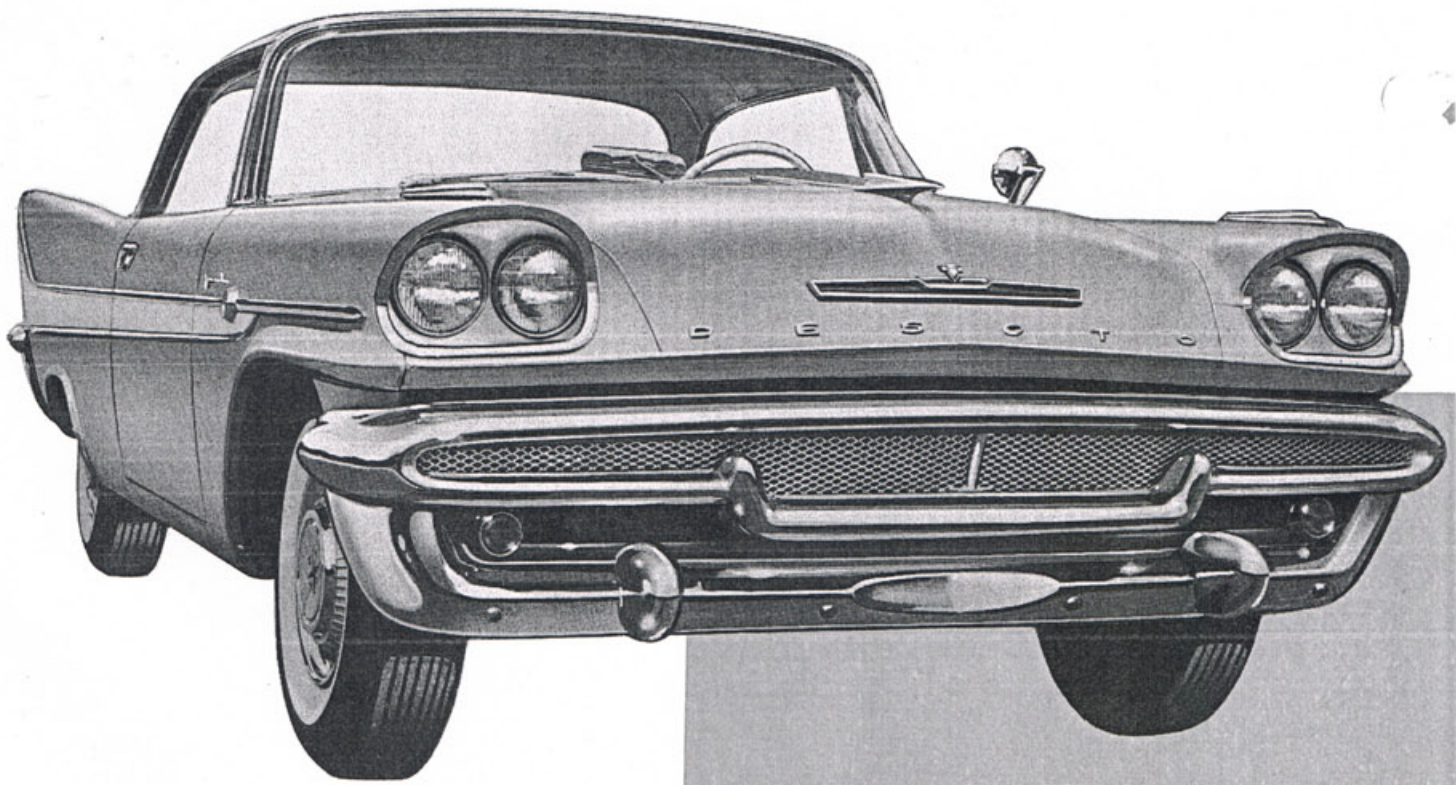


Many new features heighten the beauty and

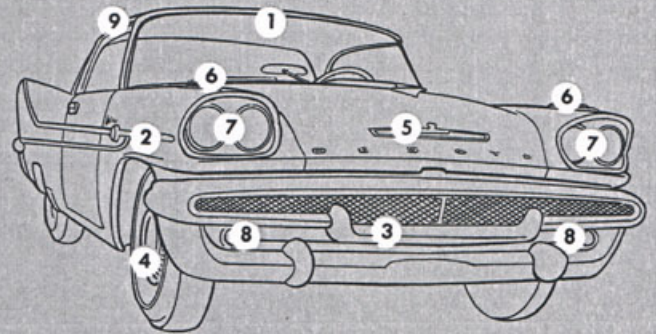


FIREFLITE
TWO-DOOR SPORTSMAN

**STYLING HIGHLIGHTS
FROM FRONT AND SIDE VIEWS**

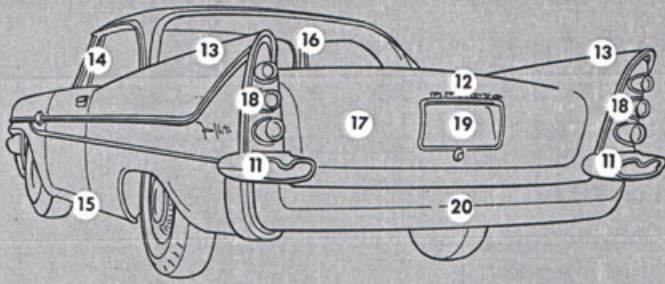
1. New "bubble canopy" windshield on all hardtops and convertibles — curves back at top and around at sides.
2. New, full-length side molding and Color Sweep emphasize the long, low lines of De Soto. Upswept line of upper molding at rear gives accent of motion and accents rear fender line.
3. New grille-bumper styling makes the front end look wider and lower. Expanded metal in grille opening has hundreds of glittering facets. Optional bumper guards moved outboard for increased protection.
4. New wheel covers provide dynamic-looking vane effect.
5. New, thinner "air scoop" hood ornament adds to look of width and lowness.
6. New, slim, blade-like fender-top ornaments of bright chrome.
7. New dual headlight units standard on all models. Headlight doors are a silvery metallic color.
8. New parking lights recessed for greater protection.
9. Thin, tapered roof line emphasizes the De Soto's low look.
10. Luxurious-looking aluminum-framed windows on Fireflite and Firedome four-door sedans.

DE SOTO



eye appeal of 1958 De Soto Flight-Sweep styling

STYLING HIGHLIGHTS FROM THE REAR



11. New "binocular" exhaust openings eject exhaust gases to the side.

12. New De Soto name plate on deck lid.

13. Upswept tail fins, a major feature of Flight-Sweep styling, are continued for 1958.

14. "Tumblehome" upper body structure — slants inward from the belt line up.

15. Turn-under of lower body structure adds sports-like prominence to wheel covers and tires.

16. "Bubble-canopy-styled" rear window opens up new vista to rear seat passengers, gives phaeton flavor to styling.

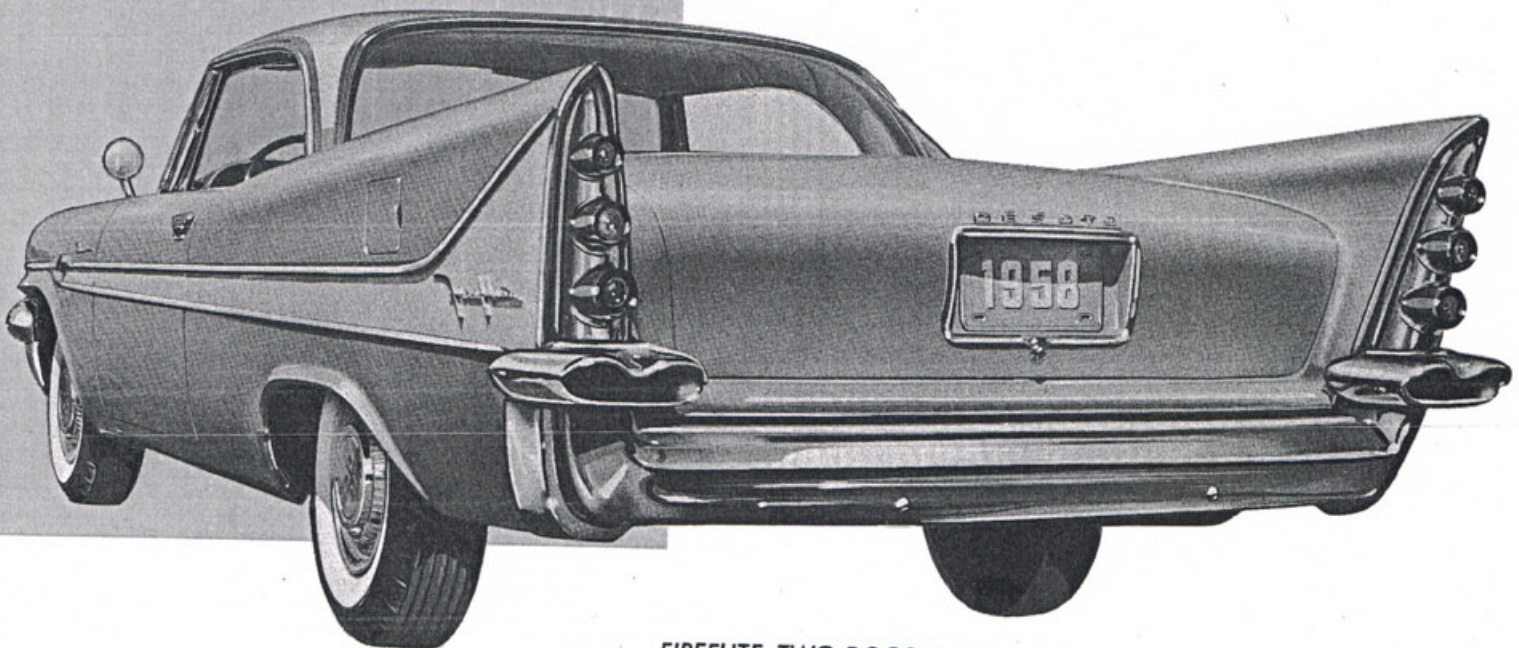
17. Smart, reverse-slant deck lid.

18. Distinctive, triple-turret tail-light assembly can be seen from side and front.

19. Shadow box effect to license-plate holder — frames and protects license plate.

20. Massive, clean-lined rear bumper wraps around at both ends, contributes to De Soto's road-hugging look from the rear.

FIREFLITE



FIREFLITE TWO-DOOR SPORTSMAN

FIREFLITE INTERIORS

FOUR-DOOR SPORTSMAN

- All-new seat and door panel designs feature luxurious new fabrics and saddle-grain vinyls in distinctive three-toned treatments. Inserts and bolsters are closely matched in color, thus creating a feeling of greater spaciousness, subdued refinement.

- Rich, leather-like vinyl at bottom of door panel resists scuffing and soiling.

- Two-tone steering wheel of the Fireflite harmonizes with interior color scheme. Upper half of wheel is open for easy reading of instruments. Recessed hub is an extra safety feature. Hand grips add sports car flavor.

- New left-of-center rear view mirror location allows unobstructed view of right fender and provides a 38 percent increase in the field of vision to the rear.

- Combination map and courtesy light is operated manually by switch to illuminate front compartment and glove box. In convertibles, this light is operated by either door.

- Roof-rail lights are lighted when either rear door is opened. A separate manual switch controls these lights.

- Built-in armrests and throttle-type door handles are smartly modern, and

add to convenience and comfort.

- Chrome rear-door-lock knob is hidden from outside view.

- Large, easily accessible ash receiver on back of front seat has built-in cigar lighter on all Fireflite models except 2-door Sportsman and convertible.

- Extra-wide, embossed aluminum door-sill plates add a touch of luxury.

- Sun visors fit snugly against roof contour. They are fully adjustable for desired tilt and sidewise movement.

- Window regulators located for easy, convenient operation.

- Luxurious, deep-pile wool carpeting covers front and rear compartment floors of Fireflite models.

- Headlining of leather-like vinyl retains its clean, new look.

- Package shelf covering is hard-finish, embossed hardboard.

- Smart notched design of front and rear seat-backs.

