



*The Forward Look*

Chrysler Corporation

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presents the 1957

Plymouth

Dodge


De Soto

Chrysler

Imperial



*the new shape of motion*



We at Chrysler Corporation take pleasure in presenting our 1957 line of Plymouth, Dodge, De Soto, Chrysler and Imperial automobiles and Dodge trucks.

The all-new 1957 models shown in this brochure offer more fundamental advances in styling, design and function than we have ever before achieved in a single model year.

In creating our 1957 cars our designers and engineers have emphasized custom quality and appearance throughout the line and they have brought our cars up to a new level of performance, comfort and ease of control. These cars incorporate a number of fundamental engineering improvements, including the industry's first basic change in automobile suspension systems since 1933.

In addition to the engineering qualities and performance which have been traditionally associated with Chrysler-built cars, the years-ahead styling of our 1957 cars increases the design leadership established by our 1955 and 1956 "Forward Look" models—even now the most imitated cars on the road.

I cordially invite you and your family to call at your dealers and inspect and drive the 1957 Plymouth, Dodge, De Soto, Chrysler and Imperial cars.



*L. L. Colbert.*  
PRESIDENT, CHRYSLER CORPORATION

the new shape of motion

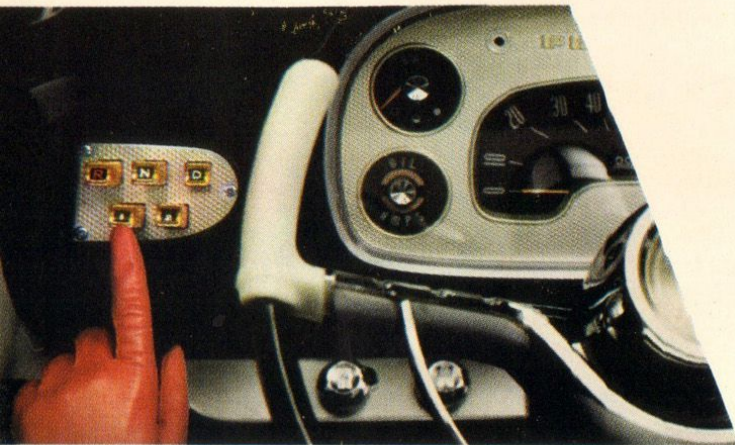


1957

... the car of the year — three years ahead of its time

## Plymouth

Look at Plymouth—the car that has broken the time barrier in styling and performance. Here is dramatic lowness without sacrifice of comfort and convenience. This is the low-price car with a personality that'll have your family saying "that's for us." And every one of the exciting 17 body styles has the driving advance of the year—at no extra cost you get Torsion-Aire Ride—the smoothest, most comfortable ride in the low-price field. New Total-Contact Brakes, new heating and ventilation system, new safety features—your choice of two pushbutton automatic transmissions, an economical six or V-8 engine, and all the power assists are available. The performance-minded customer will find more than his fondest dreams in the '57 Plymouth—the car of the year.



### NEW PUSHBUTTON TORQUE-FLITE

Now, Chrysler Corporation—pioneer of mechanical pushbutton driving—introduces TorqueFlite Transmission providing two extra gear ranges for improved acceleration and fuel economy.

PLAZA—4-Door Sedan—2-Door Club Sedan—2-Door Business Coupe.

SAVOY—4-Door Sedan—2-Door Club Sedan—2-Door Sport Coupe (Hardtop).

BELVEDERE—4-Door Sedan—4-Door Sport Sedan (Hardtop)—2-Door Club Sedan—2-Door Sport Coupe (Hardtop)—Convertible Coupe (V-8 only).

SUBURBANS—2-Door Deluxe—2-Door Custom—4-Door Custom, 6 Passenger—4-Door Custom, 9 Passenger—4-Door Sport, 6 Passenger—4-Door Sport, 9 Passenger.



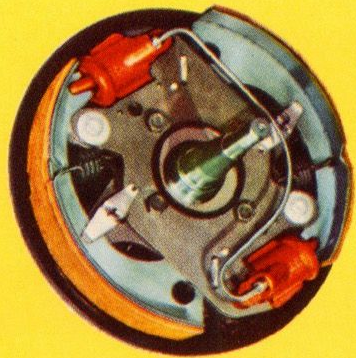
PLYMOUTH BELVEDERE SPORT COUPE

1957

so much more for so little more

Dodge

Considering a step up to a bigger car? Compare Dodge, and you'll find exciting differences that add up to more driving pleasure. The Dodge pictured at right boldly proclaims the New Shape of Motion. There is traditional Dodge performance with the famous Super Red-Ram V-8 Engine. And you master that power with push-buttons through your choice of either PowerFlite or the new and more versatile TorqueFlite automatic transmission. Power assists are optional; but every single one of the 17 available body styles—including five station wagons—features the new Torsion-Aire Ride as standard equipment—the quietest, smoothest, safest ride on the road.



