

# 1957 DeSoto

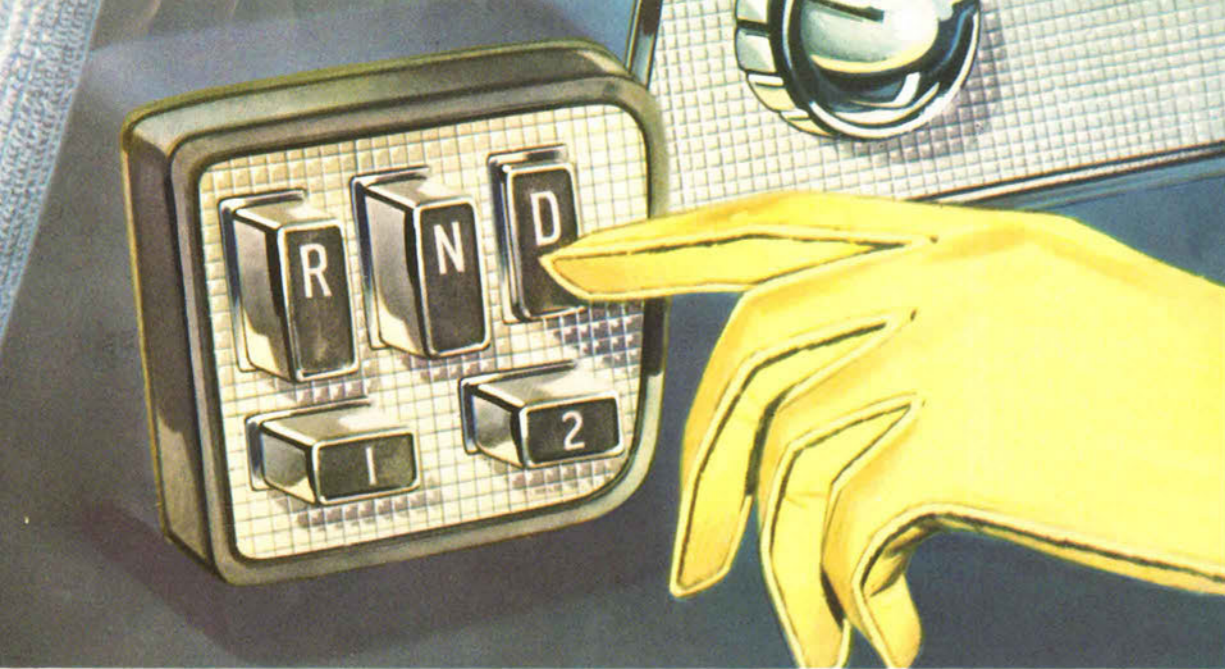
FIREFLITE • FIREDOME • FIRESWEEP





**The Most Exciting Car in the World Today!**





## Exciting New Torque-Flite Transmission

**WITH NEW TRIPLE RANGE PUSH-BUTTON CONTROL**

Complete, effortless control is at your fingertips with the new triple range push-button drive selector. Just touch a button and De Soto's new Torque-Flite transmission delivers breathtaking power and performance . . . exciting high torque acceleration from a standstill . . . faster acceleration for safer highway passing at any speed . . . an instant surge of smooth, quiet power. Lower axle ratios make possible increased fuel economy, too. Here is the finest automatic transmission and transmission control in the automobile industry today.



### EXCITING NEW LOW SILHOUETTE

Just 4 feet 7½ inches from road to glamorous roof . . . real ground-hugging lowness . . . the supersonic style of tomorrow . . . that's De Soto Flight Sweep '57. Here is the new look of motion . . . a brilliant, inspired design destined to set the standard for years to come.



### EXCITING NEW TORSION-AIRE RIDE

A remarkable engineering development inspired De Soto's new Torsion-Aire Ride. New torsion rods combined with super-cushion tires and rubber-isolated front suspension give you a velvet-soft ride unlike anything you have ever experienced in an automobile . . . with the sure, steady handling and flat cornering of an expensive foreign sports car. And remember . . . new Torsion-Aire Ride is *standard equipment* on every car in every series of the 1957 De Soto.



### EXCITING NEW POWER

Bigger, sturdier, more powerful . . . De Soto for 1957 presents three new V-8 engines unrivaled for performance and economy. Designed and engineered to be years ahead, each is a perfect blending of mighty power and velvet smoothness.

## 3 EXCITING NEW LINES

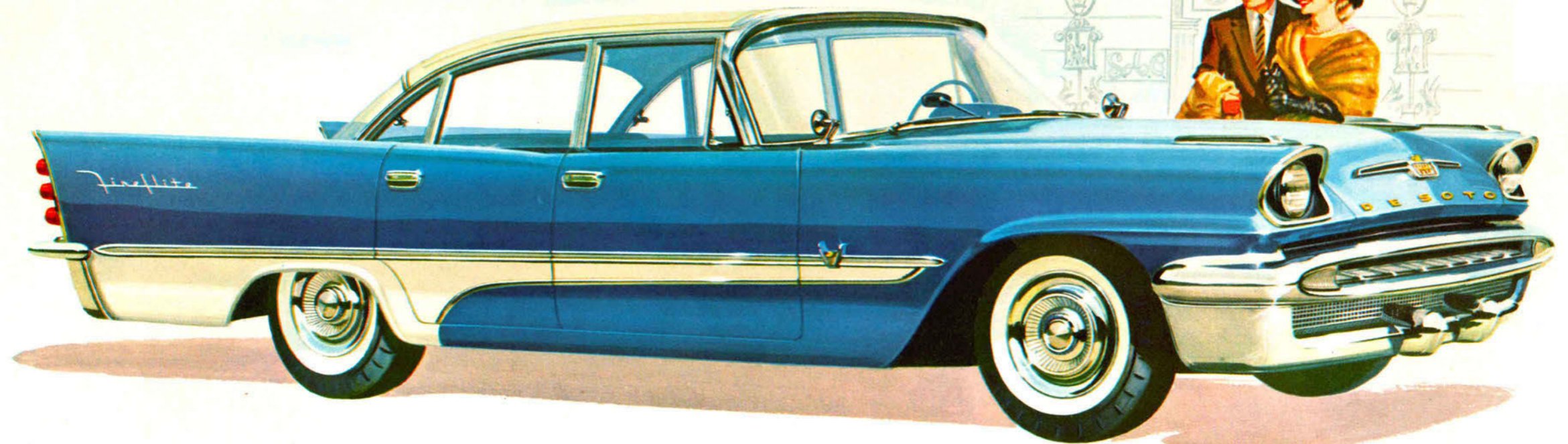
The medium priced Fireflite and Firedome and the new lower priced FireSweep



