

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.

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—Now 3 wheel turns do what 5 used to.



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 right pressure on the new, wider, pendulum-type brake pedal brings the car to a smoothly, stop with but half the usual pedal pressure.

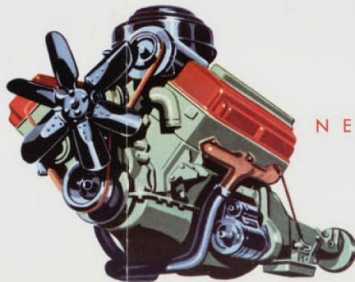
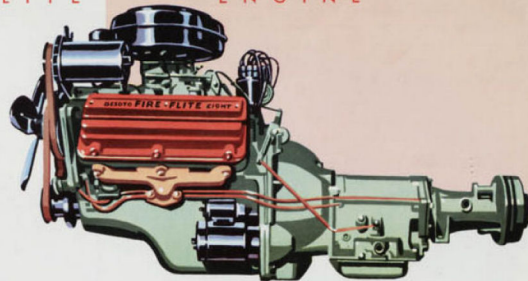


POWER SEAT

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 PRESTO—your seat is where you want it. Seat travels fore and aft 8 inches, vertically 3 inches.

NEW FIREFLITE ENGINE

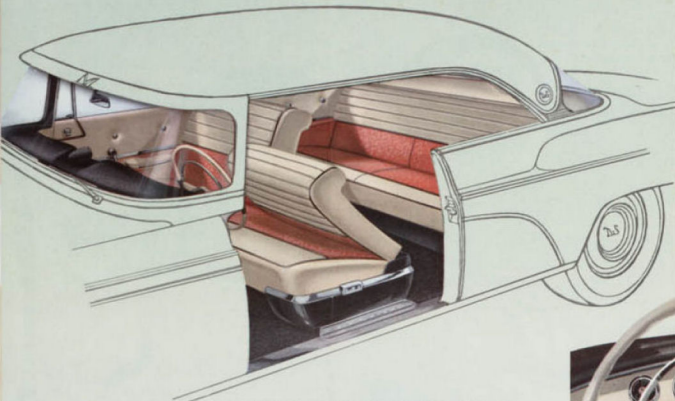
There is a brand new De Soto engine for '55: The fabulous Fireflite V-8 . . . boasting a mighty 200 h.p.! Fireflite delivers the kind of flashing power and acceleration you've dreamed about! You surge ahead with a smooth, steady flow of power. A new 4-barrel carburetor gives smoother idle, quicker response. Smooth, quiet, power-packed—that's Fireflite—the most responsive high-compression engine you've ever tried!



NEW FIREDOME ENGINE

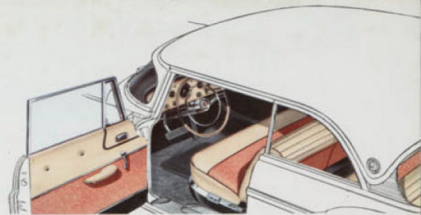
Famous for smooth, eager power and top economy (on regular gas), the Firedome V-8 for 1955 is increased to a hefty 185 horsepower. Precision-built for quietness, greater smoothness and long life, Firedome's bore and displacement have been increased for greater power . . . it has larger intake and exhaust 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 Sportman 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.

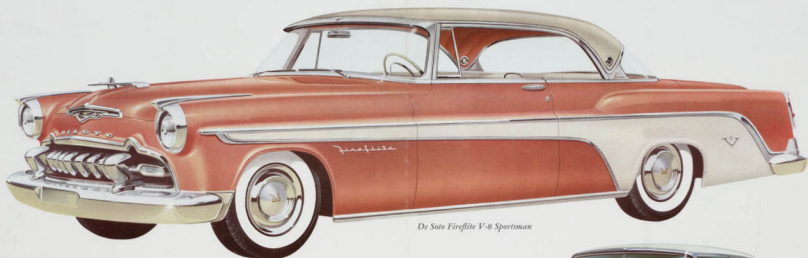


• The Sportman's smart, harmonizing door panel is highlighted by extending the rich, ivory vinyl trim to the door window glass opening . . . thus adding a custom-crafted touch and creating a new motif in interior elegance.

• 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 "Rite-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.



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



De Soto Firedome V-8 Special Coupe



De Soto Firedome V-8 Station Wagon

THE MIGHTY NEW
DE SOTO
FIREDOME

1955 DE SOTO
SPECIFICATIONS[illegible]

FIREFLITE V.8

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FIREDOME V-B