

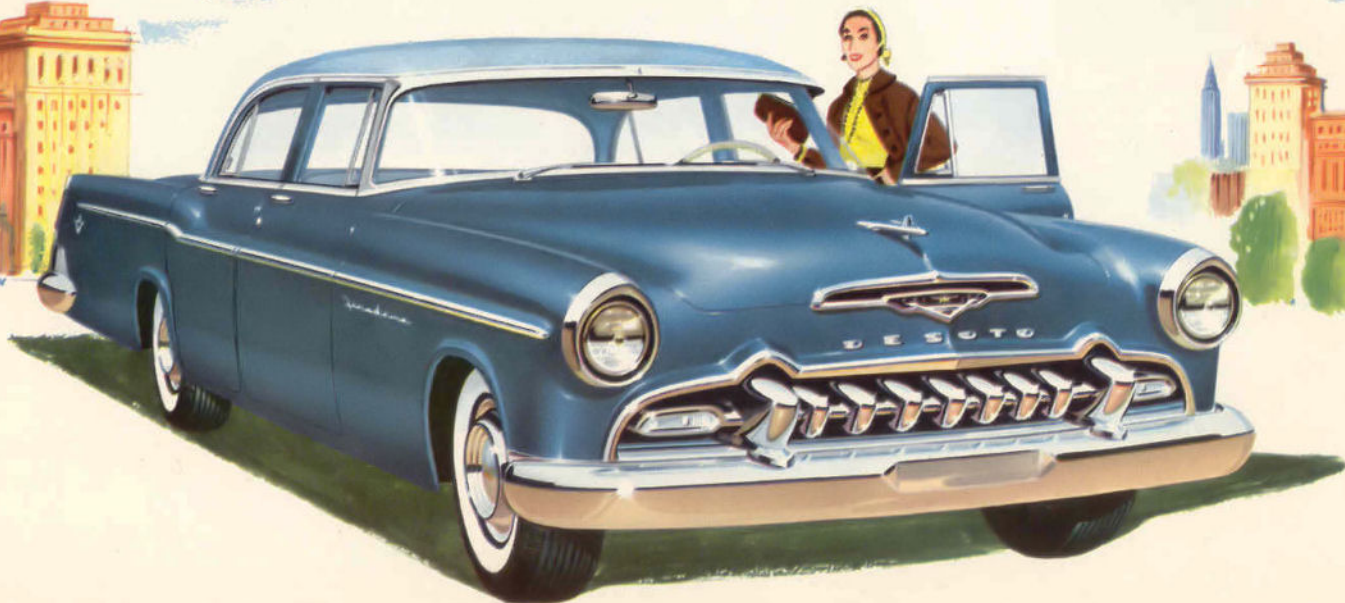
1955 DESOTO

Styled for Tomorrow!



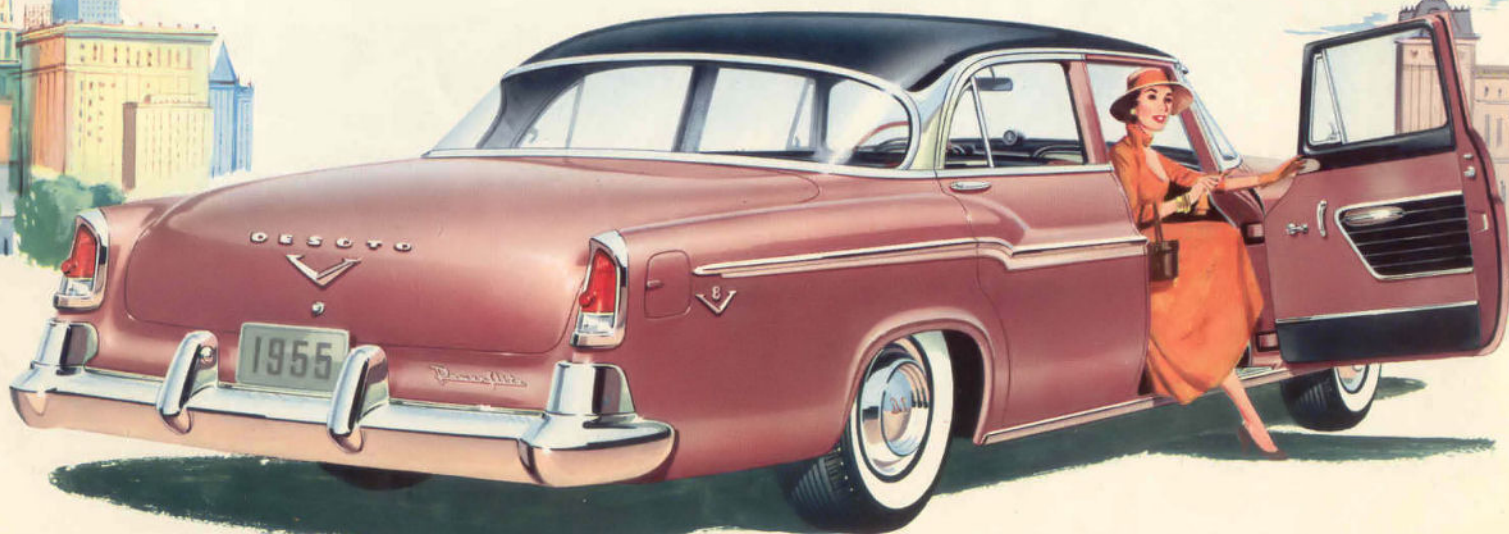
Presenting two great new DE SOTO lines

FIREDOOME All-new for '55 . . . is the De Soto Firedome line. Yes, all-new from a top that's but a shade over five feet high . . . to new tubeless tires. Sweeping new body lines are slim, clean, taut . . . yet, spell out power and performance in every curve. Sparkling new chrome accents this feeling perfectly. Rich, all-new interior elegance . . . striking new hues and colors . . . gorgeous new fabrics and vinyls exquisitely blending together. Immense, new windshield, front and rear. And, there's added power to the famous Firedome V-8 engine . . . now increased to a hefty 185 horsepower.



. . both with new V-8 power for '55

FIREFLITE *Style . . . that's the highlight in every sweeping detail of the new 1955 De Soto Fireflite line. Exceedingly long and beautiful . . . barely five feet high . . . with a mighty, new 200 horsepower Fireflite engine that needs only regular gas, the De Soto Fireflite line is truly a newborn, distinctive design. There's a youthful verve and spirit to its graceful, new exterior curves and bright, colorful interior luxury . . . 55 vivid new exterior color combinations . . . New Horizon wrap-around windshield . . . new "dual-cockpit" instrument panel . . . that definitely marks De Soto as *the* new car for years to come.*



