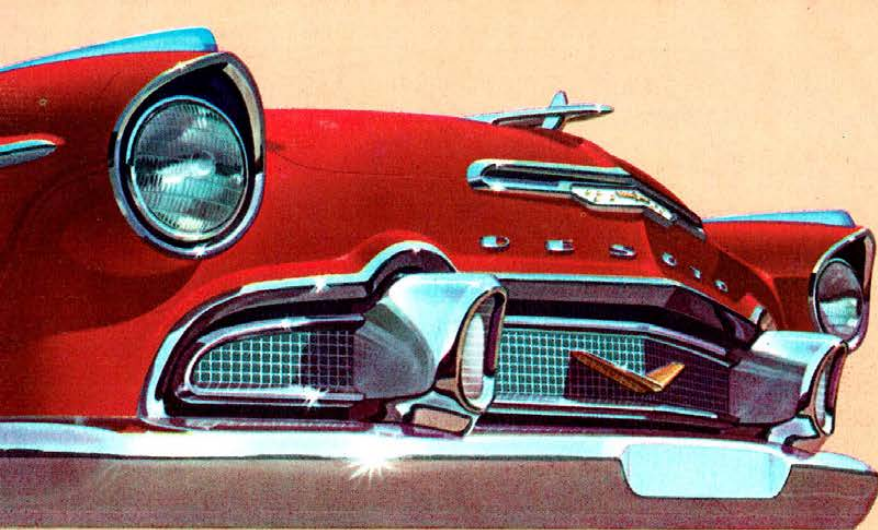


1956 DE SOTO



The car designed for the super-highway age!



SPECIFICATIONS

OTHER DE SOTO FEATURES

FIREFLITE V-8

ENGINE—8 cylinder, 90° V; 255 hp at 4400 rpm; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter, 1.75"; bore and stroke, 3.72" x 3.80"; compression ratio, 8.5 to 1; displacement 330 cu. in.; maximum torque 350 ft. lb. at 3200 rpm; taxable hp, 44.28.

TRANSMISSION—Standard equipment Powerflite fully automatic transmission, hydraulically actuated; combines 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 manually operated Push Buttons mounted on extreme left side of instrument panel, water cooled heat exchanger. (Air cooled heat exchanger on special equipment Fire-dome installations.)

LUBRICATION—Full pressure to main connecting rod and camshaft bearings. Floating type oil intake. Oil filter standard equipment.

COOLING—Full length water jackets surrounded bores; 4-blade 18" diameter shrouded fan; water capacity, 23 quarts, (24 quarts with hot water recirculating heater.)

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

REAR AXLE—Silent-hypoid, semi-floating; ratio 3.45 (3.36 and 3.73 optional).

FIREDOME V-8

ENGINE—8 cylinder, 90° V; 230 hp at 4400 rpm; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.72" x 3.80"; compression ratio, 8.5 to 1; displacement 330 cu. in.; maximum torque 305 ft. lb. at 2800 rpm; taxable hp, 44.28.

TRANSMISSIONS—Standard equipment 3-speed manual shift. Special equipment Powerflite fully automatic transmission with Push Button gear selector (see Fireflite specifications). Also Overdrive—(Available with 3-speed manual shift only.) 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 3.48. Overdrive ratio 0.7 to 1.

LUBRICATION—Full pressure to main connecting rod and camshaft bearings. Floating type oil intake. Oil filter standard equipment.

COOLING—Full length water jackets surrounded bores; six-blade 12" diameter shrouded fan; water capacity 22 quarts (23 quarts with hot water recirculating heater).

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

REAR AXLE—Silent-hypoid, semi-floating. Manual Shift: standard ratio 3.90 (4.1 and 3.73 optional), with Overdrive: standard ratio 4.3 (4.1 optional). Powerflite 3.73 (4.1 and 3.9 optional).

LONG WHEEL BASE—126 inches; overall length 4-door Sedan & Sportsman 217.9 inches, all 2-door models 220.9 inches, Station Wagon 218.6.

