

FireDome

OLD
MOBILE



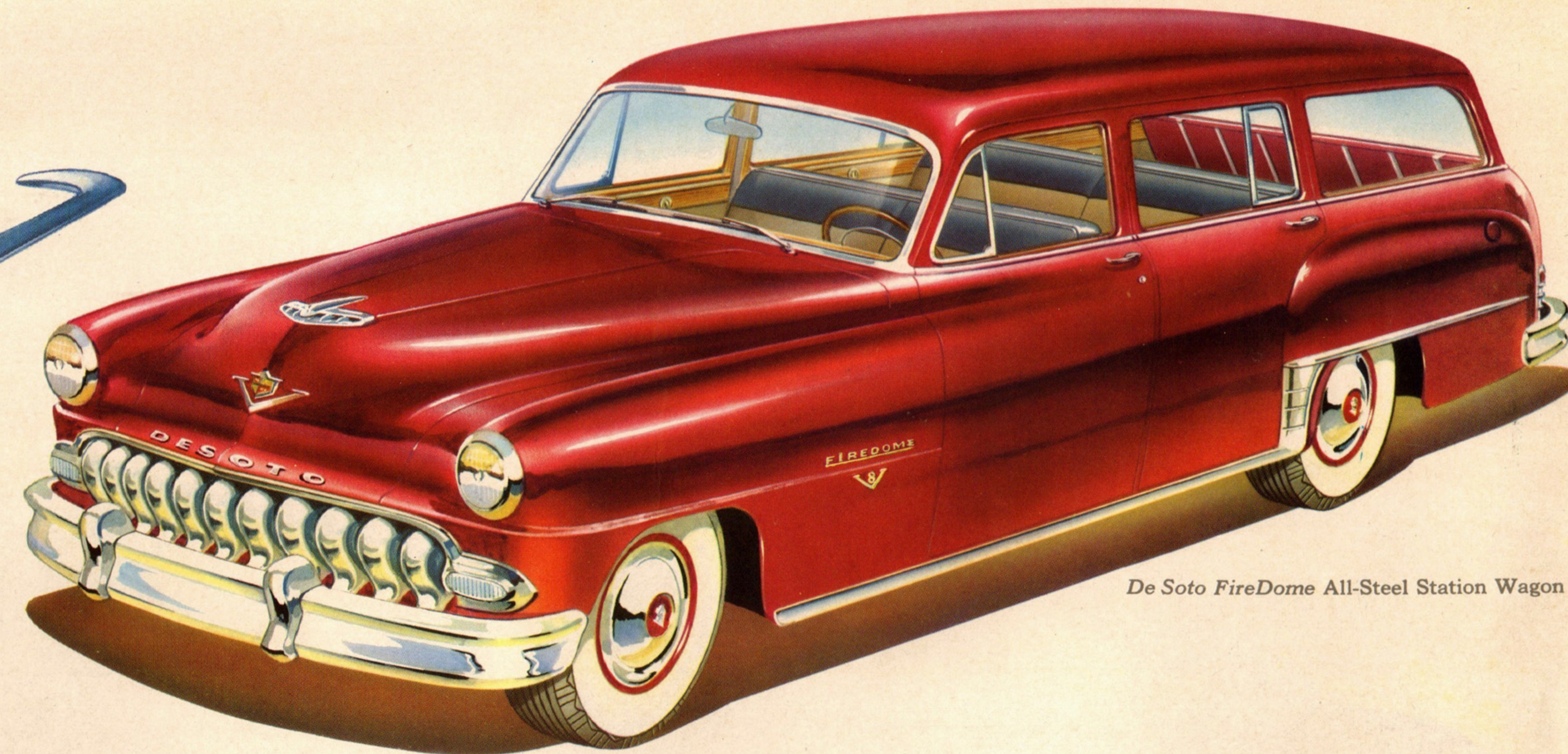