Designers have achieved the ultimate

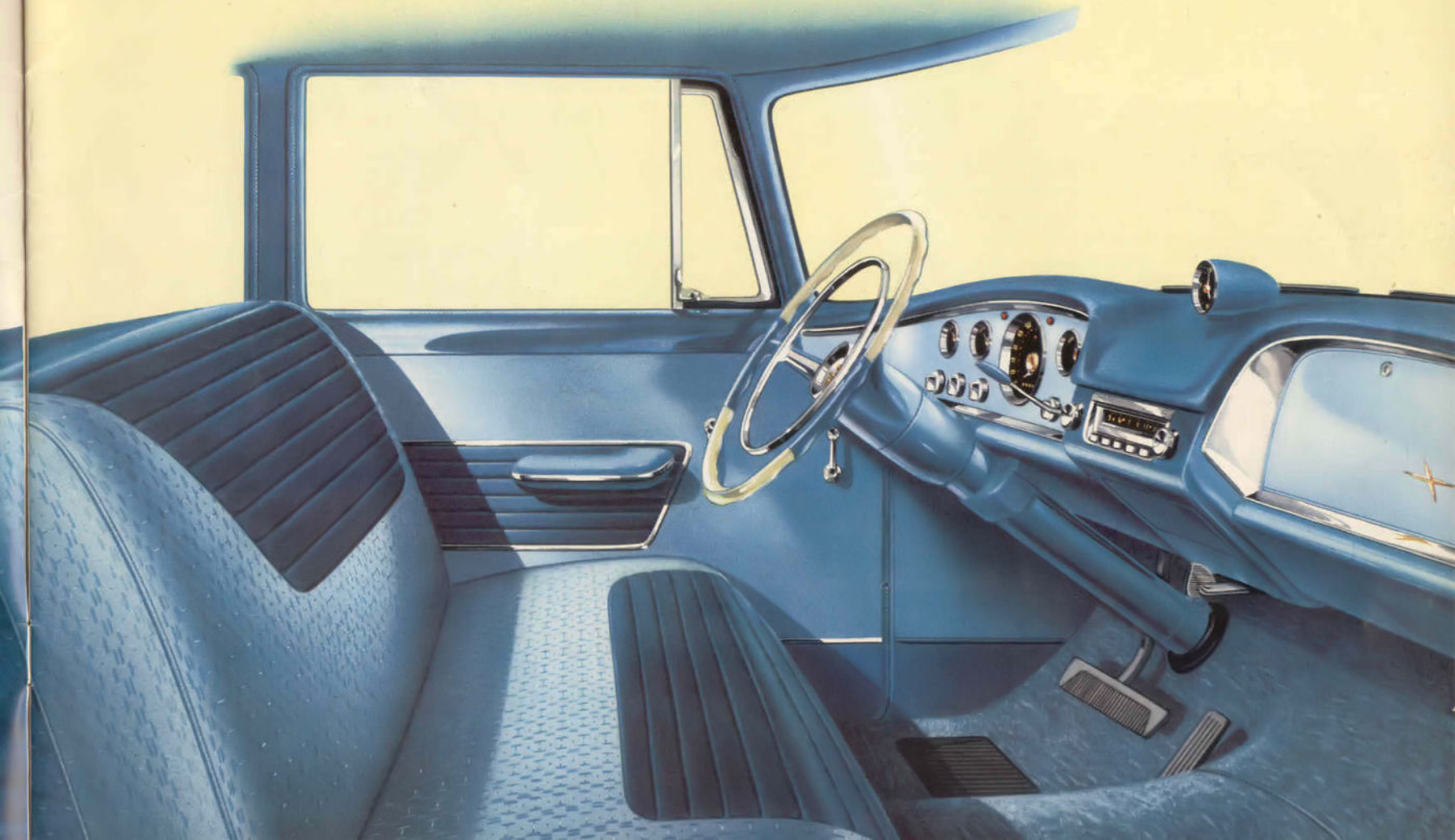
This year De Soto has fashioned and created anew, rich, durable fabrics, vinyls and leathers . . . striking weaves and sculptured patterns, into a rainbow of color schemes that blend delightfully and beautifully with exterior color combinations. 39 gay-colored trim combinations are available.

Add to this . . . bright, colorful, textured headlinings . . . handsome, sponge-rubber-backed nylon carpeting . . . a new instrument panel . . . glistening modern hardware fashioned to enhance the overall styling theme . . . and you have a stylish, comfortable interior treatment carried out in *perfect* taste.

World famous fashion authority, Anne Fogarty, says:
"This is definitely a stylish interior.
Fabrics are lovely . . . colors superb."

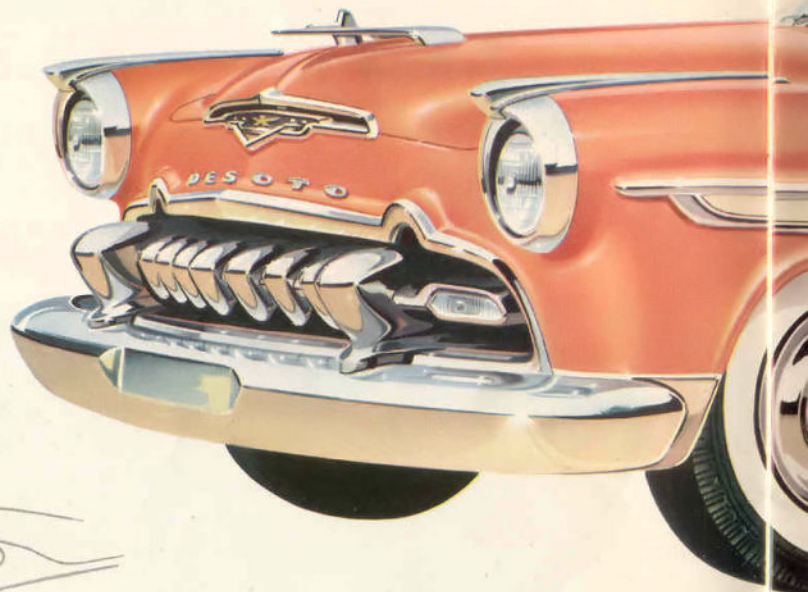
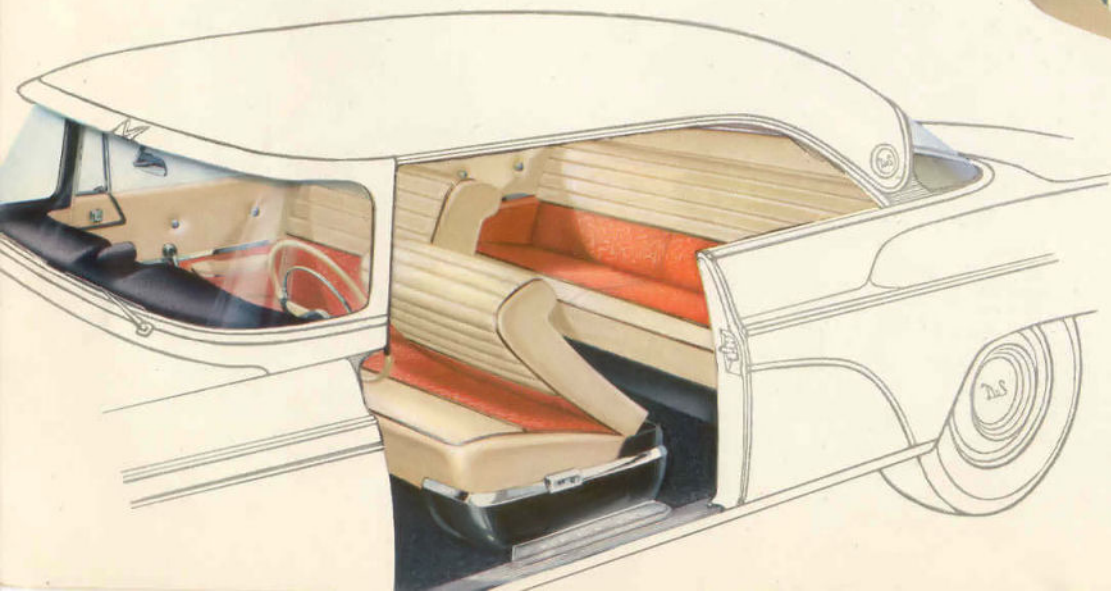