## The Fireflite Series

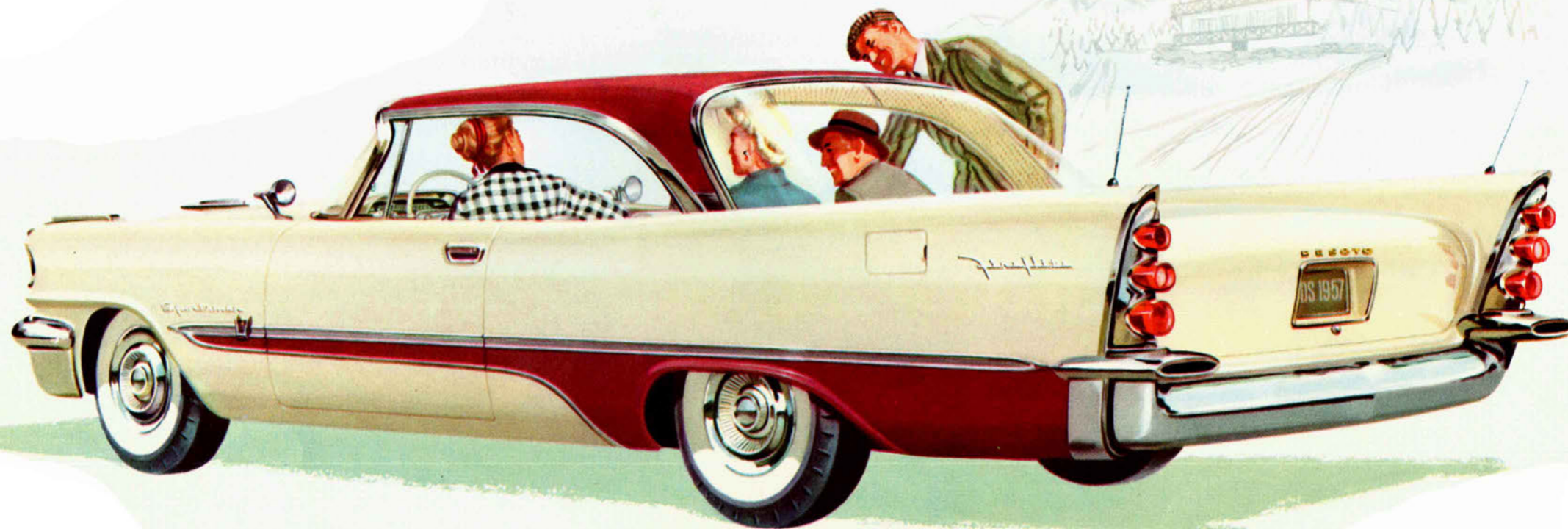


There is an air of smart luxury inside each Fireflite 4-door sedan. Rich new Ladderstitch Brocade and Ripple Cloth in vibrant complementary colors are combined to create an exciting blend of beauty.

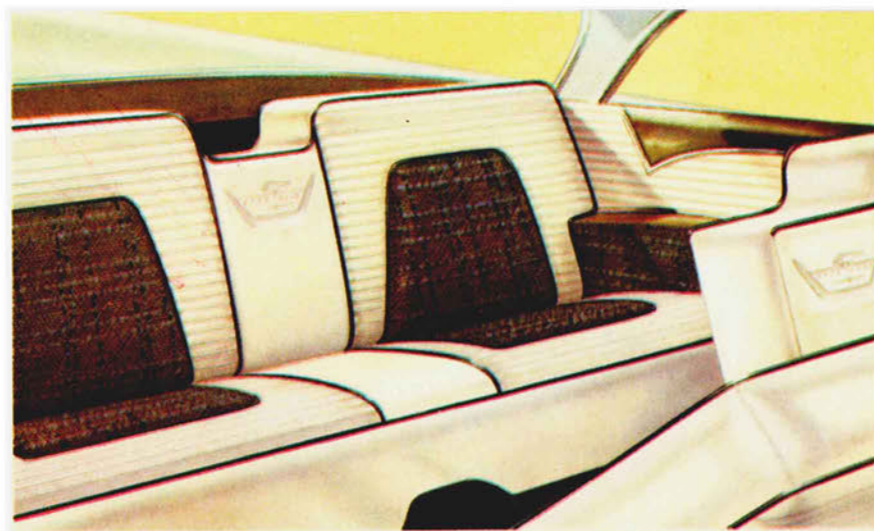


FIREFLITE 4-DOOR SEDAN





FIREFLITE 2-DOOR *Sportsman*

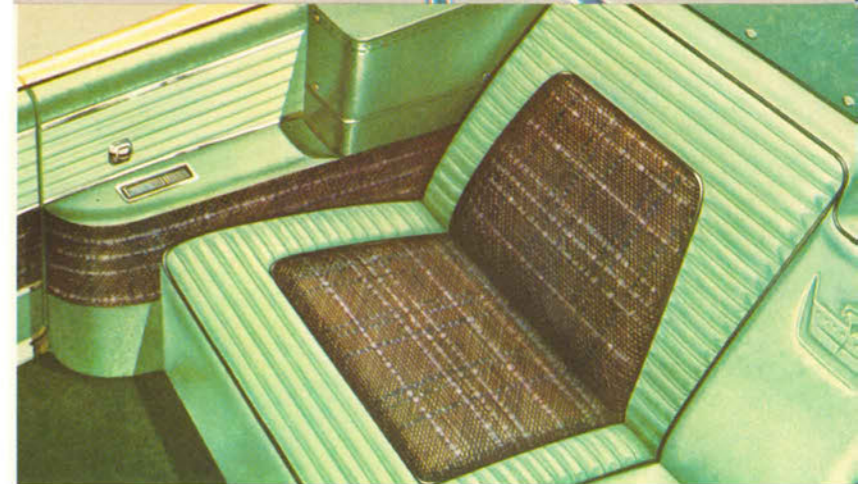


Only a truly brilliant new fabric could match the exciting styling of the De Soto Sportsman hardtops for 1957. So Westminster Tweed was created. It is dramatically accented with Vinyahide bolsters.





FIREFLITE CONVERTIBLE



In the spirited Fireflite convertible, Westminster Tweed and Vinyahide are custom tailored by master craftsmen . . . a magnificent example of exciting interior styling. You may choose from five glamorous color combinations.



FIREFLITE 4-DOOR *Sportsman*

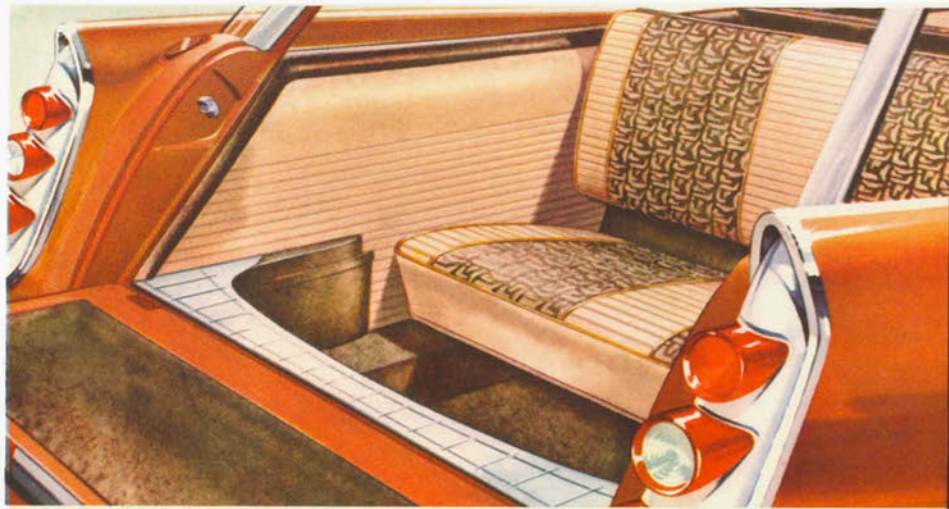


## TWO NEW FIREFLITE 4-DOOR STATION WAGONS



FIREFLITE *Explorer* (illustrated above)