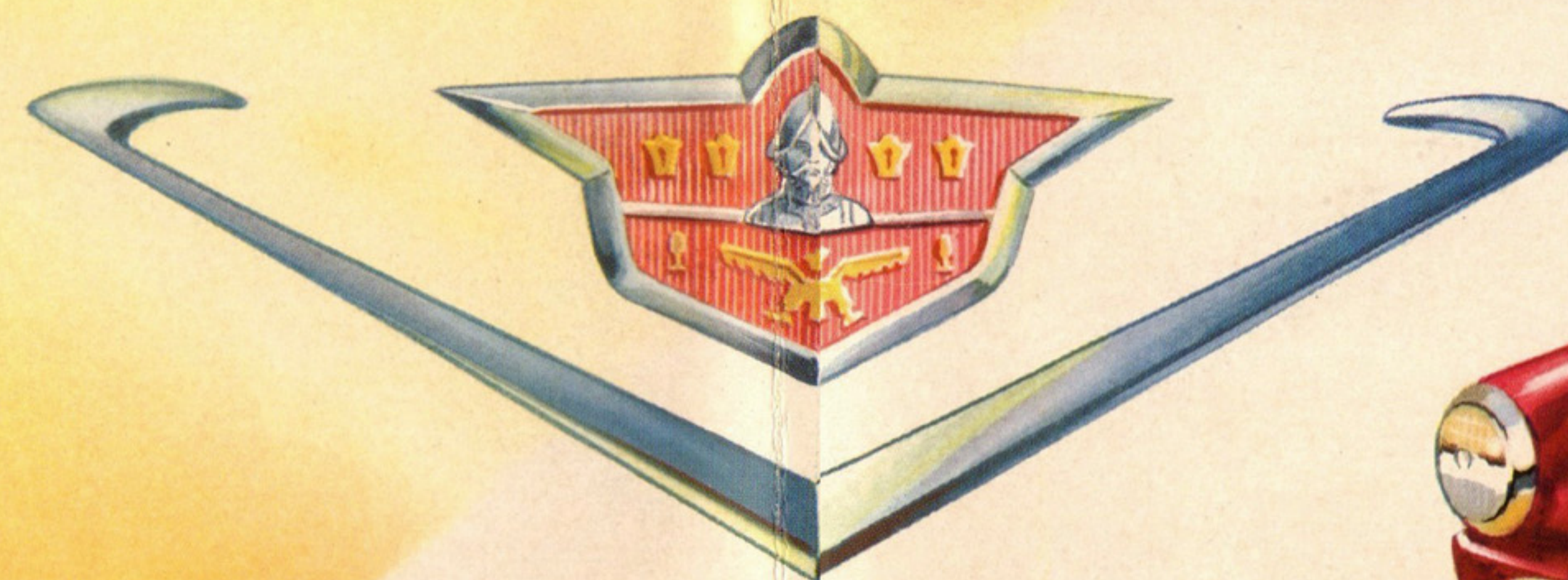
1953 DE SOTO