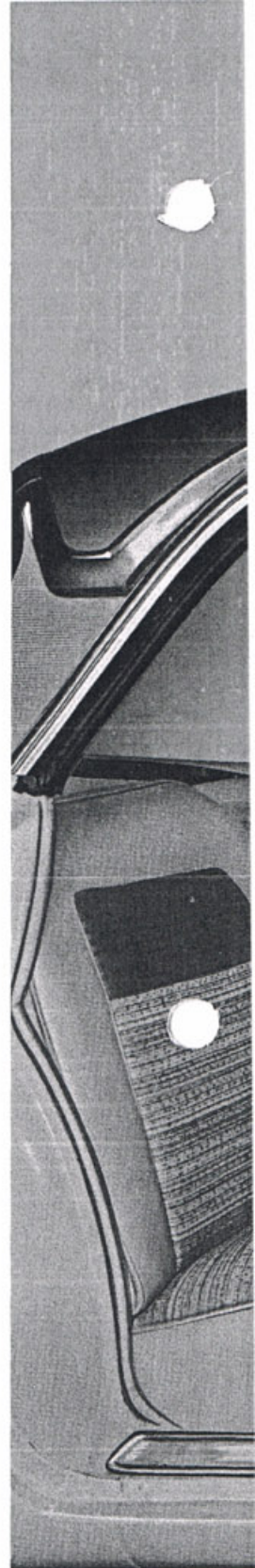
- Seat facing of long-wearing vinyl.

- Roof bows of bright chrome add sports flair to hardtop interior.

De Soto fabrics pretested for color stability and durability

New De Soto interior fabrics have passed the most rigorous of tests before final approval. Resistance to fade has been checked by subjecting fabrics to ultraviolet rays for 50 hours — equal to two years of intense sunlight. In addition, fade-resistance to severe humidity has been assured by exclusive "Weatherometer" tests. Wearing qualities were

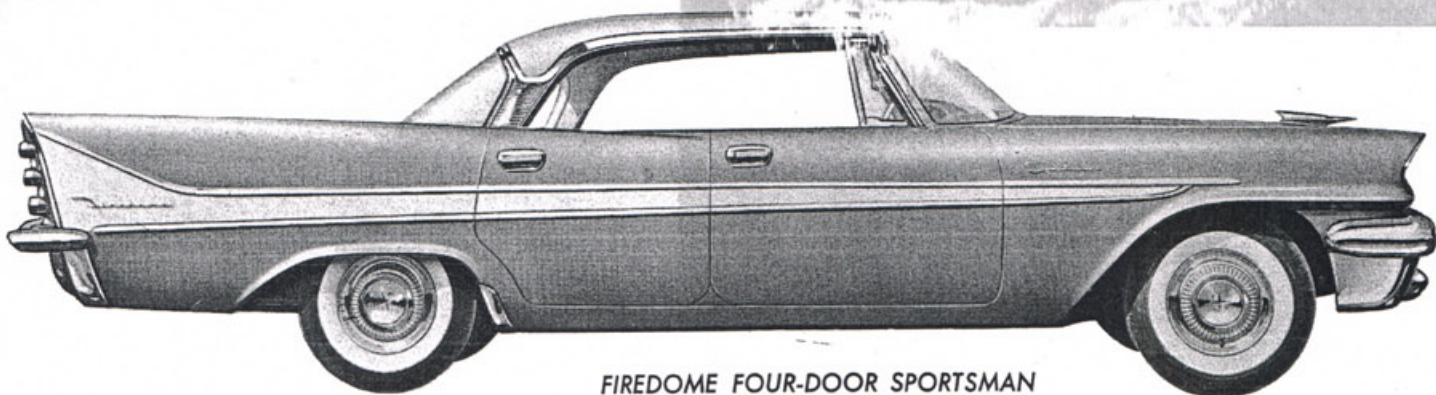
tested by severe abrasion, flexure tests, fold tests and tensile-strength tests. To check color stability, samples were soaked in warm water for many hours. Other swatches were scrubbed by mechanical fingers in an attempt to rub out the color. Vinyls selected have a special "dry" finish for resistance to soiling, keep that new look longer.





Interior for 1958

New **FIRE**DOME styling highlights



FIRE DOME FOUR-DOOR SPORTSMAN

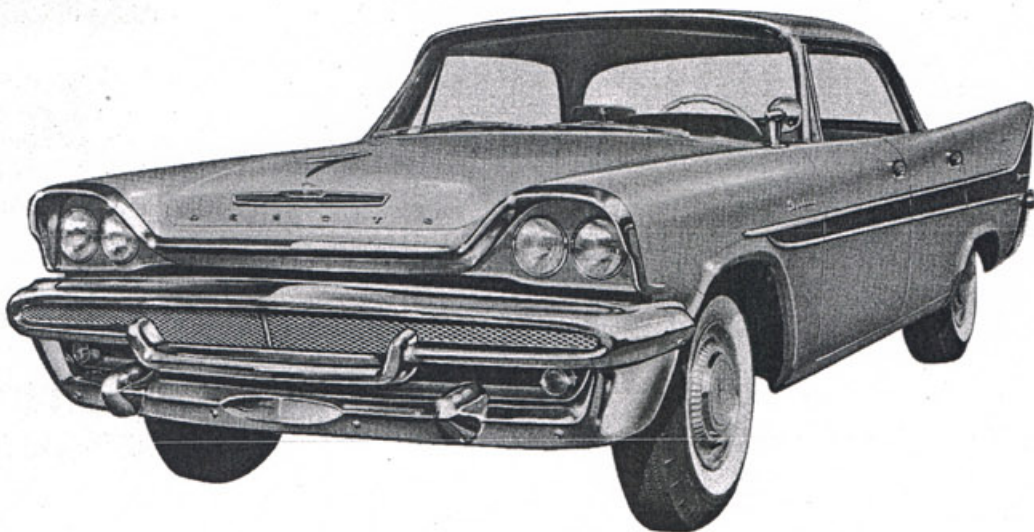
- New "bubble canopy" windshield on all hardtops and convertibles — curves back at top and around at sides.
- New side molding and Color Sweep (shorter and no medallion) with upswept terminal point to emphasize the Flight-Sweep look of motion.
- New grille-bumper styling (same as Fireflite) makes the front end look wider and lower.
- New, thinner "air scoop" hood ornament accents the new, wider, lower look from the front.
- New dual headlight units set in silver, standard on all models.
- New parking lights recessed for protection.
- New "binocular" exhaust openings eject exhaust gases to the side.
- New De Soto name plate on rear deck lid.

FIRESWEEP takes on distinctive

The Firesweep has firmly established itself as a popular favorite among discerning car buyers who want De Soto big-car prestige and quality at a low price. And for 1958, Firesweep takes on even more appeal. It sports a completely new grille, matching that of Fireflite and Fire dome. But Firesweep's individuality is established by a graceful chrome leading edge extending across the front of the hood and around aluminum headlight doors. As with all 1958 De Sotos, dual headlights are standard equipment.

Firesweep hardtop models and the new Firesweep convertible (see page B-12) also feature the distinctive new "bubble canopy" windshield. From the side, Firesweep's slightly shorter chrome molding and chrome eyebrow distinguish it from Fireflite and Fire dome models.

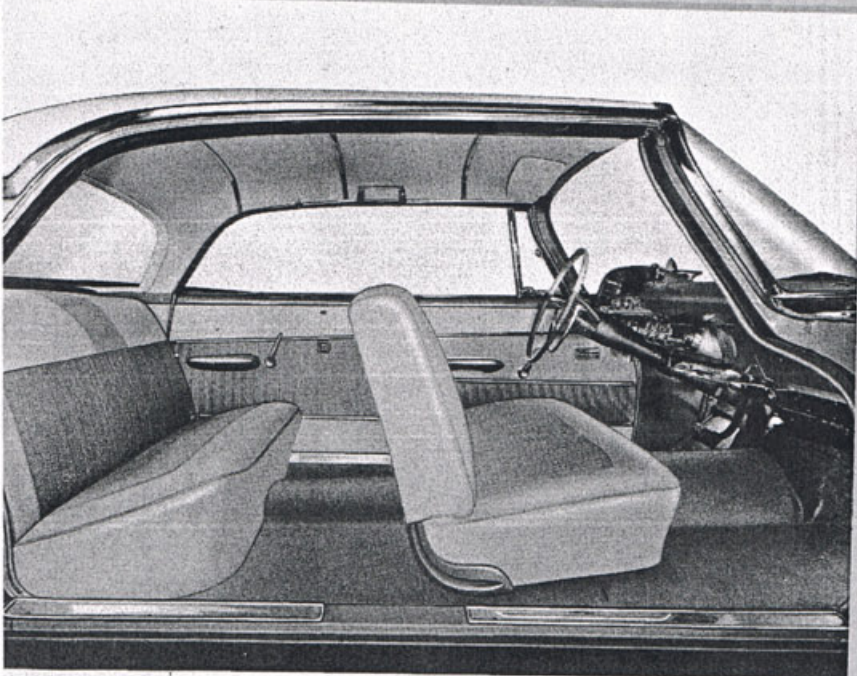
From the rear, Firesweep has the same handsome appearance as the senior De Sotos.



FIRE SWEEP
FOUR-DOOR SPORTSMAN

for 1958

New Firedome interiors combine beauty, luxury, durability



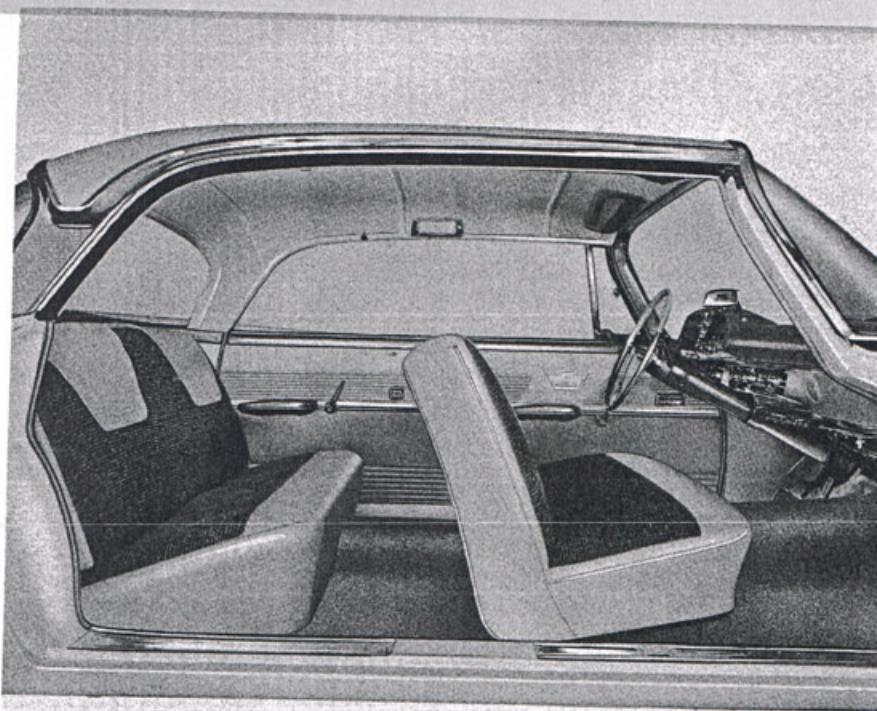
FIREDOME FOUR-DOOR SPORTSMAN

- Completely new interior designs, with new fabrics, patterns and three-toned color effects — to create distinctive eye appeal with long-lasting durability. Seat facing and seat-backs are covered with saddle-grained vinyls in harmonizing colors. Vinyl piping sets off the attractive Jacquard fabric, which covers the balance of seats and seat-backs. Door trim combines leather-like, scuff-resistant vinyls and panels of chrome-like Mylar.
- De luxe two-tone plastic steering wheel available as optional equipment with TorqueFlite. Standard wheel is of hard rubber. Both have hand grips and safety-recessed hub.
- Roof-rail lights on each side of rear compartment are operated automatically by rear doors, manually by separate switch.
- Firedome interior hardware is styled in keeping with Flight-Sweep theme — designed and located for maximum convenience.
- Luxurious deep-pile wool carpeting covers front and rear compartment floors of Firedome models.

