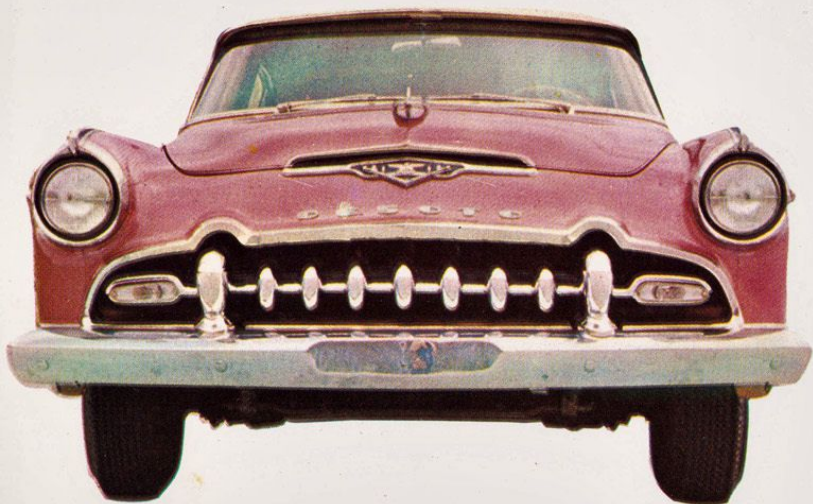


*You Can Sell More Cars In '55 with* **THE**

**FORWARD**

**LOOK**

# THE FORWARD LOOK



DE SOTO

*Styled for Tomorrow*



*Chrysler Corporation . . . five-star family of great cars.*

*New 1955*

*Chrysler Corporation*

*Fashion Styling*

*The Forward Look*—the exciting *new* look that Virgil Exner has designed into your 1955 cars—is a look you can sell with *confidence*: It is a new overall look to your cars made up of the kind of styling features your customers want.

*Tell your customers about the  
Styling Features of The Forward Look...  
and you will sell more cars  
in '55*

*These are the **4** most*

***IMPORTANT***

***STYLING***

***FEATURES***

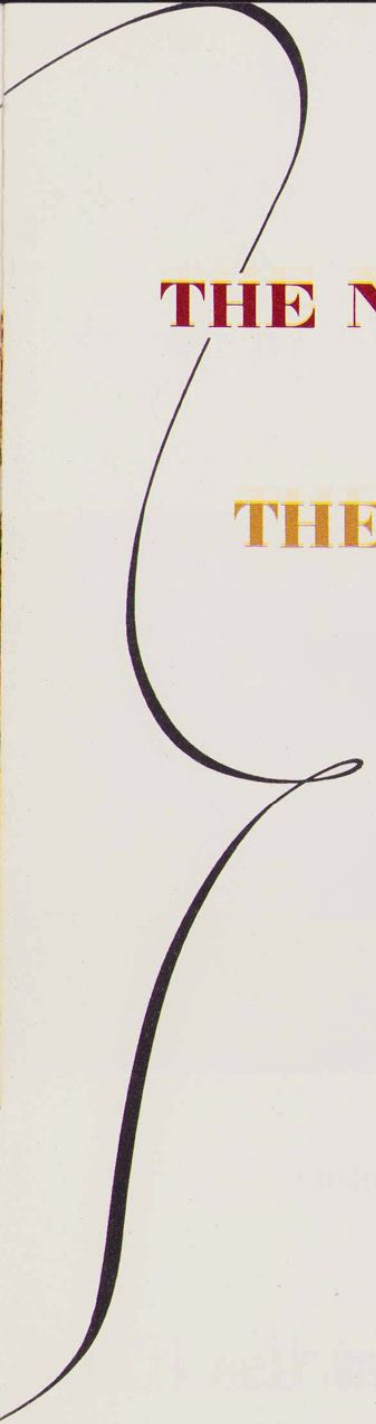
*that give your new '55 cars*

*The Forward Look*

**DE SOTO**

*Styled for Tomorrow*





**THE NEW LONGER LINES, FLEETER LOOK**

**THE NEW USE OF CHROMIUM TRIM**

**THE NEW INTERIOR STYLING**

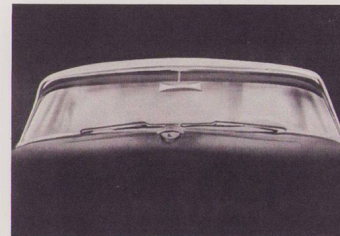
**THE NEW COLORS**

*Here is how you can use the styling features  
to help you sell more cars in '55 . . . .*

The New  
'55  
De Soto  
Has  
**LONGER  
LINES...**  
a  
Fleeter  
Look

KEY SELLING WORDS

to help you talk about the new  
longer lines and fleeter, trimmer look:

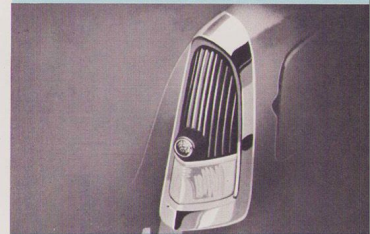


"Notice how the top of the car tapers inward. That gives a fleeter, sportier, faster look to the whole car."