FIREFLITE *Shopper*



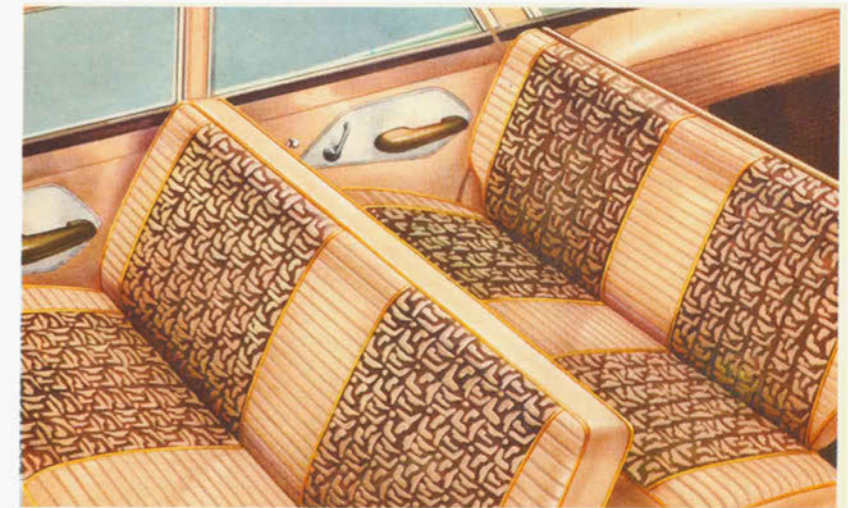
### THE FIREFLITE EXPLORER

An exciting new idea! The third seat in the De Soto EXPLORER faces rear for an unobstructed view. Convenient safety-step tail gate for easy entrance.



### TWO DOME LIGHTS

For more convenient passenger seating or cargo loading at night, all EXPLORER station wagons now have *two* extra-large dome lights.



### THE FIREFLITE SHOPPER

Convenient big cargo space, smooth-riding comfort, exciting new fabrics that will keep their fresh look and sparkle . . . all in the smart De Soto SHOPPER.

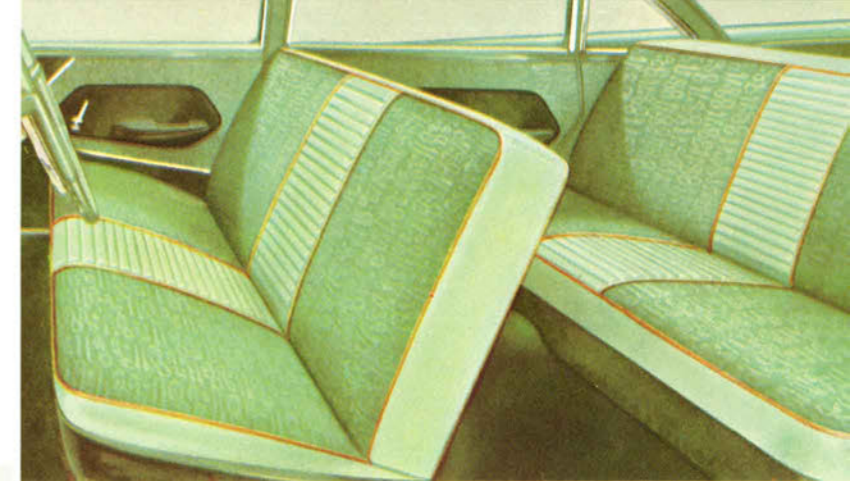


# The Firedome Series

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FIREDOME 4-DOOR SEDAN

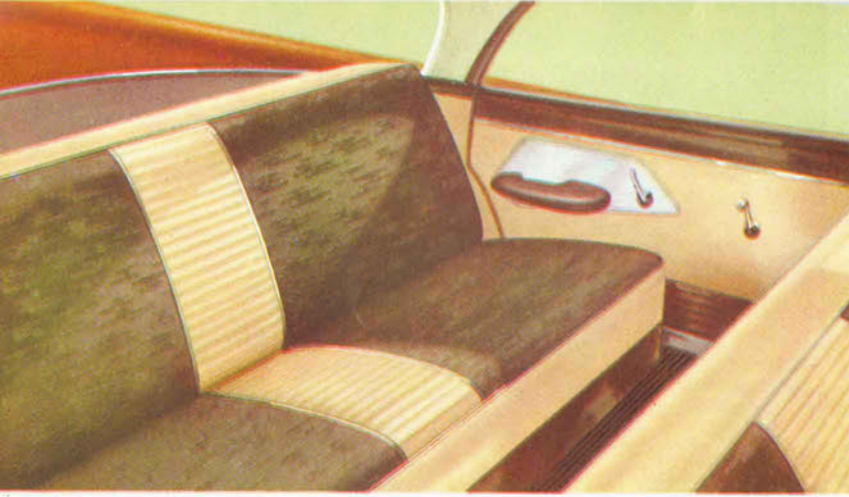


Fabrics of rich weave and tasteful color grace the Firedome series. Textured Nylon and Silvered Brocade have been chosen to complement the exciting exterior color combinations and clean, refreshing new style.



FIREDOME 2-DOOR *Sportsman*





Here we see the new Silvered Brocade setting the keynote for this smart Fire Dome Sportsman interior. Its companion material is Vinyahide, as sleek and regal as the inspired design of the car itself. Rolled center panels add the perfect touch.



