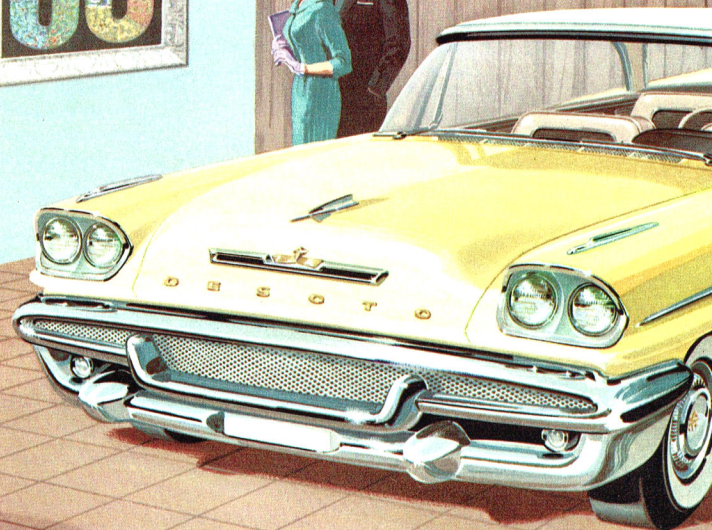
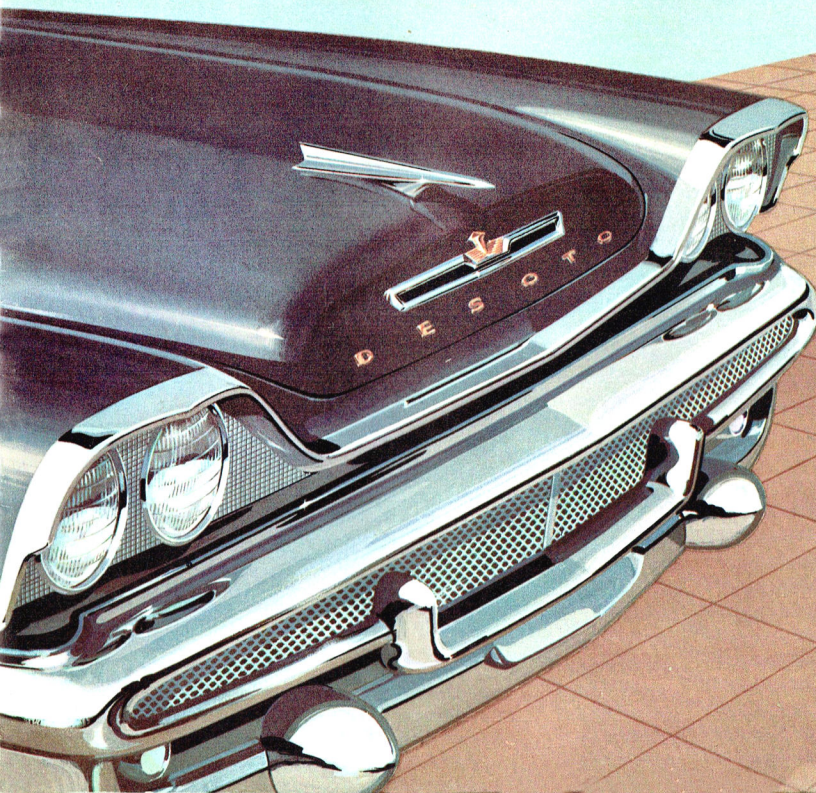


*Most advanced design
of our time!*



DE SOTO

FIREFLITE • FIREHOME • FIRESWEEP • DIPLOMAT



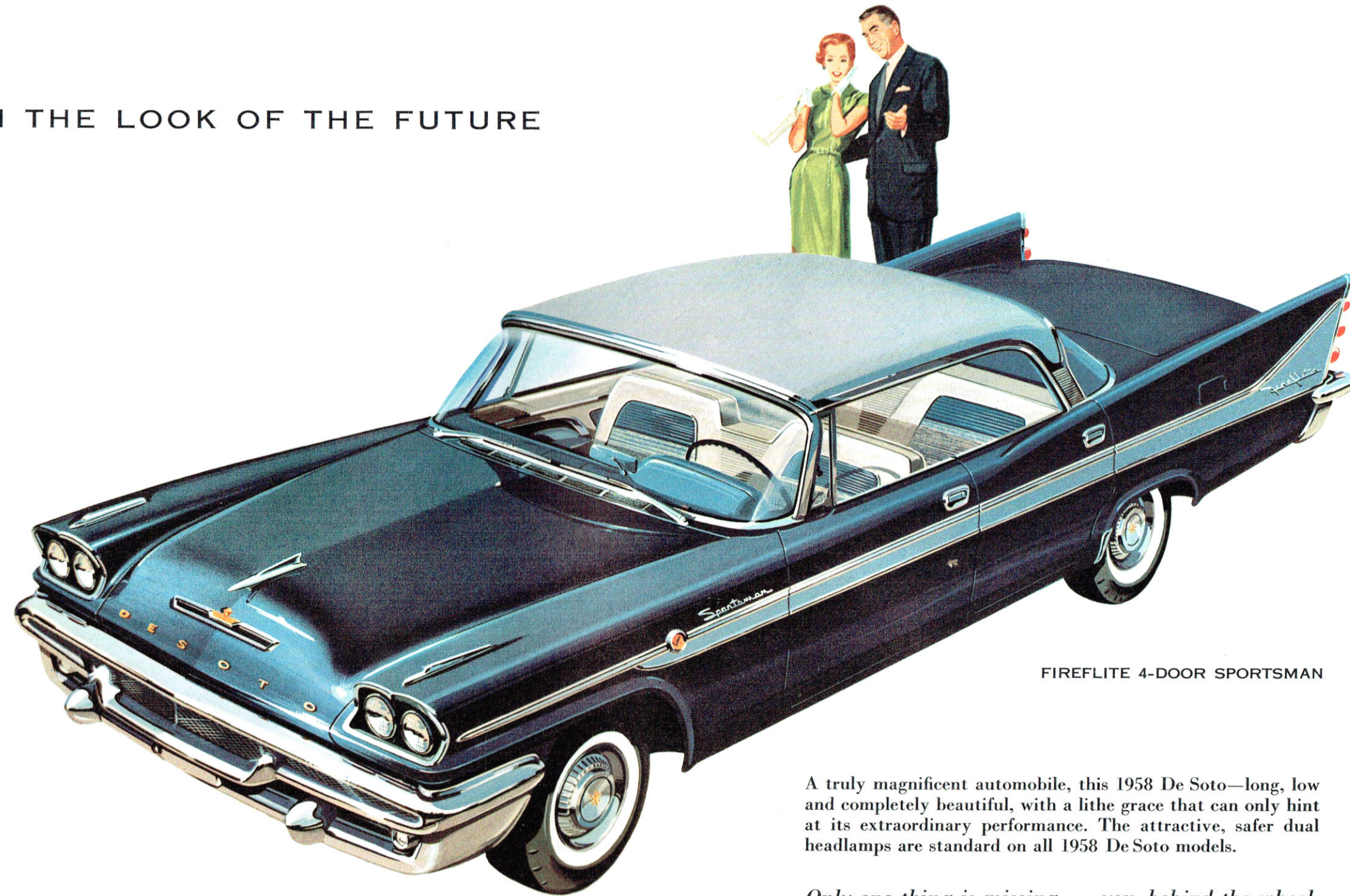
DE SOTO ... WITH THE LOOK OF THE FUTURE



An automobile is but an extension of its owner's personality, and De Soto for 1958—far more than any other—is the ultimate reflection of *your* taste, *your* achievement, *your* personality.

For 1958, De Soto presents exterior styling and smart, luxurious interiors which say "farewell" to the prosaic past and marks your discerning acceptance of the modern, functional trend. In De Soto you will find commanding performance which combines youthful agility with conservative restraint, revealing an inner air of quiet authority.

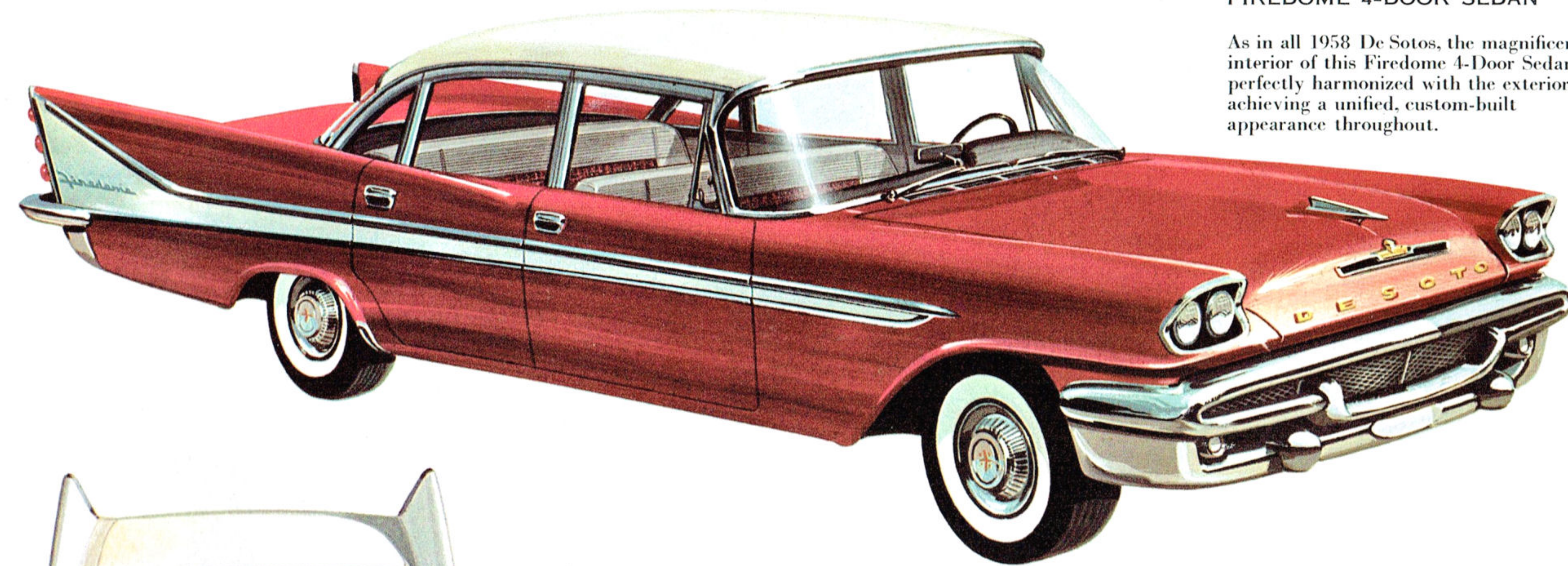
Whether you choose the ultra-stylish Firelite, the fleet Firedome, the modestly-priced FireSweep or the economical Diplomat—whether your choice is a glamorous hardtop, a spacious sedan, a versatile station wagon or a carefree convertible—here, in a word, is the car for *you* . . . De Soto for 1958.