NEW CENTER-PLANE BRAKES—Many more miles of actual lining wear, requires one quarter less pedal pressure than conventional drum and shoe type; 4-wheel hydraulic internal expanding type, twin cylinder type on front; big 12" diameter drums, heavy section, high rib; long life rivetless Cyclebond linings, contact area 251 inches. Power brakes available as special equipment on Powerflite Transmission on equipped models. Wider brake pedal on Powerflite equipped models. Master cylinder and booster mounted on firewall—easily serviced—out of dirt area. Pendulum type suspended brake and clutch pedals. Parking brake: drum type, fully enclosed internal-expanding mounted behind Powerflite Transmission, operated independently of service brakes: external-contracting type drum brake mounted behind manual shift transmission, operated independently of service brakes.

BETTER STEERING—3-tooth roller steering gear, (straddle-mounted cross shaft with needle bearings), new symmetrical idler arm steering linkage, nearly constant steering ratios—steering uninfluenced by vertical

wheel movement—less wheel fight and tire wear. Full Time Power Steering, available as special equipment.

NO-SWAY RIDE CONTROL—DeSoto's frame permits rear springs to be mounted parallel and closer to wheels, reducing car body roll around corners. Wide front wheel track.

ORIFLOW SHOCK ABSORBERS—Mounted inside front coil springs, upper end attached to frame—longer stroke—better cushioning, lower pressure, longer life, "sea leg" mounted in rear.

WATERPROOF IGNITION—Insulating covering on all vital electrical connections for sure all-weather starting.

FUEL SYSTEM—20 gallon tank, vented, right rear fender fill. Oilite filter in tank, plus ceramic filter at carburetor on Fireflite, mechanical diaphragm type fuel pump, down draft carburetor, 4-barrel carburetor on Fireflite with vacuum automatic control on opening of secondary barrels. Improved 2-barrel carburetor on Fire-dome.

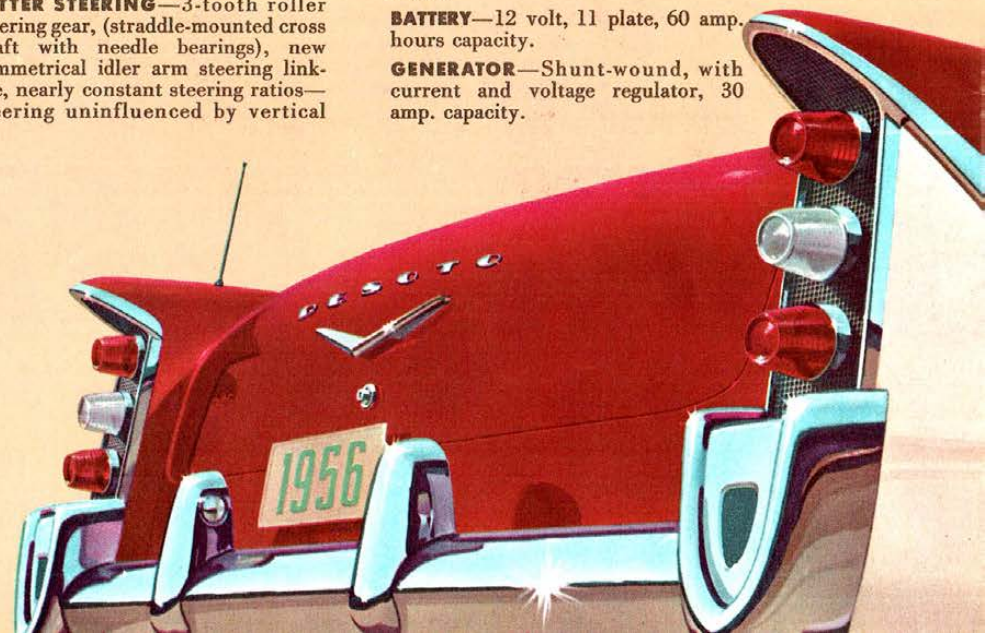
BATTERY—12 volt, 11 plate, 60 amp. hours capacity.

GENERATOR—Shunt-wound, with current and voltage regulator, 30 amp. capacity.