#### TOTAL-CONTACT BRAKES

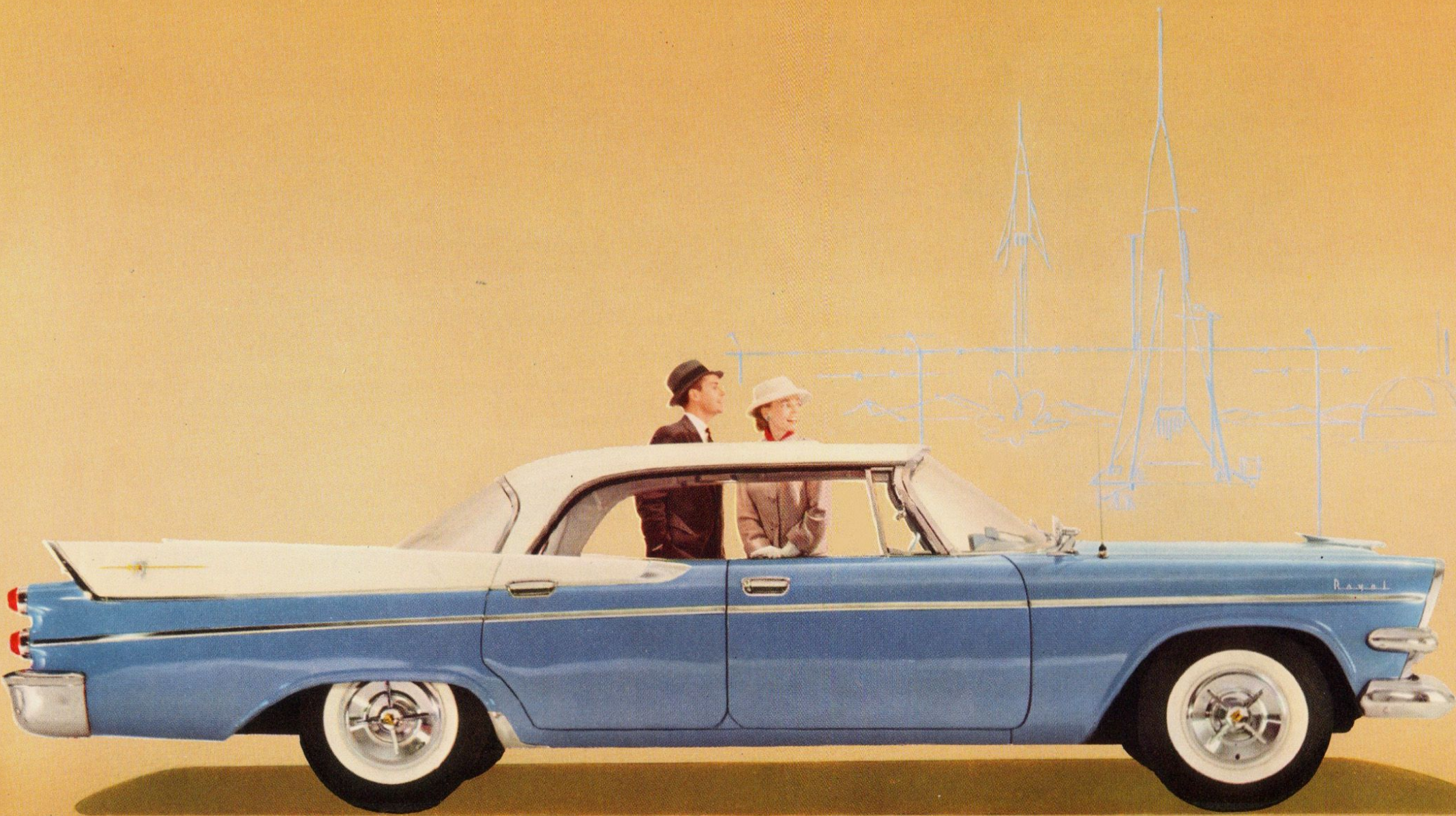
Total-Contact Brakes give greater braking power with 20% less pedal effort—up to 30% longer brake lining life. Standard equipment on the entire Chrysler Corporation line.

CORONET—4-Door Sedan (V-8 or Six)—2-Door Club Sedan (V-8 or Six)—2-Door Lancer (Hardtop)—4-Door Lancer (Hardtop)—Lancer Convertible.

ROYAL—4-Door Sedan—2-Door Royal Lancer (Hardtop)—4-Door Royal Lancer (Hardtop).

CUSTOM ROYAL—4-Door Sedan—2-Door Custom Royal Lancer (Hardtop)—4-Door Custom Royal Lancer (Hardtop)—Custom Royal Lancer Convertible.

STATION WAGONS—2-Door Suburban, 6 Passenger—4-Door Sierra, 6 Passenger—4-Door Sierra, 9 Passenger—4-Door Custom Sierra, 6 Passenger—4-Door Custom Sierra, 9 Passenger.