new beauty for 1958

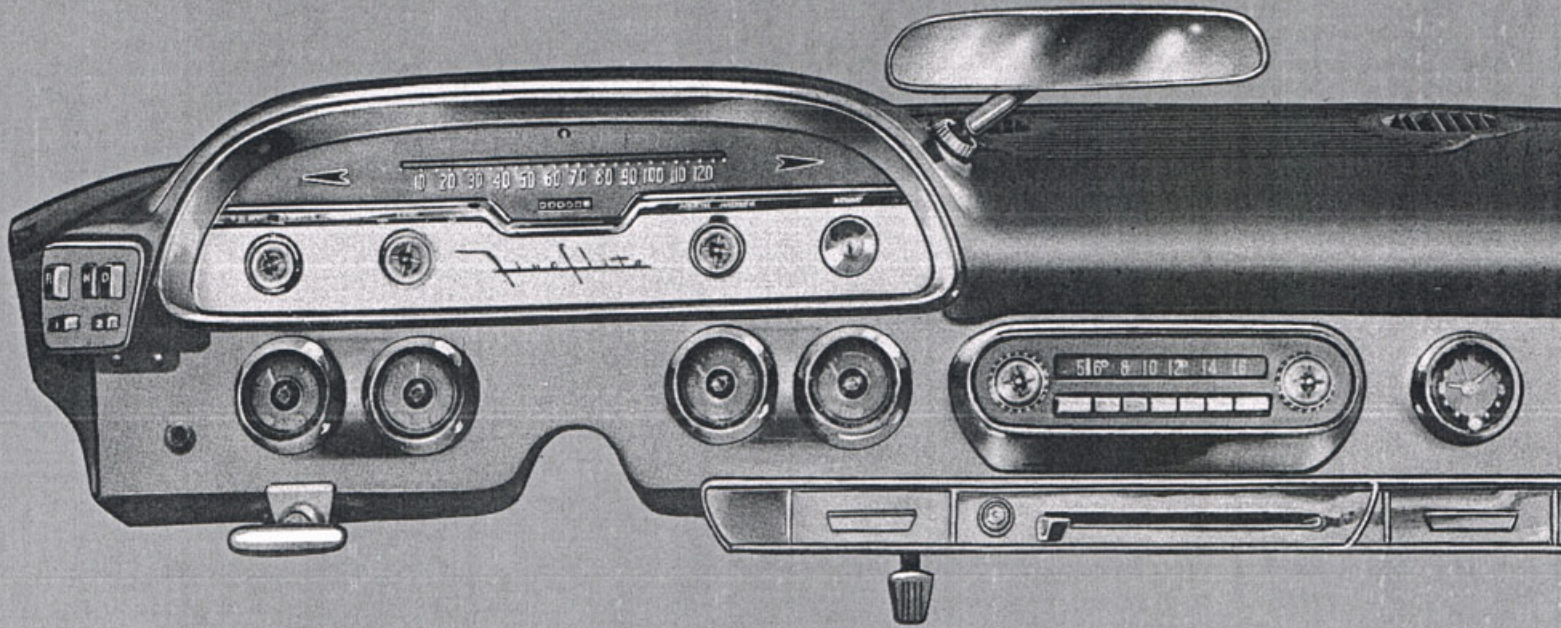
- Firesweep interiors for 1958 have been newly styled to give the 'Sweep a personality of its own, in keeping with De Soto big-car luxury. Fabrics and colors are new, with seat base, seat front, and split bolsters covered in durable, leather-like vinyl. Rich-looking tweed-patterned fabric covers balance of seats and seat-backs. Harmonizing door-panel trim uses two textures of scuff-resistant vinyl.
- Firesweep hardware and other appointments are full-size and luxurious in appearance. Floor covering is neatly fitted, easily cleaned rubber matting (carpet is optional). Wide, embossed aluminum door sills add a gleam of bright metal to top off an over-all impression of tasteful luxury.

FIRESWEEP FOUR-DOOR SPORTSMAN



1958 DESOTO INSTRUMENT PANEL

designed for maximum



NEW FEATURES:

Extra ash receiver located to right of center.

Rear view mirror moved left to expose right front fender and offer better view to rear.

New eagle motif on aluminum background panel.

NEW "BUBBLE CANOPY"

adds distinctive beauty to all 1958 DeSoto

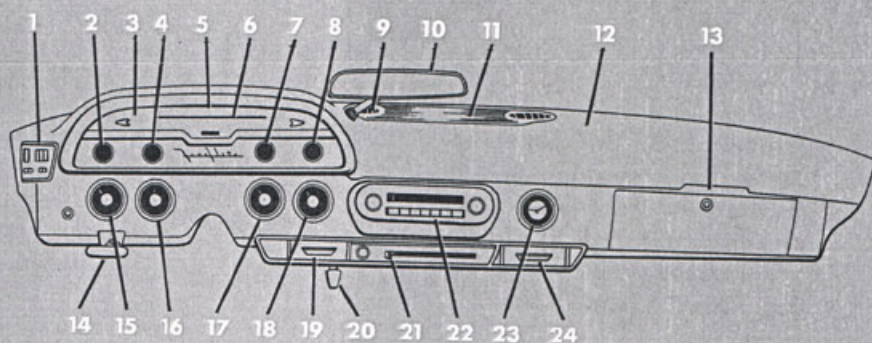
First introduced in 1957 De Soto convertibles, this graceful "bubble canopy" windshield offers many benefits. It is ten percent larger in glass area than 4-door sedan windshields. Its greater wraparound area — curving upward and back to the leading edge of the roof provides "control tower" visibility — especially helpful for overhead traffic lights. The full wraparound at the sides of the windshield provides visibility to the right and left that is superior to competitive windshields.

This newest conception of windshield shape, combined with swept-back corner posts, is beautifully integrated with De Soto's over-all styling theme of aerodynamic motion. Its practical visual benefits clearly show that De Soto is still ahead of the field in styling features that are keyed to function as well as to eye-compelling beauty of form.

(For the full visibility story, see page C-8, in Body Features Section.)

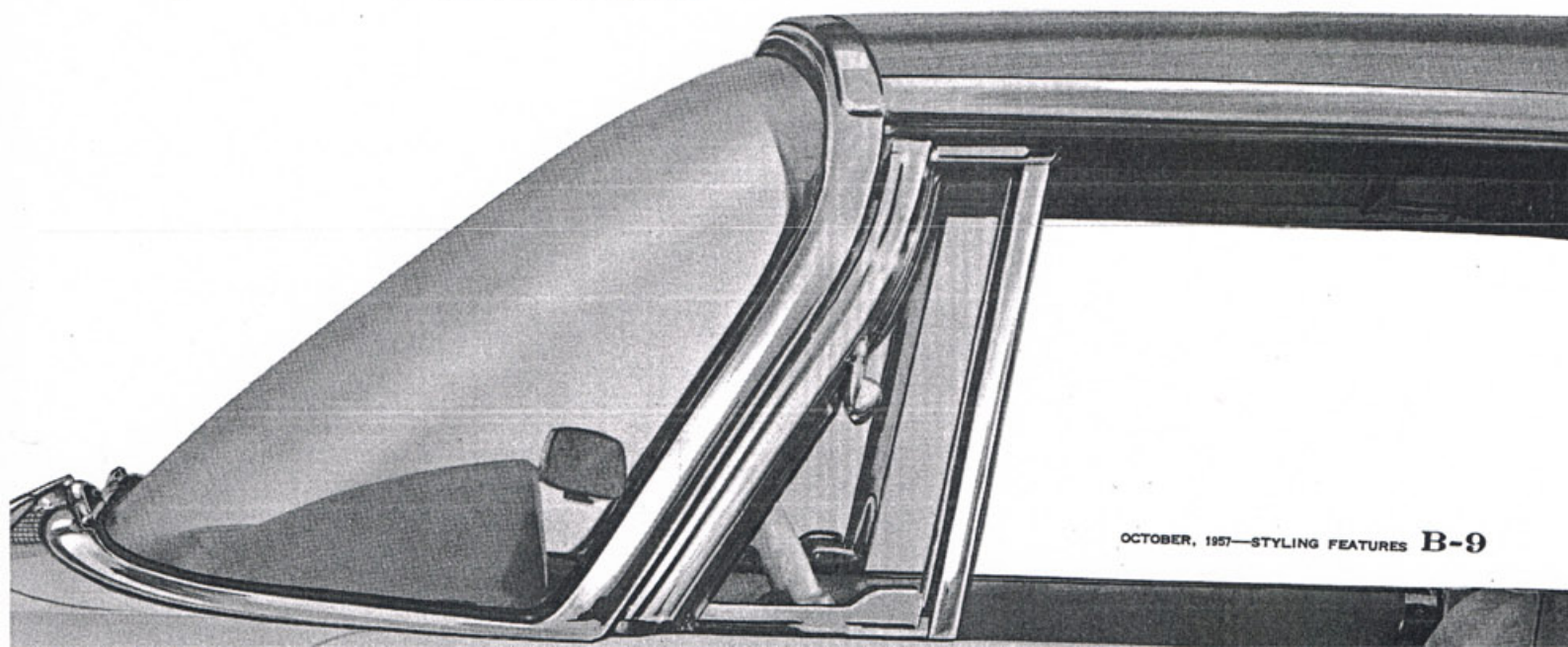
safety, convenience, and eye appeal

1. TorqueFlite push buttons
2. Headlight switch
3. Turn-signal indicator
4. Variable-speed windshield wiper switch
5. High-beam headlight indicator
6. Accuribbon speedometer
7. Heater-defroster blower switch
8. Ignition lock
9. Defroster air outlet
10. Rear view mirror
11. Radio speaker
12. Padded panel
13. Map and courtesy light
14. Parking-brake lever
15. Oil pressure gauge
16. Ammeter
17. Fuel gauge
18. Water temperature indicator
19. Ash receiver
20. Fresh-Air control
21. Heater control
22. Radio control panel
23. Electric clock
24. New ash receiver



WINDSHIELD

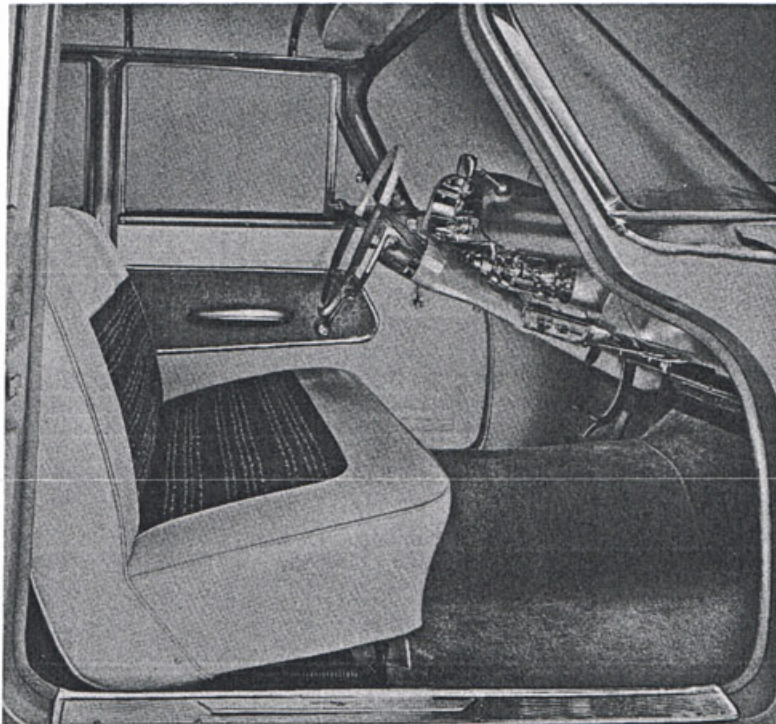
hardtops and convertibles



Size, convenience and comfort are tops



The 4-door, 3-seat Explorer station wagon is available in both Fireflite and Firesweep series. Also available in both Fireflite and Firesweep series is the 4-door, 2-seat Shopper.



