



CHRYSLER 300 CLUB

1964 Chrysler 300 Interior Door Star Emblem Replacement Dec 2014 Rev 4.

Congratulations! You have purchased one of the finest replacement emblems made for your 1964 Chrysler 300. Please follow these instructions as it will ensure that you install the emblems properly on your door panels. If you have any questions on these procedures, contact Jamie Hyde at Jamie.hyde@optimization.us or 585-465-0067 for assistance. Please ask me first as these are nonreturnable and can be damaged quite easily until they are placed in service on the door panels. I also suggest watching the install video posted on the Club website under "Tech Department" in the "How I Do It" section.

1. The first step is to read these instructions from start to finish before you attempt to replace the emblems. The next step is to reread these instructions. Really, you will see something the second time you look at them. Trust me.
2. The door panels and emblems must be above 70 and below 100 degrees Fahrenheit to ensure that the 3M Industrial Adhesive on the back of the emblem bonds properly to the emblem base on the door.
3. It may be easier to install the emblem and to work on the door panel if they are removed. See step 2 and Image 1.



Image

4. Assemble the tools required to remove the existing emblem. Different types of razor blades and pliers can be used to grasp the edge of the emblem, and to clean the emblem base of stuck on adhesive prior to application. You will also need some clear lacquer thinner and Q-tips. 3M does not recommend any cleaner that could have trace amounts of oil such as over-the-counter rubbing alcohol as that could affect the bonding of the adhesive. See Images 2 and 3.



Image 2



Image 3

5. Probe and test the sides of the emblem to attempt to lift one of the edges as one edge may lift easier than another. Be VERY careful with any sharp tools around your door panels. A misguided razor blade, or tool will make quick work of your door panels. Grasp the lifted edge of the emblem with pliers and pull. Some emblems come off fairly easy, while others may be a little harder to remove. See Images 4 and 5. Also Note 15



Image 4



Image 5



Image 6

6. Scrape off the existing adhesive; it is the brown material remaining after removing the foil emblem. Again, take your time with sharp instruments around, and next to, your nice door panel. I use a very controlled movement of the blade with both hands holding the blade top and I take my time. As you can see, I have only one hand on the blade in this image and you may ask me why? Because the other hand is holding the camera. After I shot this image, I set the camera down and resumed removing the rest of the old glue with both hands on the blade. See Images 7 and 8.



Image 7

Do not try to use a heat gun to remove the old glue as all that does is quickly melt your vinyl door panels and only slightly annoys the glue. That old glue is tough stuff that has held up a lot better than the emblems it was designed to hold in place. With the heat gun blazing away, you think to yourself “is the glue getting soft?” About that time, you will notice that the glue is getting soft, and then you think to yourself “do I have too much heat on the emblem base?” By that time, your vinyl panel is already starting to deform in front of your eyes. Since the base acts like a heat sink, it flywheels and continues to melt the vinyl long after you have tossed the heat gun to the floor. Ask me how I know that? So in conclusion, use no heat and take your time. You are in no rush. This is the riskiest part of the job--cleaning and removing the glue with sharp tools and EPA regulated solvents. Do not use the thinner indoors unless you want to test your fire insurance policy or your marriage license.



Image 8

7. Use a small amount of lacquer thinner on a Q-tip to clean the remaining glue residue from the emblem base. Do not attempt to remove the glue by just using the lacquer thinner alone without scraping, as it will make a mess and you could get either glue residue or thinner on your door panels. If you think the old glue is hard to get off from the chrome metal base, try cleaning it off the vinyl when little globs of solvent soaked glue balls settles on to the surface and bore into the pores of the vinyl. Remember that lacquer thinner will also attack the vinyl of your door panels, so be careful with the thinner. It is powerful stuff! That brown gunk on the Q-tip in the image is old adhesive, as I have just flipped the Q-tip over. See Image 9.



