

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 R. Hurley

RELEASE: Morning of October 17,
1955

FAST FACTS

ALL NEW FEATURES OF THE 1956 DE SOTO

ENGINE

- Stroke: Increased from 3.344" to 3.80". Bore remains the same at 3.72"
- Displacement: Increased to 330.41 cu. in. (was 290)
- Compression Ratio: Increased to 8.5 (was 7.5)
- Intake Valves: Have Improved oil seal to reduce oil consumption and valves are increased in diameter.
- Horse Power: Firedome - 230 @ 4400 RPM from 185. Fireflite 255 @ 4400 RPM from 200.
- Torque: Firedome - 305 ft. lbs. @ 2800 RPM. Fireflite - 350 ft. lbs. @ 3200 RPM
- Water Pump: New ball bearings replace bushings for longer life and quieter operation.
- Fan Belts: With power steering, new dual belt drive replaces single belt drive from crankshaft to water pump and fan, giving added drive capacity.
- Exhaust Valves: Newly increased in diameter
- Intake Ports: Newly redesigned to improve engine breathing.
- Spark Plugs: New design with spark gap extended inward toward center of combustion chamber, causing fuel to burn more evenly and completely with leaner mixture under cruise conditions, resulting in substantial increase in fuel economy.
- Crankcase: New oil capacity reduced to four quarts (was five)

TRANSMISSION

New push-button control on left side of instrument panel for Powerflite - equipped models. Reverse automatically blocked out at forward speeds above 10 m.p.h. New high-performance torque convertor on Fireflite. Powerflite is standard equipment on Fireflite models and optional on Firedome.

PROPELLER SHAFT

New propeller shaft on Firedome has greater capacity.

(Fast Facts-2)

BRAKES

New 12" x 2 1/2" Center Plane brakes with 25% more braking surface and greatly increased effectiveness.

New brake wheel cylinders are finned and project into air stream for better cooling and protection against vapor lock.

New brake advantages:

Greatly increased effectiveness (25% less pedal effort)

Greatly increased reserve (about 50%)

Low wear rate (up to 20,000 more miles of brake lining wear)

Uniform action

Minimum of maintenance (only one minor adjustment per year
for many drivers)

Major adjustments eliminated.

POWER BRAKES

New design vacuum power brake unit provides instantaneous power response with a low pedal and adequate reserve. Reservoir tank provides for emergency braking in event engine stalls (special equipment).

New power brake booster, completely new in design, is a vacuum-operated unit that supplies a power assist to the brake pedal linkage in the ratio of 2.5 times the brake pedal mechanical advantage.

FUEL SYSTEM

New 21 gallon gas tank (was 20). Shorter, more direct fuel line, lessens hazard of vapor lock or stone damage.

OUTSIDE DOOR HANDLES

New handles are of one (single motion) pull-design construction.

ELECTRICAL SYSTEM

New 12-volt electrical system for higher ignition potential has many improved performance factors, including cold starting and improved low-speed charging rate.

DOOR LOCKS

New positive-acting safety door locks on all models. Design provides interlock between striker and lock rotor. Greatly minimizes possibility of doors flying open in case of collision or roll-over.

WINDSHIELD WIPERS

Newly relocated wiper pivots permit wiper blades to wipe around curve of wrap-around windshield and gives approximately 10% more wiped area.

HEADLIGHTS

New sealed safety beam unit on the 1956 De Soto has been redesigned to provide, on the lower beam, an extended zone of high intensity lighting at the right side of the vehicle path, yet decreases glare for the oncoming motorist. 5 Watts more power on both high and low beams.

(Fast Facts-3)

SPRINGS

New Fireflite and Firedome springs now have six and five leaves, respectively, (had five and four) for long, trouble-free service.

SUSPENSION

New and improved front sway bar is installed in both Fireflite and Firedome. Helps minimize swaying on sharp turns, in addition to improving over-all stability and control.

TURN SIGNAL

New handle of the turn signal indicator has been lengthened and placed nearer to the wheel. This permits easier operation without removal of the hands from the steering wheel.

SAFETY BELTS

New CAA-approved safety belts will be available for dealer installation on all models. They are fastened to frame for maximum security. (Special equipment)

EXTERIOR BODY STYLE FEATURES

New changes include a stunning improvement on the color sweep that now continues from the front fenders to the extreme end of rear fenders. Widening as it progresses rear-ward, the color band now flares fan-like to the upper and lower extremities of rear fenders, lending a lengthening and thrusting appearance improvement, while nearly covering the entire rear fenders.

New "floating" type full sweep chromed and perforated mesh grille, with a giant "V" insignia centered, has replaced the previous "toothy" or "waterfall" grille.

New front end decor includes parking lights built into the new style bumper guards that blend with new grille, and a new De Soto medallion with gold figures on a white background, situated directly under the air scoop.

New rear bumper and taillight assembly are vastly changed. Taillight is very distinctive and integrated into the fin-type extremity of the rear fender. It incorporates in three separate tiers turret-like lights. The upper one is a combination taillight, directional signal and stop light, the center one (white) is a back-up light and the third down is an additional taillight and reflector, all set in vertically in an elongated jewel-like arrangement.

Rear trunk lid also contains the giant chromed "V" insignia.

COLORS

New line features a record 84 color combinations in iridescents, delicate pastels and other unusual tones, including 14 solid hues.

INTERIOR FABRICS

New color-keyed interiors offer rich brocades, sculptured failles, smooth and pleated vinyls, metallic and plastic weltings, ribbed damasks, supple genuine buffed leathers, brocatelles, etc., in a wide assortment of lush decorator fabrics and materials.