

Announcing 30TH
THE 30TH
ANNIVERSARY

DE SOTO
SEVILLE

New for Spring

Seville Specifications:

FIREDOME SERIES:

Engine: 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 2.08"; exhaust valve diameter 1.60"; bore and stroke, 4.250" x 3.375"; compression ratio 10.1 to 1; displacement 383 cu. in.; 2-barrel carburetor. Taxable hp 57.8. Premium fuel recommended.

Transmission: Special equipment TorqueFlite 3-speed fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 2.45; drive range (low) 2.45; (second) 1.45; (direct) 1.00; (reverse) 2.20. Control by manually operated pushbuttons (5) mounted on extreme left side of instrument panel.

Lubrication: Full pressure to main, connecting rod and camshaft bearings. Full-flow oil filter standard equipment.

Cooling: Full-length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 16 quarts (17 quarts with hot water heater).

Distributor: Single breaker type; mechanical and vacuum controlled automatic advance.

Rear Axle: Silent-hypoid, semi-floating; ratio 3.31 performance (2.93 economy option). High-load carrying, tapered-roller wheel bearings.

FIRESWEEP SERIES:

Engine: 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 1.95"; exhaust valve diameter 1.60"; bore and stroke, 4.125" x 3.375"; compression ratio 10 to 1; displacement 361 cu. in.; 2-barrel carburetor standard equipment. Taxable hp 54.4. Premium fuel recommended.

Transmission: Standard equipment 3-speed manual shift; 3-speeds forward and 1 speed reverse; syncrosilent all-helical gears; single plate dry-ventilated clutch; ratios: first 2.12; second 1.43; third 1.00; reverse 2.73. Special equipment TorqueFlite fully automatic 3-speed transmission with pushbutton range selector (see Firedome specifications), or Powerflite fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears; ratios: starting 1.72; drive range (low) 1.72; drive range (direct) 1.00; reverse 2.39. Control by manually operated pushbuttons (4) mounted on extreme left side of instrument panel.

Lubrication: Full pressure to main, connecting rod and camshaft bearings. Full-flow oil filter standard equipment.

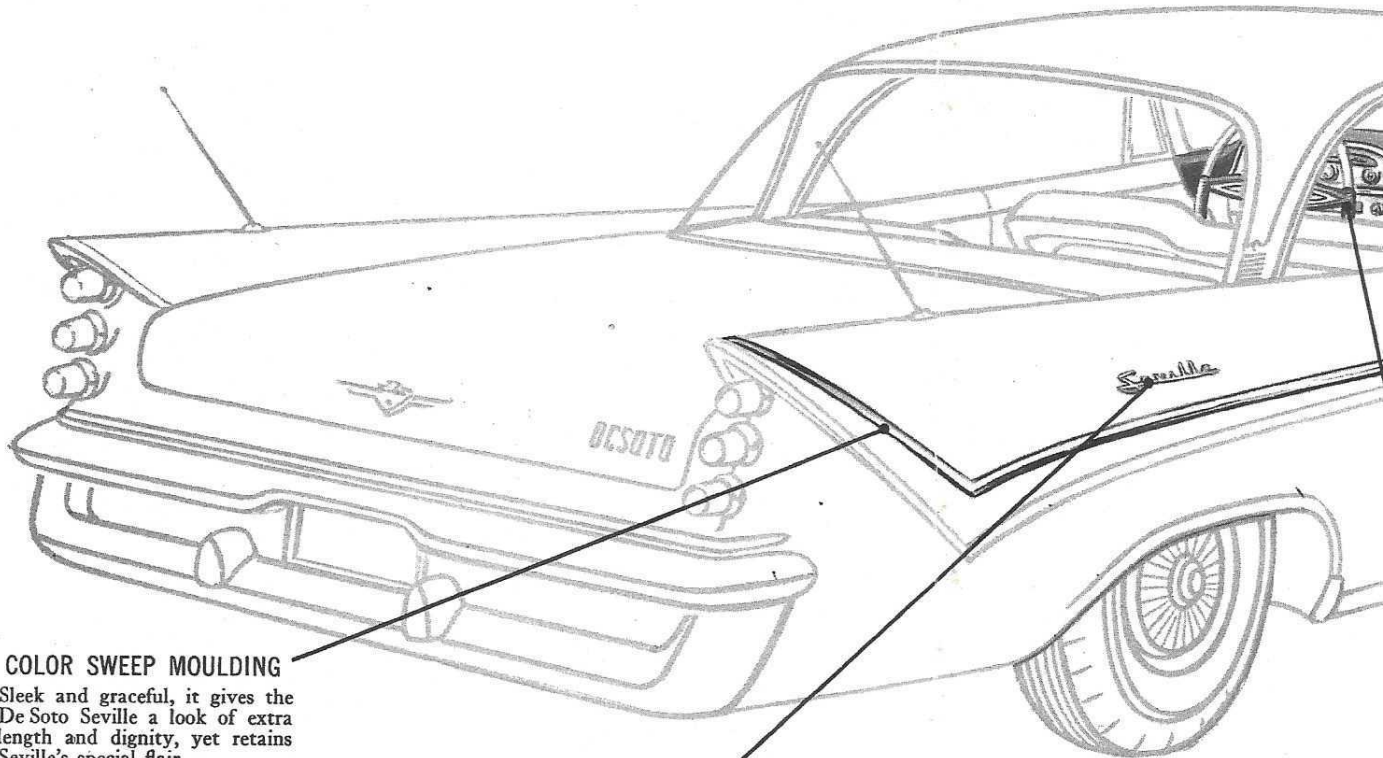
Cooling: Full length water jacket; surrounds bores; 4-blade 18" diameter fan; water capacity 16 quarts (17 quarts with hot water heater).