in new DE SOTO INTERIOR ELEGANCE



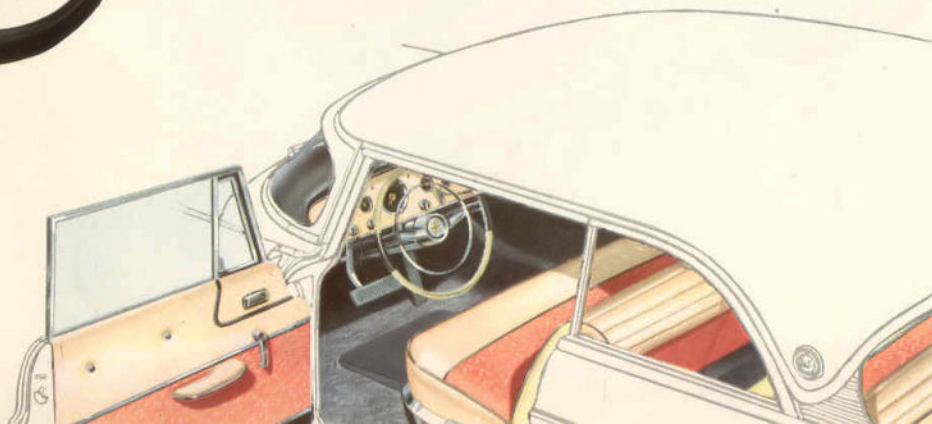
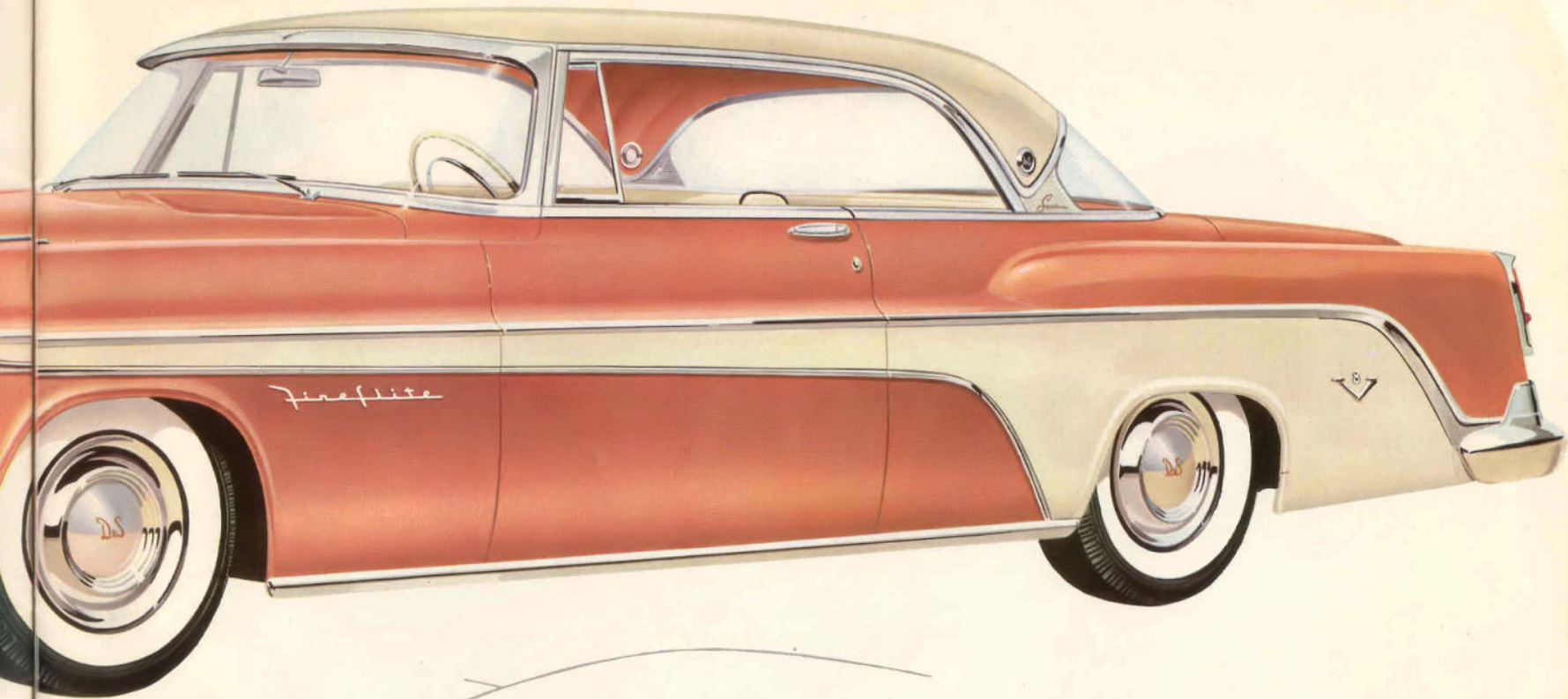
The De Soto Fireflite SPORTSMAN

From the massiveness of its gleaming chrome bumper and integrated grille to the new rear deck . . . from the wide expanse of its New Horizon windshield, topped by the new chrome "Sun Cap," to the slant of its new rear window . . . the low silhouette of the Fireflite Sportsman expresses an eager, agile, "in motion" feeling. Accenting and highlighting this blithe spirit is a rapier-like, contrasting color panel running almost the entire length of the car.



De Soto Fireflite Sportsman Interior

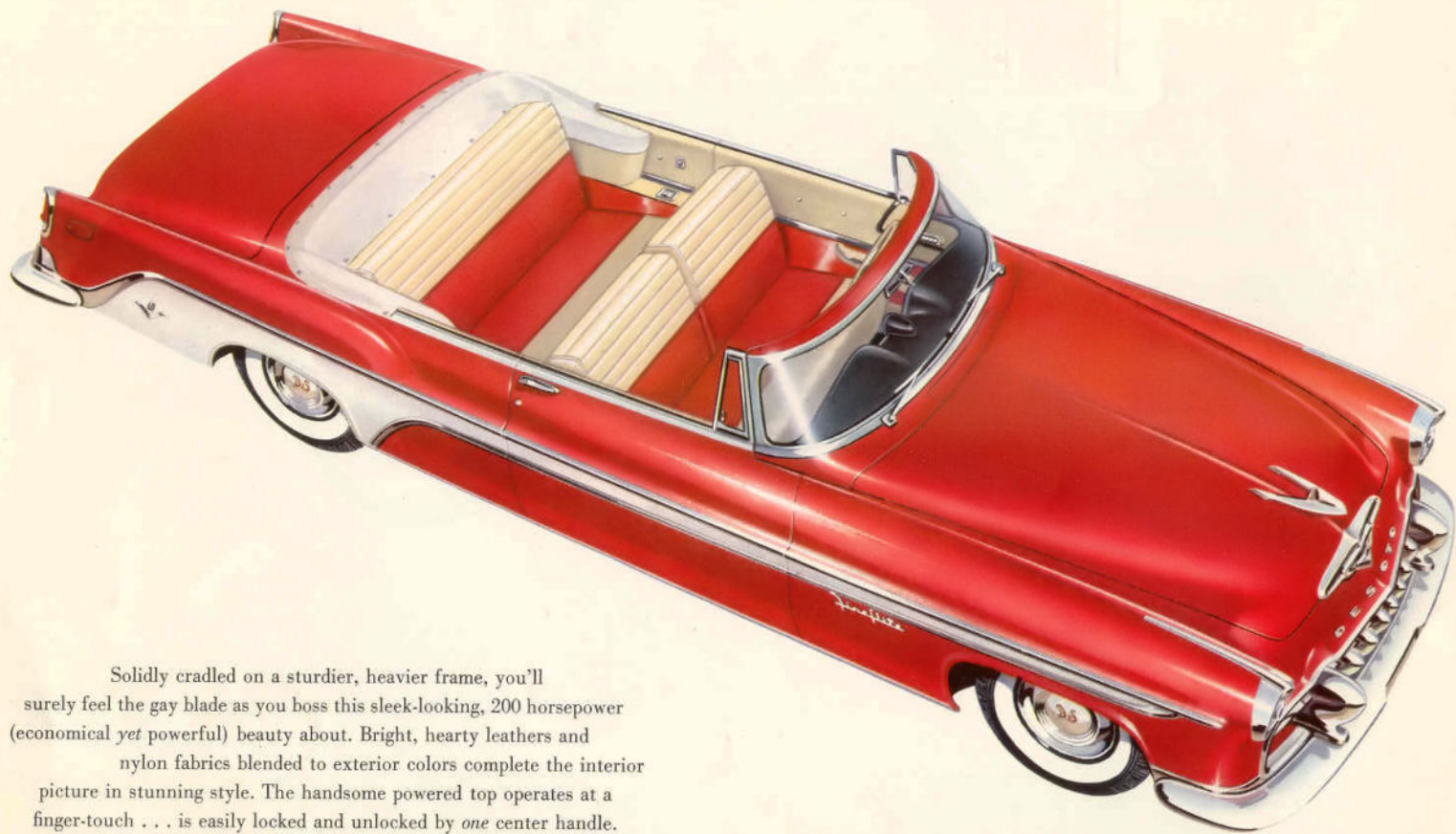
This interior combination of dramatic, sculptured nylon upholstery, pleated genuine leather bolsters and matching door panels . . . is in perfect color harmony with exterior paint and the instrument panel.