FIRE DOME 4-DOOR *Sportsman*



FIRE DOME CONVERTIBLE

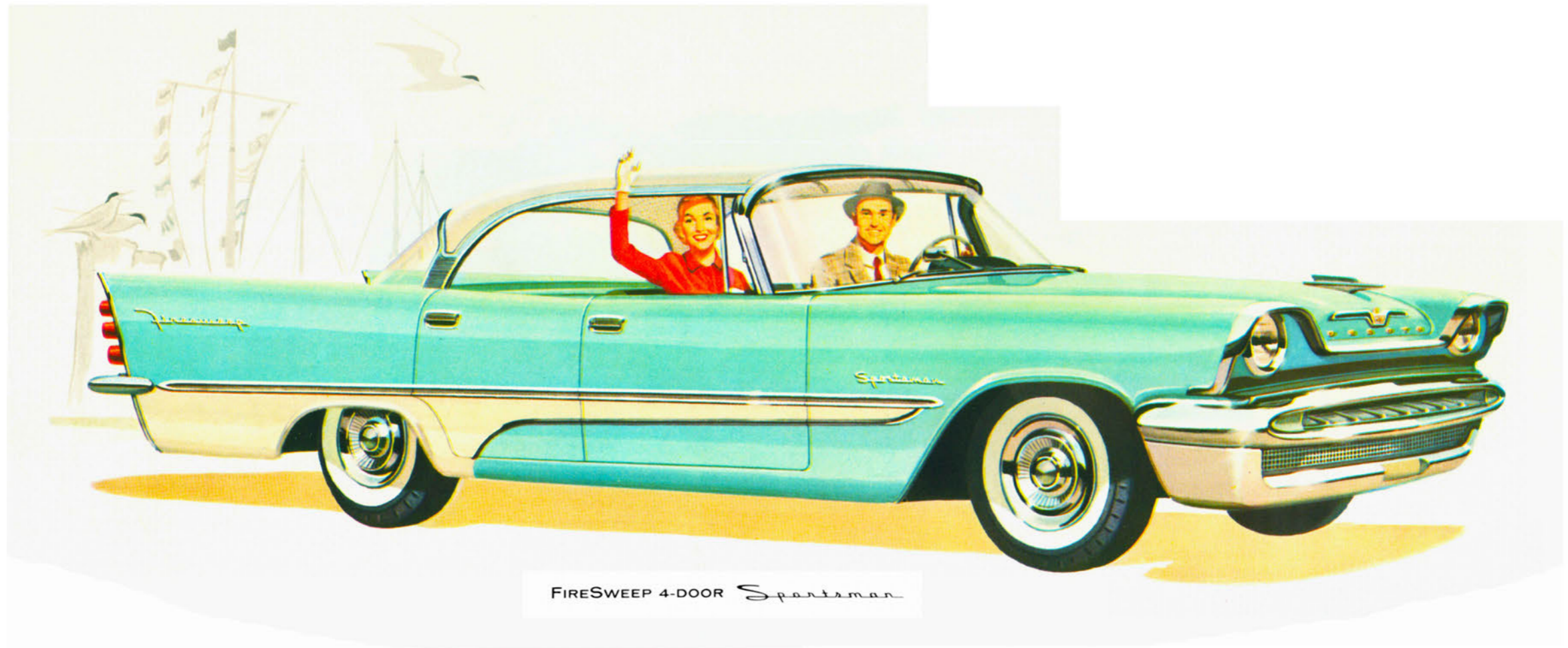


## The FireSweep Series

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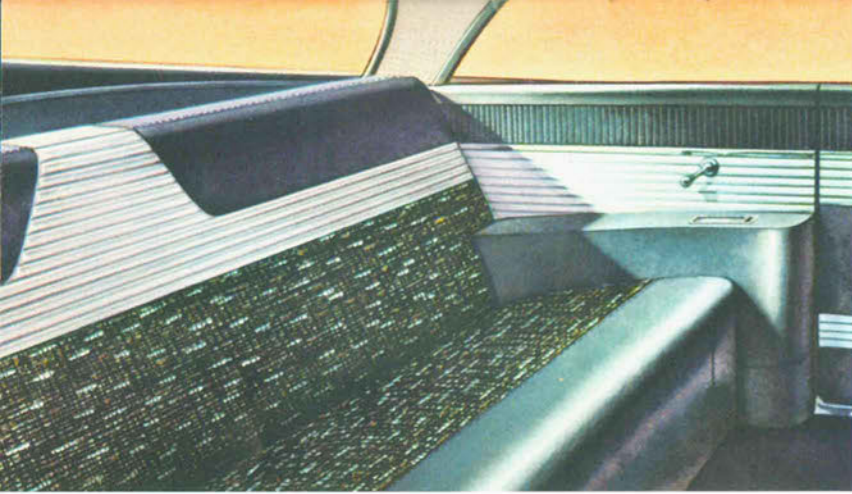


Like the Firesweep series itself, every fabric, every color, every design is completely new. Choose from patterns like Starlight Cord and Nugget Tweed in Firesweep's own eloquent harmonizing colors.

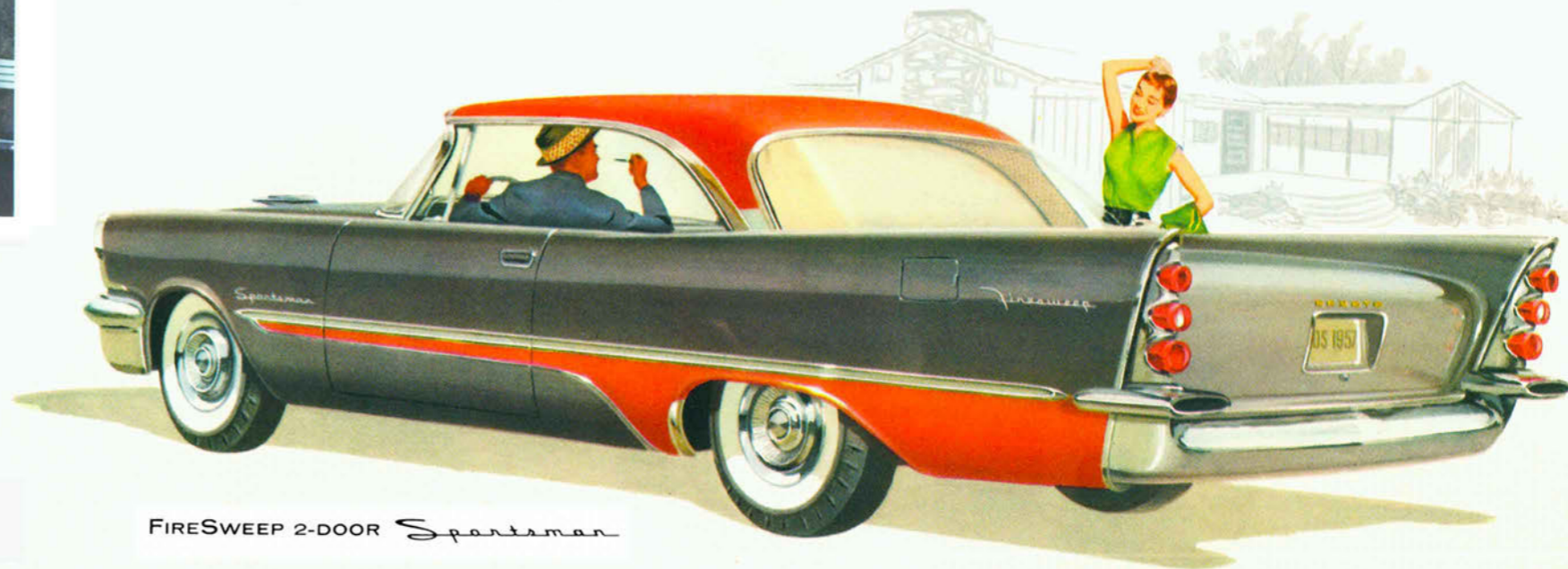


FIRESWEEP 4-DOOR *Sportsman*





Princely appointments throughout make Firesweep a discriminating choice. Only De Soto for 1957 offers such quality materials at so remarkably modest a price.