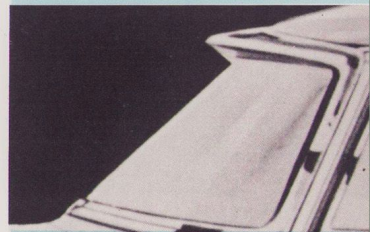
say... "The New '55 De Soto is longer, trimmer-looking. It has *The Forward Look*—that makes it seem to be *moving forward*, even when it is standing still." . . . . . and you'll sell more cars in '55



"Just feel these Contour lines. They're built right into the body. We call them Character Lines—because they give the cars that wonderful look of moving forward."



"Here's another way the longer look is brought out. See how the taillight accents the long, sweeping lines of the car!"

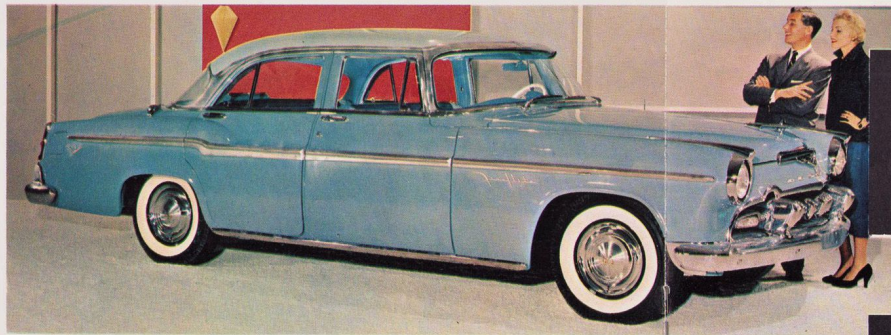


"Our New Horizon swept-back windshield wraps around top and bottom to give more visibility and safety. It's the only windshield in the industry that slants back the way it *should* to blend with the body lines."

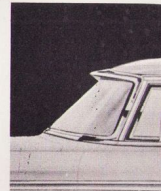
## KEY SELLING WORDS

to help you  
talk about  
the new use  
of Chromium  
Trim

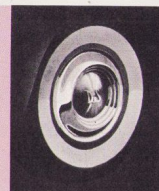
# The New '55 DeSoto Has a NEW USE of CHROMIUM TRIM



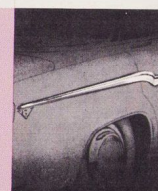
say... "Notice how the Chromium Trim is used to dress up the car. It isn't just slapped on willy-nilly. It's put in exactly the right places to add pep and sparkle to the car—and to emphasize *The Forward Look*". . . . . and you'll sell more cars in '55



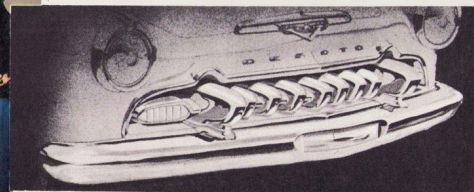
"See how this windshield post sweeps back. That makes it blend with the forward-moving lines of the car."



"When you're driving, these Chromium wheel discs reflect the light and give the car an exciting look of speed."

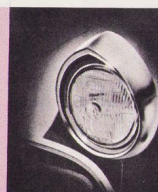


"Here's real design genius. This Chromium strip is put on to bring out the long lines of the car—and add sparkle to the color."

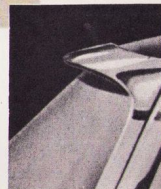


"The front grille is more massive—gives a more expensive look to the car."

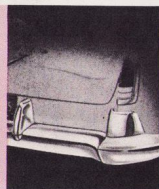
"The front bumper is bigger and heavier and set close to the road. It gives the car a much more solid look."



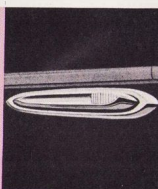
"Notice how the rim of the headlight juts forward. That helps give the whole car a wonderful forward line."



"This is the Sun Cap. It's a smart-looking visor that adds snap and dash to the car."



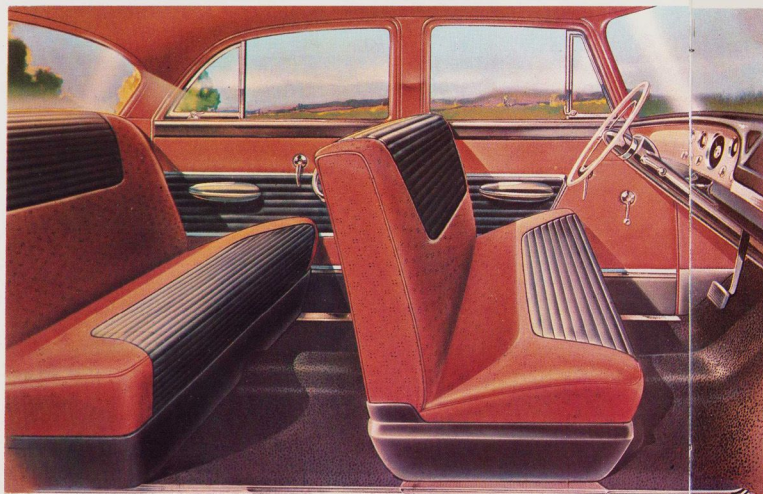
"In some of our competitors' cars the rear bumper looks like an accessory—as though it's just tacked on. Look at how this rear bumper is built right into the car."



