

1958 DE SOTO

the exciting look and feel of the future



FIREFLITE • FIREDOME • FIRESWEEP



The only thing that's missing
is you behind the wheel

A truly magnificent automobile, this 1958 De Soto—long, low and completely beautiful, with a lithe look of forward motion that can only hint at its extraordinary performance. Only one thing is missing to complete the picture—you, behind the wheel.

For an automobile is but an extension of its owner's personality, and De Soto—far more than any other fine automobile—is the ultimate reflection of your taste, your personality, your achievements.

Here are smart, luxurious interiors, graced by the very finest fabrics and appointments, that reveal a discriminating eye

for texture, color and form. For 1958, De Soto presents exterior styling which says "farewell" to the past and marks your discerning acceptance of the contemporary, functional trend. In De Soto you will find new performance—commanding performance—which combines youthful agility with conservative restraint, revealing an inner feeling of quiet authority.

Here is the car for you . . .
DE SOTO FOR 1958





FIREFLITE 4 DOOR SPORTSMAN



Stunning gold-flecked Nugget Tweed and rich, leather-grained vinyl bolsters create a high-fashion décor in this Fireflite 4-door Sportsman. This beautiful interior typifies the tasteful styling you will find in every 1958 DeSoto.



FIREDOME 4 DOOR SPORTSMAN



This Firedome 4-door Sportsman is executed in beautiful Frontier Homespun and harmonizing vinyl bolsters.

Firedome Sportsman and sedan interiors are available, at extra cost, on comparable Firesweep models. At right—Frontier Homespun, with contrasting grained vinyl trim.



Value leader of the 1958 De Soto line, the Firesweep gives you big-car luxury for a surprisingly modest price. Breathtaking exterior beauty, glamorous interiors and all of De Soto's new engineering advances are yours in the DeSoto Firesweep—priced just above the lowest.



FIRESWEEP 4 DOOR SPORTSMAN



FIREFLITE 2 DOOR SPORTSMAN



FIREDOKE 2 DOOR SPORTSMAN



Frontier Homespun and sturdy, leather-textured vinyl provide a luxurious setting in the smart interior of this Firedome 2-door Sportsman.



Every detailed stitch tells of the skilled craftsmanship of all DeSoto interiors.



FIRESWEEP 2 DOOR SPORTSMAN



Primitive Tweed gives this Firesweep 4-door sedan a unique charm all its own. All glamorous Firesweep interiors are unexcelled for style and quality of workmanship.



FIRESWEEP 4 DOOR SEDAN



This magnificent Fireflite 4-door sedan is done in Metallic Damask, a muted blue-gray fabric accented by gold lurex.



FIRE DOME 4 DOOR SEDAN



FIREFLITE 4 DOOR SEDAN



FIREDOME CONVERTIBLE



FIREFLITE CONVERTIBLE

For 1958, De Soto offers a glittering array of glamorous convertibles—the stunning Firelite, the smart, luxurious Fire dome and a proud new addition, the sleek Firesweep—all with youthful, dashing Flight Sweep styling!



FIRESWEEP CONVERTIBLE

DeSoto Station Wagons

...they don't come any roomier than these!



FIREFLITE 4 DOOR EXPLORER



FIREFLITE 4 DOOR SHOPPER



FIREWEEP 4 DOOR EXPLORER



FIREWEEP 4 DOOR SHOPPER



"EXPLORER"—9-PASSENGER WAGON

A new idea in station wagons—the rear-facing Vista-Seat! Plenty of room for three adults, and the kids love it! Tailgate steps make entry easy. 92 cu. ft. of cargo space.

"SHOPPER"—6-PASSENGER WAGON

Its roomy interiors are luxurious, yet practical, styled in long-wearing Westminster Tweed and leather-textured vinyl. Power-operated roll-down tailgate window optional.



Exciting new DeSoto Engine
stronger... lighter... more efficient



After years of intensive research and testing, DeSoto introduces an entirely new, advanced engine design! This lean-muscled, deep-breathing giant is the very first of a new breed of automotive power plants specially created to provide brawn without excessive weight... smoother, quieter operation... greater stamina and longer, trouble-free life... greater efficiency and increased economy.

This amazing new engine's high power-to-weight ratio is made possible by a combination of remarkable engineering features—new high-efficiency combustion chambers... stronger, stiffer crankshaft... sturdy new "Deep-Skirt" block.



NEW PUSH-BUTTON TORQUEFLITE
The most advanced automatic transmission on the road today. A light push-button touch delivers a whisper-silent flow of power in every driving range.



NEW SURE-GRIP DIFFERENTIAL
You'll never get stuck in snow, ice or mud, if either rear wheel has traction.



NEW TOTAL-CONTACT BRAKES



NEW CONSTANT-CONTROL POWER STEERING

Incomparably smooth new Torsion-Aire Ride



Torsion-Aire's combination of proven engineering elements gives greater handling ease, soaks up shock more efficiently, provides a ride incredibly softer, smoother than any other suspension system.



NO LEAN ON CURVES



NO "BREAKAWAY"



NO NOSE-DIVE



NO SQUAT ON STARTS



- DELUXE STEERING WHEEL
- CONSTANT-CONTROL POWER STEERING

POWER BRAKES

SIX-WAY POWER SEAT

SURE-GRIP DIFFERENTIAL

DeSoto optional equipment and accessories

... add to convenience, comfort and safety. Many of these accessories are standard on Firelite and Firedome models.



4-SEASON AIR CONDITIONING ... is one compact unit that both heats in winter, cools in summer.



INSTANT HEAT CONDITIONER Delivers warmth in less than 5 seconds ... defrosts windshield quickly on the coldest mornings.

CUSTOM HEAT CONDITIONER Gives you "fireside snugness" regardless of weather outside. VenLites car in summer, too.



- ELECTRO-TOUCH TUNER RADIO
- PUSH-BUTTON RADIO
- REAR SEAT SPEAKER
- DUAL REAR ANTENNAS
- POWER ANTENNA



- DELUXE WHEEL COVERS
- WHITE SIDEWALL TIRES
- NYLON CORD TIRES
- CAPTIVE-AIR NYLON TIRES

SAFETY DASH PAD



AIRFOAM CUSHIONS



CARPETING



SOLEX SAFETY GLASS



WINDSHIELD WASHERS



TINTED PLASTIC SUN VISORS



OUTSIDE REAR VIEW MIRROR

REMOTE CONTROL REAR VIEW MIRROR



PRISMATIC REAR VIEW MIRROR



REAR WINDOW DEFOGGER



DUAL EXHAUSTS



POWER WINDOWS



POWER TAILGATE WINDOW



ROOF MOLDING PACKAGE NO. 1



ROOF MOLDING PACKAGE NO. 2



BUMPER GUARD TRIM



ELECTRIC CLOCK



WHEEL HUB WATCH



ASH TRAY LIGHT



GLOVE BOX LIGHT



HAND BRAKE LIGHT



TRUNK LIGHT



STONE SHIELD



TRIAD HORN



LICENSE PLATE FRAME

NOTE: Manufacturer reserves the 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

LITHO IN U.S.A.