FIREFLITE 4-DOOR SPORTSMAN

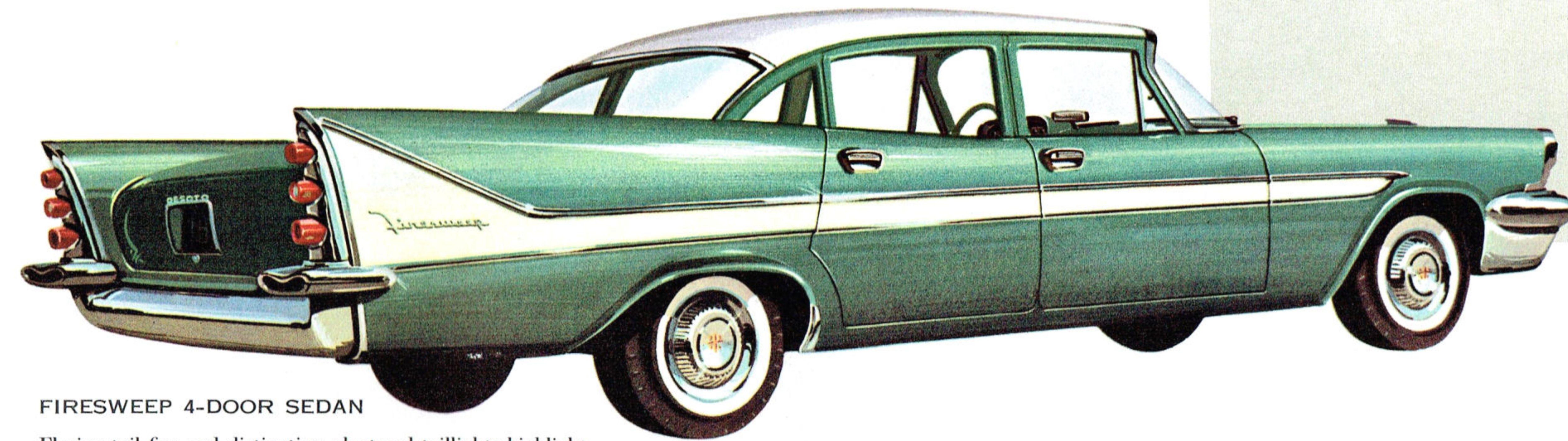
A truly magnificent automobile, this 1958 De Soto—long, low and completely beautiful, with a lithe grace that can only hint at its extraordinary performance. The attractive, safer dual headlamps are standard on all 1958 De Soto models.

Only one thing is missing . . . you, behind the wheel.



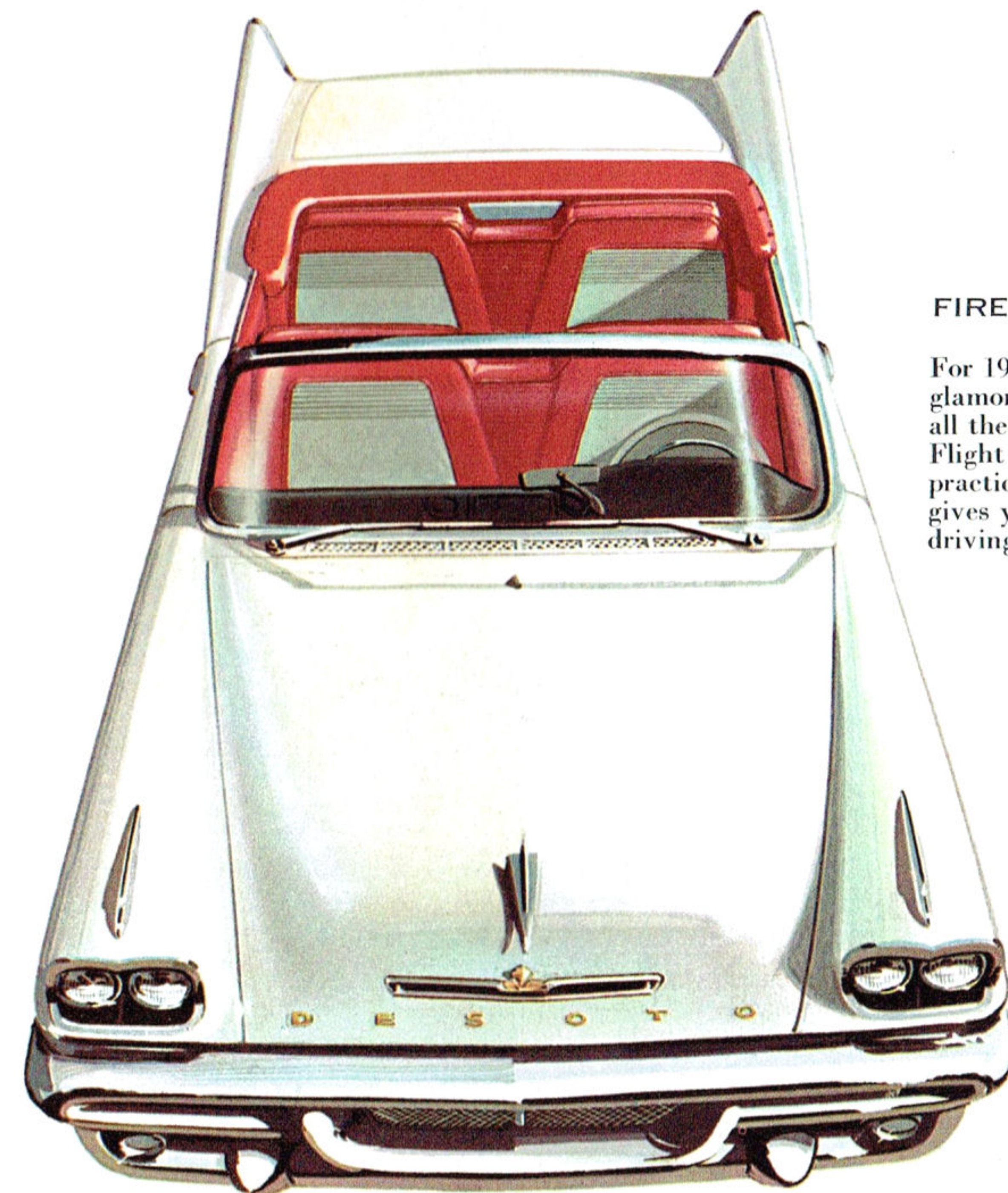
FIREDOM 4-DOOR SEDAN

As in all 1958 De Sotos, the magnificent interior of this Firedome 4-Door Sedan is perfectly harmonized with the exterior color, achieving a unified, custom-built appearance throughout.



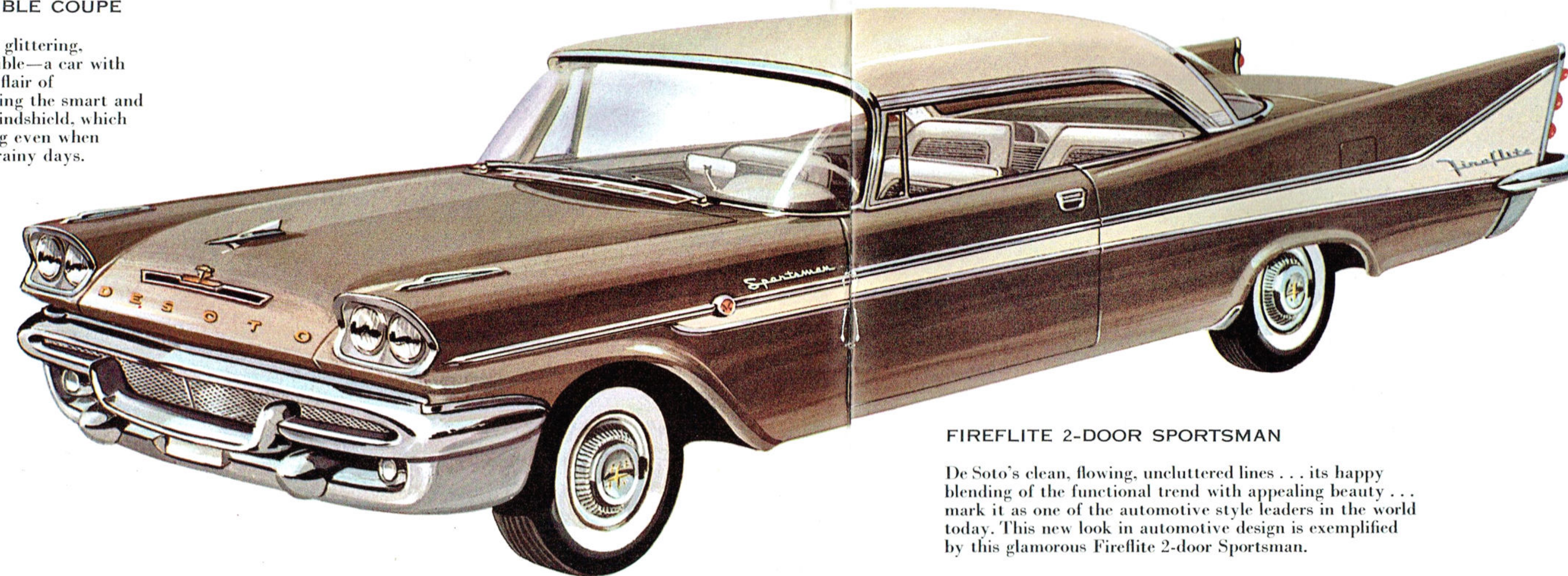
FIRESWEEP 4-DOOR SEDAN

Flaring tail fins and distinctive, clustered taillights highlight De Soto's Flight Sweep Styling, as evidenced in this FireSweep 4-door Sedan. This is the look of the future . . . here for you to thrill to today!



