

1958 DE SOTO

the exciting look and feel of the future



FIREFLITE • FIREDOME • FIRESWEEP



The only thing that's missing
is you behind the wheel

A truly magnificent automobile, this 1958 De Soto—long, low and completely beautiful, with a lithe look of forward motion that can only hint at its extraordinary performance. Only one thing is missing to complete the picture—you, behind the wheel.

For an automobile is but an extension of its owner's personality, and the 1958 DeSoto—far more than any other fine automobile—is the ultimate reflection of *your* taste, *your* personality, *your* achievements.

Here are smart, luxurious interiors, graced by the very finest fabrics and appointments, that reveal a discriminating eye for texture, color and form. For 1958, De Soto presents exterior styling which says "farewell" to the past and marks your discerning acceptance of

the contemporary, functional trend. In DeSoto you will find new performance—commanding performance—which combines youthful agility with conservative restraint, revealing an inner feeling of quiet authority.

Whether you choose the superbly-styled Firelite, the fleet Firedome, or the popular, modestly-priced Firesweep—whether your choice is a glamorous hardtop, a spacious sedan, a versatile station wagon or a carefree convertible—here is the car for *you* . . .

DE SOTO FOR 1958





Stunning gold-flecked Nugget Tweed combines with soft, rich, leather-grained vinyl bolsters to create a high-fashion and wonderfully "livable" décor in this Fireflite 4-door Sportsman. This beautiful interior typifies the tasteful styling and meticulous workmanship you will find in every car in the De Soto line for 1958.

FIREFLITE 4 DOOR SPORTSMAN



FIREDOME 4 DOOR SPORTSMAN



No detail has been overlooked in creating for the Firedome series interiors of unerring good taste. This Firedome 4-door Sportsman interior, for instance, is superbly executed in beautiful but long-wearing Frontier Homespun. Harmonizing bolsters of supple, richly-textured vinyl add a final touch of distinction to the Firedome's elegant décor.

Firedome Sportsman and sedan interiors are available, at a slight additional cost, on Firesweep Sportsman and sedan models. At the right is brown-toned Frontier Homespun, complemented by grained vinyl trim. Here is a comfortable graciousness which reflects today's trend toward the informal, for elegance without ostentation.



Value leader of the De Soto line for 1958, the new De Soto Firesweep gives you true big-car luxury for a surprisingly modest price. Breathtaking exterior beauty, glamorous interiors and all of De Soto's exciting new engineering advances are yours in the highly-popular De Soto Firesweep—priced just above the very lowest.



FIRESWEEP 4 DOOR SPORTSMAN



FIREFLITE 2 DOOR SPORTSMAN



FIREDOME 2 DOOR SPORTSMAN



Richly textured Frontier Homespun and sturdy grained vinyl provide a luxurious, smartly styled interior of this Firedome 2-door Sportsman.



Every sculptured contour, every detailed stitch, speaks eloquently of the skilled craftsmanship evidenced in De Soto interiors for 1958.



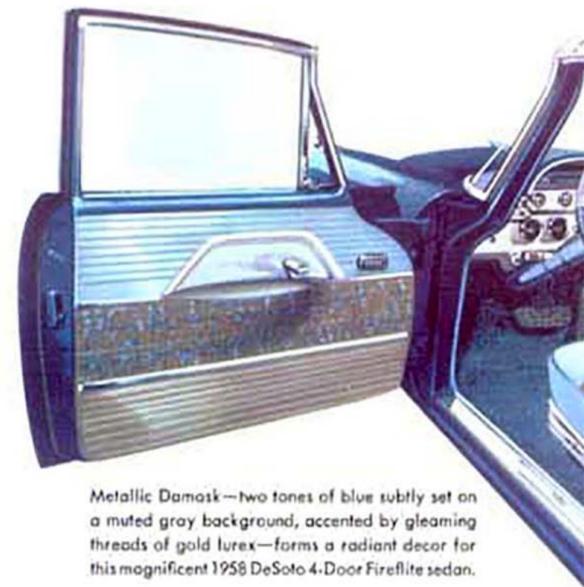
FIRESWEEP 2 DOOR SPORTSMAN



Primitive Tweed, the exquisite material which graces this Firesweep 4-door sedan, has a unique charm all its own. Bolsters of beige calf-finished vinyl complete the effect. The glamorous interiors of the Firesweep series are unexcelled for style and quality of workmanship.