"Even our easy-to-use door handle has been designed to blend right in with the lines of the car. That's the kind of attention to detail that means real luxury styling."

**KEY SELLING WORDS** to help you talk about

*The New*  
**'55**  
*De Soto*  
*Has*  
**NEW**  
**INTERIOR**  
**STYLING**



**say...** "The interiors of the cars are designed with the kind of modern decorator fabrics and colors that you would like to have right in your own home." . . . . . and you'll sell more cars in '55

*the new interior styling*

**FABRICS:**

"These are modern fashion fabrics. They're strong and long-wearing as any you'll want—but just look at how rich they are...how they give a decorator look to the interior."

**VINYL:**

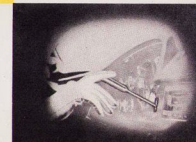
"Notice how much lighter and brighter the pastel vinyl trim makes the interior. And of course you don't have to worry about the lightness—you can clean the vinyl easily with just a damp cloth."

**CHOICE:**

"If you're the kind of people who like to make up their own combinations—you'll be happy to know that there are 28 different interior trims to choose from."



"Our new brake pedal is twice as wide and colored a beautiful, easy-to-see light grey. It is good looking and is twice as easy to find with your foot—twice as safe."



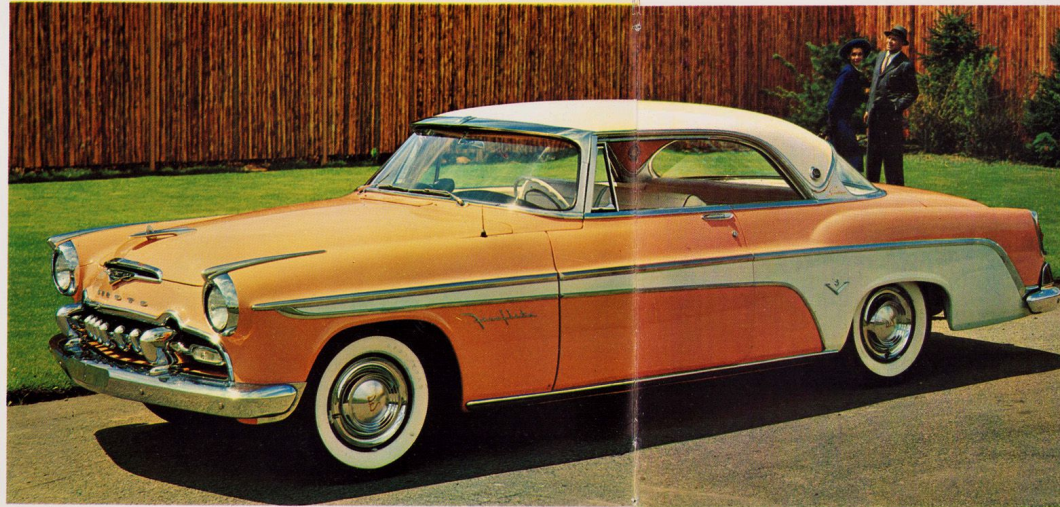
"We've put the Flite Control Lever right here on the instrument panel—where it belongs. Just try it—and see how easy it is to use."



"Look through that new swept-back window. It's really a New Horizon windshield. Wrapped-around top and bottom—to give you a complete view of the road."

The New  
'55  
DeSoto  
Has

NEW  
COLORS



**KEY SELLING WORDS** to help you talk about the new colors:

**CHOICE:**

"Just look at how many new colors you have to choose from. 13 beauties!"

**COMBINATIONS:**

"Here's the best part! The new colors can be had in 55 two-tone color combinations. And that's more than ever before."

**TWO-TONE:**

"Notice how the color is used on the two-tone cars. It carries out the longer lines—and it adds to the sporty look."

say... "The best way to describe the new colors is to say they are brighter, lighter—younger-looking! And the special new paint reflects more light than the ordinary car paints." .....and you'll sell more cars in '55

Of course you'll tell your customers about all the mechanical features of your new '55 cars...

Of course you'll see that they ride in a new '55 car—that they experience at first hand its wonderful performance...

Of course you'll use all your fine experience as a top salesman to convince your customers that your new '55 car is the car for them...

But remember, too, to make the most of... ***THE FORWARD LOOK***

**Know It**  
**Believe In It**  
**Talk About It**

**It Will Help You**  
**Sell More Cars**  
**In '55**

CHRYSLER CORPORATION

*Five-star family of great cars.*