FireDome 8

Performance-proved on highways throughout the world, the De Soto FireDome V-8 is even more sensational for 1953.

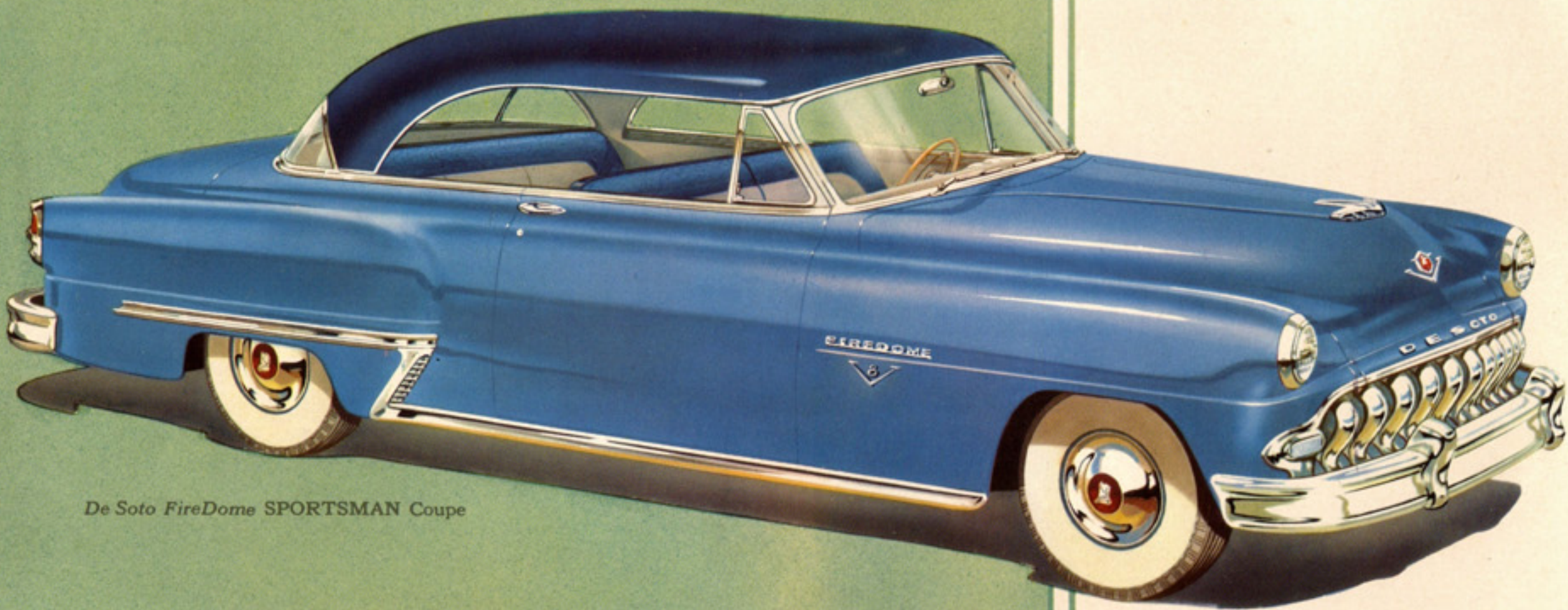


De Soto FireDome 8-passenger Sedan

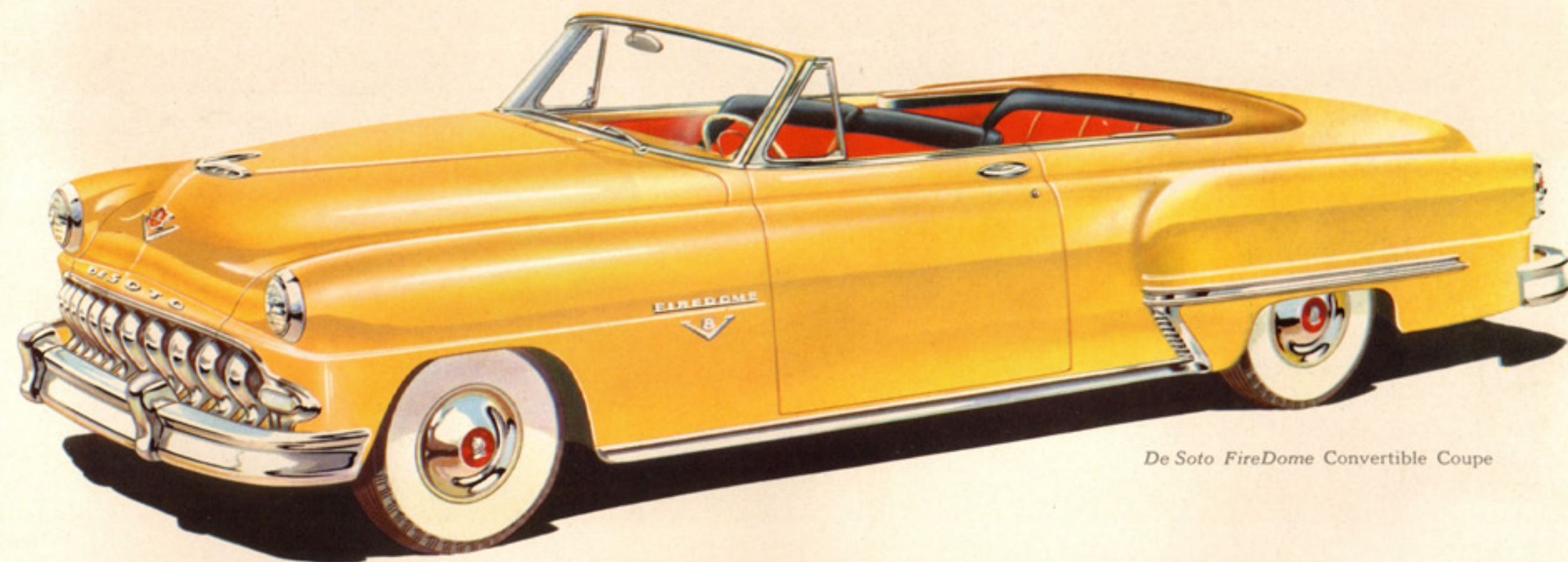


De Soto FireDome All-Steel Station Wagon

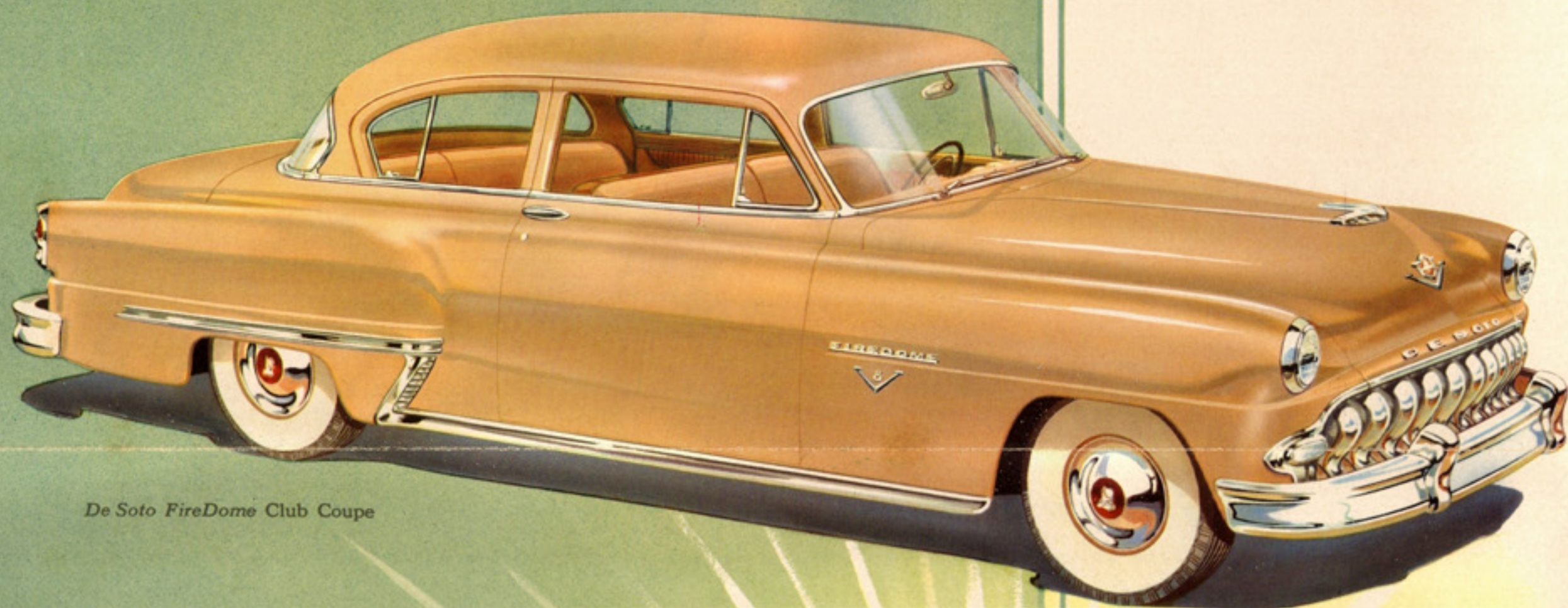
Performance-proved . . . that is one way to describe the breathtaking new De Soto FireDome V-8 models. You will never forget your first driving experience in these latest De Soto cars . . . the tremendous surge of power allowed by one of the world's most powerfully compact engines. FireDome design will provide you with new thrills in car performance, new standards in economy and efficiency. And FireDome design, thanks to its dome shaped combustion chambers . . . its structural rigidity . . . gives you startling acceleration, maximum safety in passing, hill climbing and traffic maneuverability.