De Soto Fireflite Sportsman Door Trim

The Sportsman's smart, harmonizing door panel is highlighted by extending the rich, ivory vinyl trim to the door window glass opening . . . thus adding a custom-crafted touch and creating a new motif in interior elegance.

The De Soto Fireflite CONVERTIBLE



Solidly cradled on a sturdier, heavier frame, you'll surely feel the gay blade as you boss this sleek-looking, 200 horsepower (economical *yet* powerful) beauty about. Bright, hearty leathers and nylon fabrics blended to exterior colors complete the interior picture in stunning style. The handsome powered top operates at a finger-touch . . . is easily locked and unlocked by *one* center handle.

The De Soto Fireflite FOUR-DOOR SEDAN

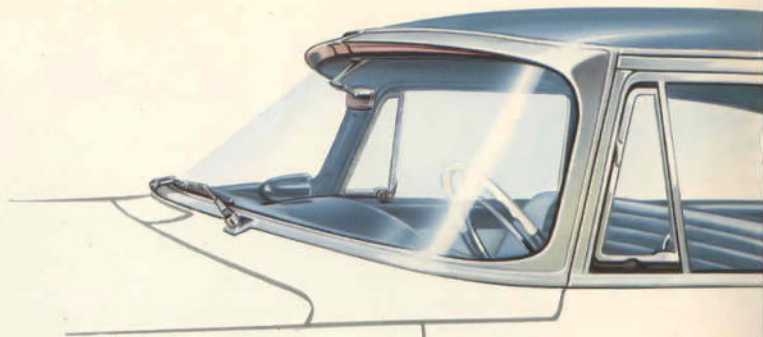


Lengthy (over 18 feet long) and low (barely reaches five feet) beautiful and powerful, here's an open invitation to drive as you've *never* driven before. Big, family-size doors are gateways to roomy interiors brilliant in fabric, pattern and color . . . handsome, box-back seats and seat-back bolsters of multi-pleated, soft, silken-like rayon with exclusively processed sponge-rubber backing . . . seat facings of light, contrasting colored vinyl . . . all color-keyed to a wide array of vibrant hues blending with the instrument panel and exterior color.



Exciting De Soto Firsts!

First, there's the revolutionary New Horizon windshield which is fully wrapped around not only at the lower corners but at the top, too! The new swept-back effect and sloping pillars enhance the feeling of motion and give a definite forward look to the car. The smart, chrome "Sun Cap" (optional) dramatically emphasizes the new De Soto look.



Modern indeed are these exciting wheel covers that feature concentric circles of spiraling chrome.

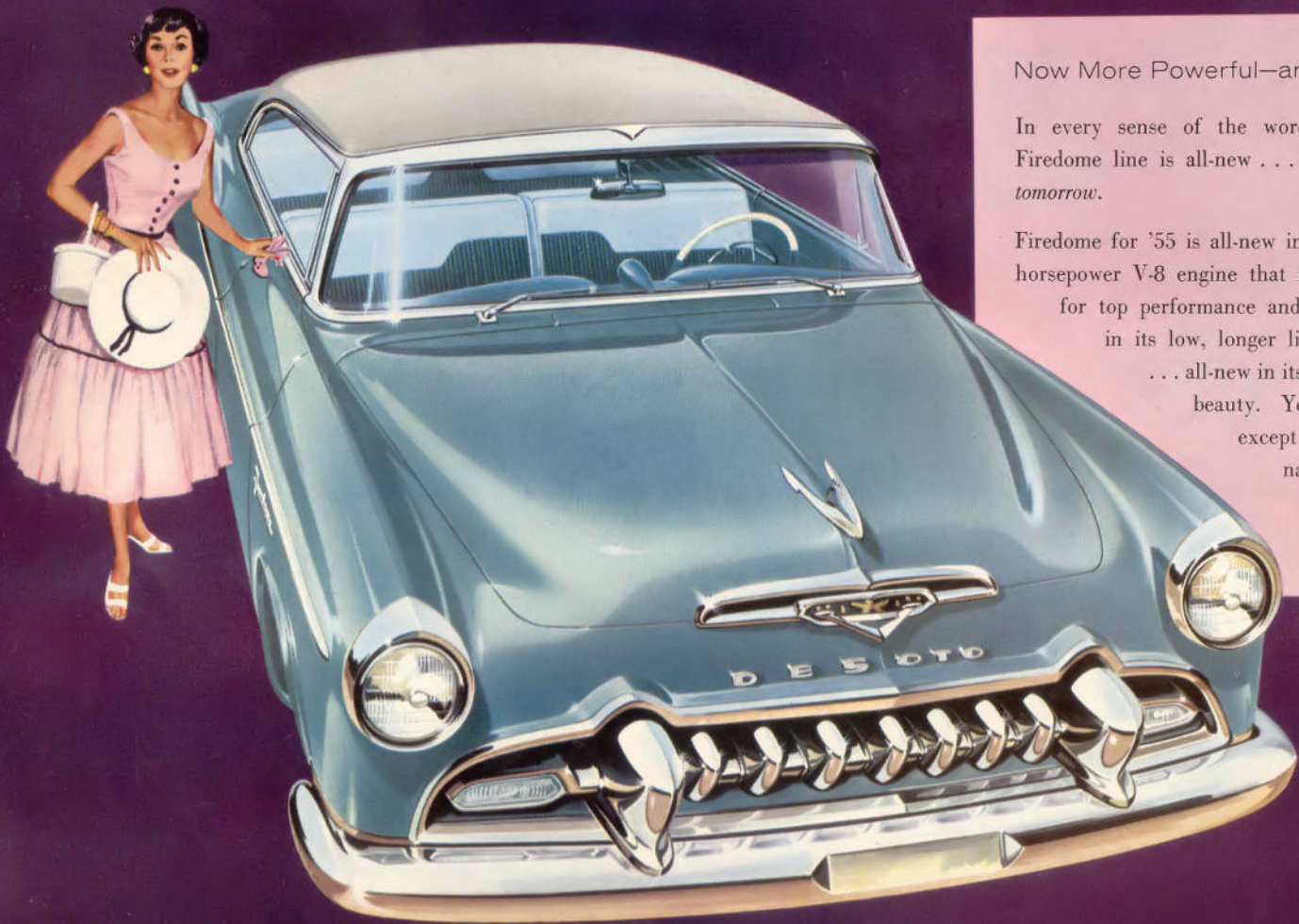


Then there's the unique, dash-mounted "Flite Control" lever that sets a completely new trend in driving convenience and style! Directly at your finger-tips . . . easier to operate in its notched, chrome base plate.