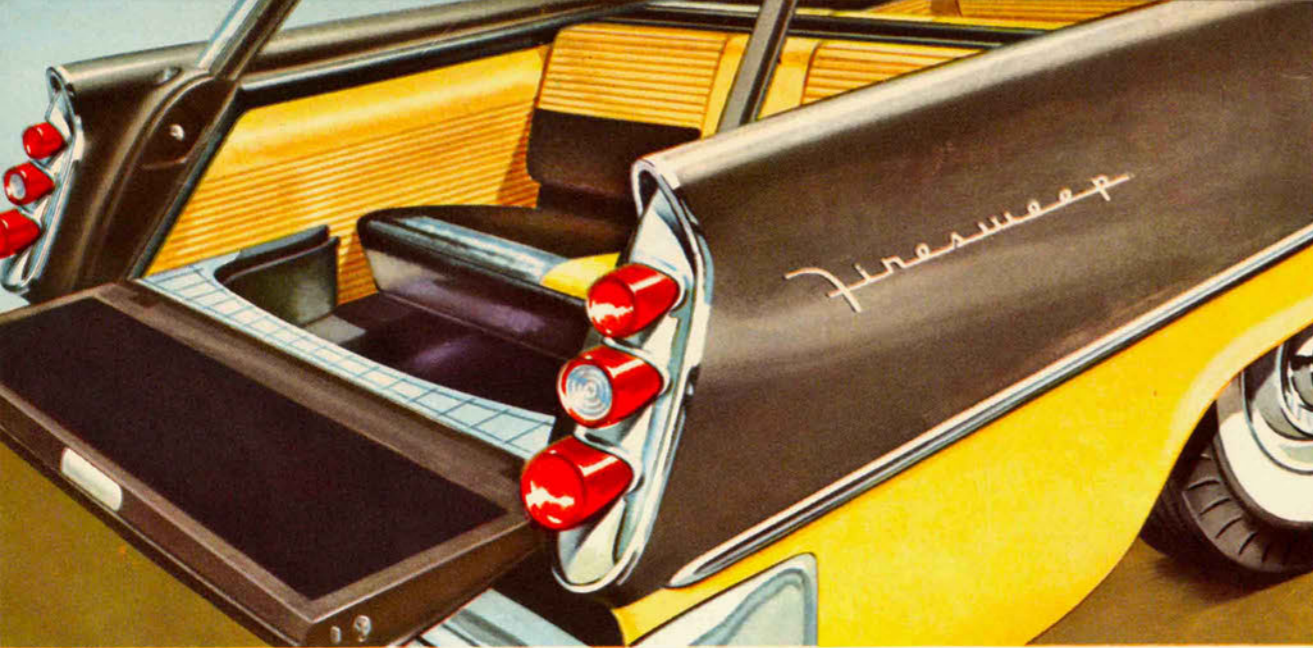


FIRESWEEP 2-DOOR *Sportsman*



FIRESWEEP 4-DOOR SEDAN





AN EXCITING NEW DE SOTO STATION WAGON—THE "EXPLORER"

The station wagon is fast becoming the most wanted body style in suburban America, and De Soto for 1957 presents a thrilling new concept in station wagon design in its EXPLORER. The big third seat faces the rear, and is easily accessible through the convenient safety-step tail gate entrance. Plenty of leg room, too.

A BIGGER, MORE COMFORTABLE TWO-SEAT WAGON—THE "SHOPPER"

For the family with fewer passengers but more cargo-carrying occasions, the 1957 De Soto SHOPPER introduces a two-seat station wagon with a new standard of beauty and riding comfort. Both the exciting EXPLORER and SHOPPER station wagons have striking black and gold breathable vinyl interiors for good looks and long wear.

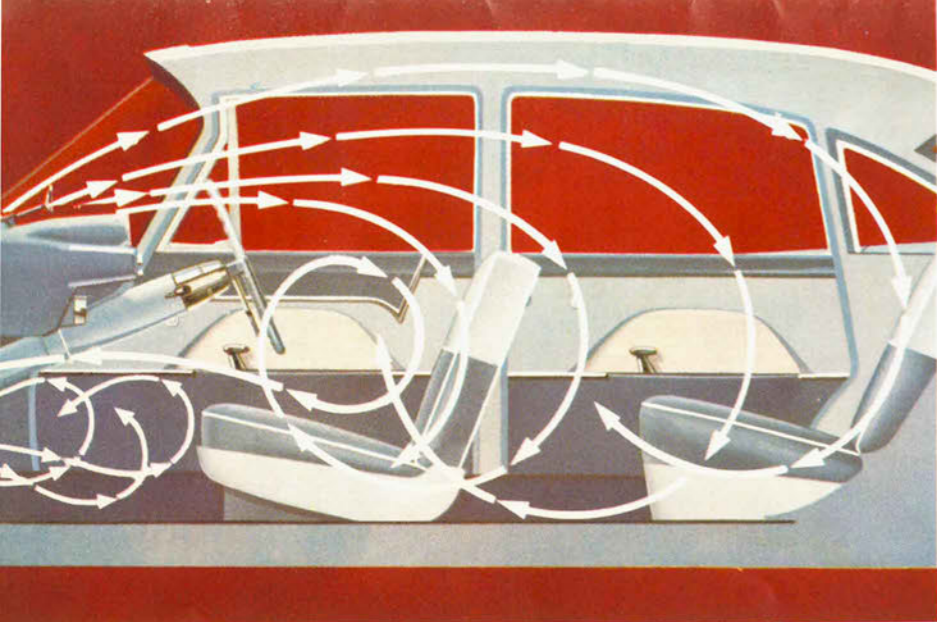
TWO NEW FIRESWEEP 4-DOOR STATION WAGONS



FIRESWEEP *Shopper* (illustrated above)

FIRESWEEP *Explorer*



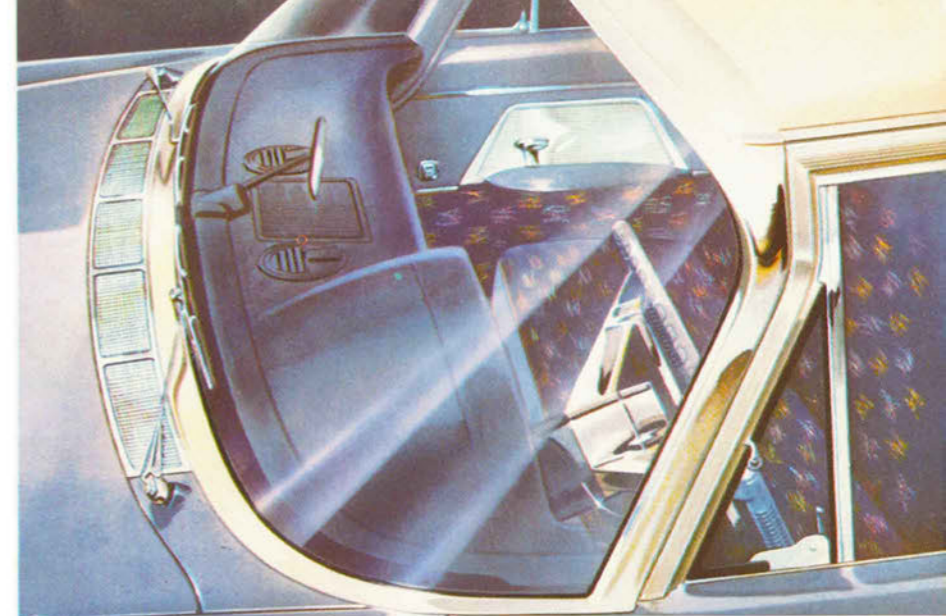


## NEW 4-SEASON AIR CONDITIONER

Cools in summer . . .

Heats in winter . . .

One set of controls!