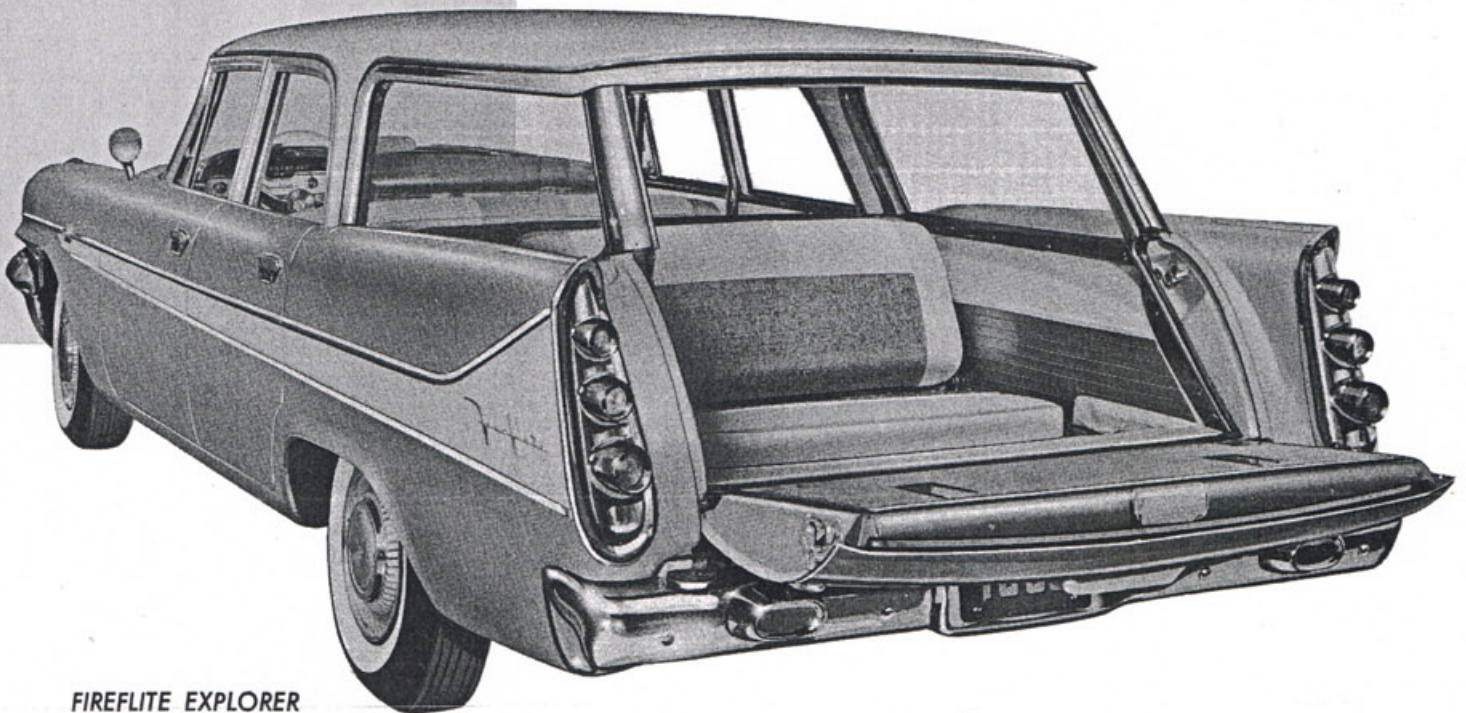
Interior, Fireflite Explorer

1958 De Soto station wagon interiors are newly styled, with handsome, durable, all-vinyl interior trims—also cloth and vinyl combinations are available at no extra cost. All Fireflite wagons have deep-pile carpeting, as does the Firesweep Explorer. The Firesweep Shopper has rubber floor mat with carpeting available as optional equipment. On all Explorer models, four Captive-Air tires are standard equipment (no spare tire required). On Shopper models, not equipped with optional Captive-Air tires, the spare tire is carried beneath rear floor area.

Flight-Sweep styled for work or play

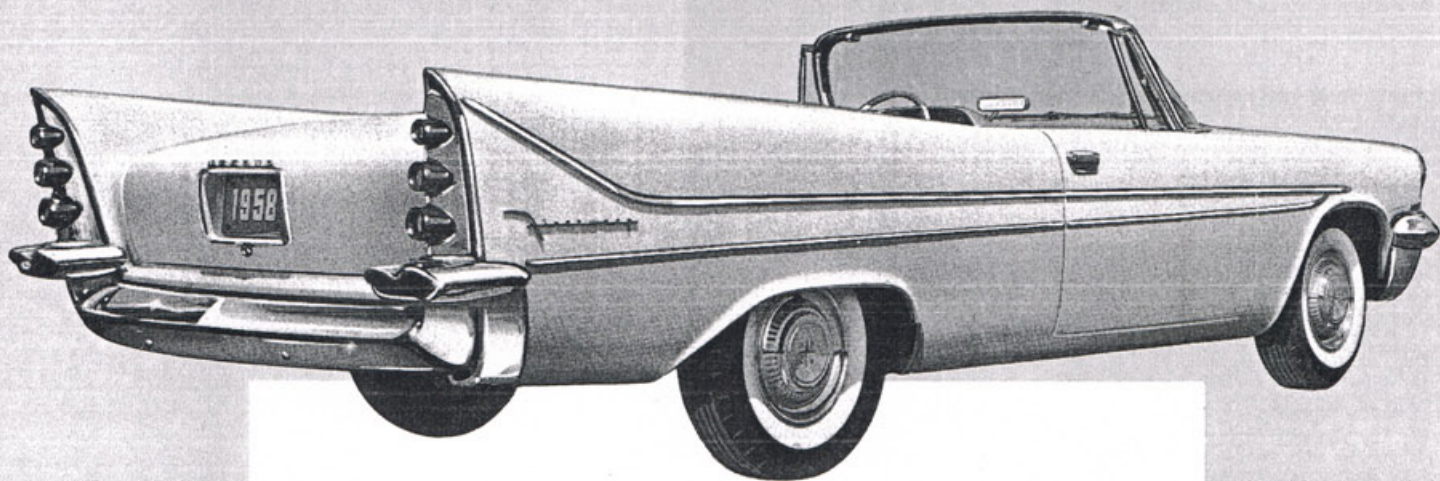
DE SOTO STATION WAGONS

- Distinctive, youthful appearance matches other De Soto models
- Lowest, longest, widest station wagon in its field
- Cargo floor 18" longer than Buick or Olds wagons
- More passenger room than any other wagon in its field
- Looks like a station wagon — not a reworked hardtop
- Easy entry to third seat — not necessary to move second seat
- Two dome lights for ample interior lighting
- Fuel tank mounted in left fender to provide extra legroom for third-seat passengers
- One-piece tailgate window manually or electrically operated
- All-vinyl interior trims in handsome color combinations
- Captive-Air tires standard on Explorer models



**FIREFLITE EXPLORER
4-DOOR, 3-SEAT STATION WAGON**

Rearward-facing "observation car" third seat folds into floor to provide extra cargo space when needed. Tailgate when open is supported by rear bumper — no external brackets or other supports necessary. Power lift lowers rear window into tailgate. It can be controlled from dash, from rearward-facing seat inside the car, or by key from outside rear of the car.

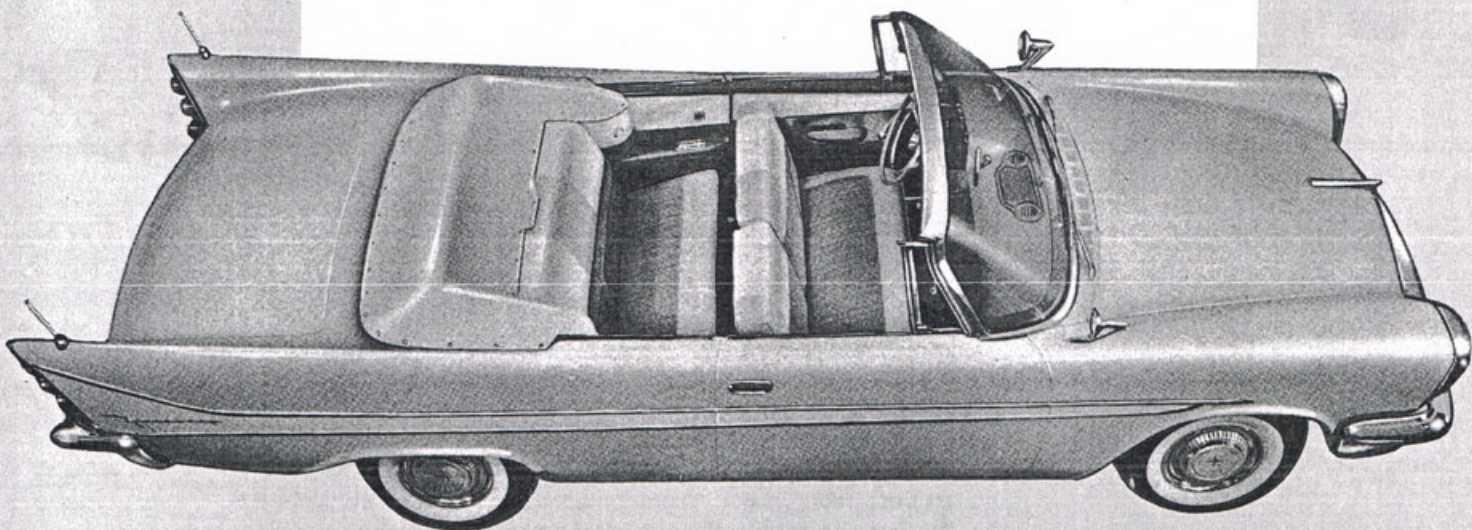


NEW FIRESWEEP CONVERTIBLE

This new convertible completes the broad line of Firesweep models and makes a total of four De Soto convertibles available in four price classes. No other manufacturer offers more open models.

Luxurious Firedome interior trim is standard in this model giving it an element of prestige. There are four top colors, three interior color schemes, and eighty exterior two-tone color combinations to choose from.

This model, has the advantage of the low Firesweep price plus the historic prestige of a De Soto convertible previously offered only in its higher priced models.



*Unbelievably
smooth and quiet,
more economical
to operate, with more
power and torque for
extra-safe reserve
performance*

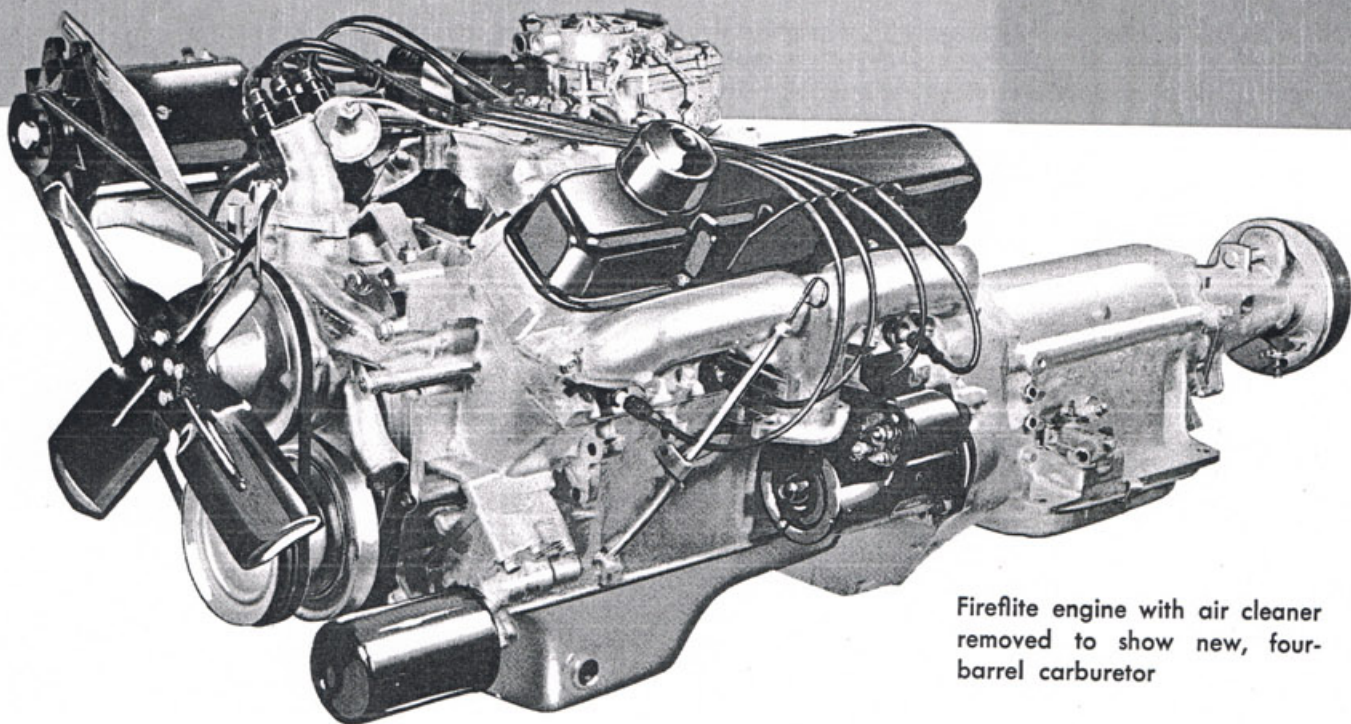
**NEW . . . for quietness,
smoothness, greater durability. . .**