FIRESWEEP 4 DOOR SEDAN



Metallic Damask—two tones of blue subtly set on a muted gray background, accented by gleaming threads of gold lurex—forms a radiant decor for this magnificent 1958 DeSoto 4-Door Fireflite sedan.



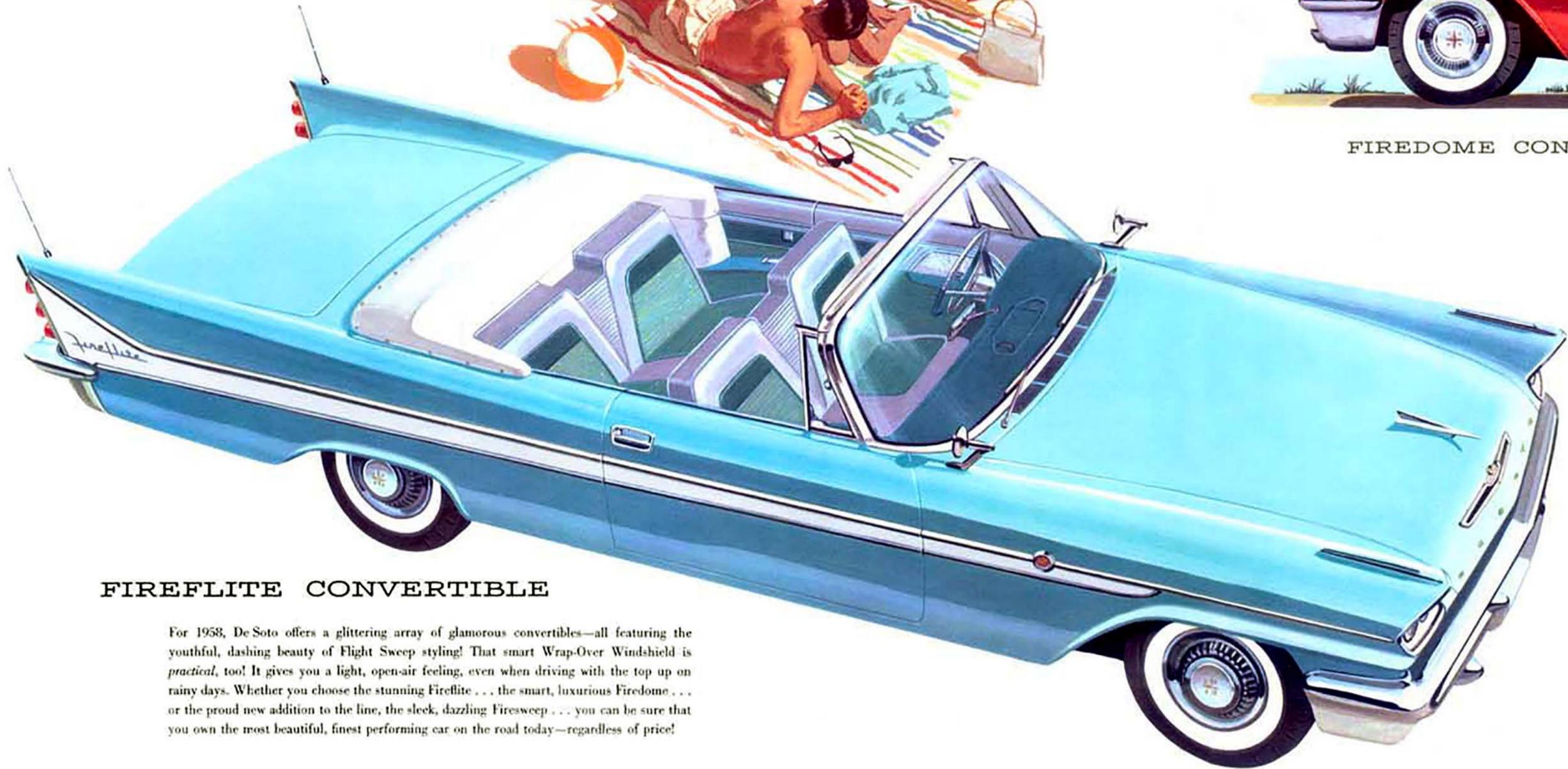
FIREDOME 4 DOOR SEDAN



FIREFLITE 4 DOOR SEDAN

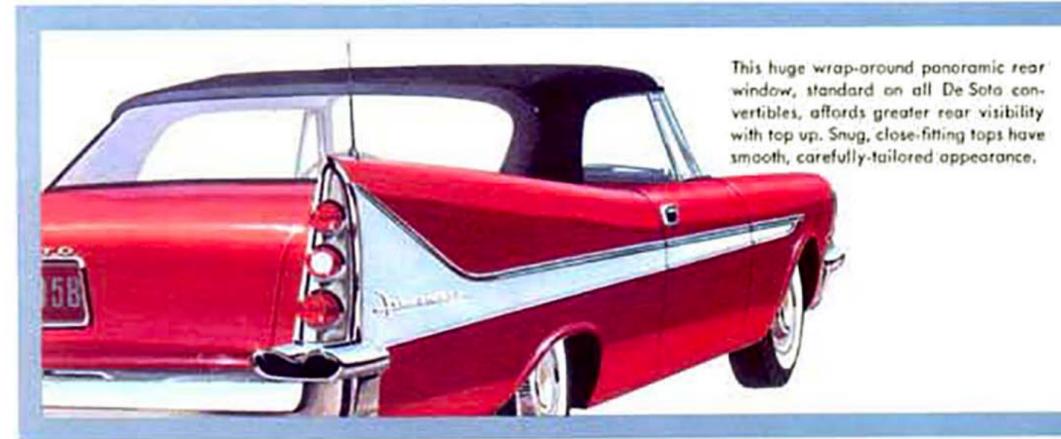


FIREDOME CONVERTIBLE



FIREFLITE CONVERTIBLE

For 1958, DeSoto offers a glittering array of glamorous convertibles—all featuring the youthful, dashing beauty of Flight Sweep styling! That smart Wrap-Over Windshield is *practical*, too! It gives you a light, open-air feeling, even when driving with the top up on rainy days. Whether you choose the stunning Fireflite . . . the smart, luxurious Firedome . . . or the proud new addition to the line, the sleek, dazzling Firesweep . . . you can be sure that you own the most beautiful, finest performing car on the road today—regardless of price!



This huge wrap-around panoramic rear window, standard on all DeSoto convertibles, affords greater rear visibility with top up. Snug, close-fitting tops have smooth, carefully-tailored appearance.



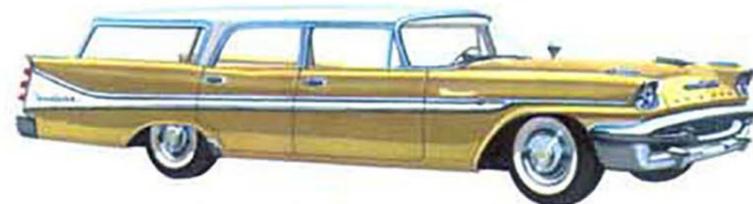
FIRESWEEP CONVERTIBLE

DeSoto Station Wagons

...they don't come any roomier than these!