Distributor: Single breaker type; mechanical and vacuum controlled automatic advance.

Rear Axles: Silent-hypoid, semi-floating. Manual shift: performance ratio 3.54 (3.31 economy option). Powerflite ratio 3.31 performance (2.93 available on request). TorqueFlite ratio 3.31 performance (2.93 economy option).

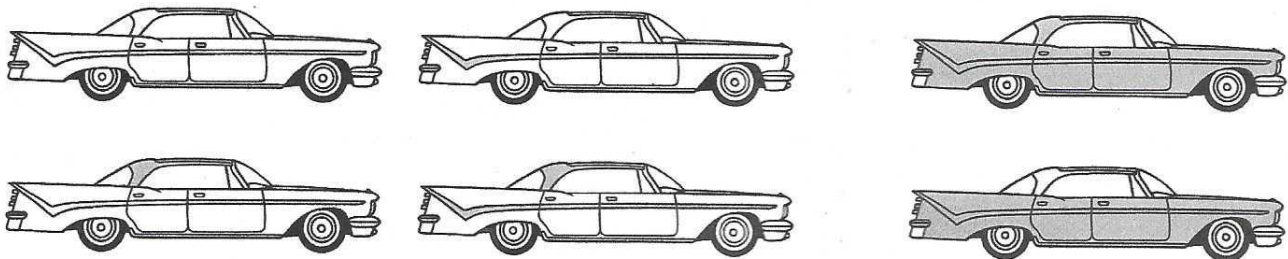
Outside and in, the Seville is Spring's *Smart*

The De Soto Seville is New-for-Spring in the Firedome and Firesweep series. Available in smart two- and four-door hardtops. Choice of warm Bradenton blue or pearl white bodies, or in one of the many stunning combinations shown below. Every Seville glows with the extra glamour of the special trim package illustrated. There's fresh and exciting new beauty in every inch—in and out—of De Soto's 30th Anniversary Seville.



COLOR SWEEP MOULDING
Sleek and graceful, it gives the De Soto Seville a look of extra length and dignity, yet retains Seville's special flair.