De Soto FireDome SPORTSMAN Coupe



De Soto FireDome Convertible Coupe

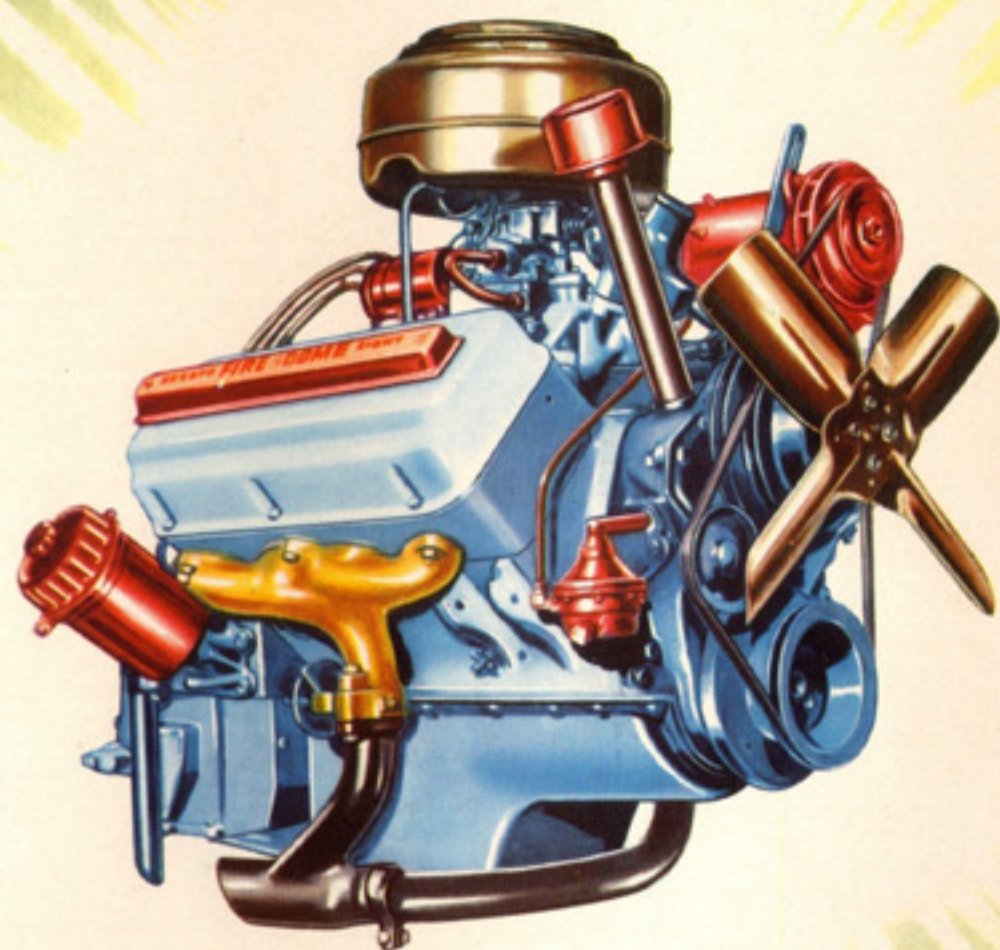


De Soto FireDome Club Coupe

DE SOTO

FireDome 8

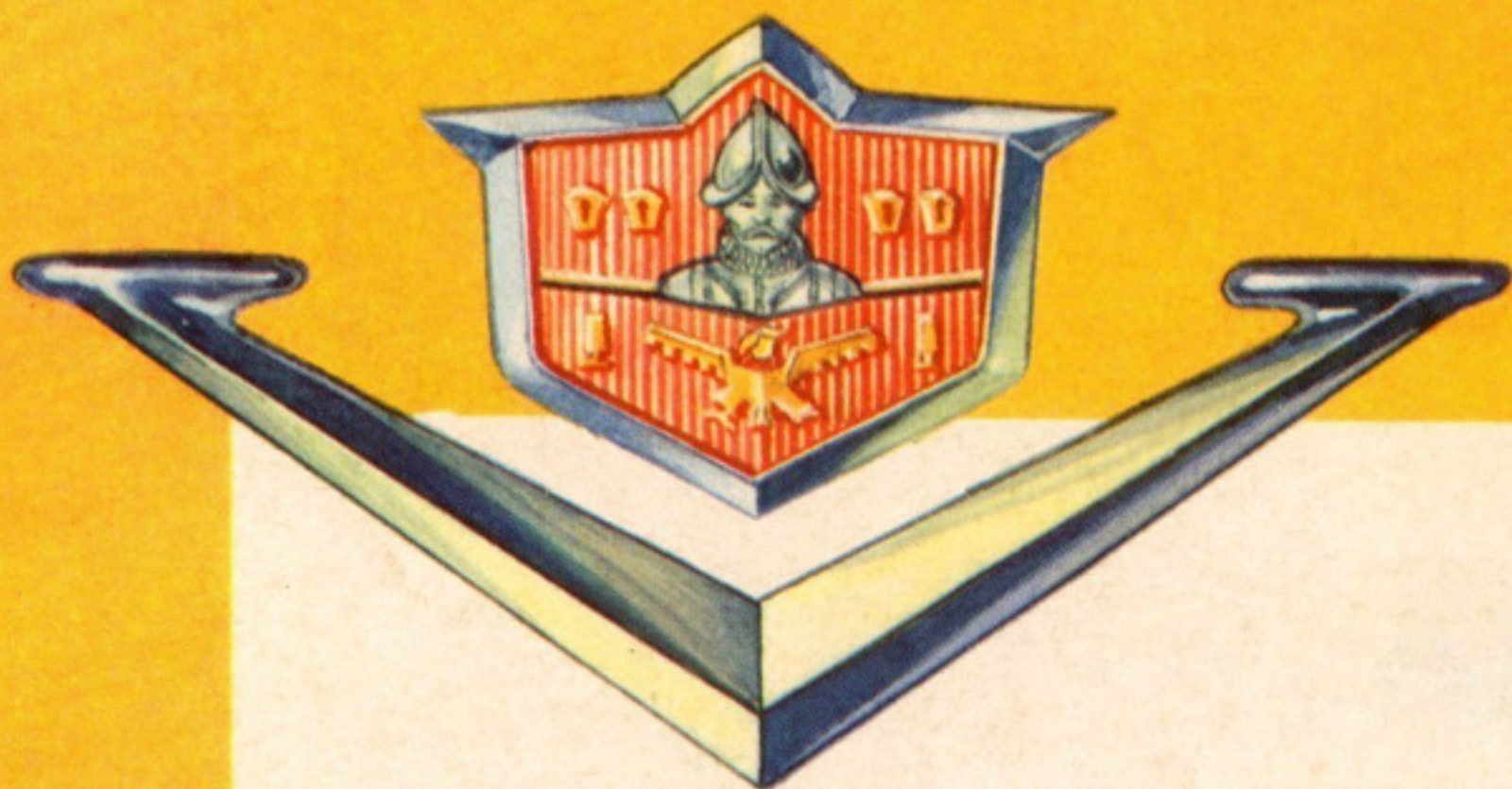
De Soto presents a glistening array of completely new models for 1953 . . . each one designed to make you very proud of your choice. Brilliant new colors . . . smart, luxurious interiors . . . and the most graceful body styling in De Soto history await your most detailed appraisal. And De Soto's sensational FireDome engine provides the smoothly efficient power for each of these new models. But that is not all! De Soto has other great advantages, too. There is De Soto's finger-tip Power Steering available as extra equipment which makes your driving and parking simple and relaxing. There is De Soto's Tip-Toe shift with either Fluid Drive or Fluid Torque Drive to further reduce your driving effort. De Soto's huge twelve-inch brakes and Safety-Rim wheels are safety dividends you cannot afford to ignore. Let your De Soto distributor tell you about these and many more unchallenged De Soto advantages.



The spectacular De Soto FireDome V-8 engine comes to you again in 1953 . . . and brings with it a time-tested concept of engine smoothness and performance. Think of it! 160 horsepower easily delivered by this well-knit design . . . at a compression ratio which still allows a surging flow of power on non-premium fuels. Choose FireDome power . . . and be rightfully amazed!