And, the De Soto "dual-cockpit" instrument panel that is stylish, simple. A textured vinyl instrument panel top eliminates glare and reflections. Instruments, too, are glare proof, easy to read. Glove compartment is a full 70% larger. Courtesy lights on both sides of panel.



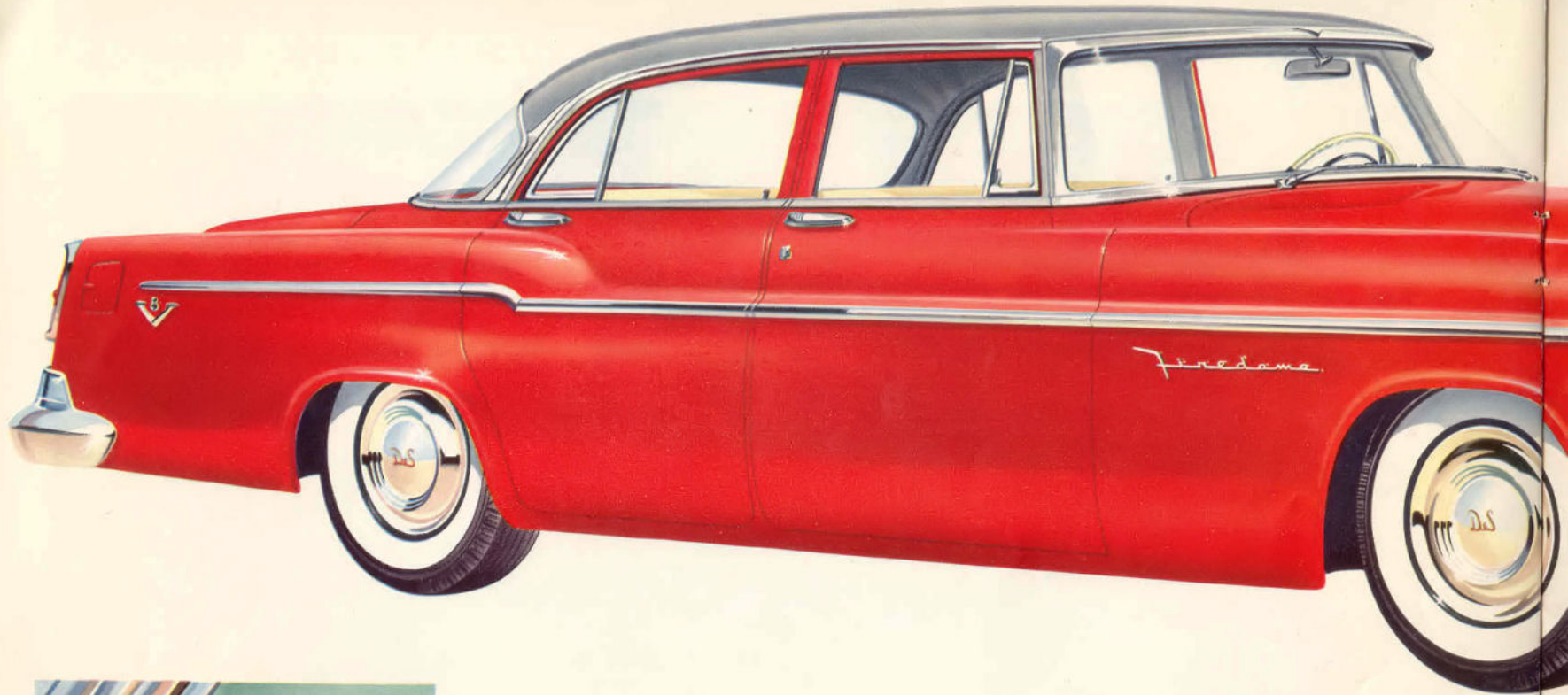
The Great New DE SOTO FIREDOME V-8...



Now More Powerful—and Smartly Styled!

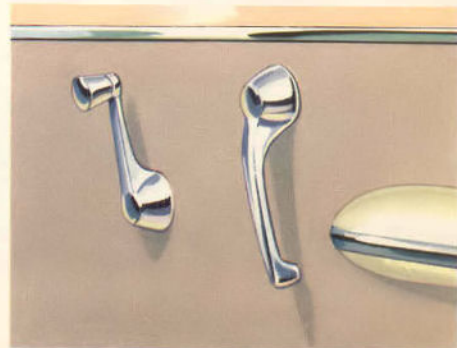
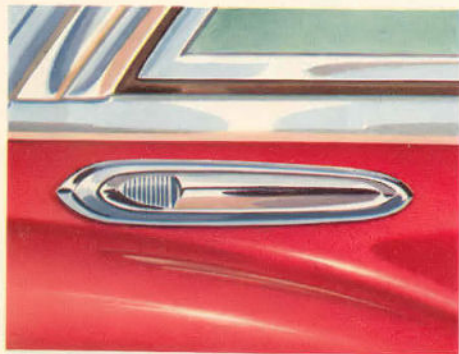
In every sense of the word the famous De Soto Firedome line is all-new . . . *and it's truly styled for tomorrow.*

Firedome for '55 is all-new in its more powerful 185 horsepower V-8 engine that needs only regular fuel for top performance and economy . . . all-new in its low, longer lines, tastefully chromed . . . all-new in its bright, colorful interior beauty. Yes, Firedome's all-new except for its already famous name and outstanding performance record.

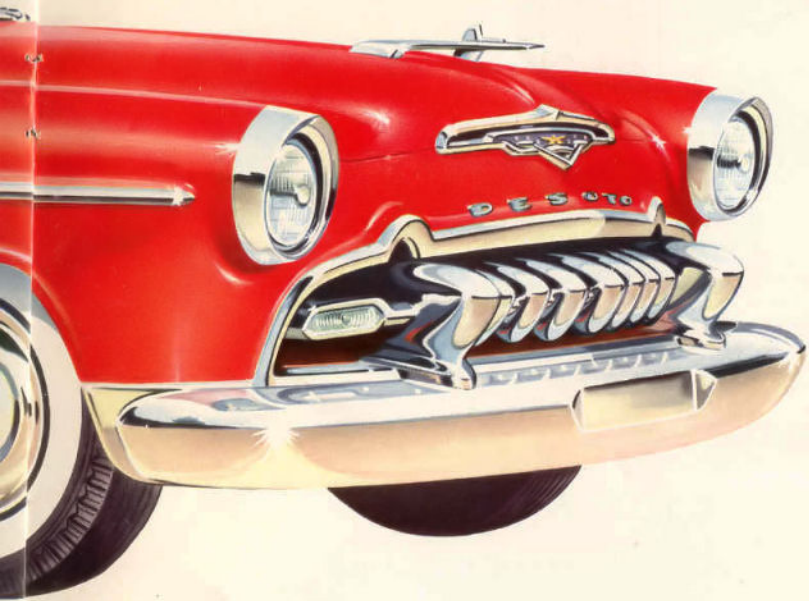


The modern De Soto mode is expressed perfectly by the freshly styled chrome door handles which work on a new "push-pull" principle. They're faired smoothly and solidly along the taut body surface—operate easily.