FIREFLITE CONVERTIBLE COUPE

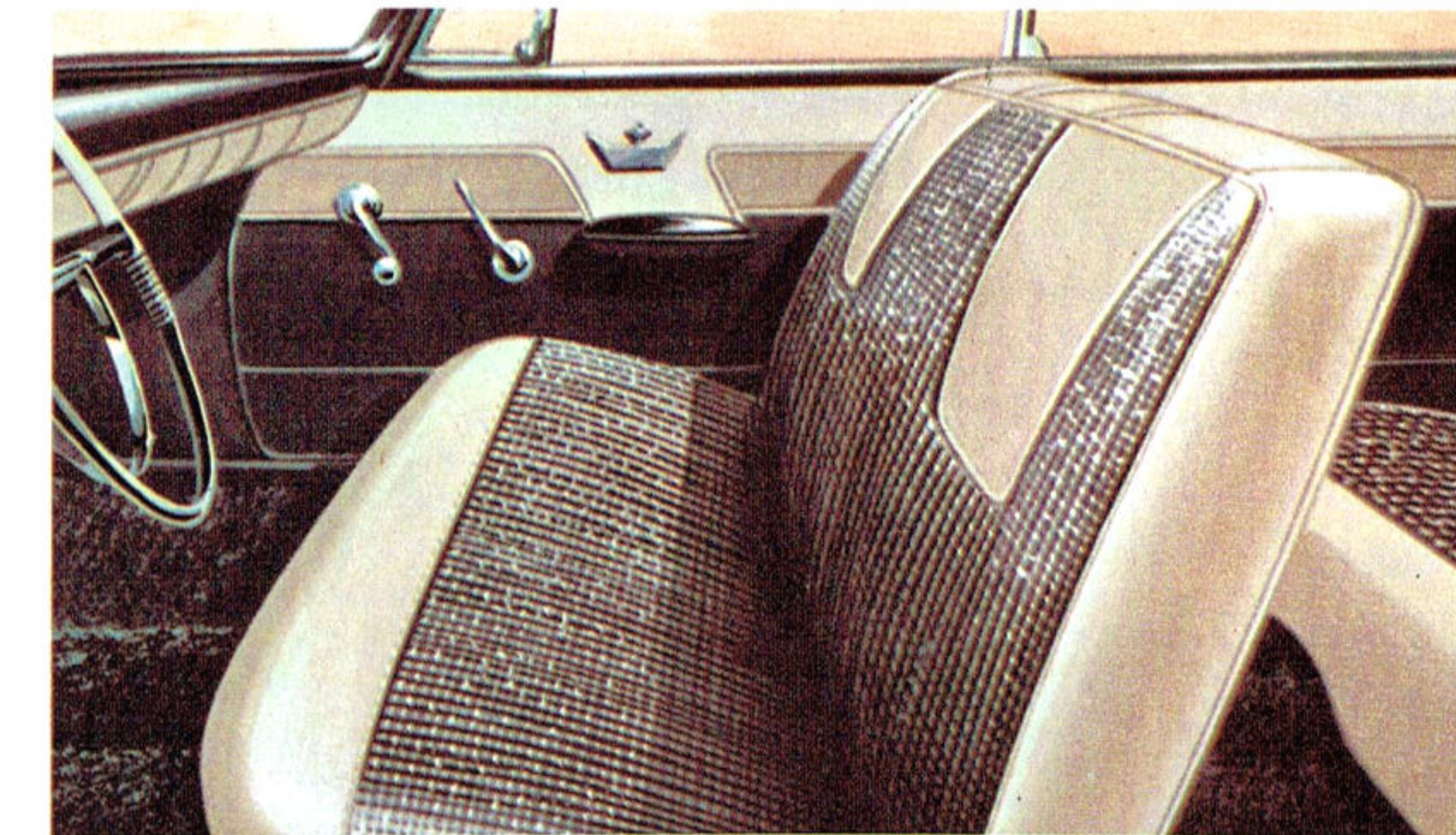
For 1958, De Soto offers the glittering, glamorous Fireflite Convertible—a car with all the youth and dash and flair of Flight Sweep styling, including the smart and practical new Wrap-Over Windshield, which gives you a light, airy feeling even when driving with the top up on rainy days.



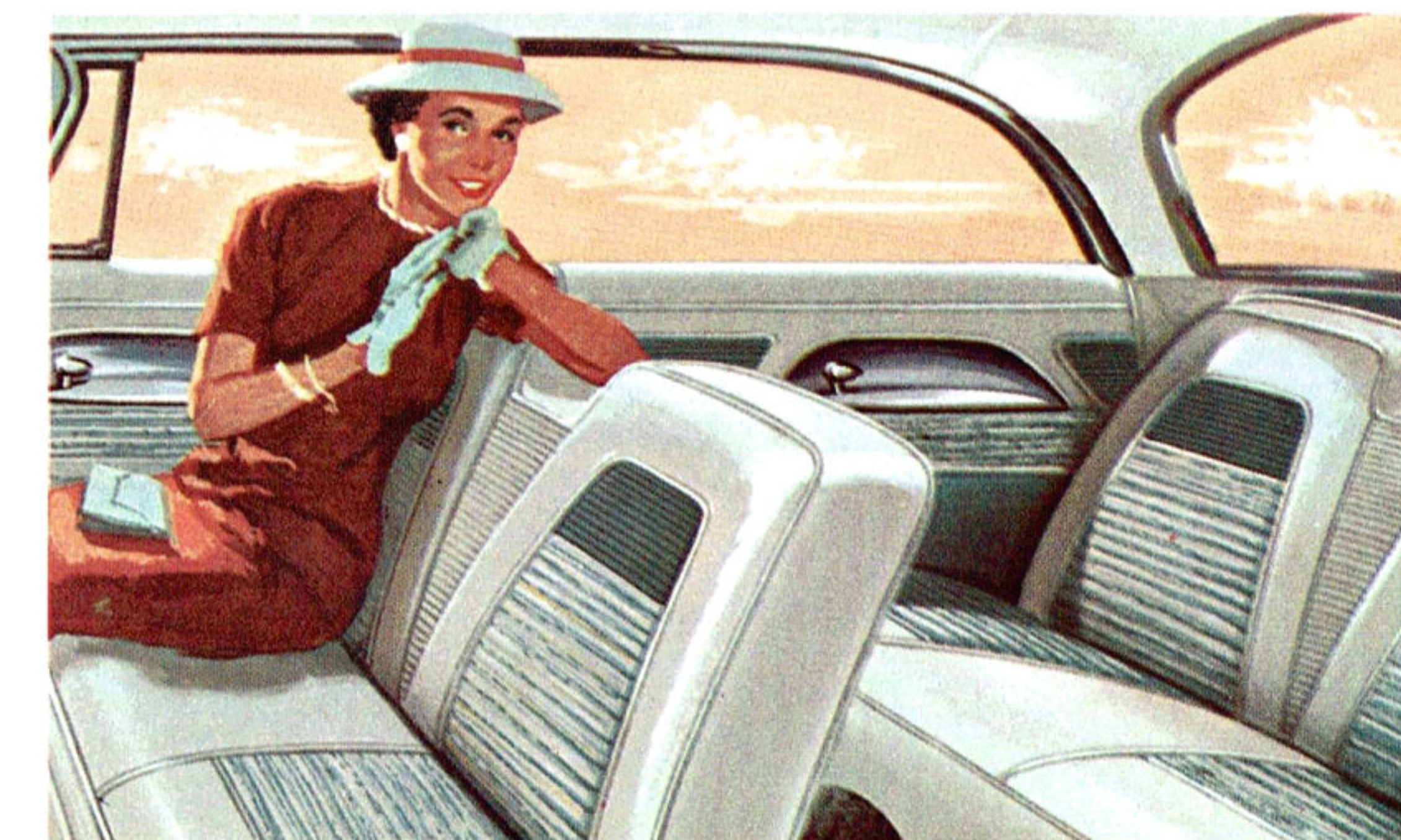
FIREFLITE 2-DOOR SPORTSMAN

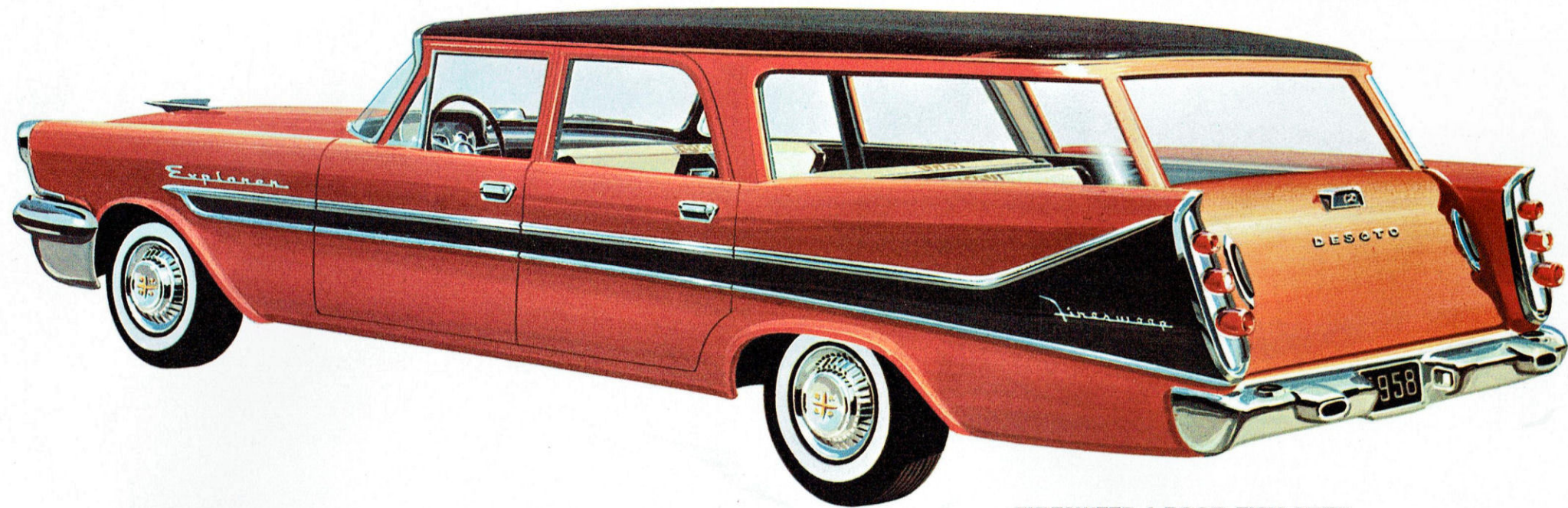
De Soto's clean, flowing, uncluttered lines . . . its happy blending of the functional trend with appealing beauty . . . mark it as one of the automotive style leaders in the world today. This new look in automotive design is exemplified by this glamorous Fireflite 2-door Sportsman.

