

# 1958 DE SOTO

...everything about it says tomorrow



FIREFLITE • FIREDOME



Breath-taking luxury is the keynote for exciting, new 1958 DeSoto interiors. New seat design and construction set new highs in interior roominess and comfort.

## DESOTO FOR 1958 BIDS FAREWELL TO THE PAST

Whether you choose the superbly styled Fireflite or the fleet Firechrome, you'll discover DeSoto for 1958 is the one fine car that bears the mark of tomorrow... and puts everything else on wheels into the world of obsolete yesteryears!

FIREFLITE 4-DOOR SPORTSMAN HARDTOP



Stunning new fabrics combine with rich, leather-grained vinyl bolsters to create a high-fashion and wonderfully "liveable" decor in all DeSoto Firefly models. This glamorous interior typifies the tasteful styling and meticulous craftsmanship you can expect in every De Soto for 1958.



FIREFLITE 2-DOOR SPORTSMAN HARDTOP



FIREFLITE 4-DOOR SEDAN

DE SOTO FIREFLITE...

a reflection of your taste

for the finer things of life

If you have a flair for the dramatic, an urge for new excitement...

here is the car for you—DE SOTO FIREFLITE! Its sweeping length and wide-stanced breadth tell others instantly you have attained success. Few other cars make driving such a proud experience!





For all its smartness, this DeSoto "Double Curvature" windshield is smooth too! It provides more visibility abroad, as well as ahead and to the sides!

#### DE SOTO FIREDOME...

fine-car luxury costs so little

Value leader of the 1958 DeSoto family, the new DeSoto Firedome brings you true big-car magnificence for a price much lower than you might ever think!

DE SOTO FIREDOME...it's so easy to step up to a dashing De Soto!



FIREDOME 2-DOOR SPORTSMAN HARDTOP

Step into a superb De Soto Firedome, and you step into a new realm of motoring pleasure!

For Firedome, lowest priced of all De Soto's, offers you all of De Soto's exciting new engineering advances! Discover De Soto's special brand of charm with a demonstration now!

FIREDOME 4-DOOR SEDAN



No detail has been overlooked to create Firedome interiors that are in unerring good taste. Exquisite "Bahama" cloth, with contrasting bolsters, provides new heights of luxury. Elegant use of color harmonies surrounds you everywhere.



FIRELITE CONVERTIBLE



FIRESTONE CONVERTIBLE

Low and lovely DESOTO CONVERTIBLES...

for motoring as glorious as all outdoors

DeSoto for 1958 offers a glittering choice of spirited convertibles—luxurious Fireline or sleek Firestone—each featuring the new, youthful, dashing beauty of FlightSweep styling!

DE SOTO WORK-AND-PLAY WAGONS...

family favourites for fun galore

with cargo space that measures more!



FIREFLITE 6-DOOR EXPLORER



FIREFLITE 6-DOOR SHOPPER

These low-slung DeSoto station wagons  
are the pride of their field for '66!

Everywhere you look, you find unrivalled  
glamour, spectacularness and versatility!



"EXPLORER"—9-PASSENGER WAGON... Here's the great  
idea in station wagons—the popular, rear-facing Vista-Seat.  
There's plenty of room for nine adults—and the kids love it, of  
course! Convenient tailgate steps make entry easy for third-seat  
passengers. Fold the seats down and you have 92 cu. ft. of cargo  
space. One-piece tailgate, power-operated roll-down windows.

"SHOPPER"—6-PASSENGER WAGON... If you don't require  
the Explorer's extra-large passenger capacity—but want the  
same 92 cu. ft. of cargo room—the Shopper's the wagon for you!  
Interiors are luxurious, yet practical, styled in beautiful, long-wear-  
ing all-vinyl. Power-operated roll-down tailgate windows, optional.





## NEW V-8 POWER... PROVED PUSH-BUTTON CONTROL

**NEW PUSH-BUTTON TORQUE-FLITE**... a light touch on the push-button control and Torque-Flite instantly taps the power of De Soto's brilliant new V-8 engine and conveys it to the rear wheels far more smoothly than any other automatic transmission on the road today.

You get liveliness without lurch, and Torque-Flite's new water-cooled torque converter—assures a whisper-silent flow of power in every driving range. Mechanical push-button controls are trouble-free, proved in use. Torque-Flite is standard on any De Soto you may choose.

New De Soto V-8's set new standards of performance! Here are new safety reserves ready when you need them! Here's engine design that will still produce full power years after lesser engines have lost their get-up-and-go!

**New De Soto Firefly V-8** brings you the most advanced fine-car engine in Canada today... delivers 305 horsepower with 10.0 to 1 compression and 361 cubic-inch displacement. **De Soto Firehome V-8** is more powerful than ever... delivers 290 horsepower with 10.0 to 1 compression and 354 cubic inches of displacement!

**Torsion-AIRE ...**  
a revolution in riding  
smoothness... a revelation  
in riding comfort!

No other suspension system available today provides a ride so incredibly soft, smooth and well-behaved as Torsion-AIRE. It fulfills an engineering dream by combining a luxuriously comfortable ride with roadability and handling ease rivaling that of many sports cars!



### NO LEAN ON CURVES

De Soto corners "flat" like a sports car, without annoying lean or sway.



### NO "SIDESLIP"

De Soto holds firmly on the sharpest curves, without "rear end skipping".



### NO NOSE-DIVE

Torsion-AIRE'S anti-dip device keeps the nose up, even during sudden stops.



### NO SQUAT ON STARTS

Unlike other cars, De Soto stays level during rapid acceleration.