- Most rugged crankshaft in De Soto's history
- Bearing areas increased by one-fourth
- Crankshaft overlap area doubled
- Deep-skirt block provides more solid support for crankshaft
- Crankshaft, pistons and rods balanced individually, and when assembled
- Off-center spool-type mounts float engine on more rubber
- Full-flow oil filter is removed and replaced without use of tools
- Externally mounted, high-capacity rotary-type oil pump

**PACKED
WITH
NEW
FEATURES . . .**

**NEW . . . for better
all-around performance**

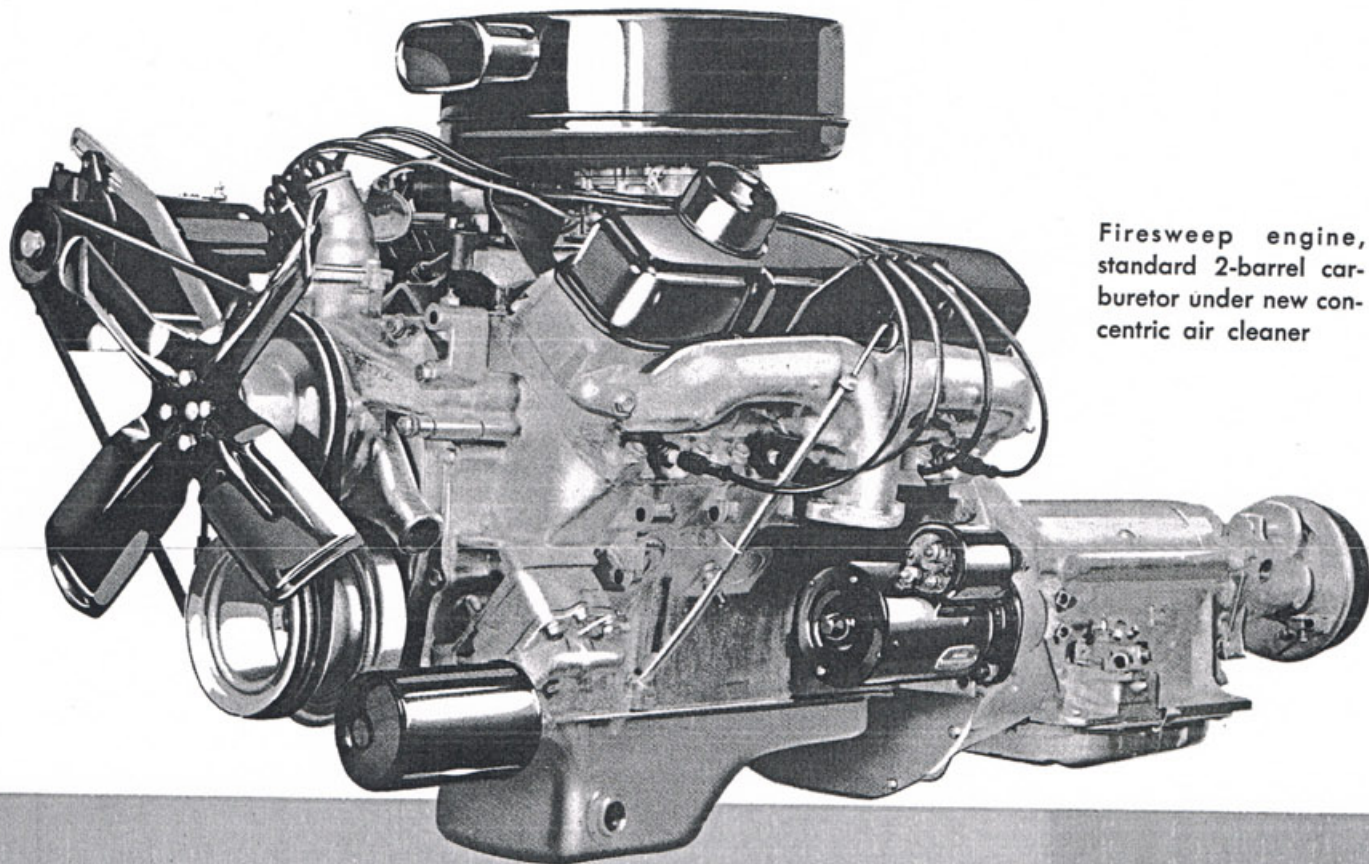
- Increased cubic-inch displacement
- Increased compression ratio
- Lighter weight, stamped rocker arms
- Faster acting, manifold-located automatic choke
- High-velocity, series-flow cooling system
- More easily accessible, forward-located distributor
- Improved two- and four-barrel carburetors with concentric air cleaner
- Increased torque starter motor



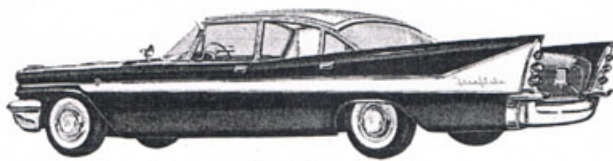
Firelite engine with air cleaner removed to show new, four-barrel carburetor

BASIC SPECIFICATIONS FOR ALL DE SOTO *Turboflash* SERIES

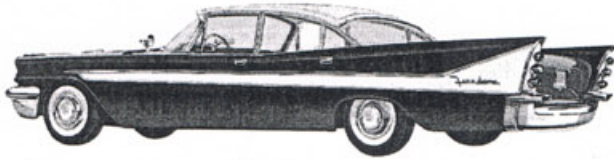
	Firelite	Firedome	Firesweep	Firesweep Power Package	Adventurer
Horsepower	305 @ 4600 r.p.m.	295 @ 4600 r.p.m.	280 @ 4600 r.p.m.	295 @ 4600 r.p.m.	345 @ 5000 r.p.m.
Torque	400 lb.-ft. @ 2800 r.p.m.	390 lb.-ft. @ 2400 r.p.m.	380 lb.-ft. @ 2400 r.p.m.	385 lb.-ft. @ 2800 r.p.m.	400 lb.-ft. @ 3600 r.p.m.
Displacement	361 cu. in.	361 cu. in.	350 cu. in.	350 cu. in.	361 cu. in.
Bore and stroke	4.12" x 3.38"	4.12" x 3.38"	4.06" x 3.38"	4.06" x 3.38"	4.12" x 3.38"
Compression ratio ..	10 to 1	10 to 1	10 to 1	10 to 1	10.25 to 1
Carburetor	4-barrel	2-barrel	2-barrel	4-barrel	two 4-barrel



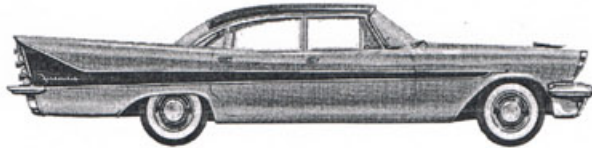
Firesweep engine, standard 2-barrel carburetor under new concentric air cleaner



Fireflite



Firedome

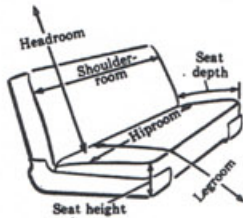


Firesweep

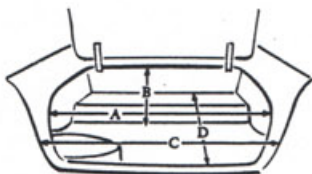
EQUIPMENT DIFFERENCES

	Fireflite	Firedome	Firesweep
Cigar lighter, rear	Std.	NA	NA
Fender ornament	Std.	NA	NA
Floor covering	Carpet	Carpet	Rubber
Foam rubber seat cushion			
front	Std.	Std.	Extra
rear	Std.	Extra	Extra
Interior light door switches	All Doors	All Doors	Front Doors
Light, ash tray	Std.	Extra	Extra
Lights, backup	Std.	Std.	Extra
Light, hand-brake warning	Std.	Extra	Extra
Light, luggage compartment	Std.	Extra	Extra
Light, map and glove box	Std.	Std.	Extra
Medallion, front fender	Std.	NA	NA
Panel, upper door—extruded aluminum	Std.	Std.	NA
Spare-tire cover	Std.	Std.	NA
Steering wheel, plastic	Std.	Extra	Extra
Transmission, TorqueFlite	Std.	Extra	Extra
Wheel covers	Std.	Extra	Extra
Windshield wiper, electric	Variable Speed	Variable Speed	Single Speed

4-DOOR SEDANS



Seat height—front	10.8"
—rear	12.0"
Seat depth—front	18.6"
—rear	17.5"
Headroom—front	35.7"
—rear	34.5"
Legroom—front	45.5"
—rear	43.0"
Hiproom—front	63.0"
—rear	62.7"
Shoulder-room—front	60.5"
—rear	60.4"



A. Width of opening	51.4"
B. Height of opening	20.7"
C. Internal width	74.0"
D. Floor depth	61.7"

BASIC SPECIFICATIONS

	Fireflite	Firedome	Firesweep
Wheelbase	126"	126"	122"
Over-all length	218.6"	218.6"	216.5"
Over-all width	78.3"	78.3"	78.3"
Over-all height	57.1"	57.1"	56.8"
Tread—front	60.9"	60.9"	60.9"
—rear	59.8"	59.8"	59.8"
Axle ratio (TorqueFlite)	3.15	3.15	3.15
Tire size	8.50 x 14"	8.50 x 14"	8.00 x 14"
Rim width	6"	6"	5.5"
Shipping weight (est.)	3930	3965	3660
Ground clearance	5.5"	5.5"	5.6"
Brake lining area (sq. in.)	251	251	230

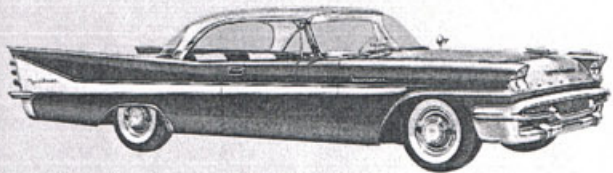
ENGINE DIFFERENCES

	Fireflite	Firedome	Firesweep
Horsepower	305	295	280
Torque (lb.-ft.)	400	390	380
Bore and stroke	4.12" x 3.38"	4.12" x 3.38"	4.06" x 3.38"
Displacement (cu. in.)	361	361	350
Compression ratio	10 to 1	10 to 1	10 to 1
Taxable horsepower	54.4	54.4	52.7
Carburetor	4-barrel	2-barrel	2-barrel
Exhaust	Single	Single	Single

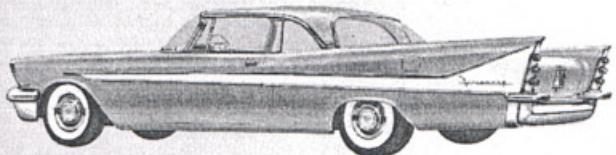
NA—Not Available



Fireflite



Firedome



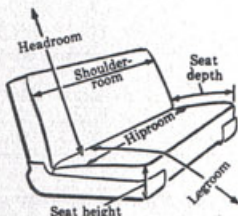
Firesweep

EQUIPMENT DIFFERENCES

	Fireflite	Firedome	Firesweep
Colorsweep two-tone paint.....	Std.	Extra	Extra
Fender ornament.....	Std.	Extra	NA
Floor covering.....	Carpet	Carpet	Rubber
Foam rubber seat cushion			
front.....	Std.	Std.	Extra
rear.....	Std.	Extra	Extra
Light, ash tray.....	Std.	Extra	Extra
Lights, backup.....	Std.	Std.	Extra
Light, hand-brake warning.....	Std.	Extra	Extra
Light, luggage compartment.....	Std.	Extra	Extra
Light, map and glove box.....	Std.	Std.	Extra
Medallion, front fender.....	Std.	NA	NA
Moldings, drain trough†.....	Std.	Extra	Extra
Moldings, roof side†.....	Std.	Extra	Extra
Molding extensions, rear window			
upper†.....	Std.	Extra	Extra
Roof quarter plates†.....	Std.	Extra	Extra
Spare tire cover.....	Std.	Std.	NA
Steering wheel, plastic.....	Std.	Extra	Extra
Transmission, TorqueFlite.....	Std.	Extra	Extra
Vista-Sweep rear window.....	Std.	NA	NA
Wheel covers.....	Std.	Extra	Extra
Windshield wiper, electric.....	Variable Speed	Variable Speed	Single Speed

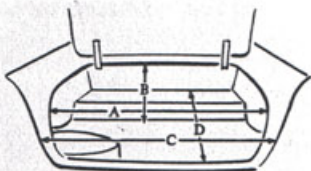
†Available only as roof molding package No. 2.