Now More Than Ever... Drive A De Soto Before You Decide

NOTE—Manufacturer reserves the 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





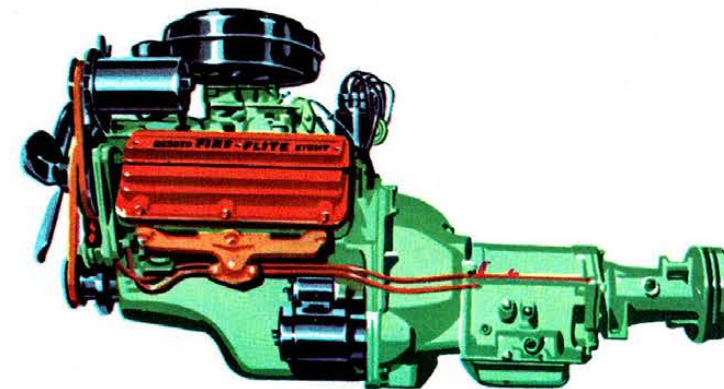
New Super-Highway Power

Never has any automobile boasted such "get-up-and-go." De Soto's thundering V-8 power combined with the new improved Powerflite Transmission (standard on all Fireflite models) gives you exhilarating performance at any speed; for torrid "High Torque Take-Offs" or a sudden burst of emergency "get-by" for safer high speed passing.



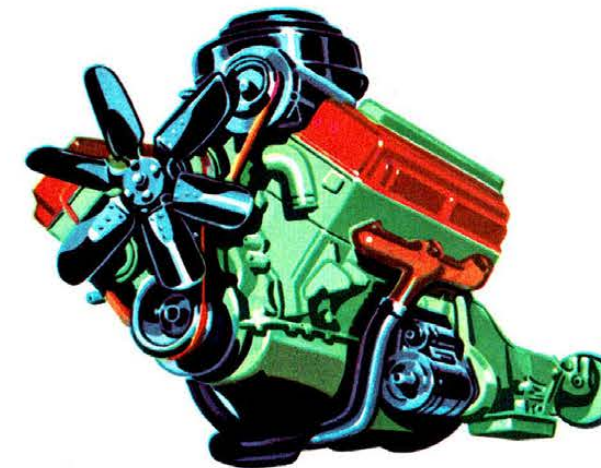
New Super-Highway Safety Lights

For safer driving under today's stepped up pace. "Control Tower" styling allows other motorists to anticipate your driving intentions safely. The top turret is the tail light, stop light, and directional signal, visible from both sides as well as the rear, the center turret is your backup light, and the lower an additional safety tail light and reflector.



New 255 H.P. Fireflite V-8

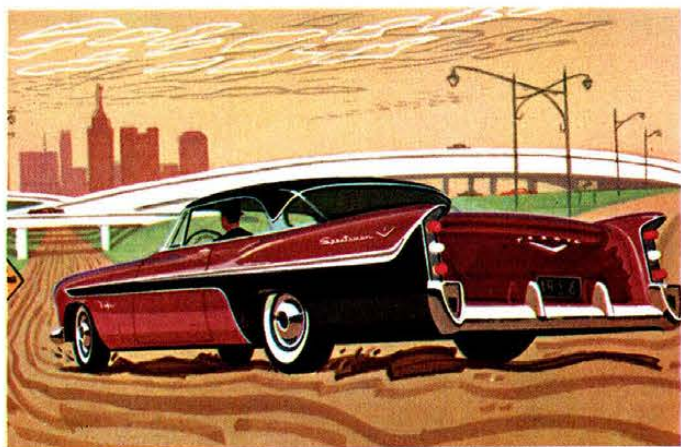
The most advanced engine design in the entire automotive industry. A cyclone of power smoothly harnessed to meet your every driving need. New 4-barrel carburetor gives you eager power at any speed.