New, stylish door handles and window levers enhance the fresh flair of the interiors. There's a solid, crisp look to their highly buffed chrome surfaces which accentuates the glamorous interior treatment.



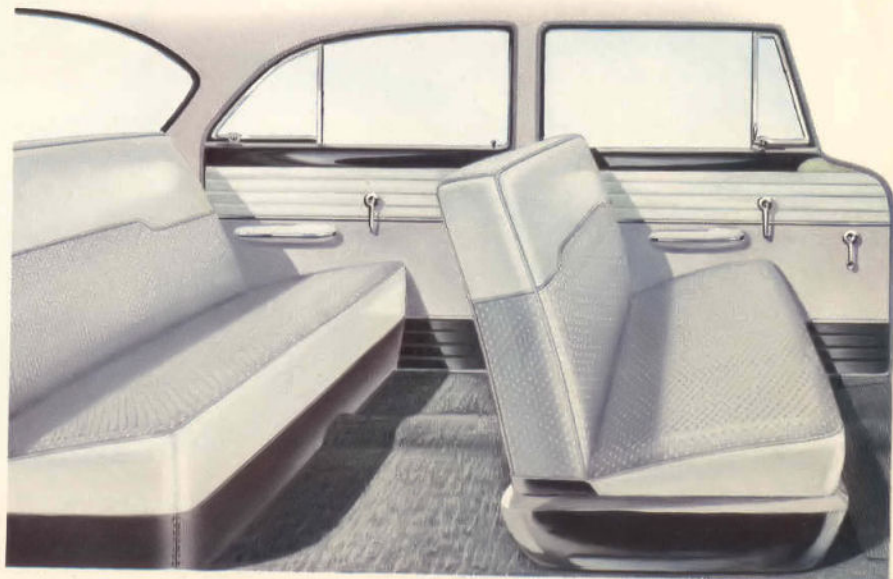
The New De Soto Firedome FOUR-DOOR SEDAN



De Soto's cushiony chair-high seats are garbed in the glamour of newly-created nylon fabrics and vinyl bolsters that harmonize beautifully with the rich, two-tone vinyl door panel trim. Modern chrome hardware and appointments enhance the interior elegance.

Impressively big and beautiful, this four-door, like every De Soto Firedome, delivers *all* the popular advancements and luxuries.

It has a stylish, low, modern sweep to its lines . . . an immense New Horizon windshield that's swept back . . . beautiful interior refinements . . . more than ample interior dimensions, plus the ready response and dependability of the new 185 horsepower Firedome V-8 engine.





The De Soto Firedome SPORTSMAN

This is for those who crave that little something extra in a car.

The Firedome Sportsman gives you an airy "top down" feeling, yet snug and comfortable, too. Glorious exterior colors set off, in handsome style, the beautiful, modern interiors of colorful vinyls and exquisite fabrics. Super-comfortable is the ride with No Sway Ride Control and Oriflow Shock Absorbers on the job.

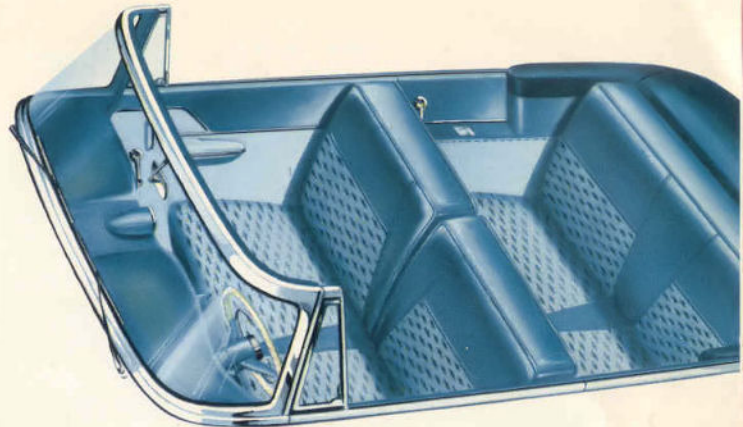
Comfortable, chair-high, center-split front seat allows easy access to the spacious rear compartment.



The De Soto Firedome CONVERTIBLE

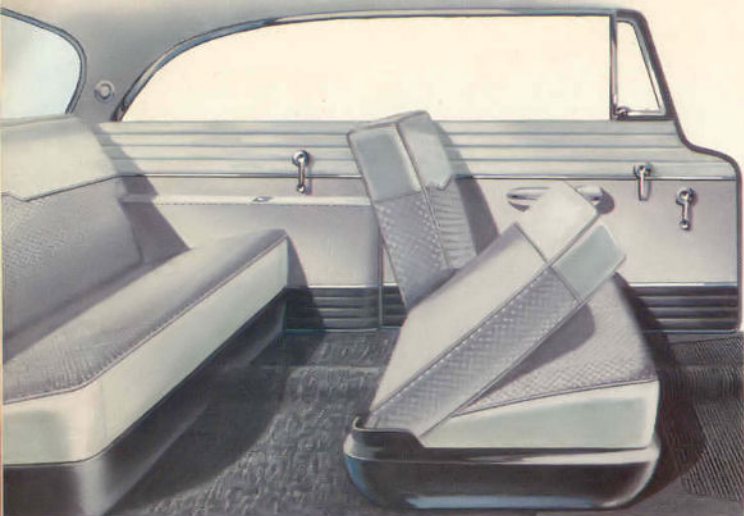
With top up or down . . . and it works *that fast* . . . this sleek beauty is full of fun, freedom and happy days.

Smart, fashionable styling . . . solid, heavier frame . . . economical "day-in, day-out" performance . . . glamour in hearty, rich vinyls and colors—grace the sumptuous interiors.



Gayly colored nylon fabrics in smart weaves and patterns combine with durable vinyl bolsters, in harmonizing colors, to make this Convertible interior the last word in luxury.





The De Soto Firedome SPECIAL COUPE

Here is "Hardtop" style, size, and glamour at lower cost.

Longer, lower lines . . . spacious and gay interiors of nylon fabric with rich-looking vinyl bolsters . . .

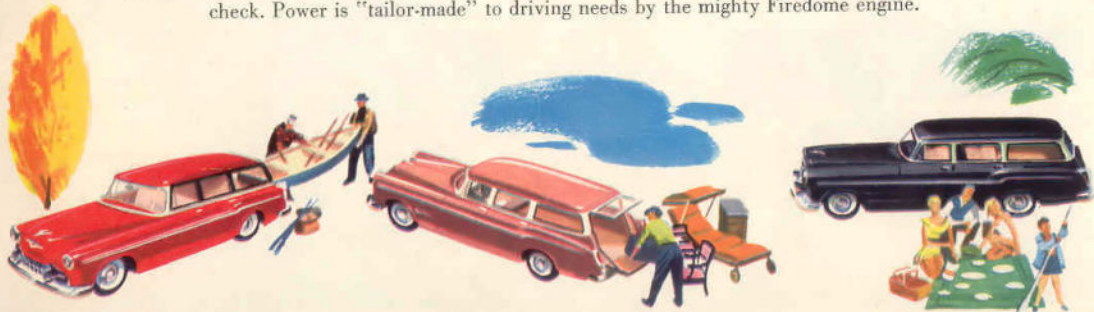
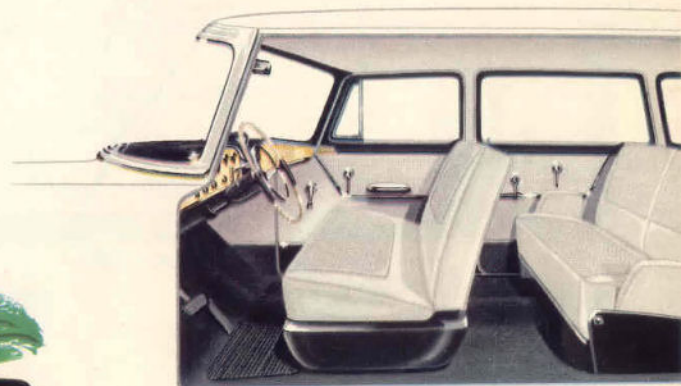
matching two-tone vinyl door trim . . . tremendous New Horizon wrap-around windshield . . . plus the high standard of performance and economy delivered by the famous Firedome V-8 engine . . . now 185 horsepower.