Richly textured "Trumpets of Spring" fabric and sturdy, soft vinyls provide a luxurious, smartly styled interior in the FireSweep 4-door Sedan, or all-vinyl upholstery is available as special equipment. Every sculptured contour, every detailed stitch speaks eloquently of De Soto's traditional craftsmanship. Exquisite Modern Tweeds with vinyl bolsters grace the interiors of the FireSweep Sportsman models.



Stunning "Topeka" fabric combines with leather-grained vinyl bolsters to create an elegant and wonderfully "liveable" decor in the Fireflite 2-door Sportsman. This beautiful interior typifies the tasteful styling and meticulous attention to detail you will find in every 1958 De Soto. Both Fireflite 2- and 4-door Sportsman are available also in all-vinyl upholstery—a special equipment item.





FIRESWEEP 4-DOOR EXPLORER

This is the FireSweep nine passenger Explorer—completely unlike any other you have ever driven. It handles easily, and it gives you a ride that's almost unbelievably soft and quiet. The Explorer has many new features, among them a third seat which faces to the rear for observation-car visibility! The Shopper, a two-seat wagon, is also available.



FIRESWEEP 2-DOOR SPORTSMAN

Its low, graceful silhouette can only hint at the remarkable performance which you can expect from a big, luxurious car such as this FireSweep 2-door Sportsman . . . performance that gives you increased flexibility in any driving range.



DE SOTO

DIPLOMAT

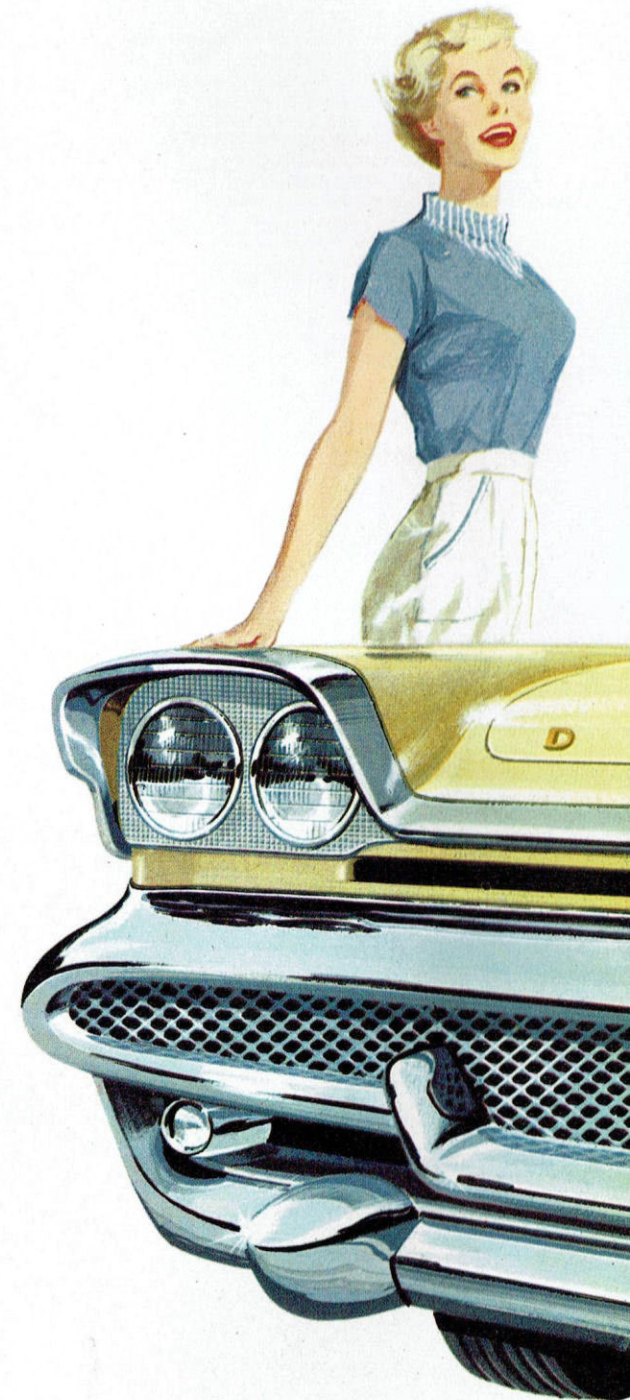
LEADER IN THE MODERN
TREND OF DESIGN

Sit back and relax behind the wheel of the glamorous DeSoto Diplomat for '58 . . . enjoy the confident knowledge that you are driving the smartest car of the year—one of the greatest performing cars—and one of the finest engineered cars ever built to sell in its price range.

From its dual headlamps and distinctive new grille, every line of the DeSoto Diplomat flows into, and blends with every other line. Graceful curves and sweeping contours give it dramatic beauty of form—the thrilling feeling of fleetness, power and motion. The exciting styling of the '58 DeSoto Diplomat is a perfection of balance and symmetry.

And, from an engineering standpoint, you will find many new features and improvements that result in a performance which emphasizes, *more than ever*, engineering leadership in its class.

Distinctive good taste—beauty—smartness—engineering leadership—all are yours in the DeSoto Diplomat for 1958.

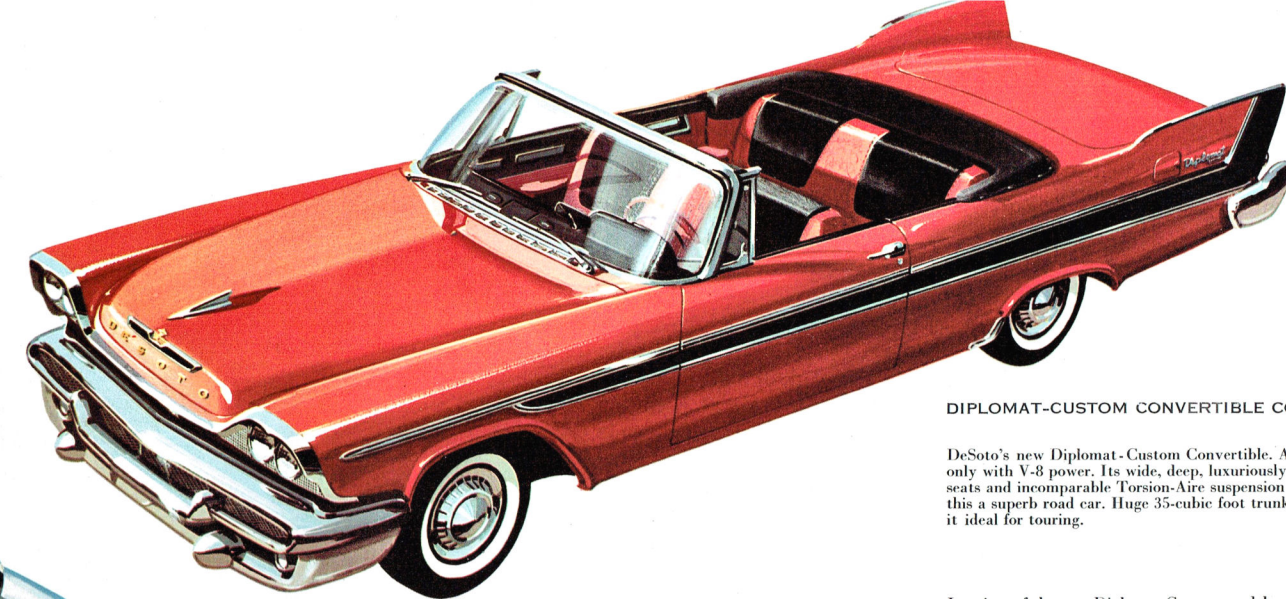
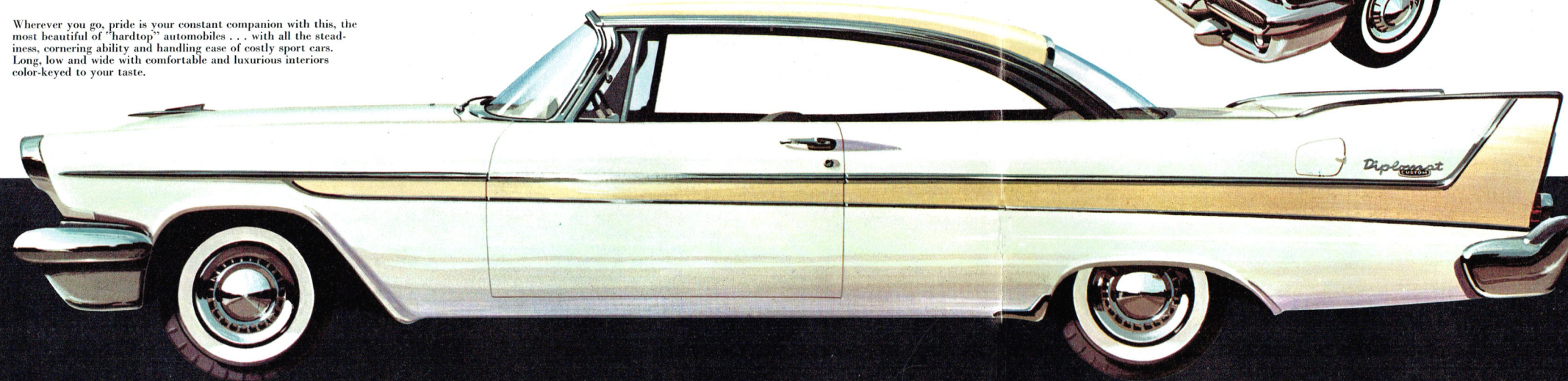




Viewed from any angle, the brilliant new Diplomat-Custom line of DeSoto cars ranks with the world's most beautiful automobiles! Torsion-Aire suspension virtually eliminates all road bumps and shocks, permits level cornering at all speeds, ends "nose dive" even when brakes are slammed on for emergency stops! Super-safe Total Contact brakes stop you faster, smoother with 25% less pedal pressure. And as for beauty . . . the Diplomat-Custom's distinctive Silver-Spear Styling *will be as new tomorrow as it is today!*

DIPLOMAT-CUSTOM SPORT COUPE

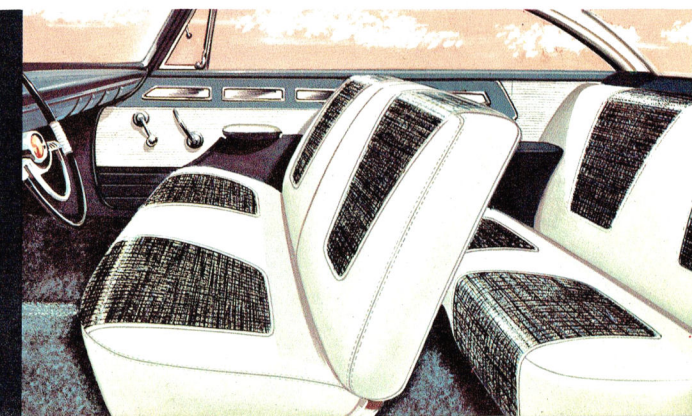
Wherever you go, pride is your constant companion with this, the most beautiful of "hardtop" automobiles . . . with all the steadiness, cornering ability and handling ease of costly sport cars. Long, low and wide with comfortable and luxurious interiors color-keyed to your taste.