New 230 H.P. Firedome V-8

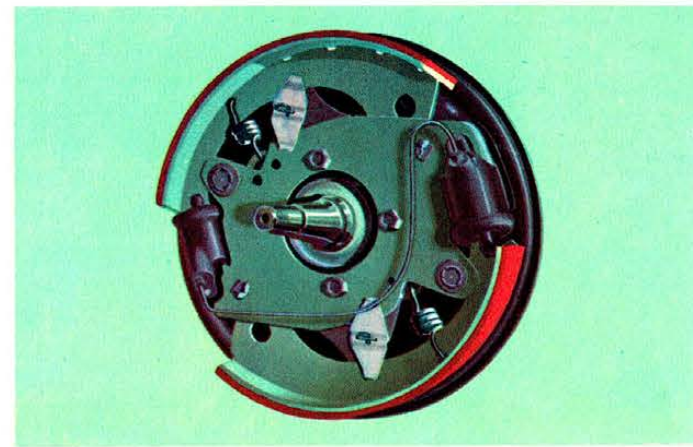
An instantly responsive engine that delivers a mighty surge of flashing power the split second you need it. New compression ratio upped to 8.5 to 1. New power for those breathtaking "High Torque Take-offs."

The 1956 De Soto...Designed and Powered For The Super-Highway Age



Improved Full Time Power Steering

De Soto's new improved Full Time Power Steering always works "full time" for your safety. No "on-again-off-again" action. You always have a safe, sure, "feel of the highway." Guides you effortlessly through slowpoke city traffic and over dangerous rutty roads. With De Soto Full Time Power Steering parking is as easy as dialing a phone.