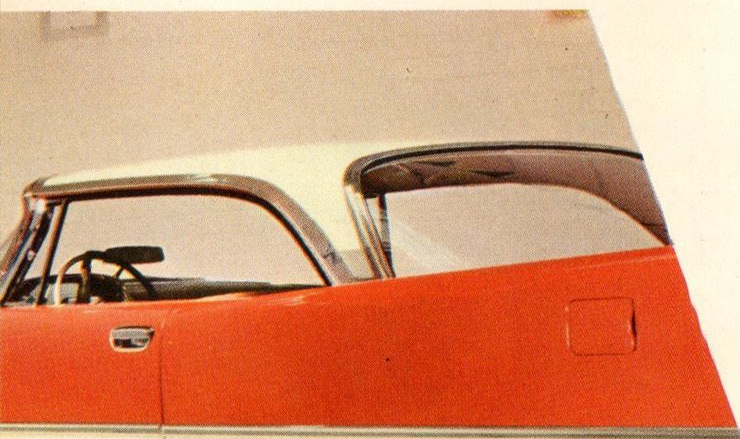
**DODGE ROYAL SPORT SEDAN**

1957

now offered in three models . . . 15 body styles

## De Soto

The big news from De Soto this year is the addition of a new lower-priced model—the FIRESWEEP series. And what a year to join the De Soto family! For here are cars whose lowness and simplicity of line mark them as classics of good automobile design. The new TorqueFlite automatic transmission is standard equipment on all Fireflite models—optional on other models. All three De Soto engines are V-8—with power to spare for added safety in passing and longer engine life. Fifteen body styles in over 100 color combinations to choose from—all with longer-lasting Total-Contact Brakes and the exclusive Torsion-Aire Ride—the ride that carpets the road.



FIRESWEEP—4-Door Sedan—4-Door Sportsman (Hardtop)—2-Door Sportsman (Hardtop)—4-Door Shopper, 2 Seat—4-Door Explorer, 3 Seat.

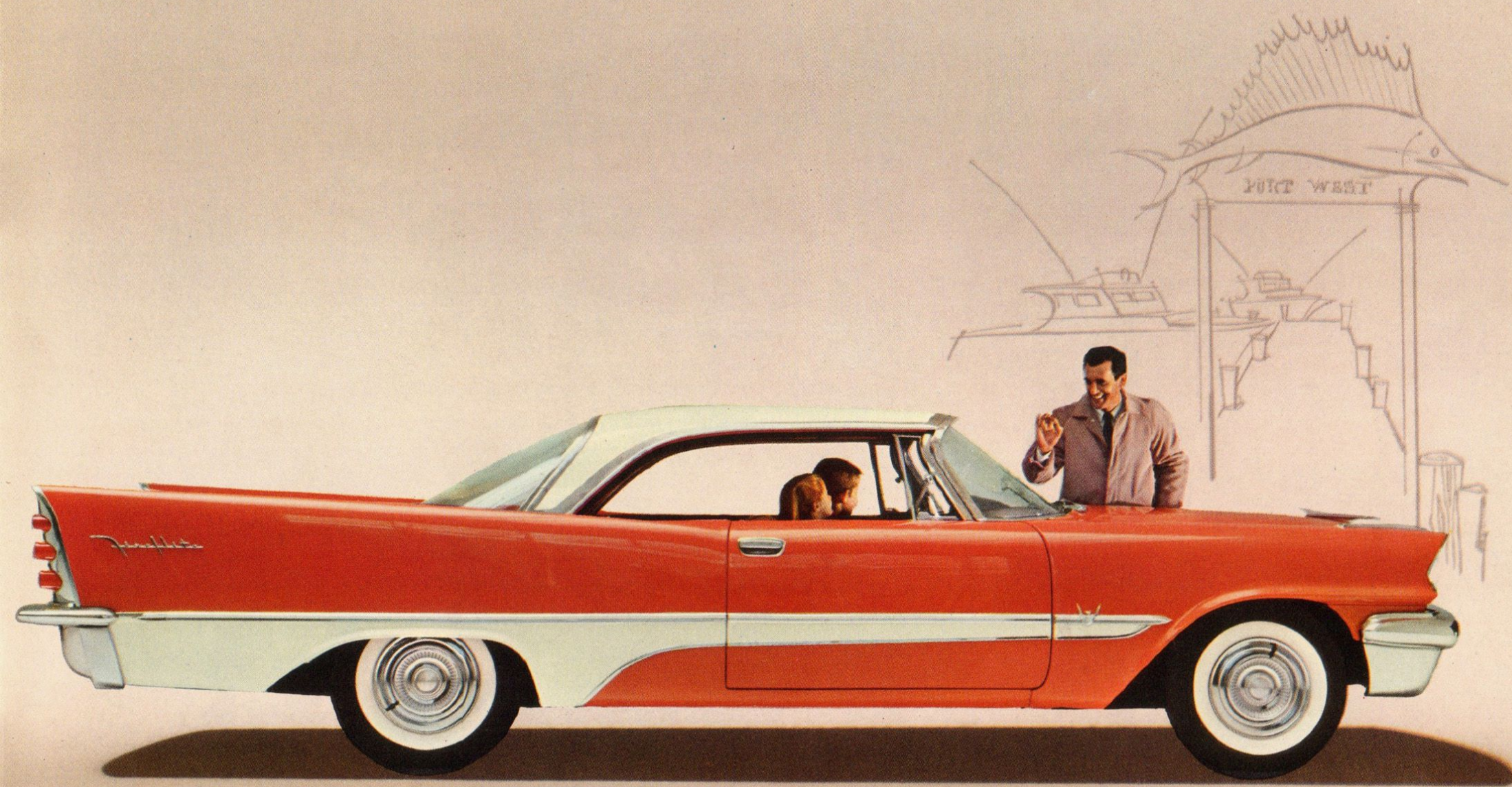
FIREDOME—4-Door Sedan—4-Door Sportsman (Hardtop)—2-Door Sportsman (Hardtop)—Convertible Coupe.

