

1955 DE SOTO *Styled for Tomorrow!*



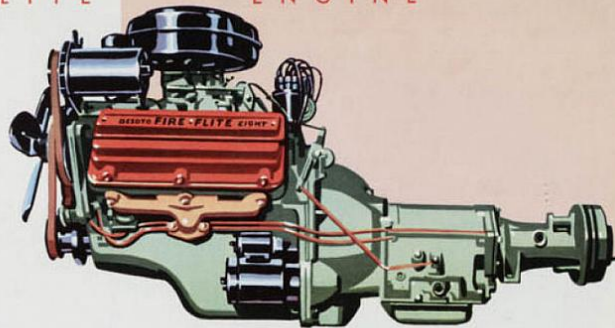


POWERFLITE TRANSMISSION

Here is the finest of all fully automatic transmissions: Powerflite . . . simplicity itself in operation. Merely set the new dash-mounted "Flite Control" lever in drive . . . and you're up to the speed of your choice . . . like that! No lag, lurch, or hesitation. This "finger-snap" response permits you to pass or cross intersections quickly, safely with Powerflite. You can "rock" your car when stuck . . . brake it going down steep hills . . . and park it easily even in the tightest spots.

NEW FIREFLITE ENGINE

There is a brand new De Soto engine for '55: The fabulous Fireflite V-8 . . . boasting a mighty 200 h.p.! Fireflite 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 Fireflite—the most responsive high-compression engine you've ever tried!



POWER!

POWER STEERING

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 straightaway. Always retains that reassuring feel of the road. Eliminates 80% of the work, makes parking a one finger operation—New 3 wheel turns do what 5 used to.



POWER SEAT

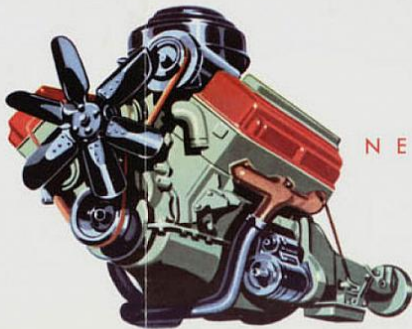
New De Soto Power Seat permits effortless front seat adjustment at the touch of a finger. Merely press the desired control switch on the left side of the front seat—and PRETO—your seat is where you want it. Seat travels fore and aft 5 inches, vertically 3 inches.



POWER BRAKES

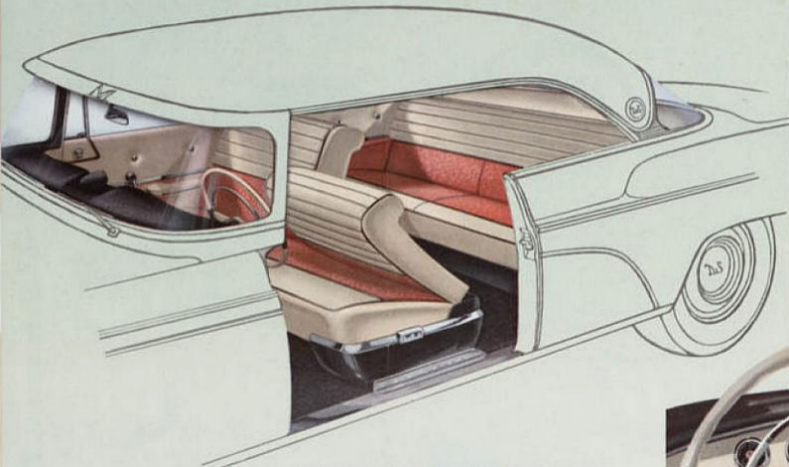
De Soto Power Brakes are simplified in design for greater efficiency. They put tremendous braking power at the touch of your toe. A slight pressure on the new, white, pendulum-type brake pedal brings the car to a smoothly, sure stop with but half the usual pedal pressure.

NEW FIREDOME ENGINE



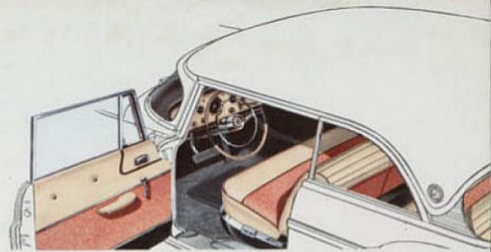
Famous for smooth, eager power and top economy (on regular gas), the Firedome V-8 for 1955 is increased to a hefty 185 horsepower. Precision-built for quietness, greater smoothness and long life, Firedome's bore and displacement have been increased for greater power . . . it has larger intake and exhaust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

Designers have achieved the ultimate in new DE SOTO INTERIOR ELEGANCE



• Typical of all De Soto custom-styled interiors is this lush FireLite Sportsman interior combination of dramatic, sculptured nylon upholstery, pleated genuine leather bolsters and matching door panels . . . all in perfect color harmony with exterior paint and instrument panel.

• 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.