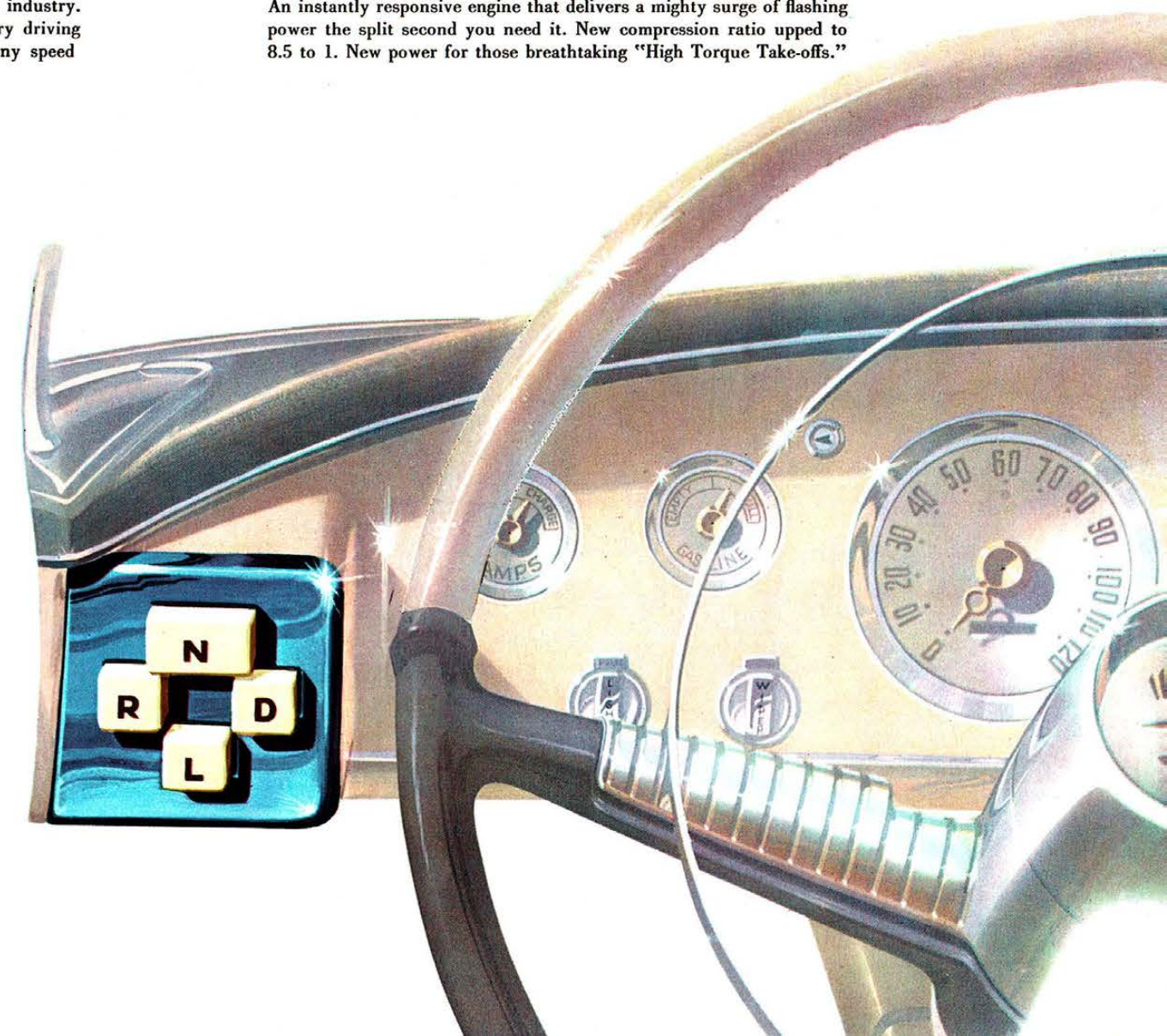


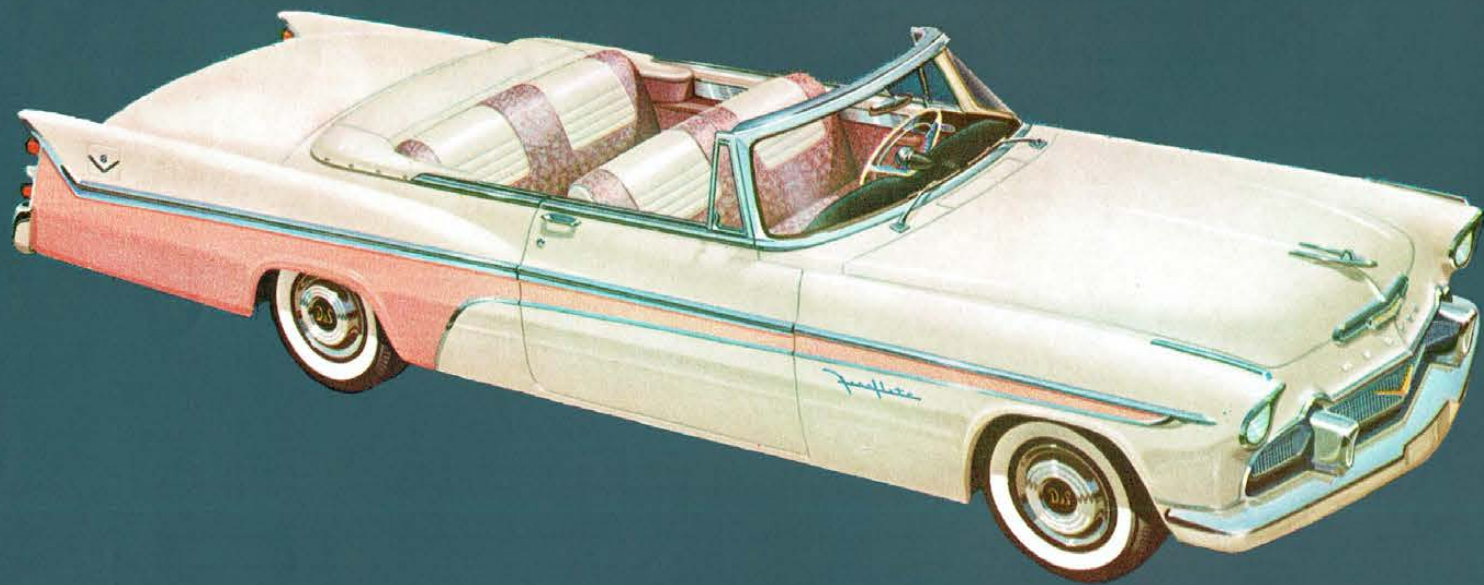
New Center-Plane Brake

A vast safety improvement to meet modern requirements—you stop with one quarter less effort. Yet, these new brakes are capable of making up to twice the number of high speed emergency stops as the conventional anchored-shoe type—completely free of brake fade. And the new Center-Plane design gives you many more miles of actual lining wear.

Push Button Driving Is Here

The unique Push Button Drive Selector is an integral part of the smart "aircraft-styled" instrument panel. Revolutionary in design . . . superbly simple in operation, you quickly select the proper driving range with the effortless touch of a button. The new Push Button Powerflite Transmission (standard equipment on all Fireflite models), is so completely automatic you merely *touch the button and—go!* It's as simple as tapping your finger tip. Push Button selector controls while in any drive position, softly glow with a constant light . . . daytime or night, for your convenience and motoring safety.