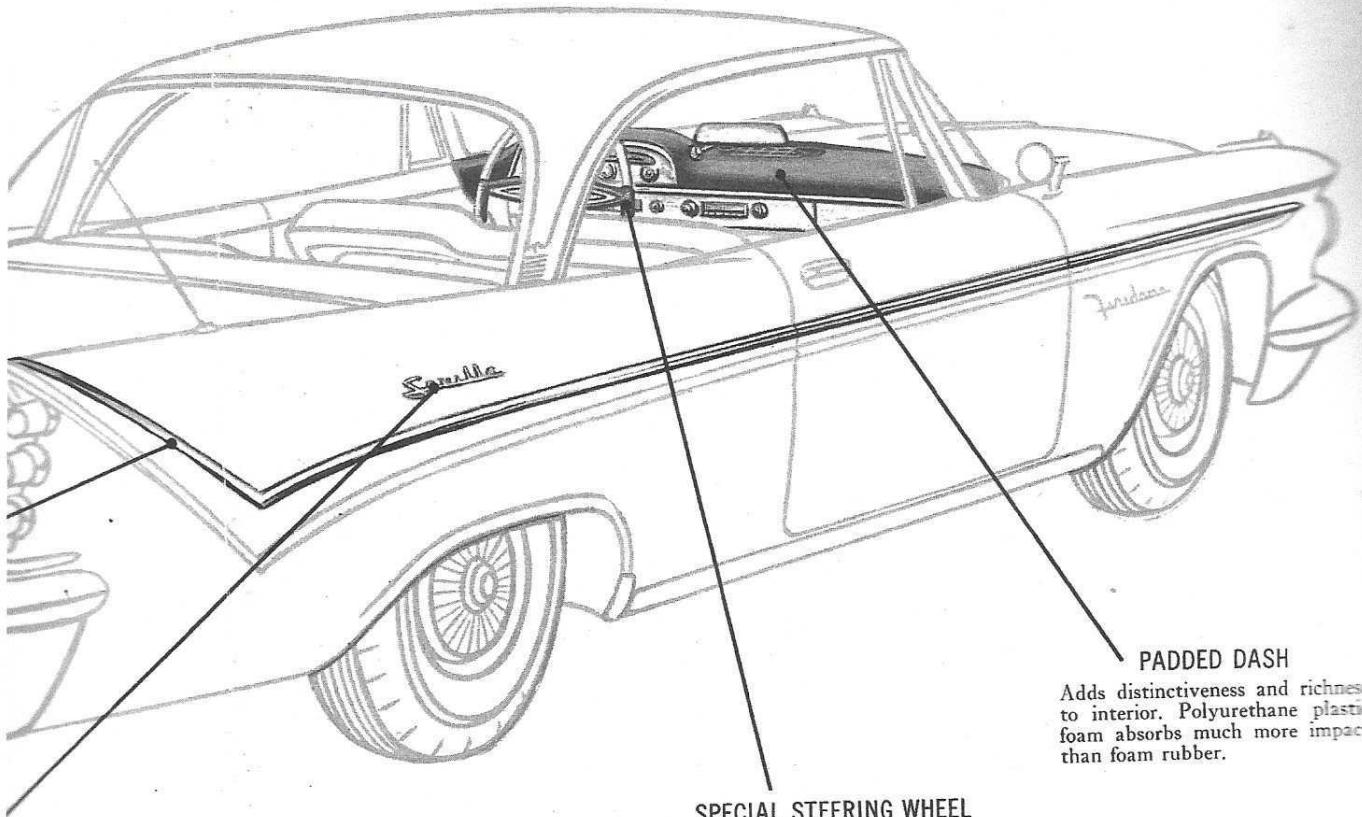
DISTINCTIVE NAME PLATE
Another touch that adds so much to the pride of ownership you feel with a new De Soto Seville. Bright eye-catching chrome.



The colors and combinations shown in the 4-door Firedome above are also available in the 2-door Firedome, and 4- and 2-door Firesweep models. All two-tone combinations are optional at extra cost. Bradenton blue available only with Nassau plaid interior.

Seville is Spring's Most Smartly-dressed car

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fresh

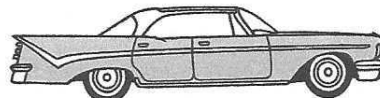
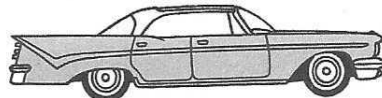
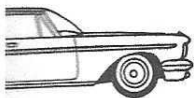
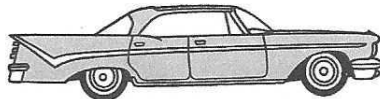
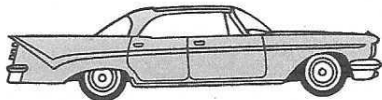
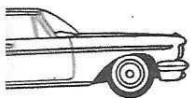


PADDED DASH

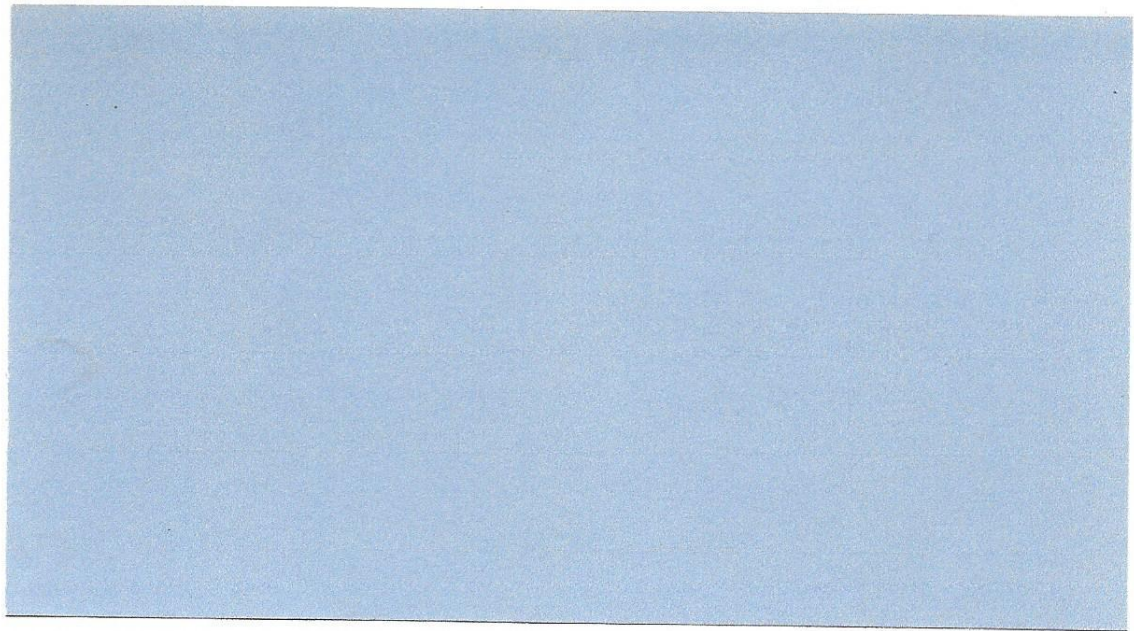
Adds distinctiveness and richness to interior. Polyurethane plastic foam absorbs much more impact than foam rubber.