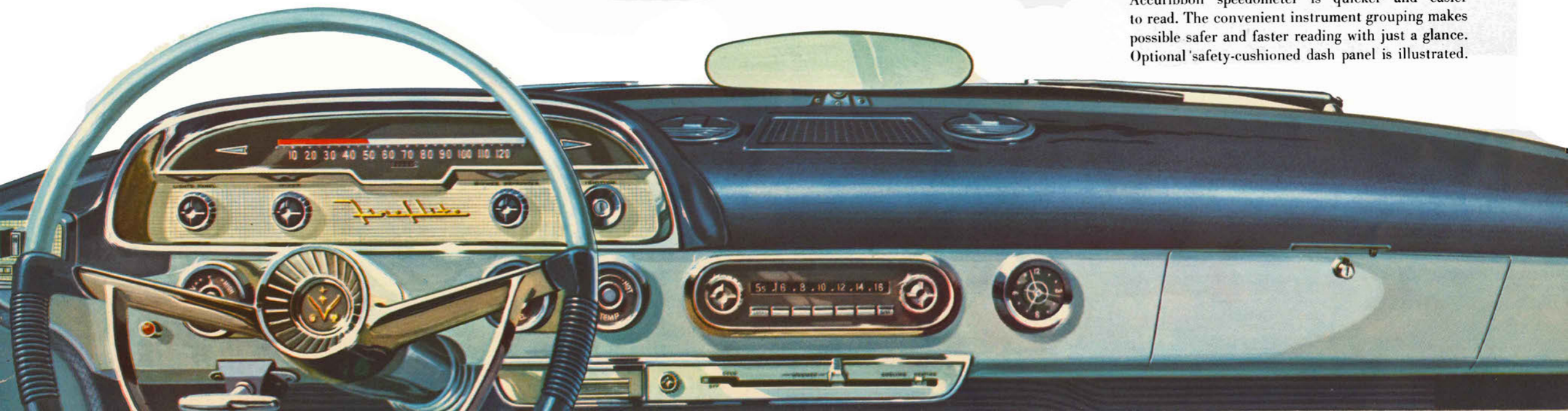


1957 De Soto temperature control is based on a scientifically designed flow of air throughout the automobile that maintains perfect comfort at all times. Both cool air and warm air flow through the same system . . . can be completely controlled as to direction and intensity. The new air conditioning unit is located entirely under the hood. No trunk space sacrificed, no unsightly air ducts inside the car.

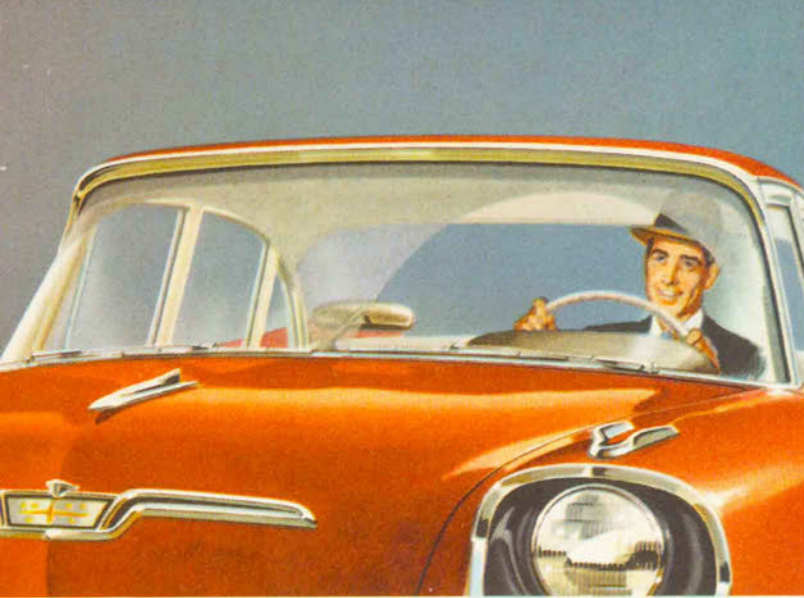
This remarkable new air conditioner assures a comfortable, refreshing temperature inside your new De Soto regardless of the weather outside. In summer, steaming 100 degree temperatures plummet to the cool seventies in less than three minutes. Muggy air becomes crisp, thanks to vastly improved humidity control. And in winter, the same system keeps you comfortably warm on the coldest days. Both cooling and heating are operated by a simple set of controls at your fingertips. Incoming air is filtered free of annoying pollen and dust, then heated or cooled as the season demands. Here is the first truly complete temperature control unit in automotive history.

A newly designed fresh air intake is located on the cowl, at hood-top level, to prevent contamination of air by dust and exhaust fumes. The air then passes through the circulation system and enters the car through easily adjustable outlets. You may divide the air between the movable louvered outlets on top of the instrument panel and those outlets close to the floor in any quantity you may desire.

Crisp new lines characterize the functional design of the De Soto instrument panel. The horizontal Accuribbon speedometer is quicker and easier to read. The convenient instrument grouping makes possible safer and faster reading with just a glance. Optional safety-cushioned dash panel is illustrated.







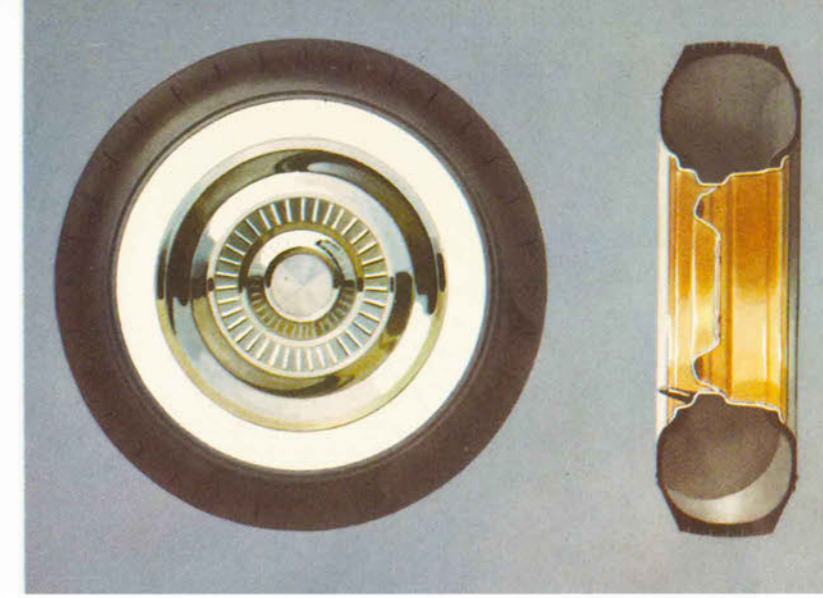
#### NEW VISTA-VIEW WINDSHIELD

The De Soto windshield for 1957 is a full 40% larger . . . a startling 44.9% larger in convertibles . . . for safer visibility. New 16-inch wiper blades clean 38.2% more glass (a total of 383 square inches). The Vista-View windshield assures a full view of the road.