FIREFLITE—4-Door Sedan—4-Door Sportsman (Hardtop)—2-Door Sportsman (Hardtop)—Convertible Coupe—4-Door Shopper, 2 Seat—4-Door Explorer, 3 Seat.

### BETTER VISIBILITY

New lower seating arrangement provides better eye-level vision for driver. All-around vision increased by up to 39% more glass area in Chrysler Corporation Cars.





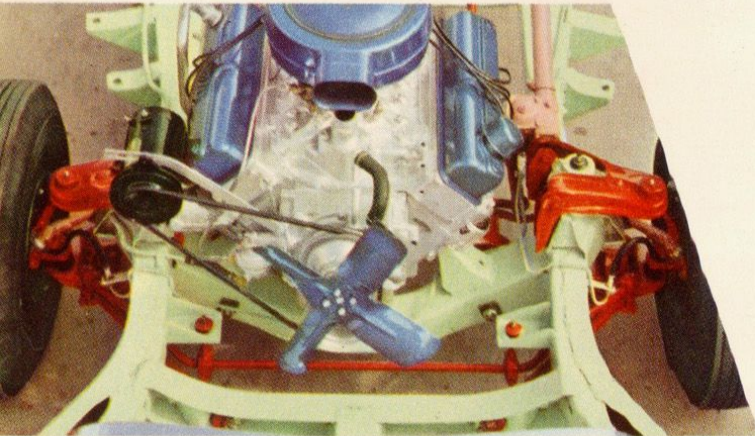
DE SOTO FIREFLITE SPORTSMAN

1957

the power of beauty — the beauty of power

Chrysler

Rarely are such power and beauty combined in one automobile. The sleek New Yorker model, pictured at right, stands only 55.2 inches high. Length is 219.2 inches—width 78.8 inches. Your choice of 14 body styles in four great models—including the surprisingly economical Windsor line. Power has been increased in both of Chrysler's aircraft-type V-8 engines—the FirePower and Spitfire. And to master that power, Chrysler gives you as standard equipment the TorqueFlite transmission on New Yorker and Saratoga models. To help you enjoy that power, every 1957 Chrysler features the revolutionary Torsion-Aire Ride. And full-time power steering is yours at no extra cost on the New Yorker model.