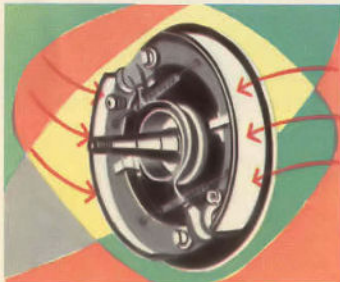
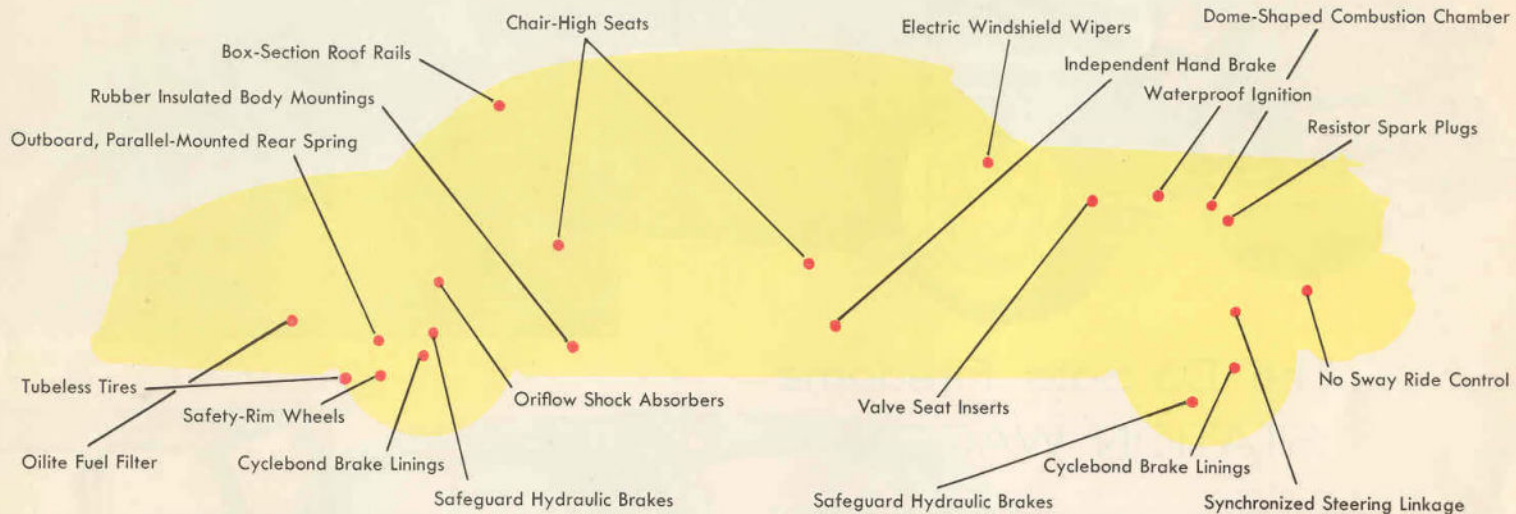


The De Soto Firedome STATION WAGON

Equally at home in suburbs or city, this spacious four-door beauty seats six with room to spare. For carrying cargo, rear seat folds flush with floor—tail gate opens easily, lies flush with floor. Distinguished, swept-back lines are enhanced by the long-lasting, easy to clean, all-vinyl interior trim of handsome dark gray and white houndstooth check. Power is "tailor-made" to driving needs by the mighty Firedome engine.



DE SOTO EXTRA-VALUE FEATURES



2 CYLINDER FRONT BRAKES apply braking pressure more evenly around the entire brake drum. The two shoes in each brake are forced evenly against the drum. Means more positive, controlled braking action.

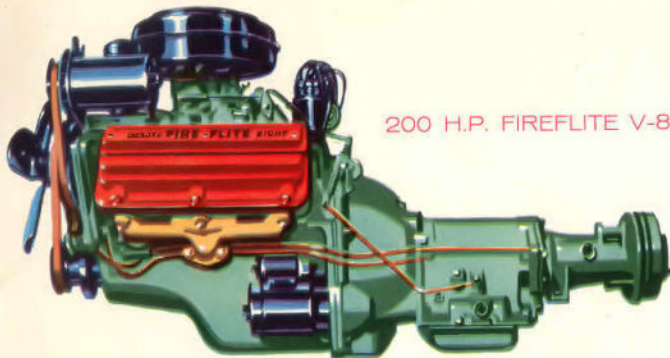


ORIFLOW SHOCK ABSORBERS—Smooth out the roughest roads by providing just the right amount of resistance to any size bump. This controlled action means a smoother, more comfortable ride, far greater stability.



SAFETY-RIM WHEELS—Special protective ridges lock the new tubeless tire securely in place on the center of the rim when a blowout occurs, thus permitting a safer, controlled, straight-line stop.

DE SOTO POWER STORY



200 H.P. FIREFLITE V-8

There is a brand new De Soto engine for '55: The fabulous Firelite V-8 . . . boasting a mighty 200 h.p.! Firelite delivers the kind of flashing power and acceleration you've dreamed about! You surge ahead with a smooth, steady flow of power. A new 4-barrel carburetor gives smoother idle, quicker response. Smooth, quiet, power-packed—that's Firelite—the most responsive high-compression engine you've ever tried!



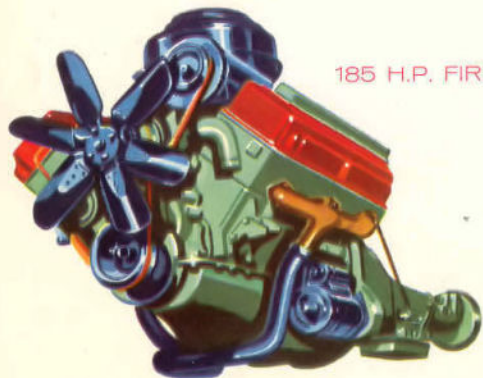
DE SOTO POWER BRAKES are simplified in design for greater efficiency. They put tremendous braking power at the touch of your toe. A slight pressure on the new, wider, pendulum-type brake pedal brings the car to a smooth, safe stop . . . *with but half the usual pedal pressure.*



NEW DE SOTO FULL TIME POWER STEERING works for you full time, from the instant your engine starts . . . doesn't "cut in and out" on the straight-away. Always retains that necessary, reassuring feel of the road. Eliminates 80% of the work, makes parking a one finger operation.

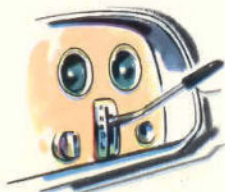


NEW DE SOTO POWER SEAT permits effortless front seat adjustment at the touch of a finger. Merely press the desired control switch on the left side of the front seat . . . and *PRESTO* . . . your seat is where you want it. Seat travels fore and aft 5 inches . . . vertically 3 inches.



