

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 design destined to set the standard for this year and for years to come.



EXCITING NEW TORSION-AIRE RIDE

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 ease . . . with the sure, steady handling and flat cornering of an expensive foreign sports car. Torsion-Aire Ride is *standard equipment on every 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 horsepower and velvet smoothness. You get instant response for safe, sure control.

3 EXCITING NEW LINES

The medium priced Firelite and Firedome and the new lower priced FireSweep.

Four New Exciting Station Wagons in Two Great Series!



FIREFLITE 4 DOOR STATION WAGON

FIREFLITE *Explorer* (illustrated) and FIREFLITE *Shopper*



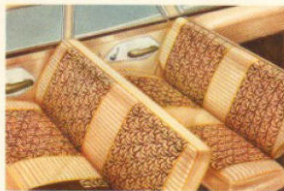
THE FIREFLITE EXPLORER

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 convenient passenger seating or cargo loading at night, all EXPLORER station wagons now have two extra-big 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.



FIRESWEEP 4 DOOR STATION WAGON

FIRESWEEP *Shopper* (illustrated) and FIRESWEEP *Explorer*



THE FIRESWEEP EXPLORER

You'll discover a new riding thrill in the rear-facing third seat of a Firesweep EXPLORER. Relax and watch the miles roll by! There's leg-stretching room to spare.



THE FIRESWEEP SHOPPER

For the family with fewer passengers but more cargo-carrying occasions, the 1957 De Soto SHOPPER is the answer. Interiors are black and gold breathable vinyl.

1957 DE SOTO



FIREFLITE 4 DOOR SEDAN



FIREFLITE 2 DOOR *Sportsman*

FIREFLITE SERIES



FIREFLITE CONVERTIBLE



FIREFLITE 4 DOOR *Sportsman*



FIREDOME 4 DOOR SEDAN



FIREDOME 2 DOOR *Sportsman*

FIREDOME SERIES



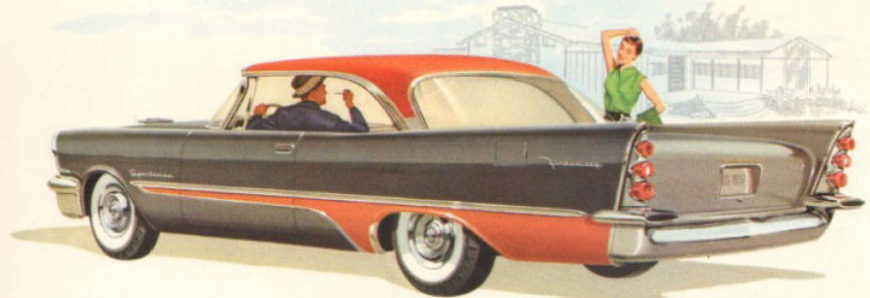
FIREDOME CONVERTIBLE



FIREDOME 4 DOOR *Sportsman*



FIRESWEEP 4 DOOR SEDAN



FIRESWEEP 2 DOOR *Sportsman*

FIRESWEEP SERIES



FIRESWEEP 4 DOOR *Sportsman*

The Most Exciting Car in the World Today!

1957 DE SOTO SPECIFICATIONS

FIREFLITE

ENGINE: 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.

TRANSMISSION: 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.

LUBRICATION: Full pressure to main connecting rod and camshaft bearings. Oil filter standard equipment.

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

DISTRIBUTOR: Single breaker type; mechanical and vacuum controlled automatic advance.

REAR AXLE: Silent-hypoid, semi-floating; ratio 3.36 (3.18 and 3.54 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.

FIREHOME

ENGINE: 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.

TRANSMISSION: Standard equipment 3-speed manual shift. Special equipment Torque-Flite 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.

LUBRICATION: Full pressure to main connecting rod and camshaft bearings. Oil filter standard equipment.

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

DISTRIBUTOR: Single breaker type; mechanical and vacuum controlled automatic advance.

REAR AXLE: 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

ENGINE: 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.

TRANSMISSION: Standard equipment 3-speed manual shift. (see Firehome specifications). Special equipment Torque-Flite fully automatic 3-speed transmission (see Fireflite specifications), 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: Full pressure to main connecting rod and camshaft bearings. Oil filter standard equipment.

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

DISTRIBUTOR: Single breaker type; mechanical and vacuum controlled automatic advance.

REAR AXLE: 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).