FIREFLITE 4 DOOR EXPLORER



FIREFLITE 4 DOOR SHOPPER



FIRESWEEP 4 DOOR EXPLORER



FIRESWEEP 4 DOOR SHOPPER



"EXPLORER"—9-PASSENGER WAGON

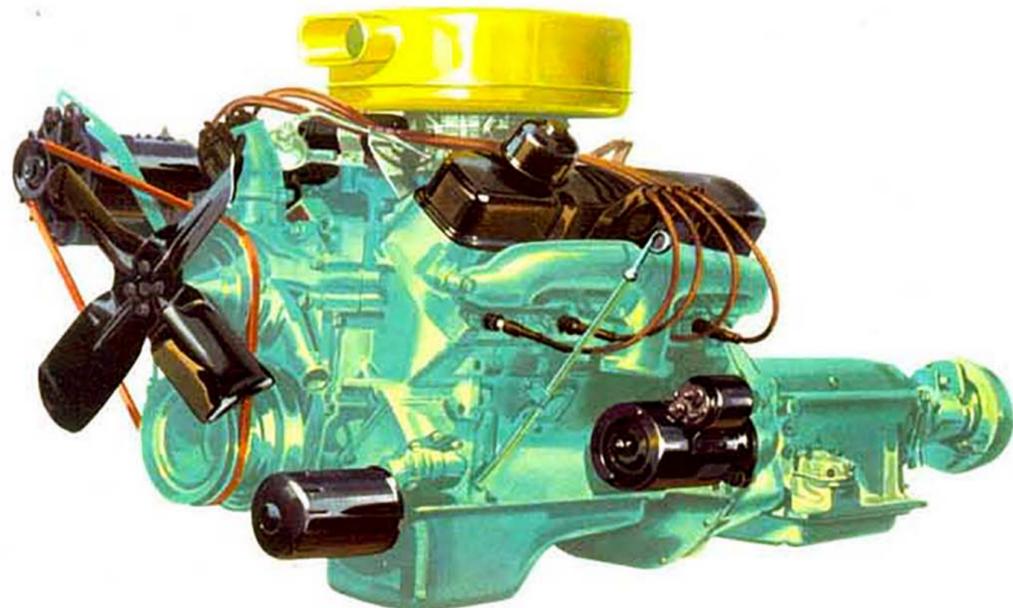
Here's the newest idea in station wagons—the popular, rear-facing Vista-Seat. There's plenty of room for three adults, and the kids love it, of course! Convenient tailgate steps make entry easy for third-seat passengers. Fold the seats down and you have 92 cu. ft. of unobstructed cargo space. One-piece tailgate with power-operated roll-down window. One hand opens it!

"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! Its interiors are luxurious, yet practical, styled in durable, easy-to-clean buffed vinyl and handsome Westminster Tweed. Power-operated roll-down tailgate window, with three convenient control locations, optional.



Exciting new DeSoto Engine
stronger . . . lighter . . . more efficient



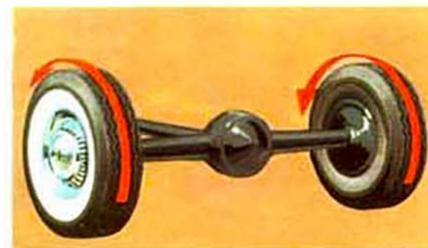
After years of intensive engineering laboratory research and exhaustive proving ground testing, De Soto introduces the most advanced engine design on the road today. This lean-muscled, deep-breathing giant is the very *first* of a new breed of power plants specially created to meet the demands of today's driving conditions and today's drivers. It provides brawn without excessive weight . . . smoother, quieter operation . . . greater stamina and longer, trouble-free life . . . greater efficiency and increased economy.

This new power plant delivers *more* power in relation to weight than other current American engines. Its high power-to-weight ratio is made possible by a combination of remarkable engineering features, including new, high-efficiency, wedge-shaped combustion chambers and a stronger, stiffer crankshaft, enclosed in a sturdy new "Deep-Skirt" block. While unnecessary weight has been eliminated, rigidity has been greatly improved, resulting in an engine that operates more smoothly, quietly, efficiently, economically and virtually free from vibration.



NEW PUSH-BUTTON TORQUEFLITE

A light touch on the convenient push-button control and TorqueFlite instantly taps the smooth, efficient power of De Soto's brilliant new 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, thanks to TorqueFlite's new water-cooled torque converter—you are assured a whisper-silent flow of power in every driving range.