185 H.P. FIREDOME V-8

Famous for smooth, eager power and top economy (on regular gas), the Firedome V-8 for 1955 is increased to a hefty 185 horsepower. Precision-built for quietness, greater smoothness and long life, Firedome's bore and displacement have been increased for greater power . . . it has larger intake and exhaust valves for better "breathing" . . . new 2-barrel carburetor . . . and an improved camshaft for smoother idle.



DE SOTO POWERFLITE TRANSMISSION is simple, effortless! Set the new "Flite Control" lever in drive, and you're off! Up to desired speed quickly, smoothly. Instant response permits you to pass or cross intersections quickly, safely. You can "rock" it when you're stuck, brake it going down hills, park with it easily in tight spots!



DE SOTO POWER WINDOWS have a handy and attractive four-switch master control panel next to driver which operates all the windows. Individual controls, which work at the flick of a finger, are located at each window for instant use by passengers.



DE SOTO AIR TEMP AIR CONDITIONING *keeps* interiors at a cool, comfortable degree. Fresh air is continuously drawn in, filtered and circulated. De Soto Air Temp takes but three minutes to plunge interior temperature from the hot 100's to the cool, comfortable 70's.

1955 DE SOTO SPECIFICATIONS

FIREFLITE V-8

ENGINE—8 cylinder, 90° V; 200 hp at 4400 rpm; valves inclined, lateral overhead; intake valve diameter, 1.81"; exhaust valve diameter, 1.50"; bore and stroke, 3.720" x 3.344"; compression ratio, 7.5 to 1; maximum torque 274 ft. lb. at 2800 rpm; taxable hp, 44.28. Regular fuel.

TRANSMISSIONS—Standard equipment, 3-speed manual shift. Special equipment, PowerFlite fully automatic transmission. Also, Overdrive—(available with 3-speed manual shift only).

(A) Manual shift: 3 speeds forward and reverse; synchro-silent all-helical gears; single plate dry-ventilated clutch; ratios: first 2.57, second 1.83, third 1.00; reverse 3.48. Overdrive ratio 0.7 to 1.

(B) PowerFlite: fully automatic shift, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 4.47, drive range (low) 1.72, drive range (direct) 1.00, low range 1.72, reverse 2.39. Control by shift lever on instrument panel, water cooled heat exchanger.

LUBRICATION—Full pressure to main connecting rod, and camshaft bearings. Floating type oil intake. Fixed shunt oil filter.

COOLING—Full length water jackets surround bores; 4-blade 18-in. diameter shrouded fan; water capacity, 23 qts. (24 qts. with heater).

DISTRIBUTOR—Double breaker type; mechanical and vacuum-controlled automatic advance.

REAR AXLE—Silent-hypoid, semi-floating. Manual Shift: standard ratio 3.73 (3.54 and 3.90 optional). Manual Shift with Overdrive: standard ratio 4.1 (3.90 and 4.3 optional). PowerFlite 3.54 (3.36 and 3.73 optional).

FIREDOM V-8

ENGINE—8 cylinder, 90° V; 185 hp at 4400 rpm; valves inclined lateral overhead; intake valve diameter, 1.81"; exhaust valve diameter 1.50"; bore and stroke, 3.720" x 3.344"; compression ratio 7.5 to 1; maximum torque 245 ft. lb. at 2800 rpm; taxable hp, 44.28. Regular fuel.

TRANSMISSIONS—Standard equipment, 3-speed manual shift. Special equipment, PowerFlite fully automatic transmission. Also, Overdrive—(Available with 3-speed manual shift only).

(A) Manual shift: 3 speeds forward and reverse; synchro-silent all-helical gears; single plate dry-ventilated clutch; ratios: first 2.57, second 1.83, third 1.00; reverse 3.48. Overdrive ratio 0.7 to 1.

(B) PowerFlite: fully automatic shift, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 4.47, drive range (low) 1.72, drive range (direct) 1.00, low range 1.72, reverse 2.39. Control by shift lever on instrument panel, air cooled heat exchanger.

LUBRICATION—Full pressure to main connecting rod, and camshaft bearings. Floating type oil intake. Fixed shunt oil filter.

COOLING—Full length water jackets surround bores; 6-blade 18-in. diameter shrouded fan; water capacity, 22 qts. (23 qts. with heater).

DISTRIBUTOR—Double breaker type; mechanical and vacuum-controlled automatic advance.

REAR AXLE—Silent-hypoid, semi-floating. Manual Shift: standard ratio 3.90 (4.1 and 3.73 optional). Manual Shift with Overdrive: standard ratio 4.3 (4.1 optional). PowerFlite 3.73 (4.1 and 3.9 optional).

OTHER DE SOTO FEATURES

LONG WHEELBASE—126 inches; overall length, 217.9 inches, Estate Wagon 218.6 inches.

BIG BRAKES—1-wheel hydraulic internal expanding type, twin cylinder type in front; big 12-inch diameter drums, heavy section, high rib; long life rivetless Cyclebond linings, contact area 201 square inches. Power Brakes available as special equipment. Wider brake pedal on PowerFlite models. Master cylinder and booster mounted on firewall—easily serviced—out of dirt area. Pendulum type suspended brake and clutch pedals. Parking brake: drum type, fully enclosed internal-expanding, mounted behind PowerFlite transmission, operated independently of service brakes; external-contracting type drum brake mounted behind manual shift transmission, operated independently of service brakes.

BETTER STEERING—3-tooth roller steering gear, (straddle-mounted cross shaft with needle bearings); new symmetrical idler arm steering linkage, nearly constant steering ratios—steering uninfluenced by vertical wheel movement—less wheel fight and tire wear. Full Time Power Steering, available as special equipment.

NO-SWAY RIDE CONTROL—De Soto's frame permits rear springs to be mounted parallel and closer to wheels thus reducing car body roll around corners. Wider front wheel track.

ORIFLOW SHOCK ABSORBERS—Mounted inside front coil springs, upper end attached to frame—longer stroke—better cushioning, lower pressure, longer life, "sea-leg" mounted in rear.

ELECTRIC WINDOW LIFTS—Special equipment, individual controls, independent high-capacity motors, each door. Master control beside driver. Windows worm and sector driven.

SOLEX SAFETY GLASS—Special Equipment. Blue-green tinted, for all window areas; reduces effect of outside glare; keeps interior cooler.

4-WAY POWER SEAT—Special Equipment, separate controls, individual electric motors. Seat travels fore and aft 5 inches; vertically 3 inches. Limit switches stop motors at extreme positions.

WATERPROOF IGNITION—Insulating covering on all vital electrical connections for sure all-weather starting.

AIRTEMP AIR CONDITIONING—Optional Equipment, employs a high-efficiency engine-driven two-cylinder compressor with refrigerating capacity twice as great as average room air conditioners. Refrigerates, filters, defumidifies, and circulates air inside car, drawing 25% fresh air from outside at all times. New magnetic disconnect clutch, disconnects compressor drive when cooling is not needed. New fast idle device, for more efficient cooling. New temperature-control mounted on instrument panel.

FUEL SYSTEM—20 gallon tank, vented, right rear fender fill, Oilite filter, plus ceramic filter on FireFlite, mechanical diaphragm type fuel pump, down draft carburetor, 4-barrel carburetor on FireFlite with vacuum automatic control on opening of secondary barrels. Improved 2-barrel carburetor on FireDome.

BATTERY—6 volt, 17-plate, 120 amp hrs capacity.

GENERATOR—Shunt-wound, with current and voltage regulator, 45-amp. capacity.

NOTE: Manufacturer reserves right to revise, change or modify construction of De Soto motor vehicles, or any part thereof as he may see fit without incurring any obligation to make like changes on vehicles previously sold.

DE SOTO DIVISION

CHRYSLER CORPORATION

DETROIT, MICHIGAN