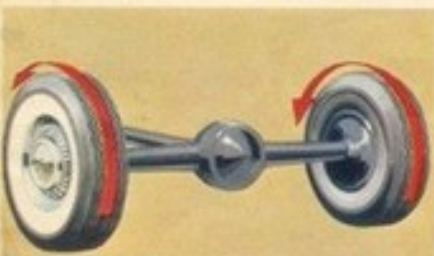
## NEW DE SOTO 4-SEASON AIR CONDITIONING



A sound investment in driving comfort. One compact unit both heats in winter and cools in summer...lets you enjoy spring-like weather all year round. It dehumidifies and filters air, removes excess moisture, pollen, and road dust. Easy to operate. Because it's one unit, not two, it is priced far lower than coolers and heaters purchased separately. Available on Fireflite models.



## NEW DE SOTO SURE-GRIP DIFFERENTIAL



With De Soto's optional Sure-Grip differential, you'll never get stuck in snow, ice or mud if either rear wheel has traction. In ordinary cars, the rear wheel that "bogs down" is likely to spin. De Soto Sure-Grip differential enables you to pull out of spots where conventional cars could not go!



New Captive-Air tires give you a full set of "built-in spares". Reserve air chamber prevents tire from going completely flat. Even if service station is miles away, you can drive there without damaging tire! Optional on Fireflite models.



New Constant-Control power steering is the most advanced of all power steering systems! It works full-time for you, never part-time like most other systems...and now has a new self-centering action that gives you a steady, sure "feel of the road" at highway speeds. New De Soto Constant-Control power steering absorbs all road shocks, reduces steering "work" to a minimum. Optional.



De Soto power brakes respond instantly at the touch of your toe...feature Total-Contact design, a *Forward Look* exclusive that assures quicker, safer stops. These industry-pacing power brakes cut braking pressure up to 80%...let you slow down or stop with hardly any more effort than you'd use on the accelerator. Yet there is no loss of "pedal feel". Optional.

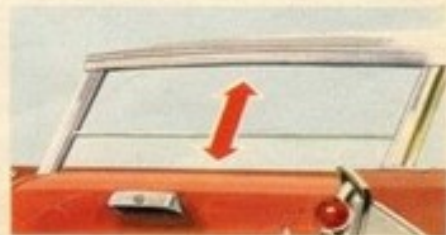


De Soto power windows allow driver to open or close any window from convenient master control. Independent controls, too. Optional.



De Soto Six-Way power seat helps you adjust seat to your most comfortable driving position at the simple touch of a button! Optional.

Power-operated roll-down rear window for De Soto Explorer and Shopper models permits driver to open rear window from driver's seat. Window rolls down into tailgate...eliminating unsightly and unwieldy liftgate. Standard on Explorer models; optional on Shopper models.



## Specifications



### ENGINES

**Firelite.** 90°, overhead valve V-8; valves inclined, in line; bore and stroke, 4.125" x 3.375"; compression ratio, 10.0 to 1; piston displacement, 361 cu. in.; 4-barrel carburetor standard. Premium fuel recommended.

**Firedome.** 90°, overhead valve V-8; valves inclined, in line; bore and stroke, 3.94" x 3.63"; compression ratio, 10.0 to 1; piston displacement, 354 cu. in.; 2-barrel carburetor standard. Premium fuel recommended.

### TRANSMISSIONS

**Firelite.** Standard equipment Torque-Flite 3-speed fully automatic transmission, hydraulically actuated; water-cooled for efficient control of temperatures and silent operation; combines torque converter with planetary gears; ratios: starting, 2.45 to 1; drive range (low) 2.54 to 1; (second) 1.45 to 1; (direct) 1.0 to 1; (reverse) 2.20 to 1. Transmission control is by five manually operated push buttons mounted in a special panel at the extreme left-hand side of the instrument panel.

**Firedome.** Standard equipment Torque-Flite 3-speed fully automatic transmission, water-cooled for efficient control of temperatures and silent operation (see above under Firelite for details).

### REAR AXLES

**Firelite.** Silent-hypoid, semi-floating; ratio 3.15 standard, 3.31 standard on station wagons, optional on other models. Sure-Grip non-slip differential available at extra cost.

**Firedome.** Silent-hypoid, semi-floating. Ratio, 2.93 to 1. Sure-Grip non-slip-type differential rear axle assembly available on all models at extra cost.

### LUBRICATION

**Firelite and Firedome.** Full-pressure lubrication system to main, connecting rod, and camshaft bearings. Provision for correct lubrication of valve gear and valve timing system. Full-flow oil filter standard equipment. High-capacity rotary-type oil pump with "Oilite" component for high efficiency and extra-long life.

### COOLING SYSTEMS

**Full-length water jackets** surround each cylinder. Pressurized cooling system. Engine fan designed for silent operation; Firelite, 4-bladed, 18" diameter; Firedome, 6-bladed, 18" diameter. Cooling system capacities (including heater): Firelite, 3.5 Imperial gallons; Firedome, 4.6 Imperial gallons.

### ELECTRICAL SYSTEM

**All models,** 12-volt, 30-amp. generator standard; 40-amp. generator available at extra cost. Temperature-compensated voltage regulator. Neoprene-jacketed ignition cable. Wide-gap, resistor-type spark plugs. Cool running, oil-filled ignition coil. 60 amp.-hr. battery standard. Variable-speed electric windshield wipers. Moisture-resistant wiring system. Distributor has both vacuum and centrifugal control for automatic advance.

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### DODGE-DE SOTO DIVISION

Chrysler Corporation of Canada, Limited • Windsor, Ontario