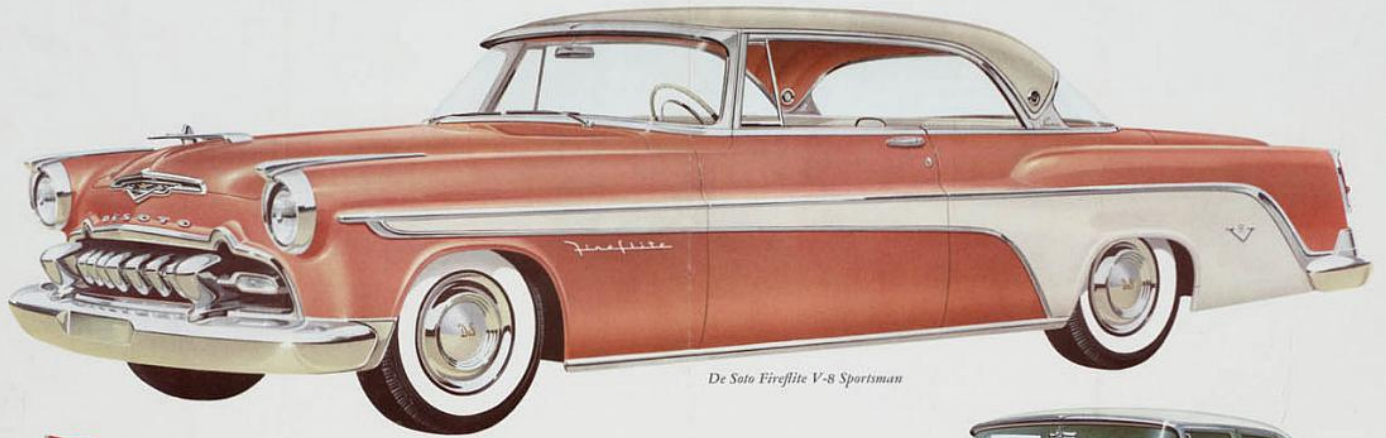


• The Sportsman's smart, harmonizing door panel is highlighted by extending the rich, ivory vinyl trim to the door window glass opening . . . thus adding a custom-crafted touch and creating a new motif in interior elegance.

• The new De Soto "dual-cockpit" instrument panel is stylish, simple. A textured vinyl instrument panel top eliminates glare and reflections. Instruments, too, are glare proof, easy to read. The unique, dash-mounted "Filter-Control" lever sets a completely new trend in driving convenience and style. Directly at your fingertips . . . easier than ever to operate. Glove compartment is a full 70% larger.



THE BEAUTIFUL DE SOTO FIREFLITE



De Soto Fireflite V-8 Sportsman



De Soto Fireflite V-8 Convertible



De Soto Fireflite V-8 Four-Door



De Soto Firedome V-8 Sportsman



De Soto Firedome V-8 Convertible



De Soto Firedome V-8 Four-Door

THE MIGHTY NEW DE SOTO FIREDOME



De Soto Firedome V-8 Special Coupe



De Soto Firedome V-8 Station Wagon

1955 DE SOTO SPECIFICATIONS

FIREFLITE V-8

ENGINE—8 cylinders, 90° V, 265 hp at 4400 rpm, valves inclined, lateral overhead intake valve diameter, 1.84", exhaust valve diameter, 1.80", bore and stroke, 3.250" x 3.244", compression ratio, 7.3 to 1, maximum torque 274 ft. lb. at 2800 rpm, variable No. 4428, Bendix fuel.

TRANSMISSIONS—Standard equipment, 3 speed manual shift, Special equipment, Powerflite fully automatic transmission. Also, Chevrolet—variable with 3 speed manual shift only.

AXLE—Manual shift, 3 speed forward and reverse, synchromesh all helical gears, single plate air overdriven shaft, torque limit 3.0, second 1.85, third 1.00, reverse 2.45, Chevrolet ratio 0.7 to 1.

DRIVE SHAFT—Fully automatic shift, hydraulically actuated, combines torque converter with planetary gears, ratio spacing 4.47, drive range flow 1.72, drive range 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 pump, feed thru oil filter.

COOLING—Full length water jackets, enclosed fan, 4 blade 18 in. diameter shrouded fan, water capacity, 23 qt. 58 qt. with heater.

DISTRIBUTION—Double breaker type, mechanical and vacuum controlled automatic advance.

REAR AXLE—Glen Royal, rear flaring, Manual Shift, standard ratio 3.75 (3.58 and 3.70 optional), Manual Shift with Chevrolet standard ratio 4.1 (3.97 and 4.2 optional), Powerflite 2.54 (2.38 and 3.73 optional).

FIREDOME V-8

ENGINE—8 cylinders, 90° V, 265 hp at 4400 rpm, valves inclined lateral overhead intake valve diameter, 1.84", exhaust valve diameter, 1.80", bore and stroke, 3.250" x 3.244", compression ratio, 7.3 to 1, maximum torque 345 ft. lb. at 2800 rpm, variable No. 4428, Bendix fuel.

TRANSMISSIONS—Standard equipment, 3 speed manual shift, Special equipment, Powerflite fully automatic transmission. Also, Chevrolet—variable with 3 speed manual shift only.

AXLE—Manual shift, 3 speed forward and reverse, synchromesh all helical gears, single plate air overdriven shaft, torque limit 3.0, second 1.85, third 1.00, reverse 2.45, Chevrolet ratio 0.7 to 1.

DRIVE SHAFT—Fully automatic shift, hydraulically actuated, combines torque converter with planetary gears, ratio spacing 4.47, drive range flow 1.72, drive range 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 pump, feed thru oil filter.

COOLING—Full length water jackets, enclosed fan, 4 blade 18 in. diameter shrouded fan, water capacity, 23 qt. 62 qt. with heater.

DISTRIBUTION—Double breaker type, mechanical and vacuum controlled automatic advance.

REAR AXLE—Glen Royal, rear flaring, Manual Shift, standard ratio 3.92 (4.1 and 3.73 optional), Manual Shift with Chevrolet standard ratio 4.3 (4.2 optional), Powerflite 3.73 (4.1 and 3.73 optional).