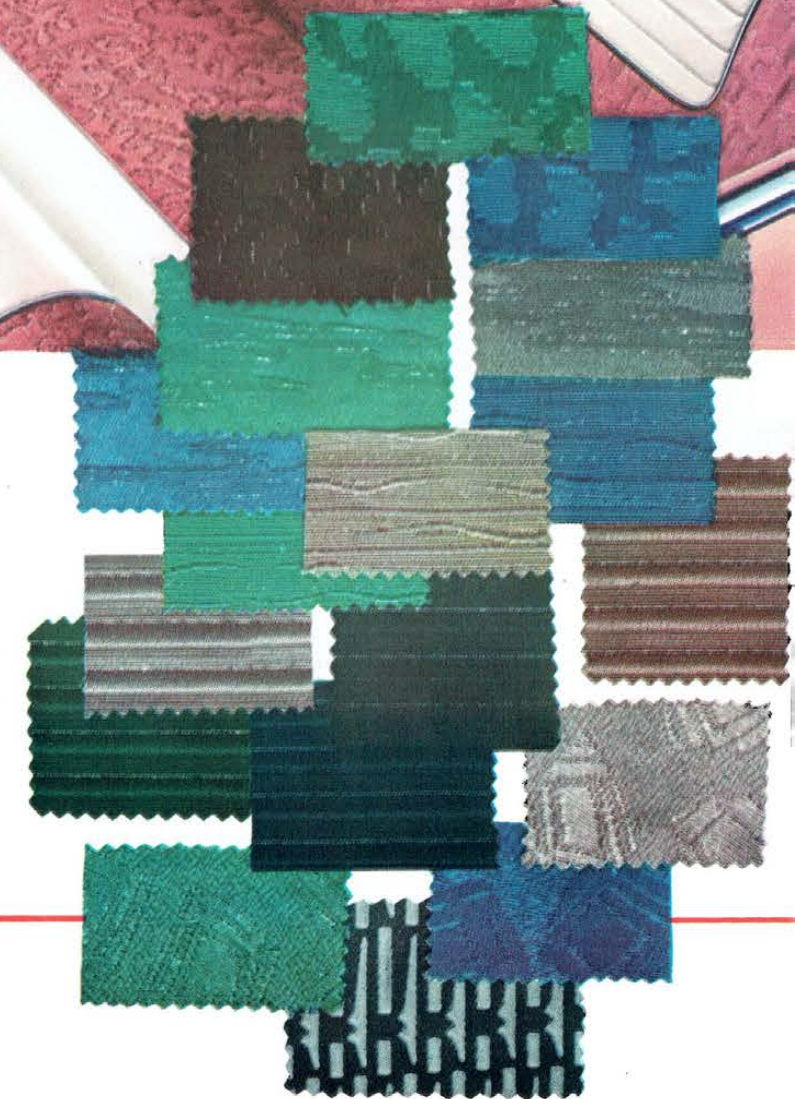
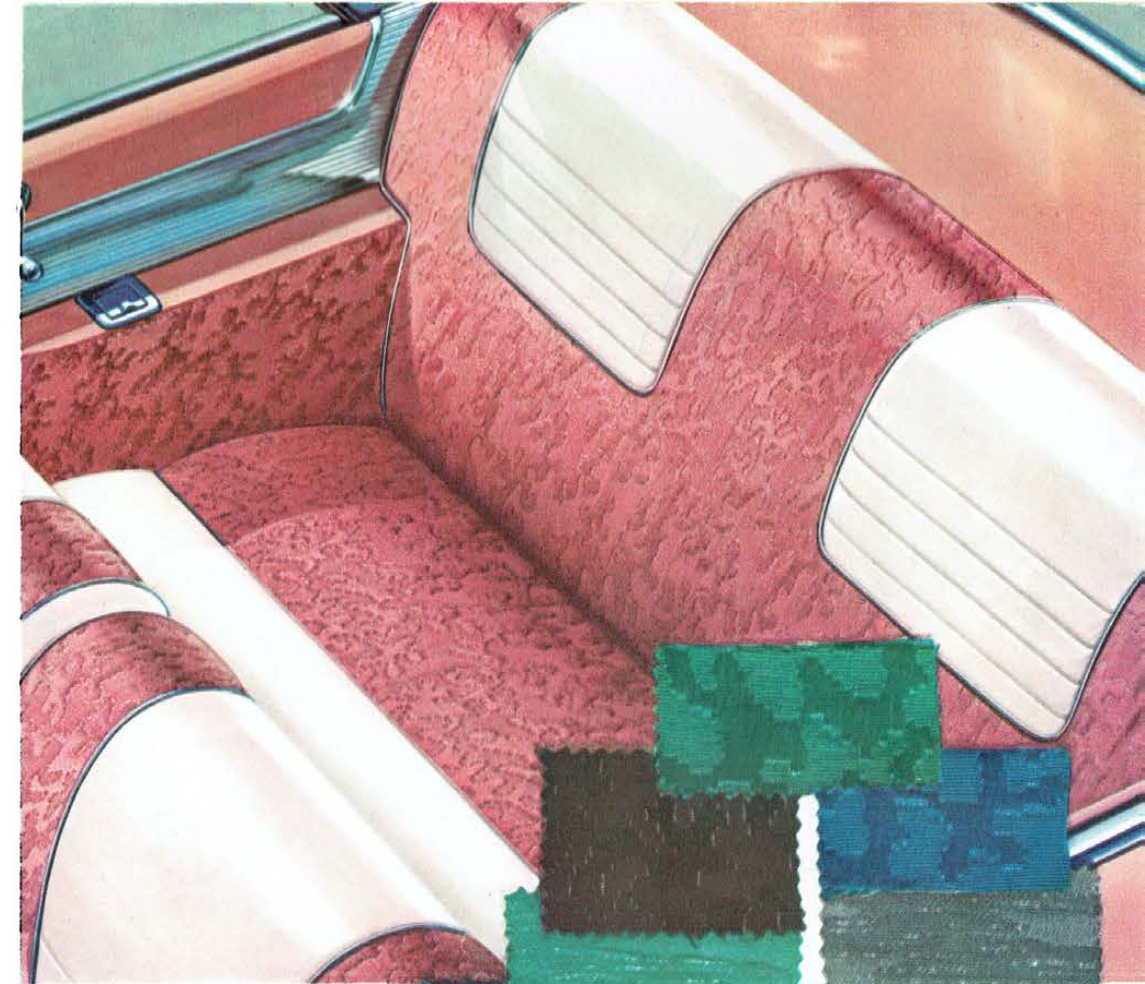
Luxury calls to you softly in the 1956 De Soto