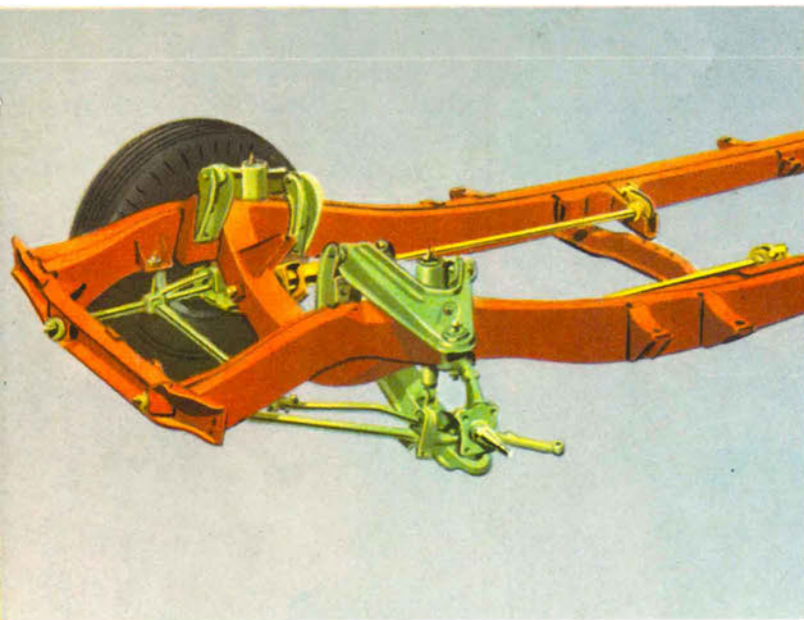
#### NEW DUAL HEADLIGHTS

Available as optional equipment on all '57 Firelite and Firedome models, new dual headlights give 75 feet more visibility than ordinary headlights even on low beam . . . add great intensity of light for clearer vision when you turn on your "brights"



#### NEW WHEELS AND TIRES

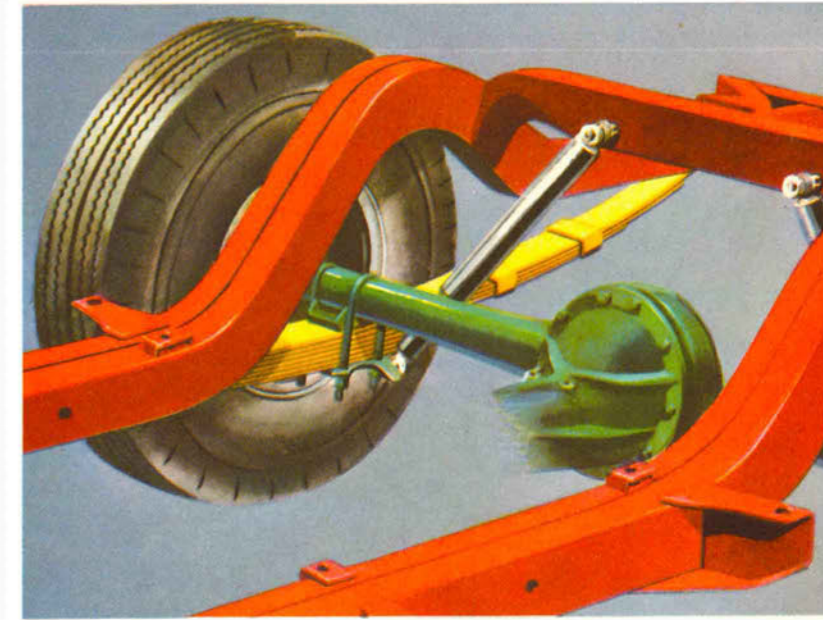
De Soto's safety rim for 1957 is just 14 inches in diameter . . . and a full half inch wider. The newly designed tires ride softer and provide greatly increased traction. A redesigned tread pattern adds to the quiet, silky ride and superb ease of handling.



#### NEW TORSION-AIRE FRONT SUSPENSION

Mechanical torsion rods, Safety-Sphere joints, advanced Oriflow shock absorbers and super-soft tires combine to produce De Soto's Torsion-Aire Ride . . . a smoother, softer ride unequalled for comfort and handling ease. Here, too, is the key to De Soto's sleek ultra-low styling.

Exciting New  
Beauty Plus New  
Performance Features  
Make De Soto the  
Most Exciting Car  
in the World Today!



#### NEW REAR SUSPENSION SYSTEM

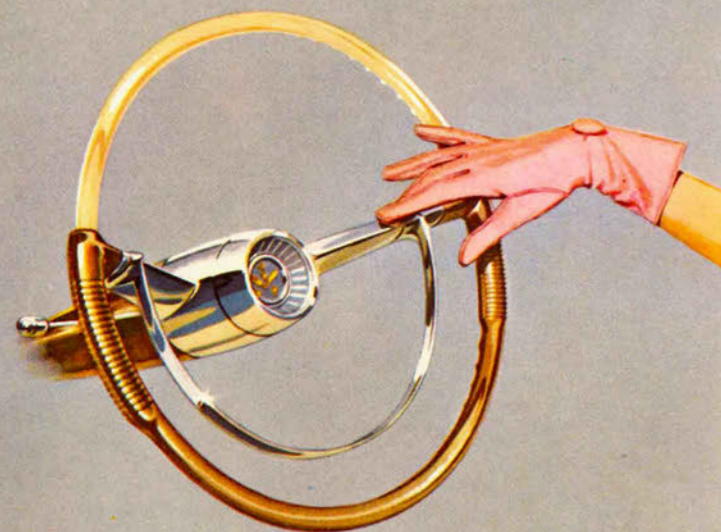
Rear axle mountings are closer to the front of the newly designed rear springs . . . another reason for De Soto's exciting riding qualities. And the rear springs are mounted at a new location . . . *outside* the frame . . . for greater safety and stability.





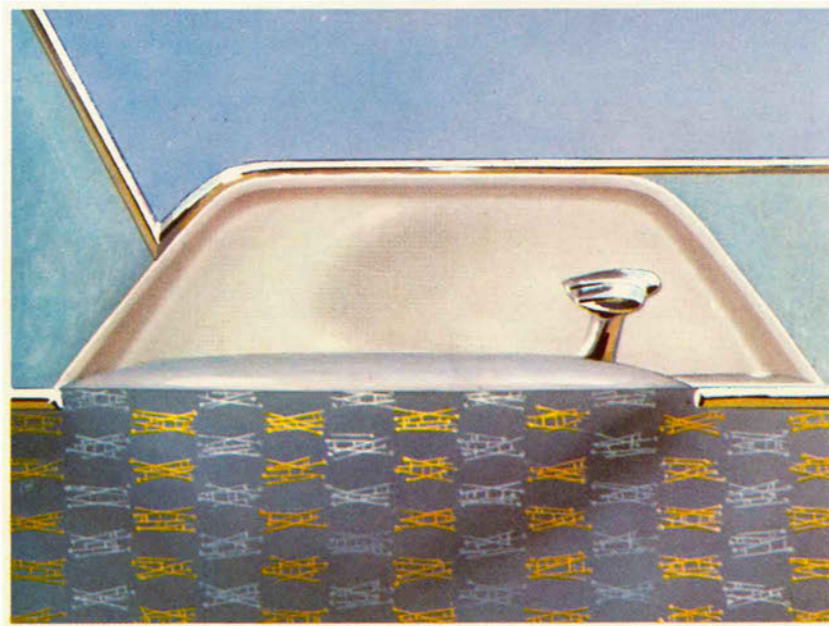
#### NEW SIGNAL-TOWER TAIL LIGHTS

For 1957, De Soto provides separate signal lights that operate only when the brake pedal is depressed or the turn indicators are flashing. Dual tail lights and back-up lights are included in this assembly. Separate braking lights assure safer signaling at night.