SPECIAL STEERING WHEEL

Easy-Grip wheel is moulded of two-tone plastic, blends with the New-for-Spring Bradenton blue overtones of the car.

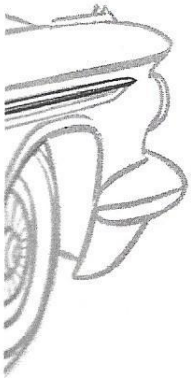


Available in the 2-door Firedome, and 4- and 2-door Firesweep models.
Available only with Nassau plaid interior



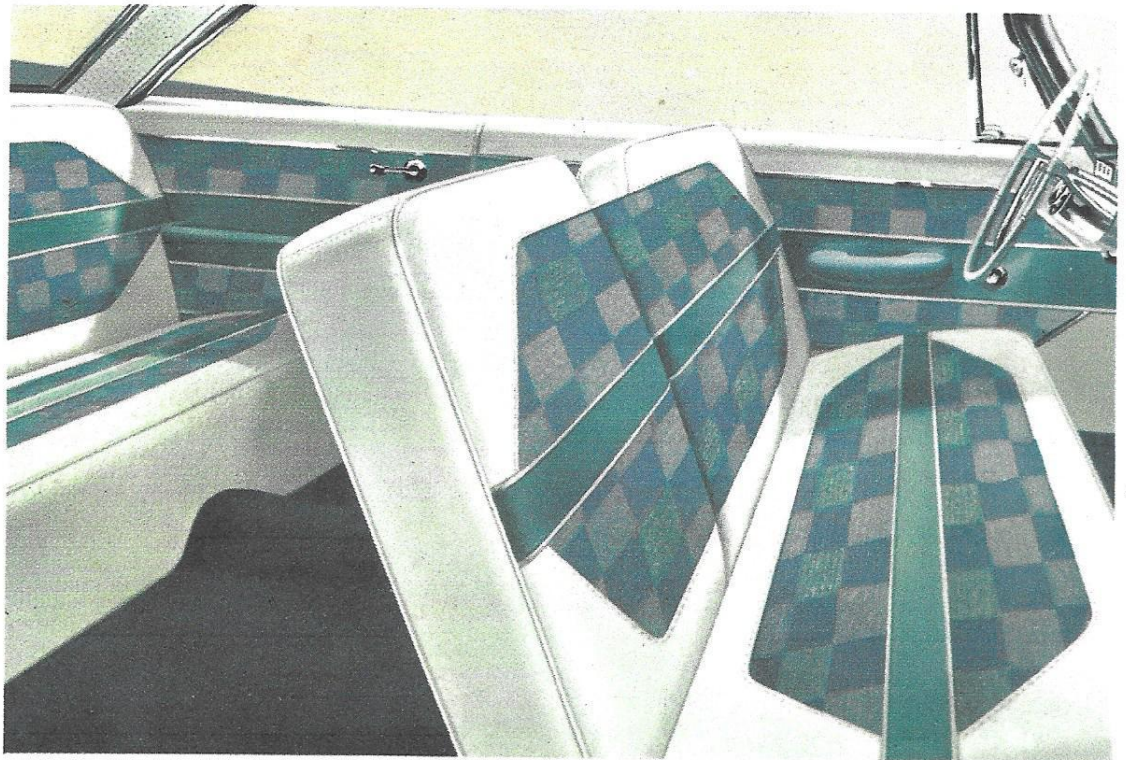
BRIGHT NEW COLOR FOR SPRING . . .

De Soto chooses gay Bradenton blue to make car fashion news this Spring! Both Bradenton blue body with white trim, and white body with contrasting trim are fresh . . . different . . . distinctive. The beautiful new Seville is also available in all-Bradenton blue, or all pearl white.



DED DASH

iveness and richness
polyurethane plastic
much more impact
ber.



. . . COMBINED WITH CARIBBEAN-INSPIRED NASSAU PLAID INTERIOR.

Warm blues and turquoises have all the carefree gaiety of sparkling Caribbean skies and waters. Rugged vinyl bolsters.