#### NEW PERFORMANCE

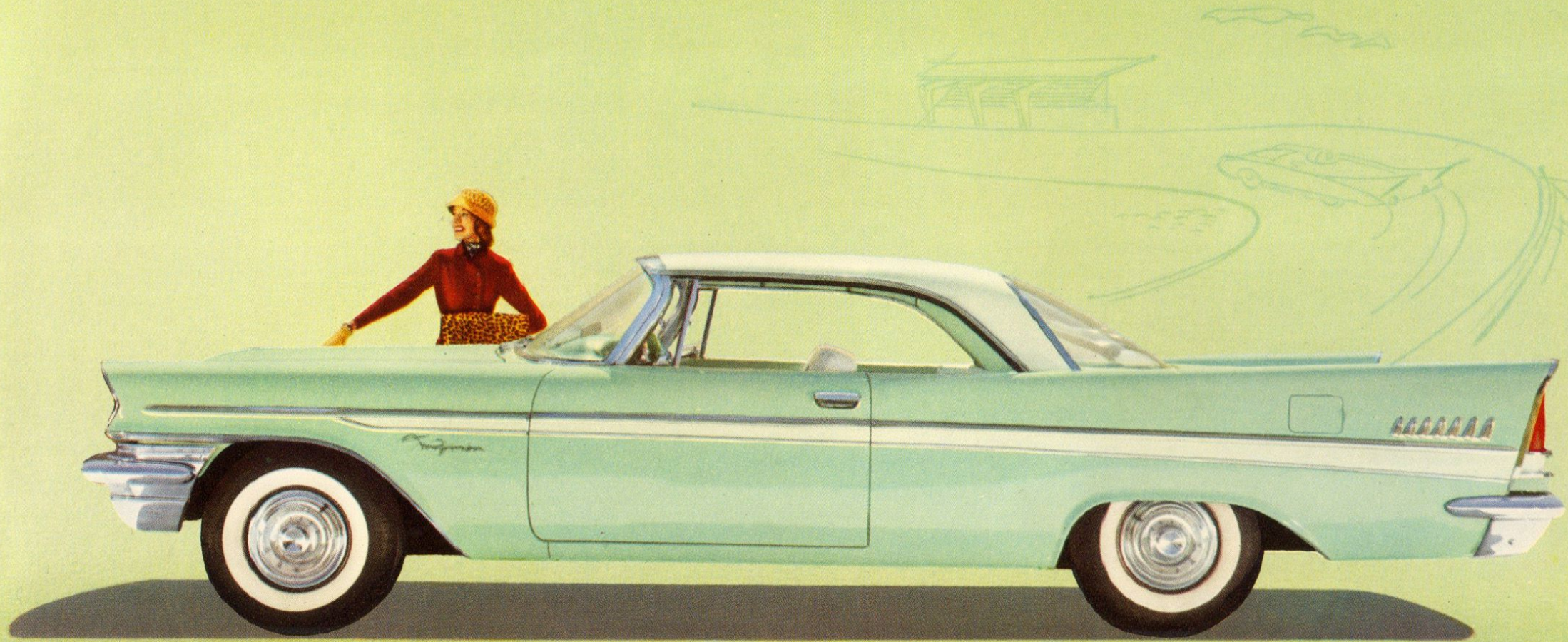
Raised compression ratios pack higher engine performance in the most versatile family of engines in Chrysler Corporation history.

WINDSOR—4-Door Sedan—2-Door Hardtop—4-Door Hardtop—4-Door Town & Country Wagon.

SARATOGA—4-Door Sedan—2-Door Hardtop—4-Door Hardtop.

NEW YORKER—4-Door Sedan—2-Door Hardtop—4-Door Hardtop—Convertible Coupe—4-Door Town & Country Wagon.

CHRYSLER 300-C—2-Door Hardtop—Convertible Coupe.



CHRYSLER NEW YORKER HARDTOP

1957

finest expression of The Forward Look

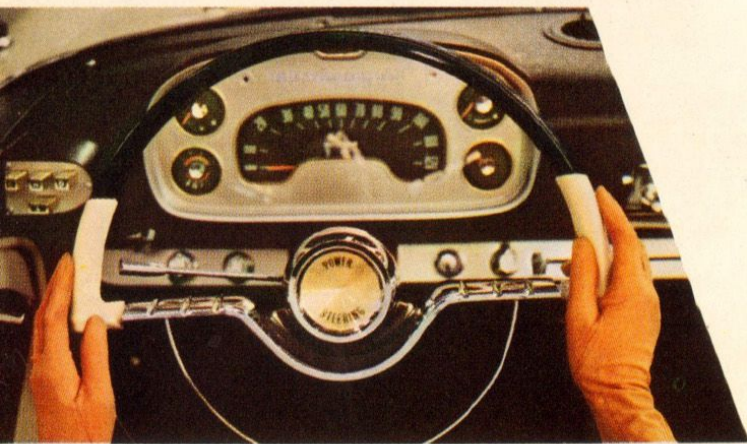
## Imperial

The incomparable Imperial . . . a dramatic, distinguished automobile designed for those who appreciate prestige, beauty and performance in a fine car. The new, lower Imperial is poised, eager for motion—every line suggesting the new power, performance, and comfort to be found within. In 1957 the Imperial is available in eight body styles—including an exciting new convertible. Power brakes, power steering, push-button TorqueFlite transmission and the Torsion-Aire Ride—all are standard equipment. An exclusive styling note is the compound wrap-around windshield and curved side windows. Enjoy a new high in motoring comfort by trying the versatile new heating and air conditioning system which uses a single set of controls.

IMPERIAL—4-Door Sedan—2-Door Southampton (Hardtop)—4-Door Southampton (Hardtop).