Image 9

8. Always handle the emblems by the center edges as they will bend if you hold them by the long sides. See Image 10.



Image 10

9. Set the emblem, with the paper backing still applied, on the base to check the fit. It should drop right into the base evenly all the way around. If it does not sit flat, look closely to be sure all adhesive or pits are removed from the edges of the chrome base. Don't press it down, just test it

by dropping it in. You will be able to tell if it is all the way in by close inspection. When you are doing the final installation with the adhesive exposed, you will want to place the emblem onto the base starting with the small “fin” side first then one of the longer “fins” second in a two step rocking motion. Practice this with the backing still on the emblem and you will see what I mean. The emblem will follow the curve of the base. Then re-clean the base before step 10, as any trace of the oil on your fingers will affect the adhesion of the emblem. See Images 9 and 11

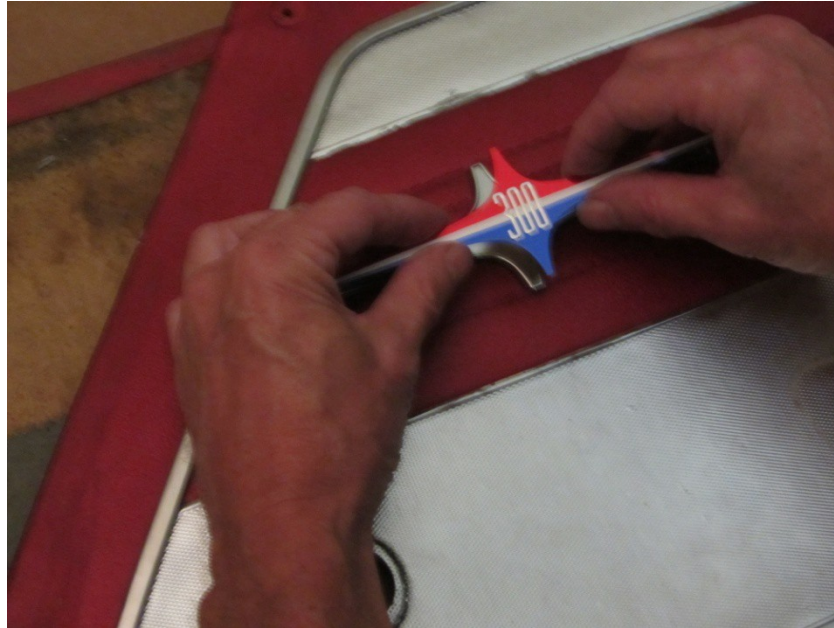


Image 11

10. Show time! Remove the adhesive paper backing on the emblem by starting on the short side fin and pull to the center and stop. Move on to the side of one of the long fins and peel back that back to the center. Then grasp both edges of the paper backing and completely remove the backing while still holding the emblem by the edges. See Images 12, 13, and 14.



Image 12



Image 13



Image 14

11. Locate the emblem on the chrome base by indexing the lower edge of the emblem fin onto the center lower lip of the base. Make sure the 300 name is readable on the door panel from inside the car sitting in a normal fashion, and not standing on your head. **Do Not TOUCH** the underside of the emblem where the adhesive is located to test how sticky it is. Trust us, we have selected a good adhesive but if you insist on touching it, that action will transfer oil from your fingers to the adhesive face reducing its ability to stick. Also, **Do Not BEND** the emblem into place as damage to the emblem will result. Next, roll the emblem along the curve of the edge of the base's lip to locate the longer fin tip into its location on the base; centering the emblem while keeping the one side of the emblem elevated. See Images 15 and 16.



Image 15

12. By now, the emblem will be getting lower to the base and somewhat self centering, but only if you have not pressed any of the adhesive to the base and started the bond. Finally, fully drop the emblem onto and into the base. You can use a small tool to push the edges of the emblem to encourage it to drop into the base, only if it is not fully centered. This is the final, and only, adjustment you can make. See Image 16.



Image 16

12. By now, the emblem should be fully centered and dropped all the way down. Next, you must activate the adhesive by firmly pressing down with your fingertips. Rub the flat places of the emblem, but try to avoid the "300" as you want that area to stand in full relief. I doubt you would be able to flatten the "300" but why take a chance. Go over the emblem many times because the heat and pressure from your fingers will help the bond form. Use no tools and watch the long fingernails. I do not think you can scratch the emblem face with your nails but then why take a chance. See Image 17.