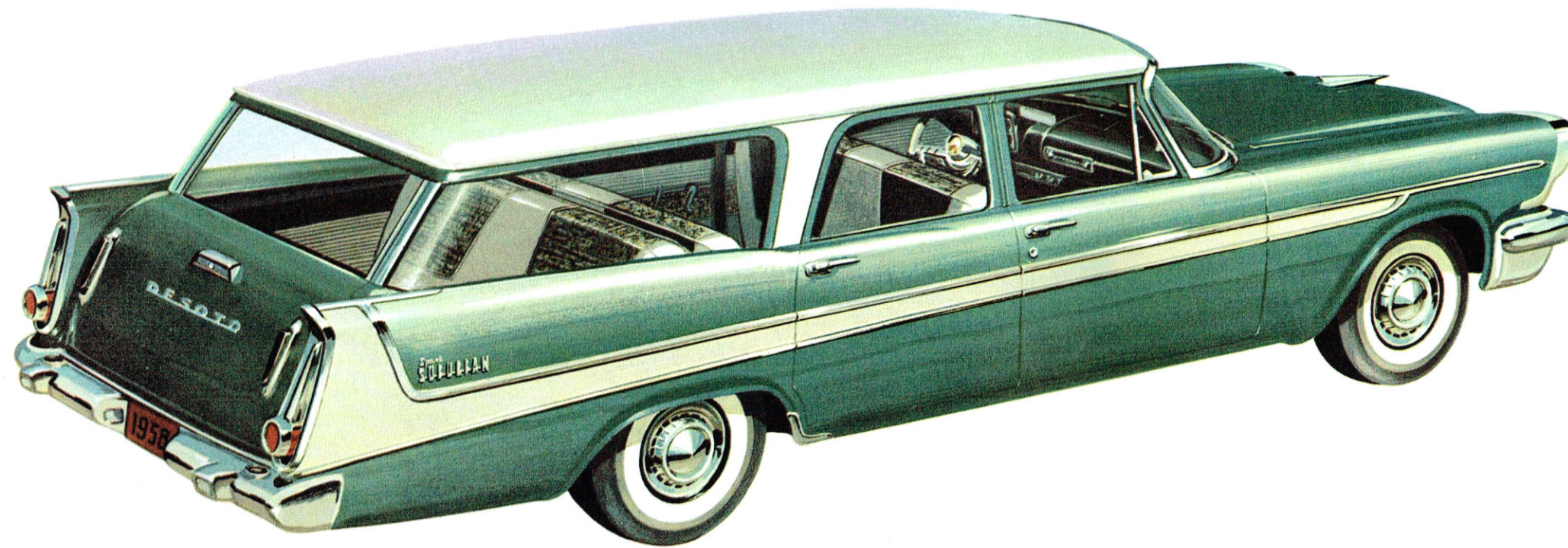
DIPLOMAT-CUSTOM CONVERTIBLE COUPE

DeSoto's new Diplomat-Custom Convertible. Available only with V-8 power. Its wide, deep, luxuriously cushioned seats and incomparable Torsion-Aire suspension make this a superb road car. Huge 35-cubic foot trunk makes it ideal for touring.

Interiors of the new Diplomat-Custom models are remarkably luxurious: wide, extraordinarily comfortable and with even more legroom for back-seat passengers. Available in a wide choice of decorator upholstery fabrics, with contrasting bolsters of colorful, easy-to-clean vinyl, and door-to-door carpeting in complimentary colors. A new type of "zig-zag" seat and seat-back springing makes riding even more restful and relaxing!

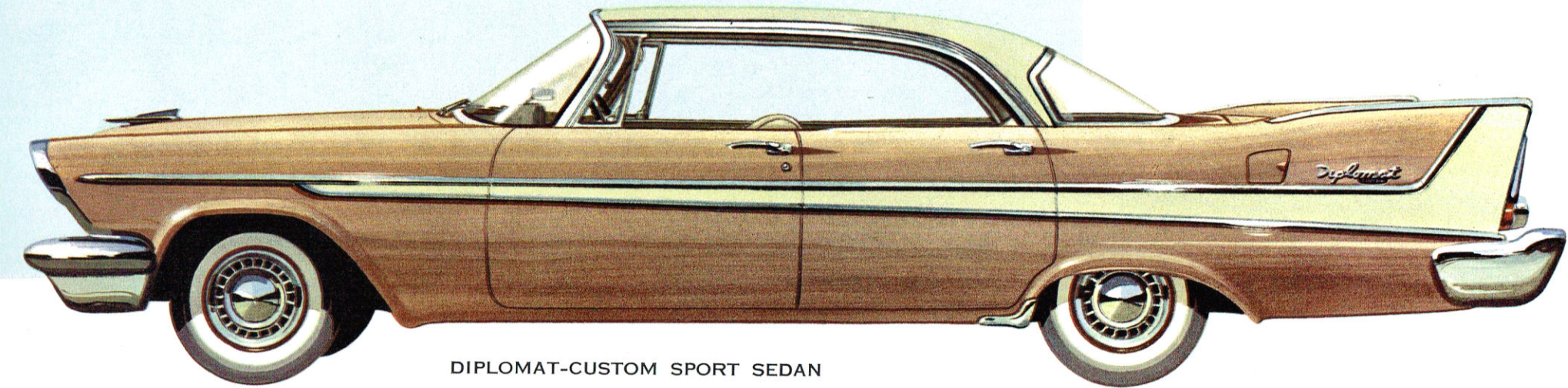


In addition to the glamorous Diplomat-Custom series which includes the Sport Sedan, Sport Coupe, Convertible Coupe, 4-Door Sedan, and Sport Suburban, DeSoto also offers two other fine series in the Diplomat-Deluxe and the Diplomat. The Diplomat-Deluxe series offers the Sport Sedan, Sport Coupe, 4-Door Sedan, Club Sedan, Commercial Utility and Custom-Suburban. Rounding out the DeSoto model line-up is the Diplomat series with a 4-Door Sedan, Club Sedan, Business Coupe and Commercial Utility. Many models are available in your choice of either 'V-8' or '6' engines.



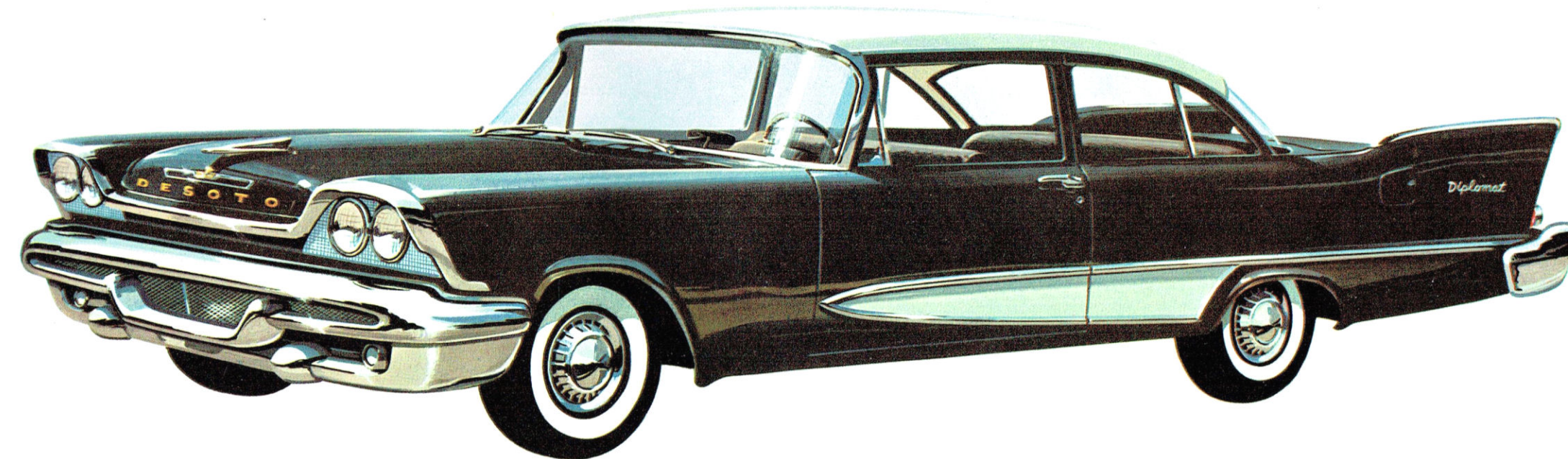
DIPLOMAT-CUSTOM SPORT SUBURBAN

The new 9-passenger Sport Suburban is a fine family car . . . and a rugged workhorse with plenty of cargo space! Rear-facing 3rd seat is *full-sized*—folds flat into deck when not in use. Easy to enter "back steps" on each side. Electrically-controlled rear window. Spare wheel is stored in right rear fender well. Also available in a two-seat model. Wheelbase 122 inches.



DIPLOMAT-CUSTOM SPORT SEDAN

The great new Diplomat-Custom 4-door hardtop Sport Sedan is without doubt the most elegant and luxurious automobile ever offered at its price. Only 55.5 inches high, from road to roof, it nevertheless has more head room—as well as more hip room, leg room and elbow room—than any passenger car in its price class.



