1955 DE SOTO

**Styled for Tomorrow!**
Presenting two great new DE SOTO lines . . . both with new V-8 power for '55

FIREDOME 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 taillight trim. Sweeping new body lines are slim, clean, sure . . . yet, spell out power and performance in every curve. Sparkling new chrome accents this feeling perfectly. Rich, all new interior elegance . . . striking new seats and colors . . . gorgeous new fabric and vinyl caparisons blending together. Immense, new windshield, front and rear. And, there's added power in the famous Firedome V8 engine . . . now increased to a mighty 180 horsepower.

FIREFLITE Style . . . that's the highlight in every sweeping detail of the new 1955 De Soto Fireflite line. Exemplifying long and beautiful . . . formally five feet high . . . with a mighty, new 200 horsepower Fireflite engine that needs only regular gas, the De Soto Fireflite line is truly a new, distinctive design. There's a youthful vogue and spirit to its graceful, new exterior curves and bright, colorful interior luxury . . . 15 vivid new exterior color combinations . . . New Horizon wrap-around windshield . . . new "shock-cockpit" instrument panel . . . that definitely makes De Soto as the new car for years to come.
Designers have achieved the ultimate in new DE SOTO INTERIOR ELEGANCE.

This year DeSoto has fashioned and created more, rich, durable fabrics, vinyl and leathers...striking colors and sculptured patterns, into a rainbow of colors that blend delightfully and beautifully with exterior tonne combinations. 35 gay-colored trim combinations are available.

Add to this...bright, colorful, textured headlinings...hustone, sponge-rubber backed seatuponing...a new instrument panel...glamorous 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."
The De Soto Fireflite SPORTSMAN

From the menacingness 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 exudes an aura of quiet authority. Averting and highlighting this little 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, plentiful 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, harmonious door panel is highlighted by extending the rich, ivory vinyl trim to the door window glass opening...thickening a custom-crafted touch and creating a new aura in interior elegance.
Solidly crafted on a sturdy, heavier frame, you'll surely feel the gay looks as you step into this shock-looking, 200-horsepower (resonant yet powerful) beauty about. Bright, beauty button and nylon fabric blended to exterior colors complete the interior picture in stunning style. The handsome power top operates at a finger-touch... it is easily locked and unlocked by one master handle.

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 holders of multi-plated, soft, silken-like rayon with exclusively processed sponge-rubber backing... new features 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 One-Miracle windshield which is fully wrapped around not only at the lower corners but at the top, too! The new sweep-back effect and sloping pillars enhance the feeling of motion and give a definite forward look to the car. The owner, choose "Sun Cap" (optional) dramatically emphasizes the new De Soto look.

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

Then there's the unique, dash-mounted "Fuel Control" lever that sets a completely new trend in driving convenience and style. Literally at your finger-tips... eaiser to operate in its well-located, chosen base plan.

And, the De Soto "radial-concept" instrument panel that is stylish, simple. A natural vinyl instrument panel is interposed glass and chrome, dashboard, instruments, too, for glitter, easy to read. Glane compartment is a half-mile large. Century 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 concours.

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 chroomed...all-new in its height, colorful interior beauty. Yes, Firedome's all-new except for its already famous name and outstanding performance record.
The New De Soto Firedome FOUR-DOOR SEDAN

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

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

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

This is for those who crave that little something extra in a car...
The Firedome Sportman gives you an astoundingly clean, yet snug and comfortable, ride. Glossy exterior colors set off its handsome, modern interior of colorful vinyl and attractive fabric. Super-comfortable! it will make sure your taste in style.

The De Soto Firedome CONVERTIBLE

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

Smart, fashionable styling ... solid, heavier frame ... ecospeedy "lay-in, day-out" performance ... glamour in luxury, rich vinyls and colors—given the propulsion interiors.

Caply colored nylon fabrics in smart patterns and patterns; color with double vinyl laminates; in hardtop colors, make this Convertible interior the hot spot in luxury.
The De Soto Firedome
SPECIAL COUPE
Here is "Harrop" style, sin, 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 wrapped 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 suburb 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, lets flush with floor. Distinguished, crescent-back lines are enhanced by the long-lasting, easy to clean, all-vinyl interior trim of handsome dark grey and white houndstooth check. Power is "tailor-made" to driving needs by the mighty Firedome engine.
1955 DESOTO SPECIFICATIONS

FIREFLITE V-8

ENGINE—8 cylinder, 90° V: 260 hp at 4400 rpm; valve inclined, lateral overhead; intake valve diameter, 1.84"; exhaust valve diameter, 1.55"; bore and stroke, 3.82" x 3.344"; compression ratio, 7.5:1; maximum torque 275 ft-lb. at 2800 rpm; taxable hp, 161.26. Regular fuel.

TRANSMISSIONS—Standard equipment, 4-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 3.68. Overdrive ratio 0.7 to 1.

(B) PowerFlite: fully automatic shift, hydraulic actuated; nolubers 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 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 around bores; 4-blade 18-in. diameter shrouded fan; water capacity, 22 qts. (23 qts. with heater).

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


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

COOLING—Full length water jacket around 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.


OTHER DE SOTO FEATURES

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

BIG BRAKES—4-wheel hydraulic expanding type, twin cylinder type in front; big 12-inch diameter drums, heavy section, high rib; long-life riveted Cycloflex linings, contact area 201 square inches. Power Brakes available as special equipment. Wide brake pedal on PowerFlite models. Master cylinder and booster mounted on firewall easily serviced—out of dirt area. Pedal type suspended brake and clutch pedals. Parking brake drum type, fully enclosed internal-expanding, mounted behind PowerFlite transmission, operated independently of service brakes; external-contraction type drum brakes mounted behind manual shift transmission, operated independently of service brakes.

BETTER STEERING—3-loch roller steering gear, (straddles-mounted cross shaft with needle bearings) new symmetrical roller arm steering linkage, nearly constant steering ratio—unimpaired by vertical wheel movement—less wheel weight 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 close to wheels thus reducing body roll around corners. Wheel front wheel truck.

ORIFLOW SHOCK ABSORBERS—Mounted inside front coil springs, upper end attached to frame—longer stroke—better cushioning, lower pressure, longer life, "no-bump" mounted in rear. ELECTRIC WINDOW LIFTS—Special equipment, individual controls, independent high-capacity motors, each door. Motor control inside door. Windshield wiper 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—Insulated covering on all vital electrical connections for sure all-weather starting.

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

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

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