NEW SURE-GRIP DIFFERENTIAL

There's less chance of getting stuck in snow, ice or mud when your new De Soto is equipped with new Sure-Grip differential, because—unlike conventional differentials—it transfers "lost" power from a slipping rear wheel to the one with greater traction. Sure-Grip differential gives you surer, safer control on uneven dry road surfaces, too. It's available at low cost on every 1958 De Soto.



NEW TOTAL-CONTACT BRAKES

Total-Contact brakes give you quicker, safer, smoother stops—with less effort—and up to 200% longer lining life. Standard equipment.



NEW CONSTANT-CONTROL POWER STEERING

The most advanced power steering on any car. It works *full-time*, yet has self-centering action and gives a steady, secure "feel of the road".

Incomparably smooth new Torsion-Aire Ride

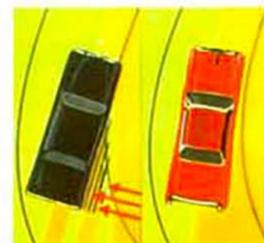


No other suspension system available today provides a ride so incredibly soft, smooth and well-behaved as Torsion-Aire. A remarkable combination of proven engineering elements—torsion bars and Safety-Sphere joints in the front, extended-leaf springs at the rear, with improved Oriflow shock absorbers and wide-tread, low-pressure tires all around—soaks up shock more efficiently than any other suspension system. And Torsion-Aire fulfills an engineering dream by combining a luxuriously *comfortable* ride with safe, sure *road-ability* and *ease of handling* rivaling that of many sports cars.



NO LEAN ON CURVES

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



NO "BREAKAWAY"

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 remains level even during rapid acceleration.



CONSTANT-CONTROL POWER STEERING

(See complete description on page 17)

DELUXE STEERING WHEEL

Beautiful, jewel-toned plastic.



POWER BRAKES

Total-contact design gives quicker, safer stops, cuts braking effort up to 80%.

SIX-WAY POWER SEAT

Reduces fatigue on trips. Your best driving position is yours at the touch of a button.



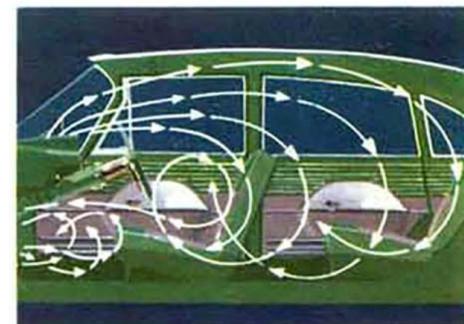
SURE-GRIP DIFFERENTIAL

With Sure-Grip differential, you'll never get stuck in snow, ice or mud, if either rear wheel has traction.



4-SEASON AIR CONDITIONING

This one compact unit both heats in winter and cools in summer—lets you enjoy perfect spring-like weather in your new De Soto all year round. It dehumidifies and filters the air, too, removes excess moisture, pollen, dirt and dust before it enters the car. Located under hood.

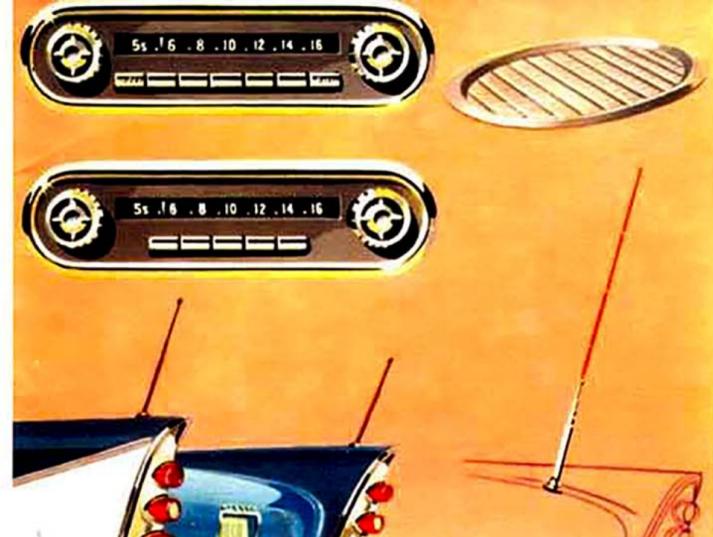


INSTANT HEAT CONDITIONAIRE

In less than 5 seconds after you turn it on, the Instant Heat Conditionaire begins to circulate warm air throughout your new De Soto. Ice disappears from the windshield in as little as three minutes. Thanks to the swift operation of this amazing heater, you get heat when you want it, without long waiting.