DIPLOMAT CLUB SEDAN

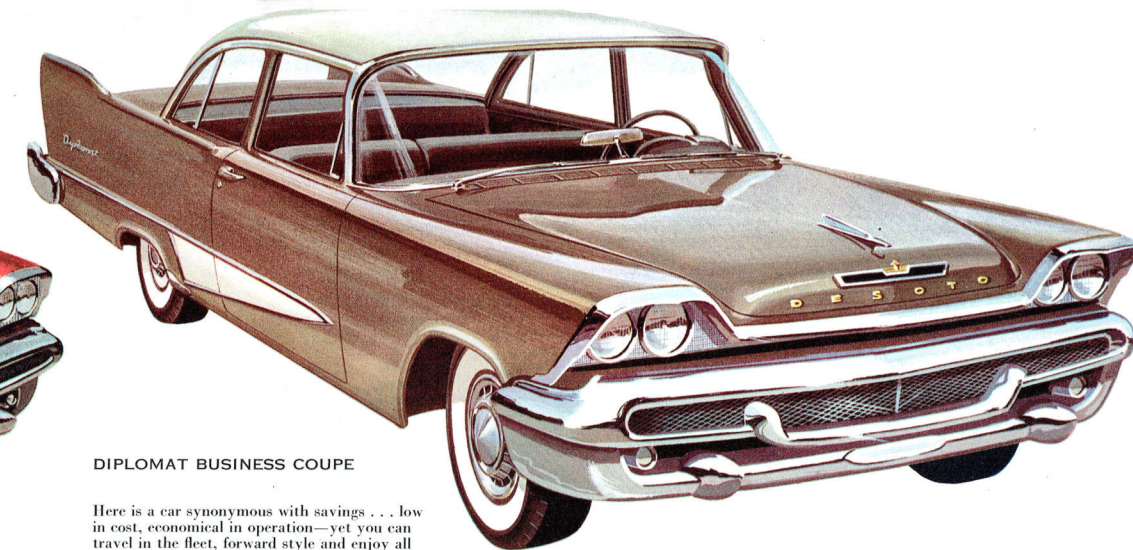
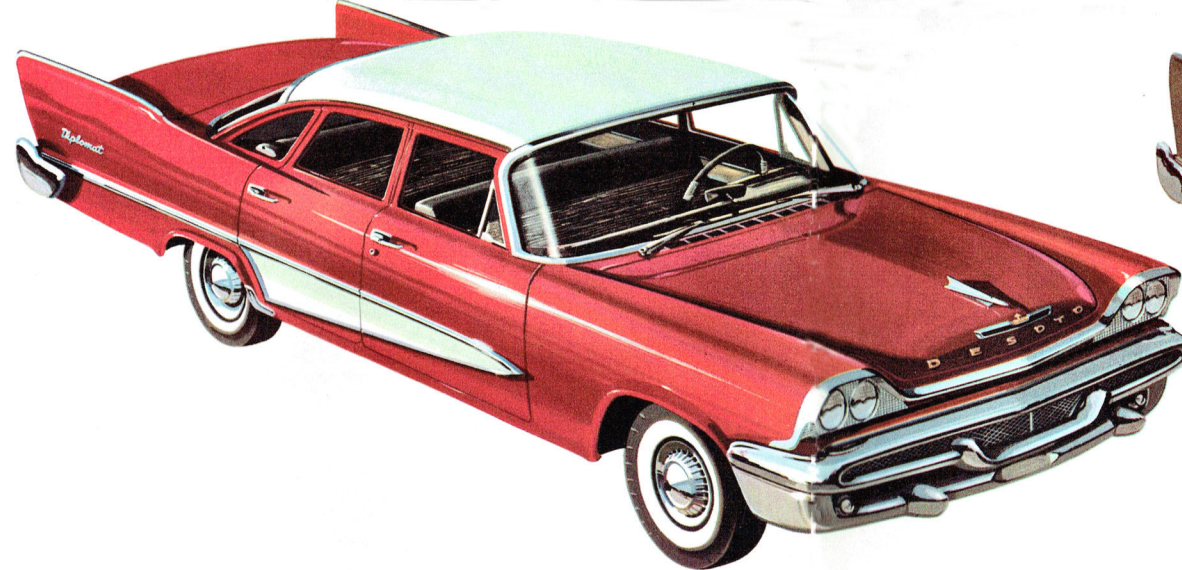
Compact in design, yet roomy enough for 6 large passengers, the new Diplomat Club Sedan is the modern version of a perennially favorite body design. The front seat features the 1/3-2/3 split that makes it possible for passengers to enter and leave the back seat without disturbing front seat riders.

DIPLOMAT 4-DOOR SEDAN

This year, the lowest-priced DeSoto comes of age as one of the most glamorous cars on the road! The Diplomat model is an authentic beauty—from its distinctive new grille to its flowing tail-fins. And in this model are incorporated all of the many design and engineering features that establish DeSoto as a leader in the industry.

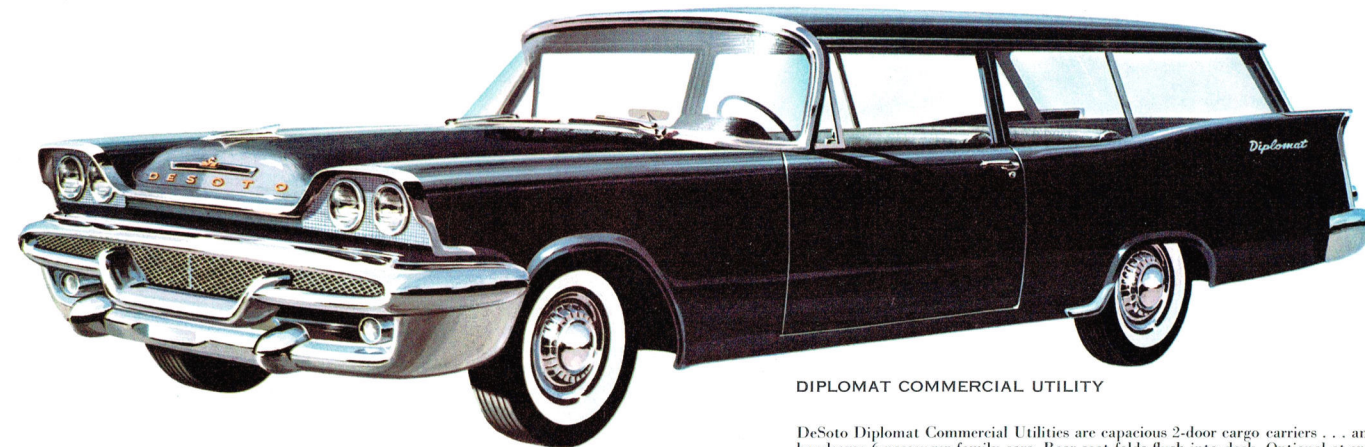
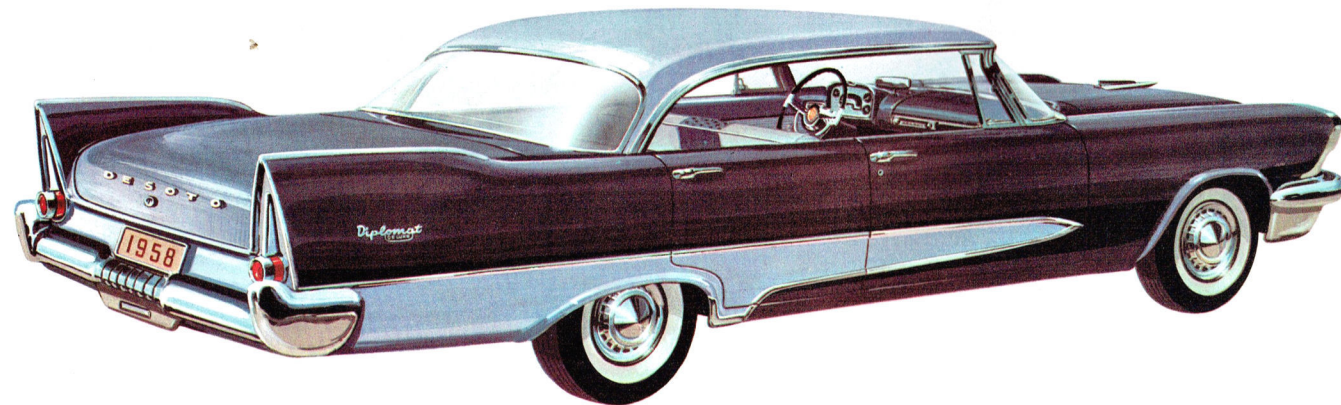
DIPLOMAT-DELUXE SPORT SEDAN

Included in the smart, ever popular Diplomat-Deluxe line is the lowest-priced 4-door hardtop Sport Sedan in DeSoto history. Equipment includes a choice of 5 great V-8 engines and the famous PowerFlow Six; Push-Button PowerFlite and TorqueFlite fully automatic transmissions and a host of luxury and comfort features. This increasingly popular body type, with its low silhouette and youthful, open styling, retains the same generous, comfortable headroom, leg room and elbow room of the 4-Door Sedan—stunning to look at, thrilling to own.



DIPLOMAT BUSINESS COUPE

Here is a car synonymous with savings . . . low in cost, economical in operation—yet you can travel in the fleet, forward style and enjoy all of the engineering features that are distinctively DeSoto.

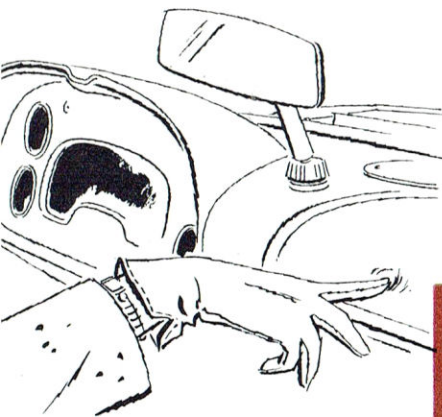


DIPLOMAT COMMERCIAL UTILITY

DeSoto Diplomat Commercial Utilities are capacious 2-door cargo carriers . . . and handsome 6-passenger family cars. Rear seat folds flush into deck. Optional at small extra cost is the exclusive Secret Locked Storage Compartment which permits you to safely store valuables—without locking the entire car. Spare wheel storage is in the rear cargo area. 1/3-2/3 split front seat gives easy access to rear seat.

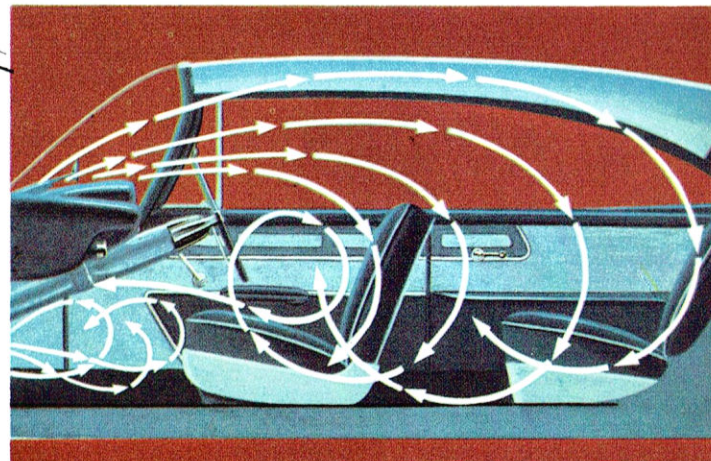
COMFORT, SAFETY AND POWER EQUIPMENT

To make driving your new car even more relaxing and enjoyable, Chrysler Corporation offers a complete line of accessory equipment, each item is especially engineered for your car. Here are a few of the more popular accessories, all of which can be ordered at the time you order your car.