Enter this lithe automobile once and your heart is lost forever. Never has such impeccable taste been combined with such a lavish hand. Myriads of exciting new color and fabric combinations to suit your every mood. Wonderfully fresh hues in dashing reds, cool blues, crisp greens, and sparkling new iridescent pigments. Fabrics of new luxury; elegant damasks, lush brocades, soft leathers and patterned vinyls color keyed to harmonize with 85 exciting new exterior color combinations.



Softly burnished chrome window and door handles add smartly gleaming beauty accents to the elegant interiors of the new 1956 De Sotos.

Above, in dramatic view, is a classic example of luxury coachcraft in the modern manner. Styled by De Soto decorator experts—always in exceptional good taste; superbly executed and richly accented . . . automotive interior styling at its luxurious best.



The Forward Look 1956 DE SOTO

DESIGNED FOR THE SUPER-HIGHWAY AGE



The Fireflite Four-door Sportsman

FIREFLITE SERIES

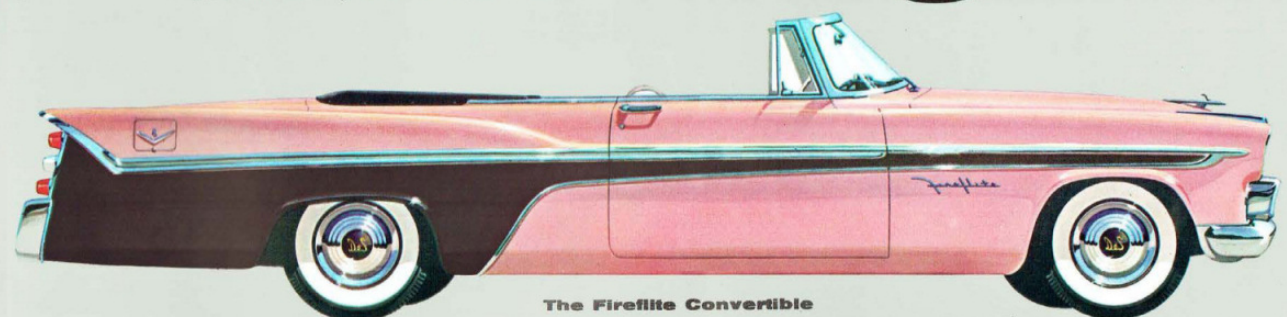
255 HORSEPOWER



The Fireflite Four-door Sedan



The Fireflite Two-door Sportsman



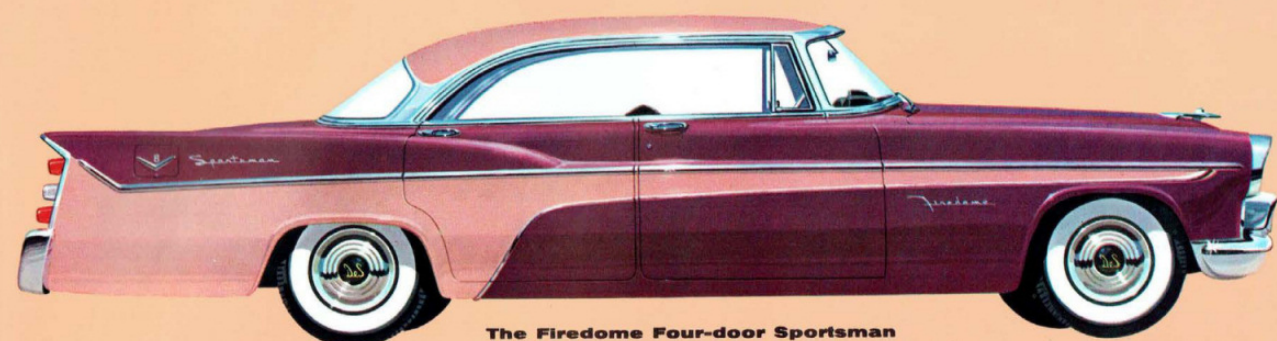
The Fireflite Convertible

FIREDOME SERIES

230 HORSEPOWER



The Firedome Four-door Sedan



The Firedome Four-door Sportsman



The Firedome Two-door Sportsman



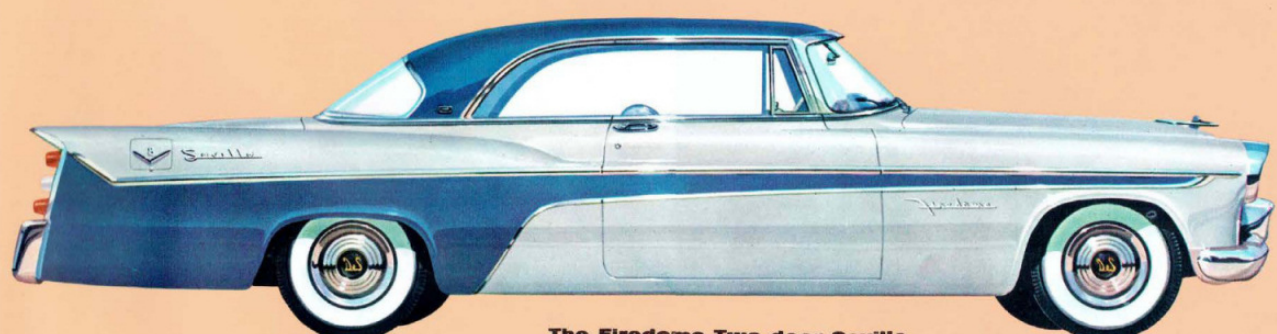
The Firedome Convertible



The Firedome Four-door Seville



The Firedome Station Wagon



The Firedome Two-door Seville