CUSTOM HEAT CONDITIONAIRE

You get "fireside snugness" regardless of the temperature outside when your De Soto is equipped with the Custom Heat Conditionaire. And on rainy days—when the windows are up—this versatile unit makes driving much more pleasant and comfortable by changing and freshening the air inside.



ELECTRO-TOUCH TUNER RADIO

Automatically seeks the strongest signals. Transistorized, uses less battery current.

PUSH-BUTTON RADIO

Full, rich tone, long-range sensitivity. Eliminates annoying background hum.

DUAL REAR ANTENNAS

Gives a fleet look of forward motion.

REAR SEAT SPEAKER

Surrounds you with lifelike sound.

POWER ANTENNA

Electrically-operated from inside car.



WHITE SIDEWALL TIRES

Add a dashing touch. Scuff-resistant.

CAPTIVE-AIR NYLON TIRES

Carry "built-in spare" (reserve air chamber).

NYLON CORD TIRES

Tougher, longer-wearing. Puncture resistant.

DELUXE WHEEL COVERS

Sparkling, heavy-gauge stainless steel.

SAFETY DASH PAD

Provides vital protection in the event of a sudden stop.



AIRFOAM SEAT CUSHIONS

Thick, luxurious foam rubber cushions add luxury to the ride.



CARPETING

Long-wearing deep-pile carpeting adds a luxurious note of glamour.

DeSoto optional equipment and accessories

The accessories on these pages will help make your new De Soto easier, safer and more pleasant to drive and even more beautiful to look at. Simply check the ones you want. The cost is low and the returns can only be measured in added driving enjoyment! Many of these accessories are standard equipment on Firelite and Firedome models. Your dealer will help you in making the perfect selection.



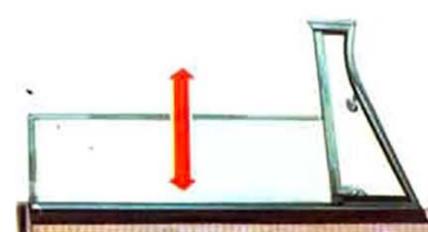
REAR WINDOW DEFOGGER

Warm air from blower improves vision on damp days by removing condensation. Handy switch on dash panel.



DUAL EXHAUSTS

Newly-designed dual exhausts permit more efficient engine operation and promote greater fuel economy.



POWER WINDOWS

Eliminate stretching or leaning. Master control at driver's left, plus separate, independent controls at each window.



POWER TAILGATE WINDOW

Raises or lowers from inside or out. Three conveniently located controls. Now available on all station wagons.



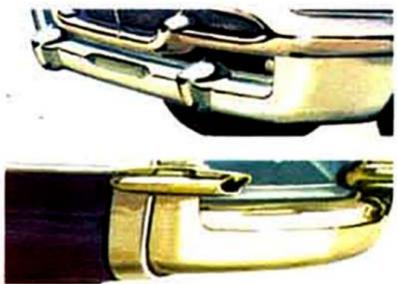
ROOF MOLDING PACKAGE NO. 1

Sparkling strips of stainless steel provide a bright accent to the sleek, slender roof lines of sedans and wagons.



ROOF MOLDING PACKAGE NO. 2

A similar trim package accentuates the low, slim roof lines on all De Soto two- and four-door hardtop models.



BUMPER GUARD TRIM

This package protects your bumpers from dents and scratches and adds a massive look front and rear.



ELECTRIC DASH CLOCK

Centrally-located on instrument panel. Adjusts itself automatically.



STEERING WHEEL WATCH

Mounted in steering wheel hub. Has fine 7-jewel movement. Self-winding.