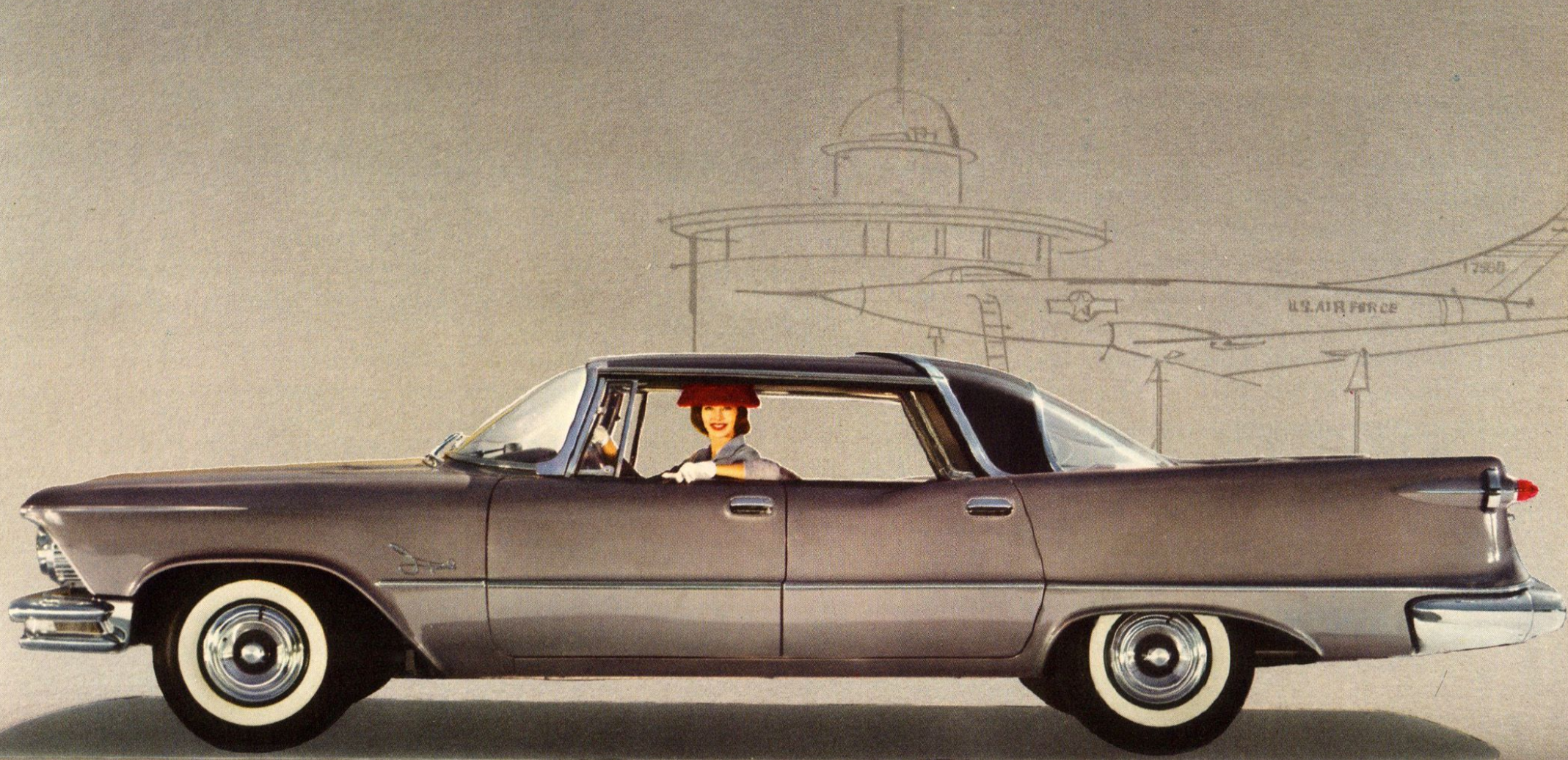
IMPERIAL CROWN—4-Door Sedan—2-Door Southampton (Hardtop)  
4-Door Southampton (Hardtop)—Convertible.

IMPERIAL LE BARON—4-Door Sedan.



### FULL-TIME POWER STEERING

Chrysler Corporation full-time Power Steering not only makes parking easier, it makes *all* driving easier and safer—*all the time*, under all conditions.