2-DOOR SPORTSMAN



Seat height—front.....	10.8"
—rear.....	10.2"
Seat depth—front.....	18.6"
—rear.....	17.7"
Headroom—front.....	34.4"
—rear*.....	34.7"
Legroom—front.....	45.5"
—rear.....	38.0"
Hiproom—front.....	63.0"
—rear.....	56.0"
Shoulder-room—front.....	61.0"
—rear.....	60.5"

*33.7 on Fireflite



A. Width of opening.....	51.4"
B. Height of opening.....	20.7"
C. Internal width.....	74.0"
D. Floor depth.....	65.5"

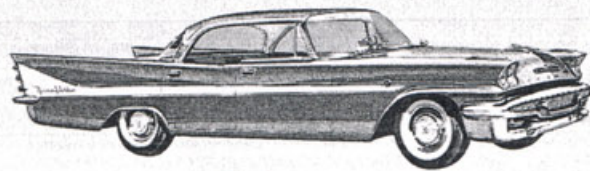
BASIC SPECIFICATIONS

	Fireflite	Firedome	Firesweep
Wheelbase.....	126"	126"	122"
Over-all length.....	218.6"	218.6"	216.5"
Over-all width.....	78.3"	78.3"	78.3"
Over-all height.....	55.0"	55.1"	54.8"
Tread—front.....	60.9"	60.9"	60.9"
—rear.....	59.8"	59.8"	59.8"
Axle ratio (TorqueFlite)...	3.15 to 1	3.15 to 1	3.15 to 1
Tire size.....	8.50 x 14"	8.50 x 14"	8.00 x 14"
Rim width.....	6"	6"	5.6"
Shipping weight (est.).....	3920	3825	3660
Ground clearance.....	5.5"	5.5"	5.6"
Brake lining area (sq. in.)..	251	251	230

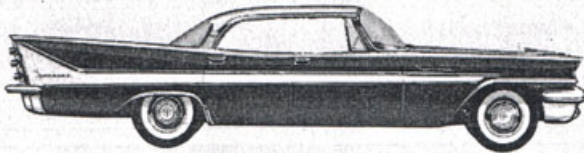
ENGINE DIFFERENCES

	Fireflite	Firedome	Firesweep
Horsepower.....	305	295	280
Torque (lb.-ft.).....	400	390	380
Bore and stroke.....	4.12" x 3.38"	4.12" x 3.38"	4.06" x 3.38"
Displacement (cu. in.).....	361	361	350
Compression ratio.....	10 to 1	10 to 1	10 to 1
Taxable horsepower.....	54.4	54.4	52.7
Carburetor.....	4-barrel	2-barrel	2-barrel
Exhaust.....	Single	Single	Single

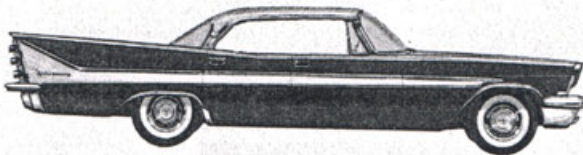
NA—Not Available



Fireflite



Firedome



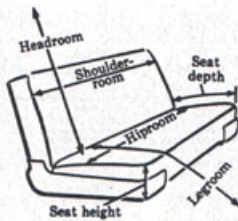
Firesweep

EQUIPMENT DIFFERENCES

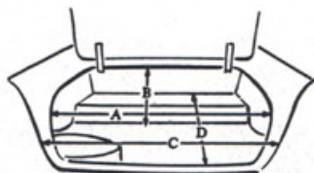
	Fireflite	Firedome	Firesweep
Cigar lighter, rear	Std.	NA	NA
Colorsweep two-tone paint	Std.	Extra	Extra
Fender ornament	Std.	Extra	NA
Floor covering	Carpet	Carpet	Rubber
Foam rubber seat cushion			
front	Std.	Std.	Extra
rear	Std.	Extra	Extra
Interior light door switches	All Doors	All Doors	Front Doors
Light, ash tray	Std.	Extra	Extra
Lights, backup	Std.	Std.	Extra
Light, hand-brake warning	Std.	Extra	Extra
Light, luggage compartment	Std.	Extra	Extra
Light, map and glove box	Std.	Std.	Extra
Medallion, front fender side	Std.	NA	NA
Moldings, drain trough†	Std.	Extra	Extra
Moldings, roof side†	Std.	Extra	Extra
Molding extensions, rear window			
upper†	Std.	Extra	Extra
Roof quarter plates†	Std.	Extra	Extra
Spare-tire cover	Std.	Std.	NA
Steering wheel, plastic	Std.	Extra	Extra
Transmission, TorqueFlite	Std.	Extra	Extra
Wheel covers	Std.	Extra	Extra
Windshield wiper, electric	Variable Speed	Variable Speed	Single Speed

†Available only as roof molding package No. 2.

4-DOOR SPORTSMAN



Seat height—front	10.8"
—rear	10.3"
Seat depth—front	18.6"
—rear	18.4"
Headroom—front	34.4"
—rear	34.1"
Legroom—front	45.5"
—rear	40.0"
Hiproom—front	63.0"
—rear	62.7"
Shoulder-room—front	60.5"
—rear	60.4"



A. Width of opening	51.4"
B. Height of opening	20.7"
C. Internal width	74.0"
D. Floor depth	63.1"

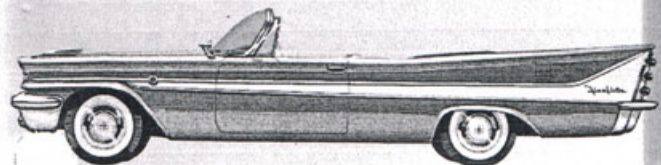
ENGINE DIFFERENCES

	Fireflite	Firedome	Firesweep
Horsepower	305	295	280
Torque (lb.-ft.)	400	390	380
Bore and stroke	4.12" x 3.38"	4.12" x 3.38"	4.06" x 3.38"
Displacement (cu. in.)	361	361	350
Compression ratio	10 to 1	10 to 1	10 to 1
Taxable horsepower	54.4	54.4	52.7
Carburetor	4-barrel	2-barrel	2-barrel
Exhaust	Single	Single	Single

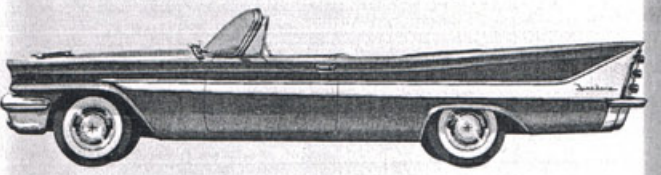
BASIC SPECIFICATIONS

	Fireflite	Firedome	Firesweep
Wheelbase	126"	126"	122"
Over-all length	218.6"	218.6"	216.5"
Over-all width	78.3"	78.3"	78.3"
Over-all height	55.1"	55.1"	54.9"
Tread—front	60.9"	60.9"	60.9"
—rear	59.8"	59.8"	59.8"
Axle ratio (TorqueFlite)	3.15 to 1	3.15 to 1	3.15 to 1
Tire size	8.50 x 14"	8.50 x 14"	8.00 x 14"
Rim width	6"	6"	5.5"
Shipping weight (est.)	3940	3910	3720
Ground clearance	5.5"	5.5"	5.6"
Brake lining area (sq. in.)	251	251	230

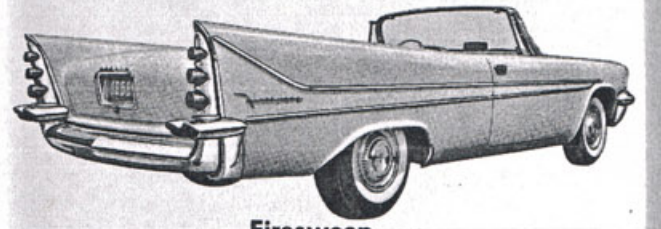
NA—Not Available



Fireflite



Firedome

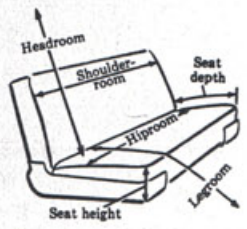


Firesweep

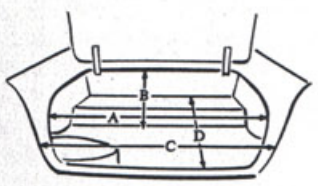
EQUIPMENT DIFFERENCES

	Fireflite	Firedome	Firesweep
Colorsweep two-tone paint.....	Std.	Extra	Extra
Fender ornament.....	Std.	Extra	NA
Floor covering.....	Carpet	Carpet	Rubber
Foam rubber seat cushion			
front.....	Std.	Std.	Extra
rear.....	Std.	Extra	Extra
Light, ash tray.....	Std.	Extra	Extra
Lights, backup.....	Std.	Std.	Extra
Light, hand-brake warning.....	Std.	Extra	Extra
Light, luggage compartment.....	Std.	Extra	Extra
Light, map and glove box.....	Std.	Std.	Extra
Medallion, front fender side.....	Std.	NA	NA
Steering wheel, plastic.....	Std.	Extra	Extra
Spare-tire cover.....	Std.	Std.	NA
Transmission, TorqueFlite.....	Std.	Extra	Extra
Wheel covers.....	Std.	Extra	Extra
Windshield wiper, electric.....	Variable Speed	Variable Speed	Single Speed

CONVERTIBLE COUPES



Seat height—front.....	10.8"
—rear.....	10.3"
Seat depth—front.....	18.6"
—rear.....	18.6"
Headroom—front.....	35.0"
—rear.....	35.3"
Legroom—front.....	45.5"
—rear.....	38.0"
Hiproom—front.....	63.0"
—rear.....	56.0"
Shoulder-room—front.....	61.0"
—rear.....	55.0"



A. Width of opening.....	51.4"
B. Height of opening.....	20.7"
C. Internal width.....	74.0"
D. Floor depth.....	65.5"

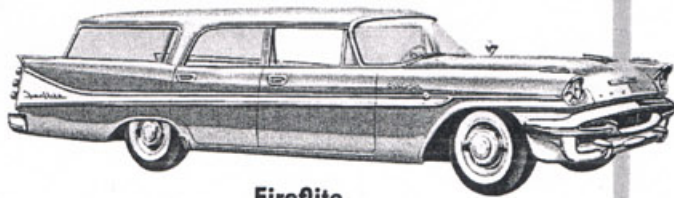
ENGINE DIFFERENCES

	Fireflite	Firedome	Firesweep
Horsepower.....	305	295	280
Torque (lb.-ft.).....	400	390	380
Bore and stroke.....	4.12" x 3.38"	4.12" x 3.38"	4.06" x 3.38"
Displacement (cu. in.).....	361	361	350
Compression ratio.....	10 to 1	10 to 1	10 to 1
Taxable horsepower.....	54.4	54.4	52.7
Carburetor.....	4-barrel	2-barrel	2-barrel
Exhaust.....	Dual	Dual	Dual

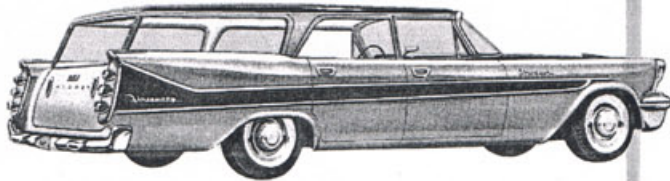
BASIC SPECIFICATIONS

	Fireflite	Firedome	Firesweep
Wheelbase.....	126"	126"	122"
Over-all length.....	218.6"	218.6"	216.5"
Over-all width.....	78.3"	78.3"	78.3"
Over-all height.....	55.5"	55.5"	55.2"
Tread—front.....	60.9"	60.9"	60.9"
—rear.....	59.8"	59.8"	59.8"
Axle ratio (TorqueFlite)...	3.15 to 1	3.15 to 1	3.15 to 1
Tire size.....	8.50 x 14"	8.50 x 14"	8.00 x 14"
Rim width.....	6"	6"	5.5"
Shipping weight (est.)....	4105	4055	3850
Ground clearance.....	5.1"	5.1"	5.2"
Brake lining area (sq. in.)..	251	251	230

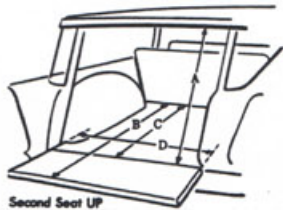
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Fireflite



Firesweep



Second Seat UP



Second Seat DOWN

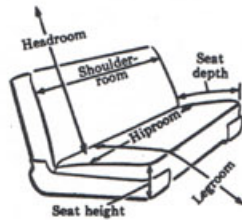
- A..... 28.5" D..... 46.0"
- B..... 85.6" E..... 119.7"
- C..... 64.5" F..... 98.6"
- G..... 45.7"

EQUIPMENT DIFFERENCES

	Fireflite Shopper, Explorer	Firesweep Shopper, Explorer
Cigar lighter, rear.....	Std.	NA
Cornerpost, chrome, rear.....	Std.	NA
Fender ornament.....	Std.	NA
Floor covering.....	Carpet	Rubber (1)
Foam rubber seat cushion, front.....	Std.	Extra
Interior light door switches.....	All Doors	Front Doors
Light, ash tray.....	Std.	Extra
Lights, backup.....	Std.	Extra
Light, dome, cargo compartment.....	Std.	Extra (2)
Light, hand-brake warning.....	Std.	Extra
Light, map and glove box.....	Std.	Extra
Medallion, front fender side.....	Std.	NA
Molding, rear quarter window.....	Std.	NA
Steering wheel, plastic.....	Std.	Extra
Transmission, TorqueFlite.....	Std.	Extra
Wheel covers.....	Std.	Extra
Windshield wiper, electric.....	Variable Speed	Single Speed
Panel, upper door—extruded aluminum...	Std.	NA

- (1) Rubber in Shopper; carpet in Explorer.
- (2) Extra cost in Shopper only, standard in Explorer.