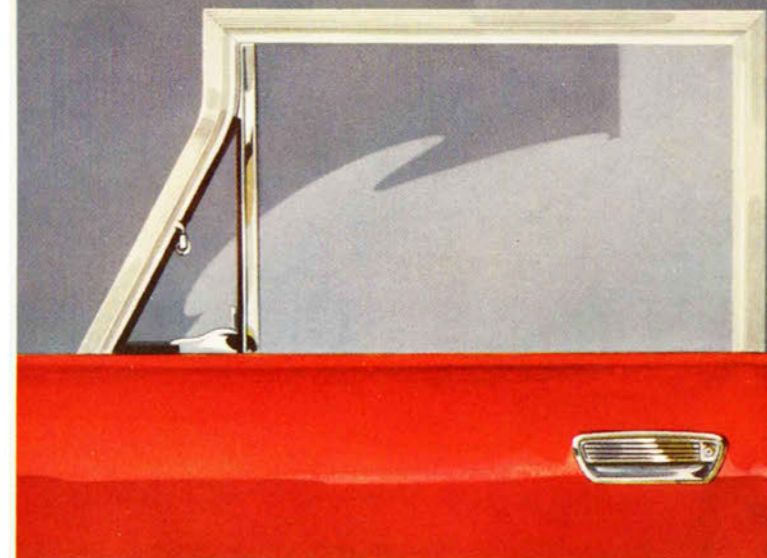
#### IMPROVED FULL-TIME POWER STEERING

New engineering refinements make De Soto *full-time* power steering easier, more precise . . . the finest in the industry. Here is the most effortless turning and parking known . . . power that works full-time . . . all the time . . . for perfect ease and control.



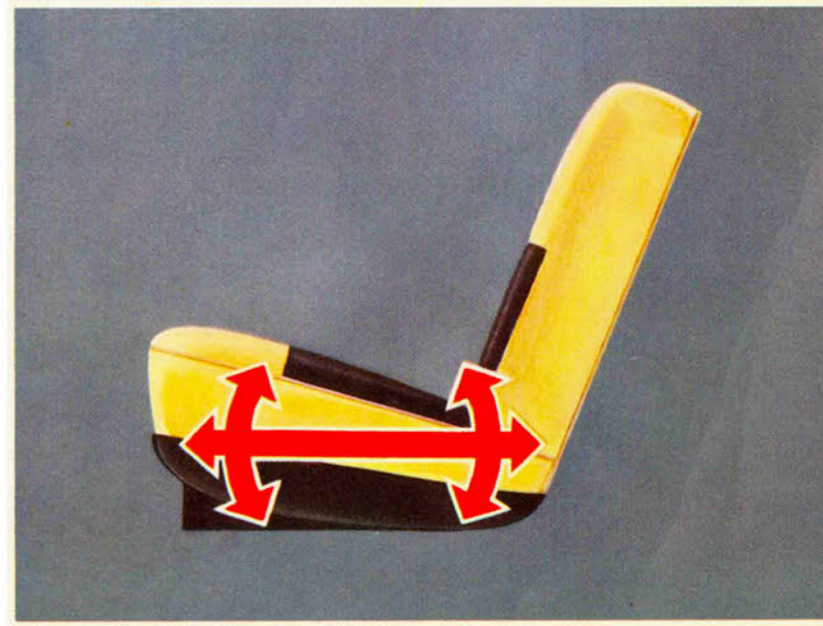
#### NEW ARM REST DOOR HANDLES

A perfect blending of the designer's style and the engineer's practicality. Your arm fits comfortably on this broad new rest . . . a slight pull on the handle opens the door almost automatically. These big handles add beauty and grace to the door panel.



#### NEW ALUMINUM DOOR FRAMES

All '57 De Soto Fireflite and Firedome 4-door sedans and all Fireflite station wagons have smart burnished aluminum door frames. Here is another example of the meticulous detailing found only in De Soto . . . the most exciting car in the world today!



#### NEW SIX-WAY POWER SEAT

A light touch on the power control moves the front seat forward or to the rear, up or down . . . and tilts it up or back to the perfect position and angle for maximum driving comfort. It's adjustable exactly as you want it, regardless of your height or weight.

Here you see 10 of the exciting new features available in the 1957 De Soto. There are dozens more which can only be appreciated by getting behind the wheel of this amazing automobile. Won't you find out for yourself? Come in and see us. Drive a new 1957 De Soto . . . today.



# 1957 De Soto SPECIFICATIONS



**ENGINE:** *Fireflite.* 8-cylinder, 90 degree V; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.78" x 3.80"; compression ratio 9.25 to 1; displacement 341 cu. in.; 4-barrel carburetor. Taxable hp 45.7. Premium fuel recommended.

*Firedome.* 8-cylinder, 90 degree V; valves inclined, lateral overhead; intake valve diameter, 1.94"; exhaust valve diameter 1.75"; bore and stroke, 3.78" x 3.80"; compression ratio 9.25 to 1; displacement 341 cu. in.; 2-barrel carburetor. Taxable hp 45.7. Premium fuel recommended.

*FireSweep.* 8-cylinder, 90 degree V; valves inclined, lateral overhead; intake valve diameter, 1.84"; exhaust valve diameter 1.47"; bore and stroke, 3.69" x 3.80"; compression ratio 8.5 to 1; displacement 325 cu. in.; 2-barrel carburetor standard equipment. Taxable hp, 42.2. Regular fuel recommended.

**TRANSMISSIONS:** *Fireflite.* Standard equipment Torque-Flite 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 push-buttons (5) mounted on extreme left side of instrument panel.

*Firedome.* Standard equipment 3-speed manual shift. Special equipment Torque-Flite fully automatic 3-speed transmission with push-button range selector (see Firelite specifications). Manual shift: 3-speeds forward and 1 speed reverse; synchro-silent all helical gears; single plate dry-ventilated clutch; ratios; first 2.31, second 1.55, third 1.00, reverse 2.96.

*FireSweep.* Standard equipment 3-speed manual shift. (see specifications above). Special equipment Torque-Flite fully automatic 3-speed transmission (see specifications above), 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 Push Buttons mounted on extreme left side of instrument panel.

**LUBRICATION:** *Fireflite, Firedome and FireSweep.* Full pressure to main connecting rod and camshaft bearings. Oil filter standard equipment.

**COOLING:** *Fireflite.* Full length water jacket, surrounded bores; 4-blade 18" diameter fan; water capacity 20 quarts (21 quarts with hot water recirculating heater).

*Firedome.* Full length water jacket, surrounded bores; 4-blade 18" diameter fan; water capacity 20 quarts (21 quarts with hot water recirculating heater).

*FireSweep.* Full length water jacket, surrounded bores; 4-blade 18" diameter fan; water capacity 20 quarts (21 quarts with hot water recirculating heater).

**DISTRIBUTOR:** *Fireflite, Firedome and FireSweep.* Single breaker type; mechanical and vacuum controlled automatic advance.

**REAR AXLES:** *Fireflite.* Silent-hypoid, semi-floating; ratio 3.36 (3.18 and 3.54 optional).

*Firedome.* Silent-hypoid, semi-floating. Manual shift: standard ratio 3.91 (4.1 and 3.73 optional). Torque-Flite ratio 3.36 (3.18 and 3.54 optional).

*FireSweep.* Silent-hypoid, semi-floating. Manual shift: standard ratio 3.91 (4.1 and 3.73 optional). Powerflite ratio 3.54 (3.91 and 3.73 optional). Torque-Flite ratio 3.54 (3.36 optional).

**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

De Soto for 1957...The Most Exciting Car in the World Today!