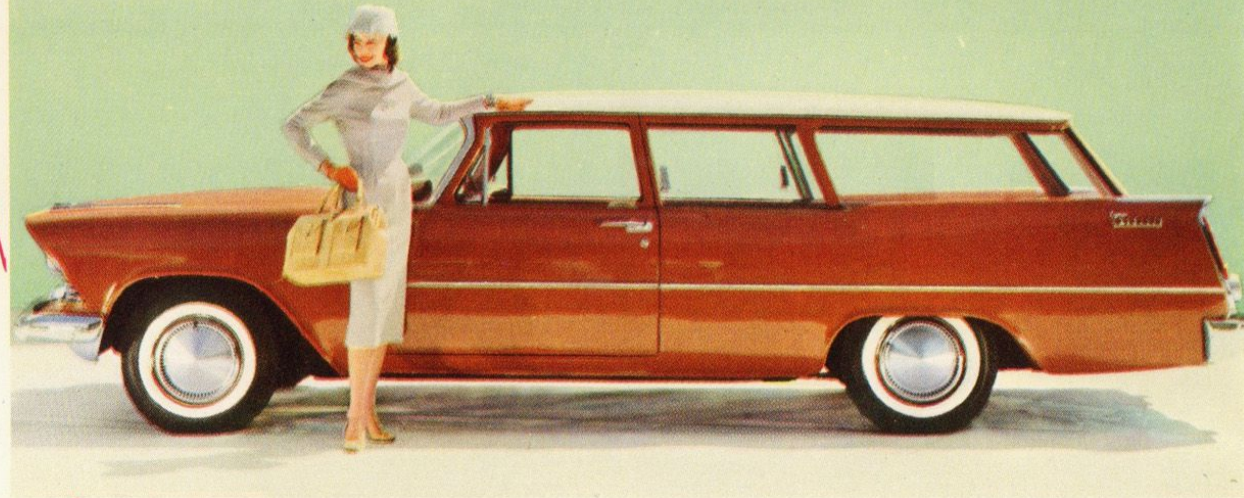


IMPERIAL SOUTHAMPTON

1957

## Station Wagons

Chrysler Corporation's new station wagons are a fine combination of utility and smart styling. Outstanding among the many new developments on the 1957 Plymouth, Dodge, De Soto, and Chrysler station wagons is the new rearward-facing "observation car" third seat which folds flush into the floor when maximum cargo space is desired. All models feature such advanced styling as wrap-around rear quarter windows. And don't overlook the fact that a station wagon is the model in which you'll most appreciate the new Torsion-Aire Ride.



'57

## Dodge PowerGiants

Greatly increased power and load capacities, new automatic transmissions with push-button driving controls, expansion of power steering and power brakes into all model types, and new styling are among the many new features of the 1957 "PowerGiant" Dodge trucks. The right model is available to haul most economically loads ranging from 4,250 to 46,000 pounds gross vehicle weight and up to 65,000 pounds gross combination weight. Your choice of nine engines with 12 horsepower ratings from 113 to 232 horsepower.





the exclusive new

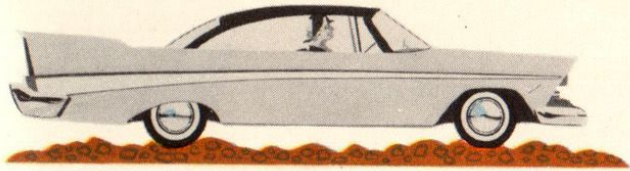
# TORSION-AIRE RIDE

standard equipment on every Plymouth, Dodge, De Soto, Chrysler and Imperial

Climaxing five years of research and testing, Chrysler Corporation's engineers have perfected a completely new suspension system, a new kind of ride—Torsion-Aire. It was made possible by an ingenious combination of torsion-bar springing, rubber cushioning (prevents metal-to-metal contact), ball joints, new smaller wheels with softer-riding tires . . . in fact, an entirely new front-end "geometry." Here's what it does for you: Your 1957 Chrysler Corporation car will have greater stability, greater smoothness on any road surface than any car you ever owned. You will turn corners with virtually no sway . . . you will stop without a jolting "front-end dive" . . . you will ride as on a carpet, softly, quietly, without road shock!

## ON ROUGH ROADS

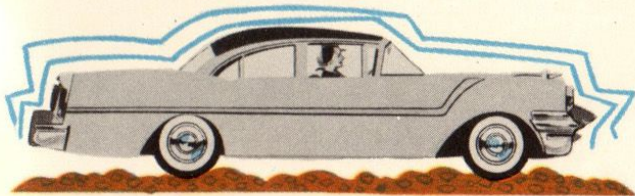
with Torsion-Aire



*New Torsion-Aire Ride absorbs bumps.  
Like Driving on a cushioned carpet.*

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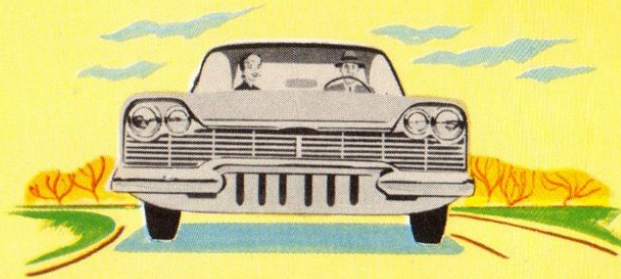
with Old-Style Suspension



*Absorbs some shock—  
but you feel the bumps.*

## TAKING CURVES

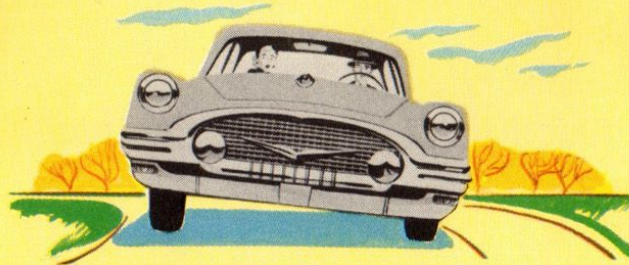
with Torsion-Aire



*New Torsion-Aire Ride keeps you level.  
It takes the tilt and sway out of turning.*

