

BBDO

FOR **DE SOTO**
DIVISION
CHRYSLER CORPORATION

PUBLIC RELATIONS DEPARTMENT • BATTEN, BARTON, DURSTINE & OSBORN, INC., PENOBSCOT BLDG., DETROIT 26, MICHIGAN • WOODWARD 5-0620

NEWS

CONTACT: John Hurley

RELEASE: Morning of October 17,
1955

1956 DE SOTO SPECIFICATIONS

BODY STYLES -

Fireflite ... Four Door Sedan, Two Door Sportsman Coupe (Hardtop),
Four Door Sportsman Sedan (Hardtop), Convertible Coupe.

Firedome ... Four Door Sedan, Two Door Seville Coupe (Hardtop), Four
Door Seville Sedan (Hardtop), Two Door Sportsman Coupe (Hardtop), Four
Door Sportsman Sedan (Hardtop), Convertible Coupe, Station Wagon.

ENGINES -

Fireflite ... S-24 - 90° V-8 overhead valves, Bore & Stroke 3.72 x 3.80,
Compression Ratio 8.5 to 1, Displacement 330.4 cu. in., Brake Horsepower 255
at 4400 r.p.m., Torque 350 ft. lbs. at 3200 r.p.m.

Firedome ... S-23 - 90° V-8 overhead valves, Bore & Stroke 3.72 x 3.80,
Compression Ratio 8.5 to 1, Displacement 330.4 cu. in., Brake Horsepower
230 at 4400 r.p.m., Torque 305 ft. lbs. at 2800 r.p.m.

ENGINEERING FEATURES -

Engine ... Cast iron cylinder block; 3 mounting points; Hemispherical
combustion chamber; Laterally inclined valves, with Amola steel springs;
Cast iron cylinder heads; Aluminum alloy pistons with steel belt for
thermal control, modified slipper type design with elliptical turned skirt,
tin plated finish; 3 iron piston rings, High manganese steel piston pins;
High manganese forging steel connecting rods with Babbitt on steel
precision bearings; Drop forged steel crankshaft shot peened for added
strength, with dynamic torsional vibration damper; Silicon-chromium steel
valves.

FUEL AND LUBRICATION SYSTEM -

Down-draft carburetor (dual on Firedome and four barrel on Fireflite).
Integral automatic choke; Vacuum-operated secondary draft system on
Fireflite. Automatic intake manifold heat control; mechanical fuel pump.
Full pressure lubrication to all moving parts, Shunt type oil filter;
oil-bath air cleaner; Fuel filter in gas tank with additional ceramic
filter at carburetor on Fireflite; Gas tank capacity 21 gal., Crankcase
capacity 4 qts. both Firedome and Fireflite. Premium fuel is recommended
for Fireflite. Firedome can be operated on standard fuel but timing
adjustment must be made by authorized dealers.

COOLING SYSTEM -

Thermostatic by-pass temp. control. 6 blade fan. Full length water jacket
cooling. Water capacity 23 qts. Firedome, 24 qts. Fireflite.

(Specifications-2)

ELECTRICAL SYSTEM -

Firedome & Fireflite, 12 volt electrical system, 30 amp. generator
17 plate, 12 volt battery, 60 amp. hr. capacity. Spark plugs - 14 MM.
extended - reach electrodes.

DISTRIBUTOR -

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

CHASSIS -

Heavy, box-section side rails. Heavy, double construction front cross-member. Anti-roll type front suspension, with coil springs and torsion rod type stabilizer. Tapered leaf wide-spaced, parallel-mounted, semi-elliptic rear springs, (5 leaves on Firedome, 6 on Fireflite, 7 on Station Wagon). Oriflow shock absorbers for maximum ride control; sea-leg mounted at rear, inside coil springs at front.

STEERING -

Symmetrical idler arm type, with equal length tie rods. Mechanical-worm and three-tooth roller, 5 1/2 steering wheel turns stop-to-stop. Power-Full-time assist, rack and sector with recirculating ball nut, 3 1/2 steering wheel turns stop-to-stop. Power steering available on all Powerflite equipped cars.

BRAKES -

New Center-Plane type for maximum effectiveness and long, trouble-free life. 12" diameter, 2 1/2" shoes on all wheels, 251 sq. in. lining area. Front brakes equipped with two actuating cylinders. Parking brake on drive shaft; easy-action, self-energizing, internal expanding type on Powerflite equipped models; external contracting type on manual transmission, and Overdrive equipped models.

POWERFLITE TRANSMISSION -

Fully automatic with planetary gear seat. Torque converter ratios on the Fireflite and Firedome are 2.7 to 1 and 2.6 to 1, respectively. Combined torque converter and planetary gear breakaway ratios are 4.64 to 1 for the Fireflite and 4.47 to 1 for the Firedome. Upshift from approximately 15 to 65 m.p.h., automatic downshift at approximately 11 m.p.h. Instantaneous downshift passing gear. Standard equipment on the Fireflite. Available at extra cost on the Firedome.

DRIVE -

Hotchkiss type, through wide-set, parallel mounted rear springs. Hypoid rear axle with extra wide tooth contact.

REAR AXLE RATIOS -

Manual transmission, synchromesh (Firedome only) 3.9; (Station Wagon, 4.1); Overdrive transmission, (Firedome only), 4.3; Powerflite Transmission, Firedome 3.73; (Station Wagon, 3.91): Fireflite, 3.54: (optional ratios available).

(Specifications-3)

WHEELS AND TIRES -

Safety Rim Wheels, Stainless Steel wheel Covers and 7.60 x 15 Tubeless Tires Standard Equipment at no extra cost. White-side Walls available on all Body Styles at extra cost (8.00 x 15 - 8.20 x 15 available on special order).

WHEELBASE -

126" All Body Styles

OVERALL LENGTH, WIDTH AND HEIGHT -

Length, Four Door Sedan, Four Door Seville Sedan, and Four Door Sportsman Sedan models 217.9", Station Wagon, 218.6"; Two Door Seville Coupe, Two Door Sportsman Coupe and Convertible Coupe models, 220.9". Overhang - front 36.6"; rear 55.3"; station wagon, 56.0" rear. Headroom (four-door sedan only), 35.1" in front seat, 34.5" in rear seat; hip room, 63.3" in front, 64.0" in rear; leg room, 45.7" in front, 44.7 " rear.

Width, 78.3", except Station Wagon, 79.1".

Loaded Height: Four door Sedan, Four Door Seville Sedan, Four Door Sportsman Sedan - 60.6"; Convertible Coupe - 60.0"; Station Wagon - 62.2"; Two Door Sportsman Coupe and Two Door Seville Coupe - 59.9".

TREAD -

Front, 60.4"; Rear 59.6", all except Station Wagon; Station Wagon - Front 61.3", Rear 60.4".

(SEE ACCOMPANYING "FAST FACTS" FOR COMPLETE LIST OF CHANGES IN NEW 1956 DE SOTO)