SAFETY-PADDED PANEL

Safety Cushioned Instrument Panel, with Polyurethane foam protects against injuries in the event of an accident, eliminates fatiguing glare at night and on bright days.



AIR CONDITIONING

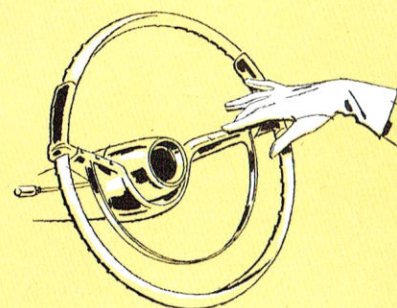
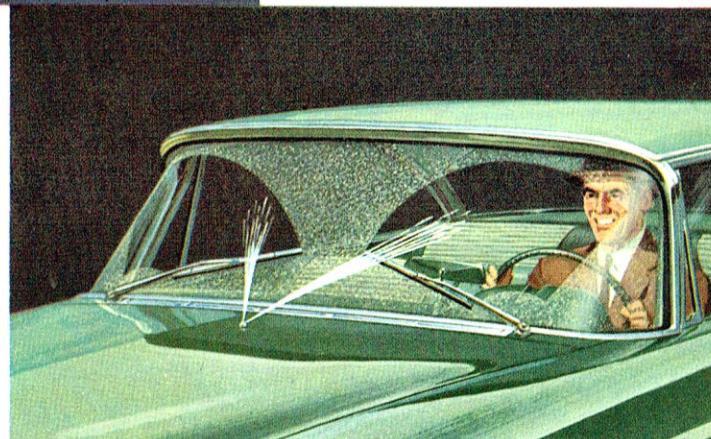
Complete Year-round Air Conditioning—combines heater and air conditioner in one compact unit located under the hood, gives complete control of inside temperature. This system automatically heats, cools, defrosts, dehumidifies and filters to your driving comfort.

RADIOS

New High-Fidelity Transistor Music-Master and Search-Tuner (automatically selects strongest signal) Radios, require 50% less power and a minimum of service. Both have push-button presetting, perfect sound reproduction.

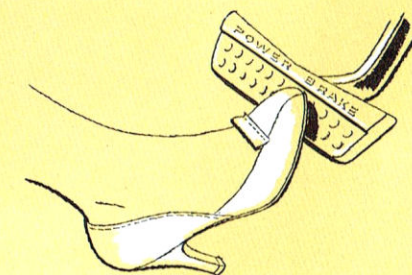
VISIBILITY AIDS

Twin-jet windshield washers clean your big-wrap-around windshield—automatically operate wipers. Tilt-Type Inside Rear View Mirror stops blinding glare. Solex-Tinted Glass throughout provides softer, relaxed vision.



POWER STEERING

New Constant-Control Power Steering works full time for you. This new power unit does over 80% of the work—giving you effortless control under all driving conditions, eliminates road-shock.

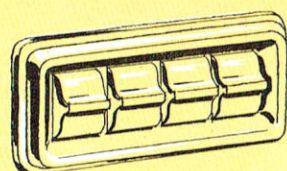


POWER BRAKES

Power Brakes, in combination with Chrysler Corporation's famous Total-Contact Braking System, gives your car greater stopping power than any comparable system—and braking is safer and less fatiguing. Reserve tank provides up to eight stops even after engine has stopped running.

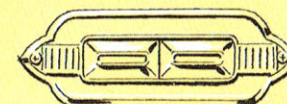
PUSHBUTTON TORQUEFLITE TRANSMISSION

Just touch the button and go with one smooth, mighty flow of power from the simplest, most economical Three-Speed Automatic Transmission you can own! No more groping for levers . . . controlled entirely by five buttons safely located in panel to the driver's left—"D" for normal driving, "1" for extra power in low, "2" for second and intermediate power, "R" for reverse and "N" for neutral. PowerFlite and Overdrive, available on some models, also make driving so easy, and enjoyable.



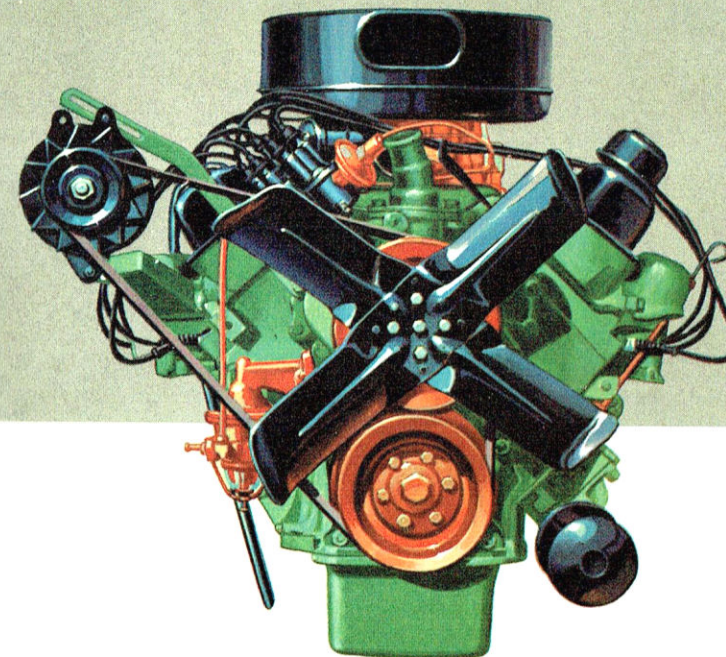
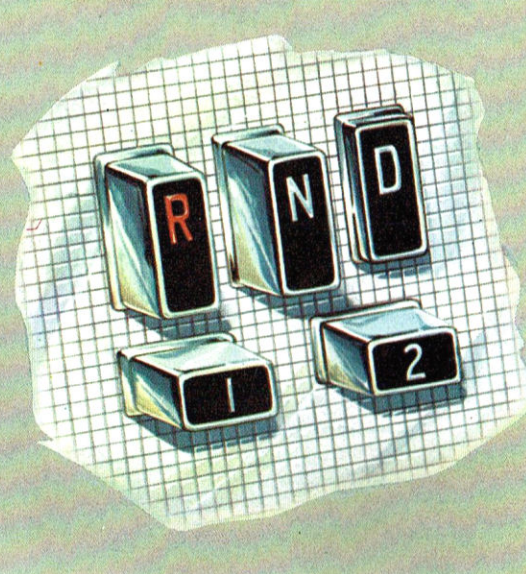
POWER WINDOWS

New Electric Window Lifts let driver control all windows at the touch of a switch from convenient master panel on left front door. For individual comfort, there is a separate control on each door.



POWER SEAT

Six-way Power Seat. No push, pull or tug with electrically adjusted front seat . . . a touch of the control and the seat moves up or down, forward or back, or tilts to your best driving position. Two-way Power Seat moves forward or back, raising seat vertically on forward movement.

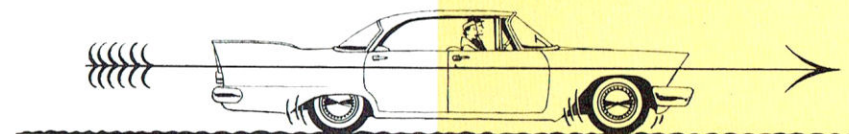


PERFORMANCE STARTS WITH POWER!

Traditionally the engines built by DeSoto are the most highly regarded in the industry. Engines with power in reserve—for brilliant performance, for safety in passing, for economy of operation, for dependability and complete satisfaction.

The truly magnificent '58 DeSoto introduces two completely new V-8 engine designs—the most advanced design on the road today! It provides brawn without excessive weight . . . smoother, quieter operation . . . greater efficiency and increased economy. The dazzling FireSweep has a 350 cubic inch engine. The fleet FireDome and superbly styled Fireflite have 361 cubic inch displacement.

Topped by the fiery all new 350 cubic inch Golden Commando, the 1958 Diplomat V-8 engines give you unchallenged responsive action and safety power. The 'Fury V-800' engines and the powerful, economical '6' give you a wide choice of the most modern power plants.



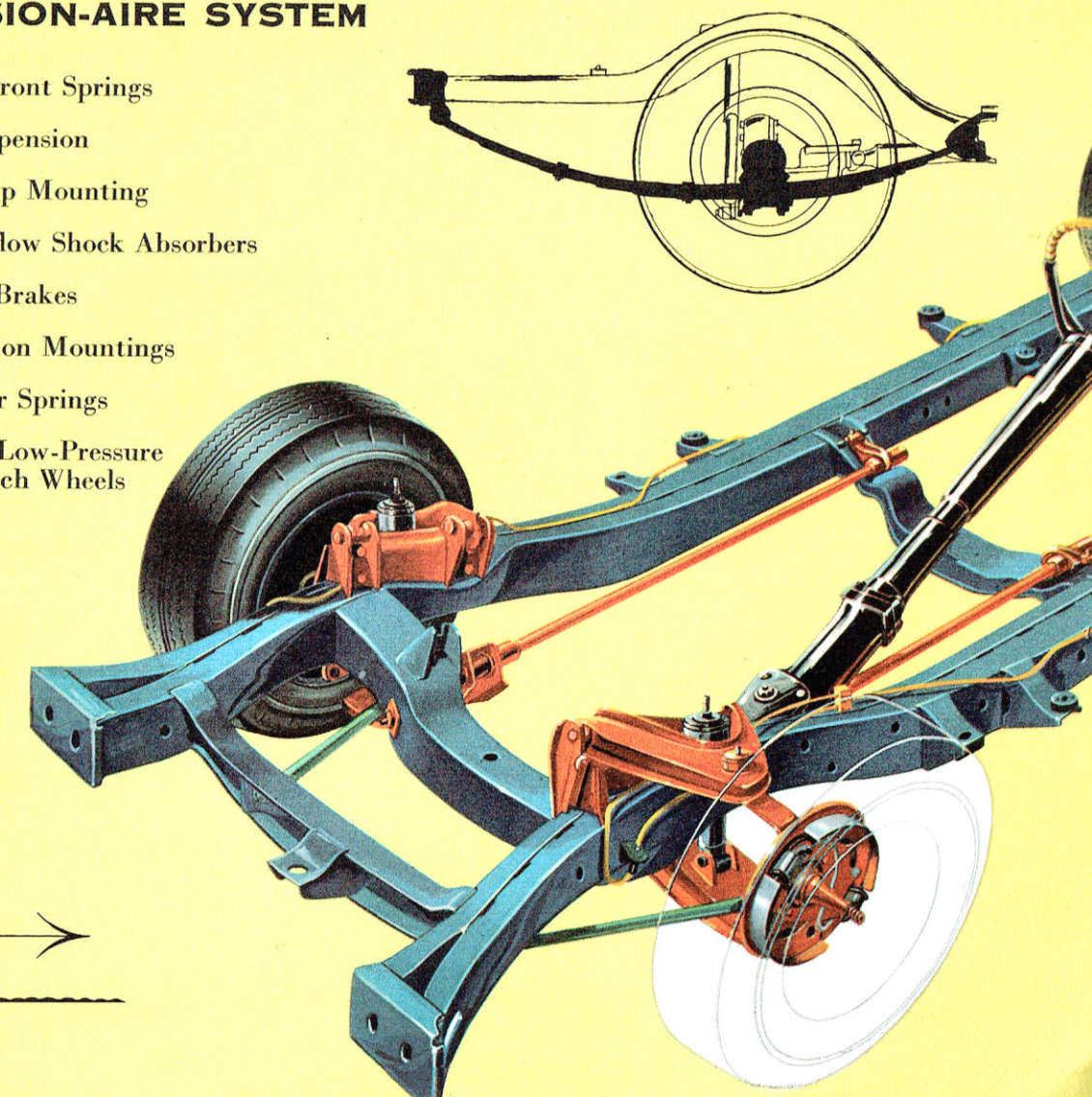
TORSION-AIRE RIDE...THE SMOOTHEST RIDE OF ALL!