De Soto FireDome 4-door Sedan



SPECIFICATIONS

DESOTO FIREDOME "EIGHT" 125½" AND 139½" WHEELBASE

● **ENGINE** — 90° V-8 design. Three point mounting. Overhead, lateral inclined valves. Hydraulic valve tappets. Bore 3⅝" (92.1 mm). Stroke 3⅜" (84.9 mm). Piston displacement 276.1 cu. in. (4.5 liters). A.M.A. horsepower, 42.05. Developed brake horsepower, 160 at 4400 r.p.m. with 7.1:1 cylinder head. Lower compression ratio engine available. Lightweight, Auto-thermic, cam ground, tin plated, slipper type pistons, with 3 piston rings each. Drop-forged steel, five-bearing, counter-weighted crankshaft with damped, dynamic vibration absorber. Precision-type, heavy-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Five camshaft bearings.

● **ENGINE LUBRICATION** — Pressure oiling from rotor-type oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings and rocker arms at shaft, and rocker arm push rod socket. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain lubricated by oil stream from camshaft. Crankcase ventilation and oil filter. Crankcase capacity 5 quarts (4.7 liters). Oil pressure gauge on instrument panel.

● **FUEL SYSTEM** — Dual down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic integral choke control. Oil bath air cleaner and silencer. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U.S. gallons (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in fuel tank at outlet.

● **COOLING SYSTEM** — Centrifugal water pump. Metered circulation, uniform to all cylinders and valve ports. Full-length water jackets completely surround cylinders. Thermostat control. Water capacity 5½ U.S. gallons (20.8 liters). Four-blade 18" (45.7 cm) fan.

● **CLUTCH** — Dry, single-plate 10" (25.4 cm) diameter. Cushion center. Molded woven asbestos facings. Ball-thrust release bearing with lubricant sealed in.

● **TRANSMISSION** — Silent, constant-mesh, easy-shift, 3-speed transmission with helical gears of carburized steel, Standard. Steering column control. **OVERDRIVE** — Available as special equipment in combination with 3-speed manual shift transmission.

● **TIP-TOE SHIFT TRANSMISSION** — Special equipment. Hydraulically operated with four speeds forward, one reverse; built-in control unit. Fluid Drive—Thirteen inch (33 cm) diameter coupling; ball-type coupling hub bearing, Oilite bushings on coupling inner runner.

● **TORQUE CONVERTER** — Four-element type consisting of impeller, turbine, front stator and rear stator, has maximum torque multiplication of 2.5:1. Forced air cooling. Special equipment available at extra cost.

● **DE SOTO POWER STEERING** — Hydraulic-mechanical, power steering, for more restful driving and parking ease, is available as extra equipment with Tip-Toe Shift Transmission.

● **REAR AXLE** — Semi-floating, Hypoid rear axle. Pressed-steel, banjo-type housing. Hypoid gears. 16-spline axle shafts. Tapered roller bearings. Standard ratio: 3.73:1; 8-Pass. Sedan, 4.1:1; All-Steel Station Wagon, 3.9:1. With Overdrive: 4.1:1; 8-Pass. Sedan, 4.3:1. Tip-Toe Shift Transmission with Fluid Drive: 3.73:1; 8-Pass. Sedan and All-Steel Station Wagon, 3.91:1. Tip-Toe Shift Transmission with Torque Converter: 3.54:1; 8-Pass. Sedan and All-Steel Station Wagon 3.73:1.

● **SUSPENSION** — Independent front wheel springing with coil springs. Grooved, soft acting, semi-elliptic rear springs; length 53⅝" (1.362 m), width 2½" (6.35 cm). Splay mounted on chassis. Tapered-end leaves. Rubber cored bushings at front. Rubber cushioned shackles at rear. Hydraulic, telescopic-type shock absorbers front and rear. Rear shock absorbers inclined toward center of car to give "sea leg" support and stability. Steering gear ratio 20.4:1. Front end sway eliminator.

● **CHASSIS FRAME** — Improved, super-rigid, double channel frame. Box-section steel side rails, ⅜" (2.38 mm) thick. Maximum depth 6⅞" (15.96 cm). Width at maximum depth, 5½" (13.97 cm). 8-Pass. Sedan: ⅝" (3.57 mm); 6⅜" (16.27 cm); 4⅝" (12.15 cm).