ASH TRAY LIGHT

No more ashes in lap or on floor. Makes ash tray easy to find at night.



GLOVE BOX LIGHT

No more "blind" searching in the dark when you have this handy accessory. The same convenient light makes night map-reading easy.



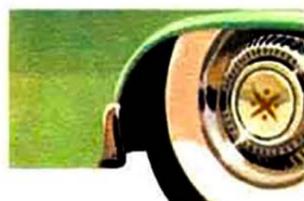
HAND BRAKE LIGHT

Warning light prevents inadvertent starting while the hand brake is set.



TRUNK LIGHT

Lights automatically when lid is raised. Ends groping in the dark for luggage.



STONE SHIELD

Protects fender finish from damage from flying stones kicked up by tires.



TRIAD HORN

A distinctive warning sound which can be easily heard over the din of traffic.



LICENSE PLATE FRAME

Keeps license plate looking "like new." Now available singly or in pairs.



SOLEX SAFETY GLASS

Reduces heat and harsh glare of sun's rays. Solex Safety Glass is a "must" for air conditioned cars.



JIFFY JET WINDSHIELD WASHERS

A touch of your toe and Jiffy Jet washes away road dirt, grime and winter slush for safer driving.



TINTED PLASTIC SUN VISORS

New "bi-focal" design with soft "Dawn Blue" tint removes 87% of the sun's glaring, eye-fatiguing rays.



OUTSIDE REAR VIEW MIRROR

Eliminates rear "blind spots." Gleaming chrome.



REMOTE CONTROL REAR VIEW MIRROR

Convenient knob lets you adjust mirror from inside.



PRISMATIC REAR VIEW MIRROR

Touching the control bar "dims" the headlight glare of cars behind you. A "must" for nighttime driving!

1958 DE SOTO SPECIFICATIONS

ENGINES: Fireflite. 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 1.95"; exhaust valve diameter 1.60"; bore and stroke, 4.125" x 3.375"; compression ratio 10 to 1; displacement 361 cu. in.; 4-barrel carburetor. Taxable hp 54.4 Premium fuel recommended.

Firedome. 8-cylinder, 90 degree V. Valves inclined, in line overhead; intake valve diameter 1.95"; exhaust valve diameter 1.60"; bore and stroke 4.125" x 3.375"; compression ratio 10 to 1; displacement 361 cu. in.; 2-barrel carburetor. Taxable hp 54.4. Premium fuel recommended.

Firesweep. 8-cylinder, 90 degree V. Valves inclined in line overhead; intake valve diameter 1.95"; exhaust valve diameter 1.60"; bore and stroke, 4.062" x 3.375"; compression ratio 10 to 1; displacement 350 cu. in.; 2-barrel carburetor standard equipment. Taxable hp 52.7. Premium fuel recommended.

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.

TRANSMISSIONS: Fireflite. Standard equipment TorqueFlite 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 pushbuttons (5) mounted on extreme left side of instrument panel.

Firedome. Standard equipment 3-speed manual shift. Special equipment TorqueFlite fully automatic 3-speed transmission with push-button range selector (see Fireflite 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 TorqueFlite 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 (4) mounted on extreme left side of instrument panel.

LUBRICATION: Fireflite, Firedome and Firesweep. Full pressure to main connecting rod and camshaft bearings. Full-flow oil filter standard equipment.

COOLING: Fireflite. Full length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 16 quarts (17 quarts with hot water recirculating heater).

Firedome. Full length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 16 quarts (17 quarts with hot water recirculating heater).

Firesweep. Full length water jacket, surrounds bores; 4-blade 18" diameter fan; water capacity 16 quarts (17 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 3.15 (3.31 optional).

Firedome. Silent-hypoid, semi-floating. Manual shift: Standard ratio 3.54 (3.73 optional). TorqueFlite ratio 3.15 (3.31 optional).

Firesweep. Silent-hypoid, semi-floating. Manual shift: standard ratio 3.54 (3.73 optional). Powerflite ratio 3.31 (3.15 and 3.54 optional). TorqueFlite ratio 3.15 (3.31 optional).