Neither air bellows nor old-fashioned coil springs compare to the smoothness and steadiness of Torsion-Aire Ride . . . standard equipment on every 1958 Chrysler Corporation car! Air alone is not enough—coil springs give you too much bounce, lurch and dive! Compare Torsion-Aire Ride with any other system . . . you'll notice immediately how it literally smooths out choppy roads . . . keeps you and the car in perfectly level flight under every condition.

The illustration below shows how the torsion bar is securely anchored to the car frame on one end while being mounted to the ball-joint control arms on the other. Severe wheel action encountered on bad roads is absorbed by the twisting of the torsion bar itself—road shock is not passed on to the passengers by way of the frame and body. With Torsion-Aire Ride there's NO DIVE when you stop . . . NO REAR END DIP when you start . . . NO SWAY on turns!

THE TORSION-AIRE SYSTEM

- Torsion-Bar Front Springs
- Ball-Joint Suspension
- Anti-Brake Dip Mounting
- Improved Oriflow Shock Absorbers
- Center-Plane Brakes
- Rubber Isolation Mountings
- Outboard Rear Springs
- Wider, Super Low-Pressure Tires on 14 inch Wheels



DE SOTO

- FIRESWEEP
- FIREDOME
- FIREFLITE

ENGINES—FIREFLITE V-8 AND FIREDOME V-8: 90° V. Valves inclined in line overhead. Bore, 4.125-in. Stroke, 3.375-in. Piston displacement, 361 cu. in. Compression Ratio: Standard, 10.0 to 1; Optional, 8.0 to 1.

FIRESWEEP V-8: 90° V. Valves inclined in line overhead. Bore, 4.062-in. Stroke, 3.375-in. Piston displacement, 350 cu. in. Compression Ratio: Standard, 10.0 to 1; Optional, 8.0 to 1. **ALL ENGINES:** New off-center shear-type spool, front engine mountings. High intensity camshafts. Hydraulic valve tappets. Replaceable paper-element air cleaner.

FUEL SYSTEM—Four-barrel carburetor on Fireflite. Two-barrel carburetor on Firedome and Firesweep. Automatic choke temperature-keyed to actual engine heat. High capacity fuel pump. Fuel filter in gas tank and at carburetor.

ELECTRICAL—12-volt system. High capacity 30 ampere generator. Extended-gap, resistor-type spark plugs. Waterproof ignition system. Automatic voltage and current control. Lighting circuit protected with circuit breakers. Dual Headlamps standard.

COOLING—Permanent by-pass temperature control. Full length water jackets. Pressure-vent radiator cap. Radiator capacity, 16 quarts. 17 quarts with heater.

LUBRICATION—Full pressure to main, connecting rod and camshaft bearings. Rotor-type oil pump. Replaceable oil filter. Standard Equipment. Wax interliners in rear springs.

TRANSMISSION—TorqueFlite (3-speed automatic) is Standard Equipment on the

Fireflite, Special Equipment on the Firedome and Firesweep. 3-Speed Manual Shift is Standard Equipment on the Firedome and Firesweep.

CHASSIS—Double-channel, arc-welded, full-length, box-type with straight side rails. Five cross-members. X-member design on Convertibles.

SUSPENSION—Torsion bar front springs with ball-joint suspension—rubber isolated. Anti-shear bar in front. Semi-elliptical 2½-in. wide rear springs mounted outside the frame. Oriflow shock absorbers. Symmetrical idler arm steering. Constant-Control Full-Time Power Steering available as Special Equipment.

WHEELS AND TIRES—14-in. Safety-Rim wheels. Tire size, 8.00 x 14 on Firesweep and 8.50 x 14 on Firedome and Fireflite. Tubeless Tires, Standard. White Sidewall Tires, Special Equipment.

BRAKES—Hydraulic. Total-Contact brakes, 12-in. brakes on Fireflite and Firedome. 11-in. brakes on Firesweep. Floating uniform-pressure brake shoes. Cycle-bond, rivetless brake linings. Independent hand brake. Power brakes available as Special Equipment.

DIMENSIONS—FIREFLITE AND FIREDOME, 4-Door Sedan: Wheelbase, 126-in. Overall length, 218.6-in. Width, 78.2-in. Front tread, 60.9-in. Rear, 59.8-in. **FIRESWEEP, 4-Door Sedan:** Wheelbase, 122-in. Overall length, 216.5-in. Width, 78.2-in. Front tread, 60.9-in. Rear, 59.8-in. *Station Wagon:* FIREFLITE—Wheelbase, 126-in. Overall length, 219.8-in. FIRESWEEP—Wheelbase, 122-in. Overall length, 217.6-in.

BODY STYLES—FIRESWEEP: 4-Door Sedan, 4-Door Sportsman (Hardtop), 2-Door Sportsman (Hardtop), 4-Door Shopper Station Wagon (2-Seat), 4-Door Explorer Station Wagon (3-Seat). **FIREDOME:** 4-Door Sedan, 4-Door Sportsman (Hardtop), 2-Door Sportsman (Hardtop), Convertible Coupe.

DE SOTO

- DIPLOMAT
- DIPLOMAT-DELUXE
- DIPLOMAT-CUSTOM

ENGINES—"GOLDEN COMMANDO" V-8: 90° V. Valves inclined in line overhead. Bore, 4.06-in. Stroke, 3.38-in. Piston Displacement 350 cu. in. Compression Ratio, 10.00 to 1. Two 4-barrel carburetors. Special high performance camshaft. "FURY V-800" SERIES V-8: Overhead valve 90° V. Bore, 3.91-in. Stroke, 3.31-in. Displacement, 318 cu. in. Compression Ratio: Standard, 9.0 to 1; Optional, 7.5 to 1. High intensity camshaft. Adjustable valve tappets. New off-center shear-type spool, front engine mountings. Replaceable paper-element air cleaner. Carburetor: Fury V-800—2-barrel, Fury V-800 with "Super-Pak"—4-barrel.

POWERFLOW 6: In line. Bore, 3.25-in. Stroke, 4.63-in. Displacement, 230 cu. in. Compression Ratio: Standard, 8.0 to 1; Optional, 6.8 to 1. L-head valve arrangement. Counter-balanced crankshaft with 4 main bearings. Adjustable valve tappets with alloy steel exhaust valve seat inserts. New off-center shear-type spool, front engine mountings. Replaceable paper-element air cleaner.

FUEL SYSTEM—Automatic choke. Fuel filter in gas tank. Extra fine ceramic filter at carburetor on V-8 engines.

ELECTRICAL—12-volt system. High capacity 30 amp. generator. Automatic voltage and current control. Lighting circuits protected with circuit breaker. Resistor-type spark plugs. Dual Headlamps standard.

COOLING—Permanent by-pass temperature control. Full-length water jackets. Pressure vent radiator cap. Radiator capacity: V-8, 20 quarts—"6", 13 quarts.

BODY STYLES—DIPLOMAT: 4-Door Sedan, Club Sedan, Business Coupe, Commercial Utility. **DIPLOMAT-DELUXE:** 4-Door Sedan, Sport Sedan (Hardtop), Sport Coupe (Hardtop), Club Sedan, Commercial Utility, Custom Suburban (2-Seat), Custom Suburban (3-Seat). **DIPLOMAT-CUSTOM:** 4-Door Sedan, Sport Sedan (Hardtop), Sport Coupe (Hardtop), Convertible Coupe, Sport Suburban (2-Seat), Sport Suburban (3-Seat).

LUBRICATION—Full-pressure system. Rotor-type oil pump. Wax interliners in rear springs.

TRANSMISSION—3-Speed Manual Shift, Standard. Overdrive and PowerFlite (2-speed automatic) available all models and TorqueFlite (3-speed automatic) available all V-8's, Special Equipment.

CHASSIS—Double-channel, arc-welded, box-type, straight side rails, 5 cross-members. X-member design on Convertible.

SUSPENSION—Torsion bar front springs with ball-joint suspension. All components rubber isolated. Semi-elliptical 2½-in. wide rear springs mounted outside the frame. Oriflow shock absorbers. Symmetrical idler arm steering. Constant-Control Full-Time Power Steering available as Special Equipment.

WHEELS AND TIRES—14-in. Safety-Rim wheels. Tire size, 7.50 x 14. 9-passenger Suburban, 8.00 x 14. Tire inflation, 22 lbs. on 6 cylinder and 24 lbs. on V-8 models. Tubeless Tires, Standard. White Sidewall Tires, Special Equipment.

BRAKES—Hydraulic 11-in. Total-Contact brakes. Floating, uniform-pressure brake shoes. Cycle-bond, rivetless brake linings. Independent hand brake. Power brakes available as Special Equipment.

DIMENSIONS—4-Door Sedan: Wheelbase, 118-in. Overall length, 204.6-in. Overall width, 78.2-in. Front tread, 60.9-in. Rear tread, 59.6-in. *Suburban and Utility:* Wheelbase, 122-in. Overall length, 213.1-in.

All specifications, equipment, models, body types, ornamentation and designs are subject to change without notice and without responsibility to the Chrysler Corporation, Export Division and/or Chrysler Western Hemisphere Corporation.

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