather seats. The perforation allows air circulation for greater passenger comfort. Seats are constructed with full-foam padding up to four inches in thickness. Brushed aluminum and chrome trim the roof-lining, instrument console and panel, as well as holding down luxurious looped pile carpeting over the entire floor area.

Instrument panel lighting features exclusive Panelescent lighting in astro-dome motif. Panelescent lighting virtually eliminates the incandescent bulb from the panel and eliminates up to 500 per cent of the glare formerly associated with incandescent lighting. This means much less driver eye fatigue on long trips.