STATION WAGONS



- Seat height—front..... 10.8"
- rear..... 13.5"
- third seat..... 15.5"
- Seat depth—front..... 18.6"
- rear..... 18.0"
- third seat..... 19.1"
- Headroom—front..... 36.1"
- rear..... 35.0"
- third seat..... 34.0"
- Legroom—front..... 45.5"
- rear..... 41.0"
- third seat..... 38.0"
- Hiproom—front..... 63.0"
- rear..... 62.0"
- third seat..... 45.7"
- Shoulder-room—front..... 60.5"
- rear..... 59.5"
- third seat..... 59.5"

ENGINE DIFFERENCES

	Fireflite	Firesweep
Horsepower.....	305	280
Torque (lb.-ft.).....	400	380
Bore and stroke.....	4.12" x 3.38"	4.06" x 3.38"
Displacement (cu. in.).....	361	350
Compression ratio.....	10 to 1	10 to 1
Taxable horsepower.....	54.4	52.7
Carburetor.....	4-barrel	2-barrel
Exhaust.....	Single	Single

BASIC SPECIFICATIONS

	Fireflite	Firesweep
Wheelbase.....	126"	122"
Over-all length.....	220.2"	218.1"
Over-all width.....	78.2"	78.2"
Over-all height.....	57.4"	57.1"
Tread—front.....	60.9"	60.9"
—rear.....	59.8"	59.8"
Axle ratio (TorqueFlite).....	3.31 to 1	3.31 to 1
Tire size.....	8.50 x 14"	8.00 x 14"
Rim width.....	6.5"	6"
Shipping weight (est.).....	4295	3980
Ground clearance.....	5.9"	5.8"
Brake lining area (sq. in.).....	251	230

NA—Not Available

ACCESSORY GROUPS

FIRESWEEP GROUPS

BASIC GROUP: (Available only with Groups 1, 2, or 3)

- *Glove Box—Map Light
- *Ash Tray Light
- *Trunk Light
- *Vanity Mirror
- Hand-Brake Light
- Outside Mirror—Left
- Prismatic Mirror
- License-Plate Frame

GROUP 1: Basic Group plus:

- †Heater—Fresh Air
- Windshield Washer
- Special Steering Wheel

GROUP 2: Group 1 (incl. Basic Group) plus:

- Radio—Push-Button
- Electric Clock
- Windshield Wiper—Variable-Speed

GROUP 3: Group 2 (incl. Group 1 and Basic Group) plus:

- Padded Instrument Panel
- Rear Seat Speaker
- Backup Lights

GLAMOUR GROUP #6: (4-door sedan and station wagons)

- Wheel Covers
- Bumper Guard Package
- Roof Molding Package #1

GLAMOUR GROUP #7: (2-door and 4-door Sportsman)

- Wheel Covers
- Bumper Guard Package
- Roof Molding Package #2

CUSTOM TRIM

PACKAGE: (NA station wagons, std. conv. coupe)

- Special Upholstery
- Carpets in Front and Rear
- Foam Rubber Cushions (Front and Rear)

FIREDOVE GROUPS

BASIC GROUP: (Available only with Groups 1, 2, or 3)

- *Ash Tray Light
- *Trunk Light
- *Vanity Mirror
- Hand-Brake Light
- Outside Mirror—Left
- Prismatic Mirror
- License-Plate Frame

*Available only in Accessory Groups.

†Instantaneous heater may be substituted for Fresh-Air type.

‡Steering Wheel Clock may be substituted for instrument-panel clock or both may be included in this group.

GROUP 1: Basic Group plus:

- †Heater—Fresh Air
- Windshield Washer
- ‡Electric Clock
- Foam Rubber Cushion—Rear

GROUP 2: Group 1 (incl. Basic Group) plus:

- Radio—Push-Button
- Rear Seat Speaker
- Padded Instrument Panel
- Special Steering Wheel
- Dual Exhausts

GROUP 3: Group 2 less Radio (incl. Group 1 and Basic Group) plus:

- Radio—Electro-Touch Tuner
- Dual Radio Antenna

GLAMOUR GROUP #6: (4-door sedan only)

- Wheel Covers
- Bumper Guard Package
- Fender Ornament
- Roof Molding Package #1

GLAMOUR GROUP #7: (2-door and 4-door Sportsman)

- Wheel Covers
- Bumper Guard Package
- Fender Ornament
- Roof Molding Package #2

FIREFLITE GROUPS

BASIC GROUP: (Available only with Groups 1 or 2)

- *Vanity Mirror
- Outside Mirror—Left
- Prismatic Mirror
- License-Plate Frame

GROUP 1: Basic Group plus:

- †Heater—Fresh Air
- Windshield Washer
- ‡Electric Clock
- Radio—Push-Button
- Padded Instrument Panel
- Dual Exhausts
- Rear Seat Speaker
- Stone Deflectors

GROUP 2: Group 1 less Radio (incl. Basic Group) plus:

- Radio—Electro-Touch Tuner
- Dual Antenna
- Triad Horn

GLAMOUR GROUP #6: (4-door sedan and station wagons)

- Bumper Guard Package
- Roof Molding Package #1

EXTERIOR COLORS

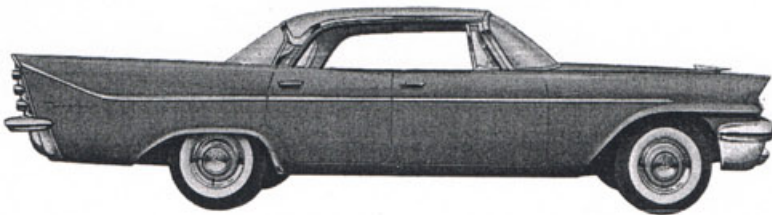
FIREFLITE AND FIREDOME MODELS ONLY

SINGLE COLORS

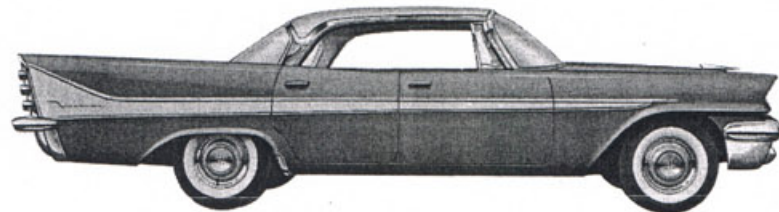
Color	Shade
Seacoast Aqua	Light
French Turquoise	Medium
Smoke Gray	Light
*Steel Gray	Dark
*Spanish Gold	Light

TWO-TONE COLOR COMBINATIONS

Upper and Sweep	Lower	Upper and Sweep	Lower
*Spanish Gold	Black	Pearl White	Smoke Gray
Smoke Gray	Black	Holly Red	Smoke Gray
*Steel Gray	Black	Autumn Rust	Smoke Gray
Seacoast Aqua	Black	Seacoast Aqua	Smoke Gray
French Turquoise	Black	French Turquoise	Smoke Gray
*Steel Gray	Wedgewood Blue	*Pearl White	Steel Gray
Smoke Gray	Wedgewood Blue	*Holly Red	Steel Gray
Seacoast Aqua	Haze Blue	*Autumn Rust	Steel Gray
Smoke Gray	Midnight Blue	*Spanish Gold	Steel Gray
Seacoast Aqua	Midnight Blue	Seacoast Aqua	Steel Gray
Smoke Gray	Willow Green	French Turquoise	Seacoast Aqua
*Spanish Gold	Spruce Green	Pearl White	Seacoast Aqua
Smoke Gray	Spruce Green	Pearl White	French Turquoise
Steel Gray	Smoke Gray	*Pearl White	Spanish Gold



Standard Two-Tone Combination



Colorsweep Two-Tone Combination

FIRESWEEP MODELS ONLY

SINGLE COLORS

Color	Shade
Arctic Gray	Light
Cruiser Gray	Dark
Rose Beige	Light
Suede Brown	Medium
Sand Dune Yellow	

TWO-TONE COLOR COMBINATIONS

Upper and Sweep	Lower	Upper and Sweep	Lower
Sand Dune Yellow	Black	Holly Red	Arctic Gray
Arctic Gray	Black	Autumn Rust	Arctic Gray
Cruiser Gray	Black	Pearl White	Cruiser Gray
Rose Beige	Black	Holly Red	Cruiser Gray
Cruiser Gray	Wedgewood Blue	Autumn Rust	Cruiser Gray
Arctic Gray	Wedgewood Blue	Sand Dune Yellow	Cruiser Gray
Arctic Gray	Haze Blue	Rose Beige	Cruiser Gray
Arctic Gray	Midnight Blue	Rose Beige	Autumn Rust
Arctic Gray	Spruce Green	Pearl White	Rose Beige
Sand Dune Yellow	Spruce Green	Suede Brown	Rose Beige
Cruiser Gray	Arctic Gray	Pearl White	Suede Brown
Sand Dune Yellow	Arctic Gray	Pearl White	Sand Dune Yellow
Pearl White	Arctic Gray		

ALL MODELS

SINGLE COLORS

Color	Shade
*Black	
*Holly Red	
*Pearl White	
*Wedgewood Blue	Light
*Haze Blue	Medium
*Midnight Blue	Dark
*Willow Green	Light
*Spruce Green	Medium
*Autumn Rust	Light

TWO-TONE COLOR COMBINATIONS

Upper and Sweep	Lower	Upper and Sweep	Lower
*Pearl White	Black	*Midnight Blue	Haze Blue
*Holly Red	Black	*Pearl White	Midnight Blue
*Autumn Rust	Black	Spruce Green	Willow Green
Willow Green	Black	Pearl White	Willow Green
*Midnight Blue	Wedgewood Blue	*Pearl White	Spruce Green
*Haze Blue	Wedgewood Blue	*Pearl White	Autumn Rust
*Pearl White	Wedgewood Blue	*Pearl White	Holly Red
*Pearl White	Haze Blue		

Fireflite station wagon standard colors are indicated by asterisk (). Colors other than those specified as standard are available at special paint charge.

NOTE: All of the above paint combinations can be reversed. In other words, the "lower" colors can be had on the upper section and in the colorsweep panel; and the "Upper and

Sweep" colors can be had on the lower section.

Also, standard two-tone combinations are available (upper and lower two-toned *without colorsweep*) and all of the colors listed above are available as such—either as listed or reversed. ("Upper and Sweep" colors are used for roof area and "Lower" colors for lower area.)