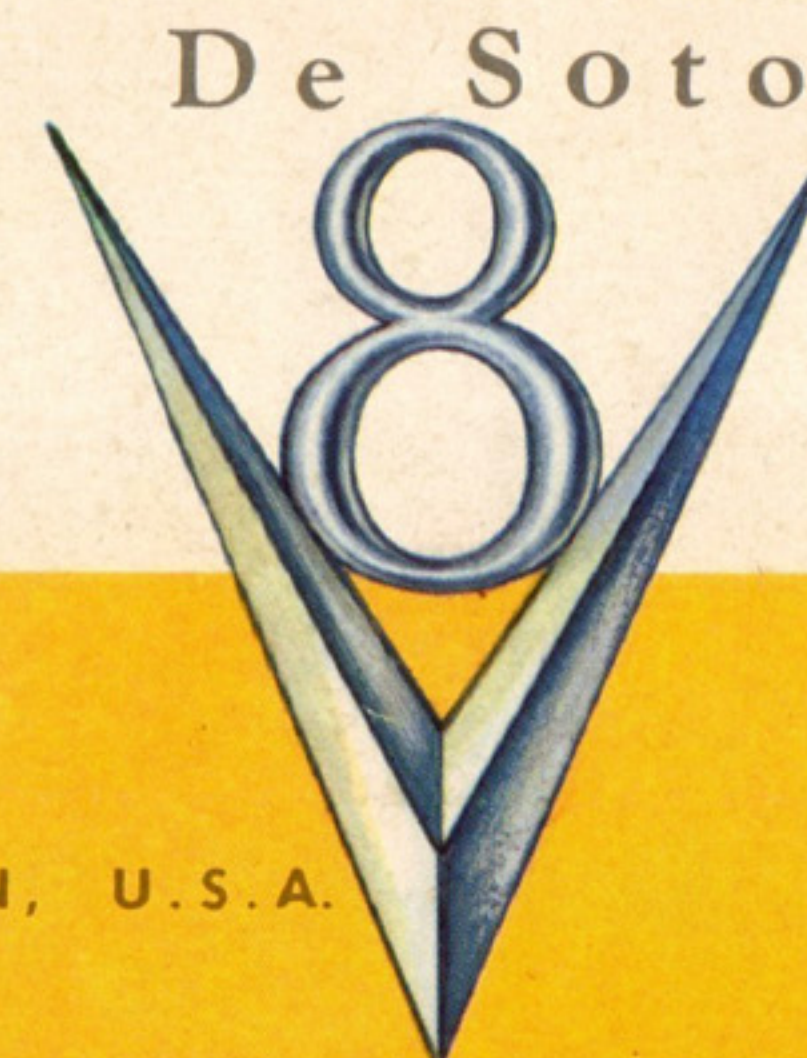
● **ELECTRICAL SYSTEM** — 6-volt ignition. Wet-weather-proof distributor incorporates suppressor of interference to radio reception. Wide gap, suppressor spark plugs for better idling and low speed. Fully automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Solenoid positive-shift starter actuated by ignition key on instrument panel. 17-plate battery, capacity 120 ampere hours, located under hood in left fender shield. Sealed-beam headlights with foot control. Parking lights below headlights. Dual Airtone horns. Full-circle horn ring on steering wheel.

● **ELECTRIC WINDOW LIFTS** — Available as special equipment; left hand drive only.

● **BRAKES** — Hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes. Self-equalized and weather-proofed. Cast iron brake drums. Drum diameter 12" (30.5 cm). "Cyclebond" molded asbestos brake linings 2" wide (5 cm) dispense with rivets and increase lining useful area and life. Internal expanding, self-energizing parking brake supplied with Tip-Toe Shift Transmission. Vacuum Brake Booster is standard equipment on all body styles.

● **WHEELS AND TIRES** — Demountable steel disc wheels with Safety Rims. Good-year Super-cushion tires. Black, 4-ply, are standard on all except Convertible Coupe and Sportsman which are equipped with 4-ply white sidewall tires. Sizes: 15 x 7.60 for all models except 8-Passenger Sedan which has 15 x 8.20. 4- and 6-ply white sidewall tires and 6-ply black tires are available at extra cost on models not so equipped.

All specifications, equipment, models, body types, ornamentation and design subject to change without notice and without responsibility to the Chrysler Corporation, Export Division.



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