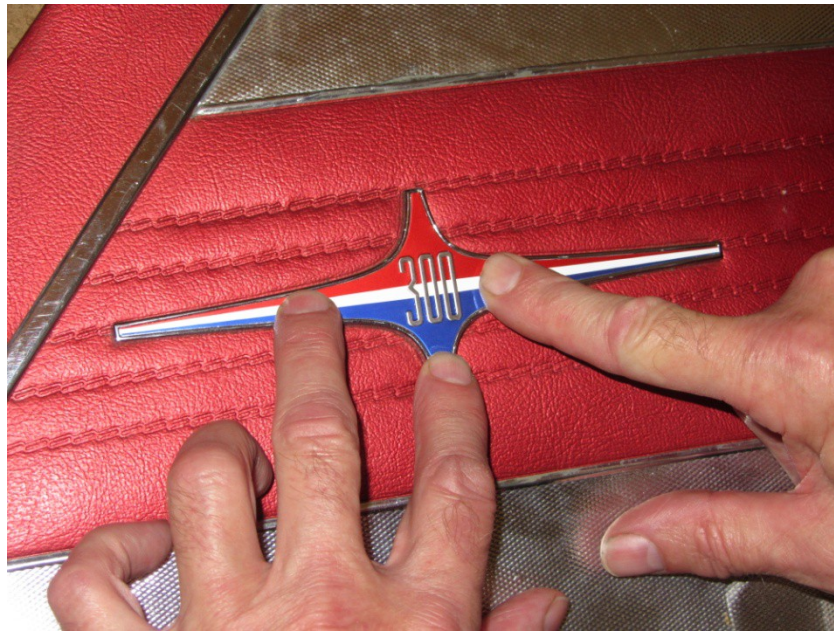


Image 17

13. Step back and admire your work. Repeat the procedure for the other panel and tell your friends how talented you are. See Image 18.

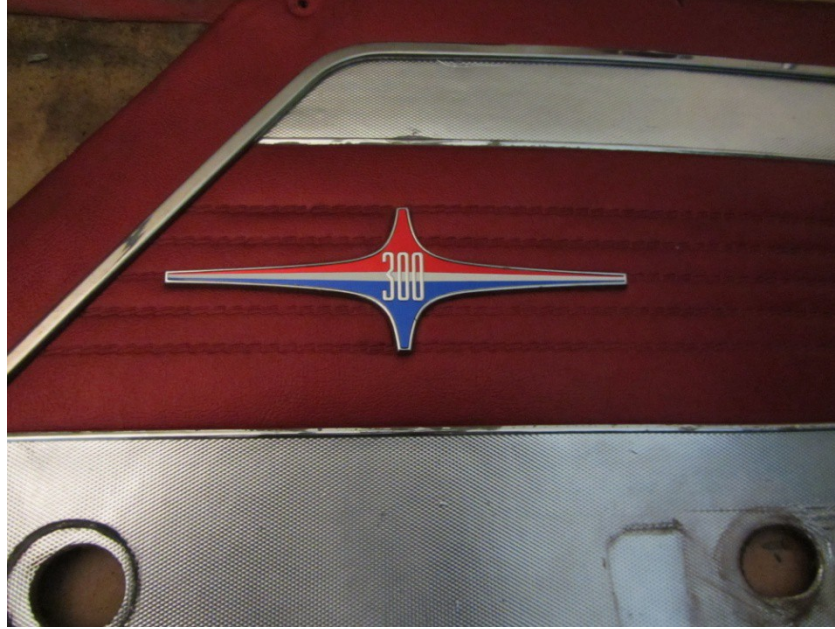


Image 18

14. Care of emblems: They can withstand normal interior cleaning materials but avoid any abrasive cleaners or scrubbing brushes such as polishing compounds or Scotch Bright pads. They can be waxed if one wants to, but the originals were not waxed and are flat in appearance like these are. We put a lot of effort into making the color and finish as accurate as possible.
15. One additional note; when we shot the video it was apparent that some additional protection on the panel prior to scraping the adhesive with the blade was a good idea. So we managed to slip a piece of plastic under it for the video. In Image 19 I slipped an old flexible metal ruler under the emblem as it is only mounted on the long ends and in the center. See Image 19.



Image 19