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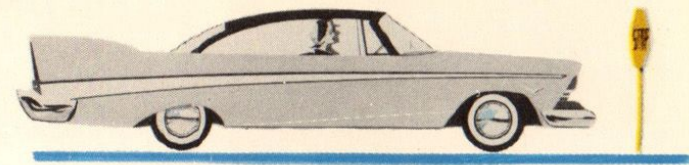
with Old-Style Suspension



*Uncontrolled forces roll car and you  
towards outside of curve.*

## STOPPING

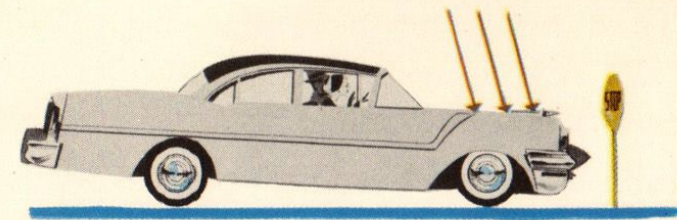
with Torsion-Aire



*New Torsion-Aire Ride virtually eliminates "nose-  
dive." Your car stays level—no downward pitching.*

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with Old-Style Suspension



*Uncontrolled forces allow "weight-shift."  
You and car pitch forward and down.*





EASE OF ENTRANCE

## additional features for your comfort, convenience and safety

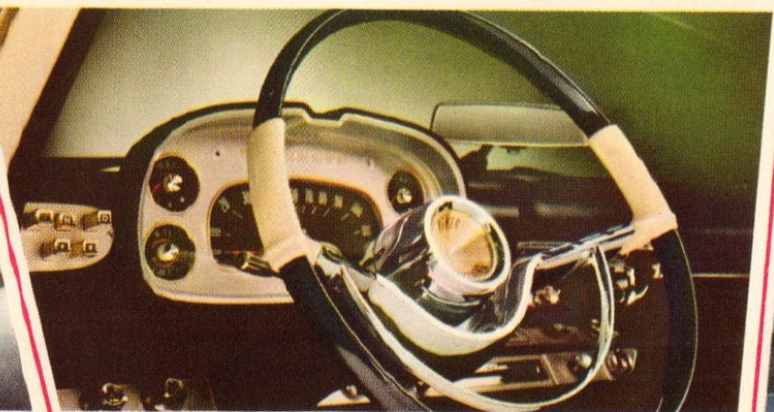
1957

The all-new Chrysler Corporation cars for 1957 abound in styling and engineering innovations to add to your motoring pleasure. Especially designed stronger-than-ever box frames that give our cars their exciting lowness—a new incredibly efficient micronic air filter on the engines—instrument panels that are beautifully functional—recessed door handles—dual headlights—big electrically driven windshield wipers—lifeguard door latches—especially designed interior fabrics that are as practical as they are beautiful. There's more extra value for your dollar in every model of the cars of *THE FORWARD LOOK '57*.



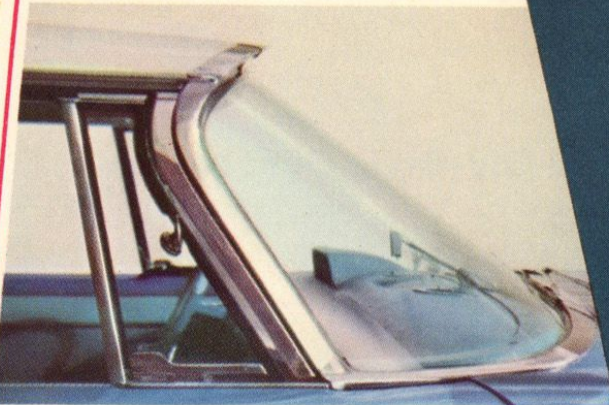
### HEATING AND AIR CONDITIONING

By the simple flick of three controls you get custom-made weather through this new combination available on all Chrysler Corporation cars. The versatile swivel outlets above move air in any direction—cut windshield defrosting time in half—are also used for the heater alone.



### RECESSED STEERING WHEEL

This handsome steering wheel with its recessed hub is one of numerous safety features in the 1957 Chrysler Corporation cars. Others—non-rigid rearview mirrors which fold under pressure, improved seat belts and impact-absorbing instrument panels—all to protect you and yours.



### SWEPT-BACK WINDSHIELD

Introduced by Chrysler Corporation in 1955, the swept-back windshield—wrapped around at top as well as bottom—gives more vision where it is needed most. Even bigger this year, they blend smoothly with streamlined design.





Chrysler Corporation detroit 31, michigan

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makers of these fine products



PLYMOUTH

DODGE

DE SOTO

CHRYSLER AND  
IMPERIAL CARS

DODGE TRUCKS

FARGO TRUCKS (MARKETED ABROAD)

MOPAR PARTS AND ACCESSORIES

AIRTEMP AIR CONDITIONING, HEATING  
AND COOLING EQUIPMENT

CHRYSLER MARINE AND INDUSTRIAL ENGINES

AMPLEX-OILITE POWDERED METAL PRODUCTS

CYCLEWELD ADHESIVES

DEFENSE PRODUCTS