INTERIOR TRIM

		SEAT	BOLSTER	
4-door sedan	"Primitive Tweed" pattern Jacquard Fabric	Med. Blue Med. Green Black	Lt. Blue Lt. Green Lt. Beige	Plain Vinyl Metallic Vinyl
2-door and 4-door Sportsman	"Modern Tweed" Metallic-Threaded Fabric	Med. Blue Med. Green Beige-Black	Lt. Blue Lt. Green Lt. Beige	Plain Vinyl Metallic Vinyl
Trims shown below for Firedome 4-door sedan, 2-door Sportsman and 4-door Sportsman are available at extra cost on the Firesweep 4-door sedan, 2-door Sportsman and 4-door Sportsman. *(Black Vinyl is used in Firesweep.)				
Convertible Coupe	"Frontier Homespun"	Med. Blue Med. Green Sand Neutral Sand Neutral	Lt. Blue & White Lt. Green & White Black & White Med. Red	Plain Vinyl
	Metallic Vinyl	Med. Blue Med. Green Lt. Beige	Lt. Blue & White Lt. Green & White Black & White	Plain Vinyl
	Plain Vinyl	Black-Beige	Med. Red	Plain Vinyl
Station Wagons	Ventilating Vinyl	Black	Lt. Beige	Metallic Vinyl
	"Modern Tweed" Metallic-Threaded Fabric	Beige-Black	Lt. Beige	Metallic Vinyl
4-door sedan	"Spice Box Tweed" Metallic-Threaded Nylon Jacquard Fabric	Med. Blue Med. Green Multi-Color	Lt. Blue Lt. Green Lt. Gray	Plain Vinyl Metallic Vinyl
2-door and 4-door Sportsman & Convertible	"Frontier Homespun" Striped Fabric	Med. Blue Med. Green Med. Turquoise Sand Neutral Sand Neutral	Lt. Blue & White Lt. Green & White Lt. Turquoise & White Med. Red Dk. Gray & White*	Plain Vinyl Metallic Vinyl
	Metallic Vinyl	Med. Blue Med. Green Med. Turquoise Dark Gray Light Gray	Lt. Blue & White Lt. Green & White Lt. Turquoise & White Med. Red Dk. Gray & White*	Plain Vinyl Metallic Vinyl
4-door sedan	"Metallic Damask" Metallic-Threaded Nylon Jacquard Fabric	Med. Gray-Blue Med. Gray-Green Med. Gray-Black	Med. Blue Med. Green Light Gray	"Star-Cord" Fabric
2-door and 4-door Sportsman & Convertible	"Nugget Tweed" Metallic-Threaded Jacquard Fabric	Med. Blue Med. Green Med. Turquoise Med. Gray Med. Gray	Lt. Gray Lt. Gray Lt. Gray Lt. Gray Med. Red.	Metallic Vinyl Plain Vinyl
	Metallic Vinyl	Med. Blue Med. Green Med. Turquoise Med. Gray Med. Gray	Lt. Gray Lt. Gray Lt. Gray Lt. Gray Med. Red	Metallic Vinyl Plain Vinyl
Station Wagons	"Star Dust" Ventilating and Cleanable Vinyl	Med. Gray	Lt. Gray & White	Metallic Vinyl
	"Westminster Tweed" Fabric	Med. Gray	Lt. Gray & White	Metallic Vinyl

FIRESWEEP

FIREDOME

FIREFLITE

STANDARD AND

FIREFLITE

FIREDOME

FIRESWEEP

Air Cleaner, Replaceable Element.....	Std.	Std.	Std.
Air Conditioning (incl. Fresh Air Heater).....	Extra	Extra	Extra
Antenna, Dual Manual (Rear).....	Extra (1)	Extra	Extra (1)
Antenna, Single Power (Rear).....	Extra (1)	Extra	Extra (1)
Armrests, Front and Rear, Side.....	Std.	Std.	Std.
Armrest, Rear Seat Center.....	Extra (2)	NA	NA
Ash Receiver(s), Front and Rear.....	Std.	Std.	Std.
Bumper Guards, Special (Front).....	Extra	Extra	Extra
Bumper Guards, Special (Rear).....	Extra (1)	Extra	Extra (1)
Cigar Lighter, Front.....	Std.	Std.	Std.
Cigar Lighter, Rear.....	Std. (2)	NA	NA
Clock, Electric Instrument Panel.....	Extra	Extra	Extra
Clock, Self-winding Steering Wheel (with Automatic Trans. only).....	Extra	Extra	NA
Colorsweep (Two-tone).....	Extra (3)	Extra	Extra
Colorsweep Molding Only.....	Extra (3)	Extra	Extra
Crankcase Air Vent Cleaner.....	Extra	Extra	Extra
Defroster, Rear Window.....	Extra (4)	Extra (4)	Extra (4)
Differential, Non-Slip.....	Extra	Extra	Extra
Directional Signals.....	Std.	Std.	Std.
Dual Exhausts.....	Extra (5)	Extra (5)	Extra (5)
Dual Headlamps.....	Std.	Std.	Std.
Fender Top Ornament, Front.....	Std.	Extra	NA
Floor Covering, Front and Rear—Carpet.....	Std.	Std.	Extra (6)
Floor Covering, Front and Rear—Rubber.....	NA	NA	Std. (7)
Foam Rubber Cushion, Front.....	Std.	Std.	Extra
Foam Rubber Cushion, Rear.....	Std. (1)	Extra	Extra (1)
Hand Brake Safety Signal.....	Std.	Extra	Extra
Heater, Fresh Air.....	Extra	Extra	Extra
Heater Booster, Fresh Air.....	Extra	Extra	NA
Heater, Instantaneous (NA with Air Conditioner).....	Extra	Extra	NA
Horn, Triad.....	Extra	Extra	NA
License Plate Frame.....	Extra	Extra	Extra
Light, Ash Tray (avail. Accessory Group only).....	Std.	Extra	Extra
Lights, Backup.....	Std.	Std.	Extra
Light(s), Dome or Quarter operated by all doors.....	Std.	Std.	Std. (8)
Light, Second Dome (Station Wagons only).....	Std.	NA	Std. (9)
Light, Luggage Compartment (avail. Accessory Group only).....	Std. (1)	Extra	Extra (1)
Light, Glove Box-Map (avail. Accessory Group only).....	Std.	Std.	Extra
Mirror, Outside Rear View, Left or Right.....	Extra	Extra	Extra
Mirror, Outside Rear View—Left Remote Control.....	Extra	Extra	Extra
Mirror, Prismatic (Non-Glare).....	Extra	Extra	Extra
Mirror, Vanity (avail. Accessory Group only) (with Standard Visor only).....	Extra	Extra	Extra

OPTIONAL EQUIPMENT

	FIREFLITE	FIREHOME	FIRESWEEP
Power Brakes (with Automatic Trans. only).....	Extra	Extra	Extra
Power Package, Engine.....	NA	NA	Extra
Power Seat Adjuster (6-way).....	Extra	Extra	Extra
Power Steering (with Automatic Trans. only).....	Extra	Extra	Extra
Power Tailgate Window Lift (Station Wagons only)....	Std. (9)	NA	Std. (9)
Power Window Lifts (4 Windows).....	Extra	Extra	Extra
Oil Filter, Replaceable Element, Full-Flow.....	Std.	Std.	Std.
Radio, Push-button.....	Extra	Extra	Extra
Radio, Electro-touch.....	Extra	Extra	NA
Radio Speaker, Rear Seat.....	Extra (4)	Extra (4)	Extra (4)
Roof Molding Package No. 1 (see page G-12).....	Extra (10)	Extra (10)	Extra (10)
Roof Molding Package No. 2 (see page G-12).....	Std. (11)	Extra (11)	Extra (11)
Safety Cushion Dash Panel.....	Extra	Extra	Extra
Solex Glass.....	Extra	Extra	Extra
Solex Glass Windshield only (Shaded Type).....	Extra (15)	Extra (15)	Extra (15)
Solex Glass with Shaded Windshield.....	Extra (15)	Extra (15)	Extra (15)
Solex Glass with Tinted Rear Window and Shaded W/S	Extra (12)	NA	NA
Steering Wheel, Special Plastic.....	Std.	Extra	Extra
Stone Deflectors, Rear Fender.....	Extra	Extra	Extra
Sun Visors, Tinted Plastic (NA Conv. Coupes).....	Extra	Extra	Extra
Tires, Captive-Air (four or five).....	Extra (13)	Extra	Extra (13)
Tires, Rayon Cord White Sidewall 8.00 x 14" (five)....	NA	NA	Extra (14)
Tires, Rayon Cord White Sidewall 8.50 x 14" (five)....	Extra (14)	Extra	NA
Tires, Nylon Cord White Sidewall 8.00 x 14" (five)....	NA	NA	Extra (14)
Tires, Nylon Cord White Sidewall 8.50 x 14" (five)....	Extra (14)	Extra	NA
Trim, Custom Interior (NA Station Wagons).....	NA	NA	Extra (5)
Transmission, PowerFlite.....	NA	NA	Extra
Transmission, TorqueFlite.....	Std.	Extra	Extra
Undercoating.....	Extra	Extra	Extra
Wheel Covers, Stainless Steel.....	Std.	Extra	Extra
Window, Vista-Vision Rear.....	Std. (12)	NA	NA
Windshield Washer.....	Extra	Extra	Extra
Windshield Wipers, Single-speed Electric.....	NA	NA	Std.
Windshield Wipers, Variable-speed Electric.....	Std.	Std.	Extra

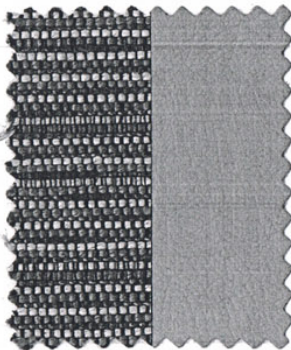
- (1) NA station wagons
- (2) Avail. only on 4-door sedan and 4-door Sportsman
- (3) Standard on Fireflite 2-door Sportsman, 4-door Sportsman and convertible
- (4) NA station wagons or convertible coupes
- (5) Standard only on convertible coupes
- (6) Standard on Explorer station wagon
- (7) NA on Explorer station wagon
- (8) Front doors only
- (9) Standard only on Explorer; extra cost on Shopper
- (10) Available only on 4-door sedan and station wagons

- (11) Available only on 2-door and 4-door Sportsman models
- (12) Available on 2-door Sportsman only
- (13) Four Captive-Air Tires standard on all Explorer Station Wagons, no fifth tire
- (14) NA on Explorer station wagon as Captive-Air Tires are standard
- (15) NA 4-door sedan or station wagons
Std.—Standard equipment at no extra cost.
Extra—extra-cost factory-installed optional equipment.
NA—Not available as factory-installed equipment.

Fire Sweep

2 & 4-DOOR SPORTSMAN CUSTOM TRIM CONVERTIBLE STANDARD TRIM

TRIM CODE No. 661



Seat

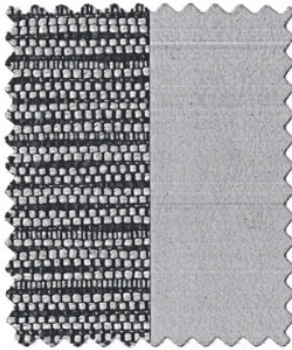
Bolster

SOLID: AAA-BBB-CCC-DDD-KKK-LLL-XXX

*TWO TONE: XAX-KAK-LAL-DBD-CBC-XXB-
LBL-KBK-XXC-DCD-KCK-XDX-KDK-LKL-XXY-
XLX

*All Two Tone colors are reversible

TRIM CODE No. 662



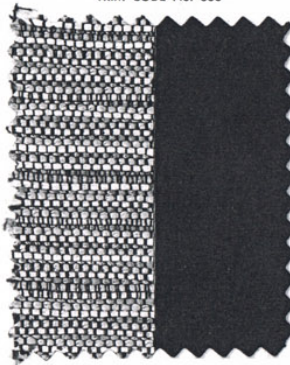
Seat

Bolster

SOLID: AAA-EEE-FFF-KKK-LLL-UUU-XXX

*TWO TONE: XAX-UAU-EAE-KAK-LAL-FEF-
XEX-XFX-UFU-KFK-LKL-XXY-XLX-ULU-XUX-
UKU

TRIM CODE No. 663



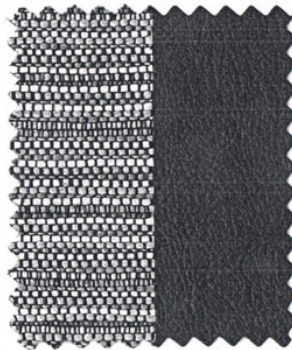
Seat

Bolster

SOLID: AAA-KKK-LLL-MMM-NNN-OOO-PPP-
UUU-XXX

*TWO TONE: XAX-PAP-OAO-UAU-KAK-LAL-
LKL-XXX-PKP-OKO-XLX-PLP-OLO-ULU-XPX
XOX-XUX-MAU-UKU-MLM-MOM-XXM-
NMN-XXN

TRIM CODE No. 666



Seat

Bolster

SOLID: AAA-KKK-LLL-PPP-XXX

*TWO TONE: XAX-PAP-KAK-LAL-LKL-XXY-
PKP-XLX-PLP-XPX