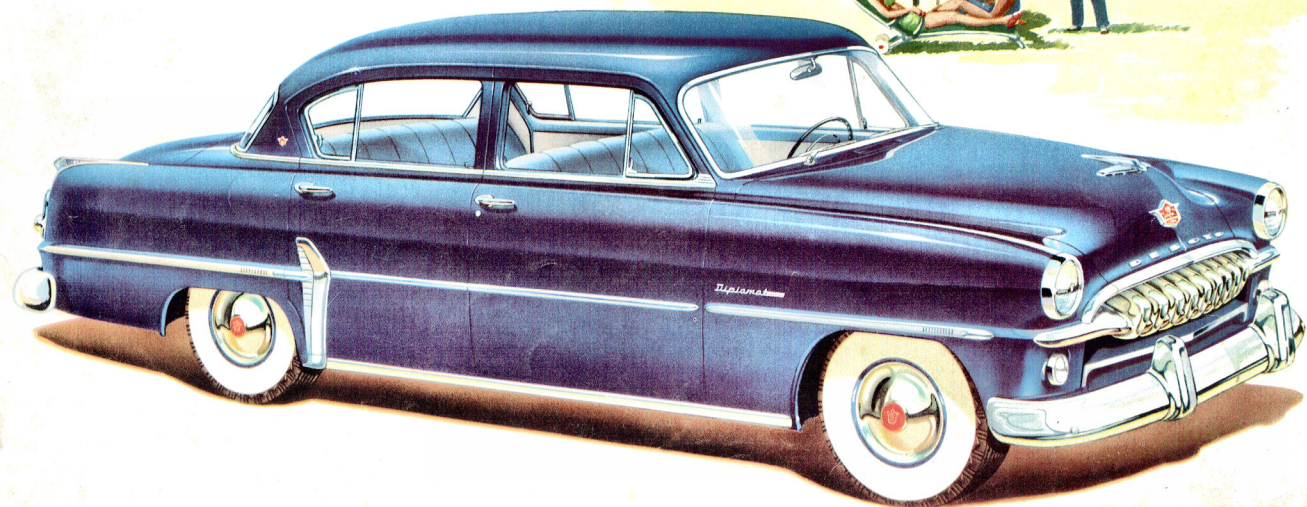
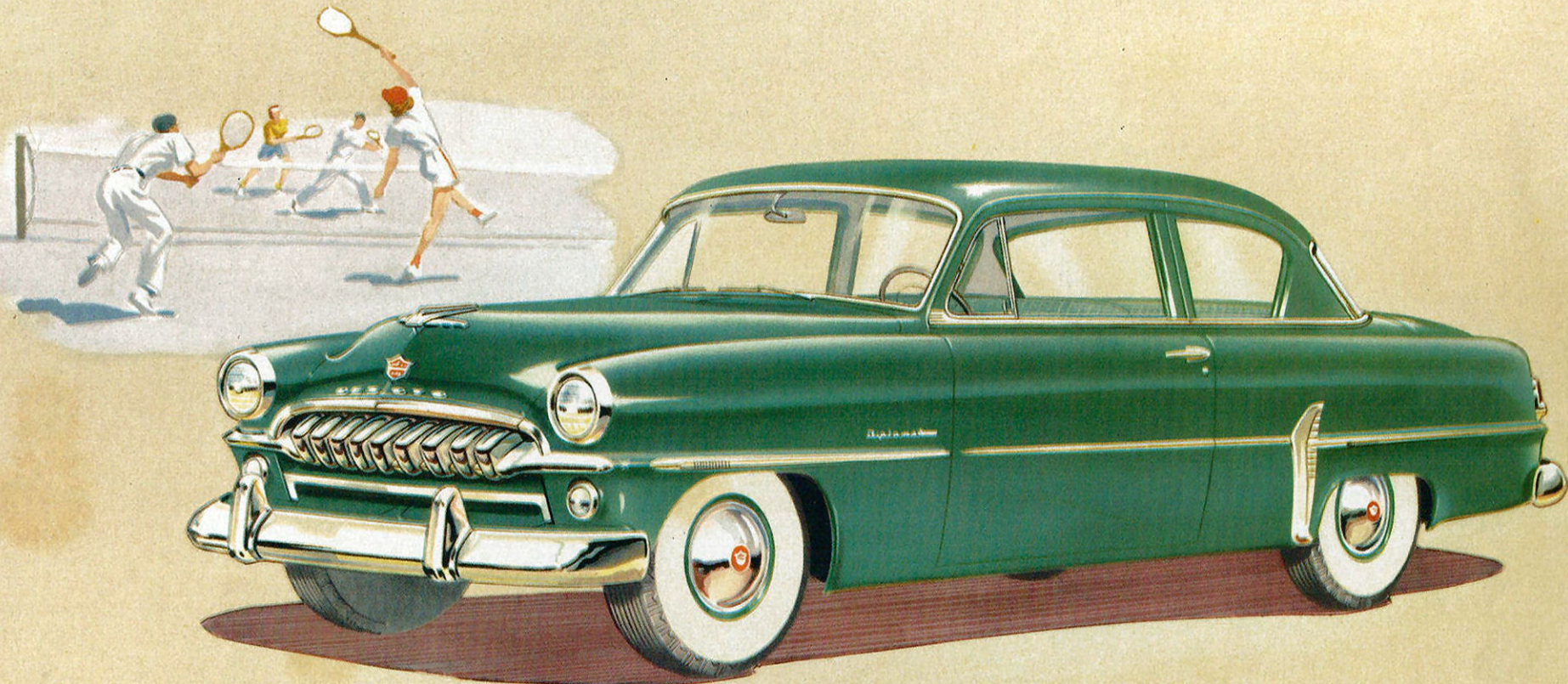


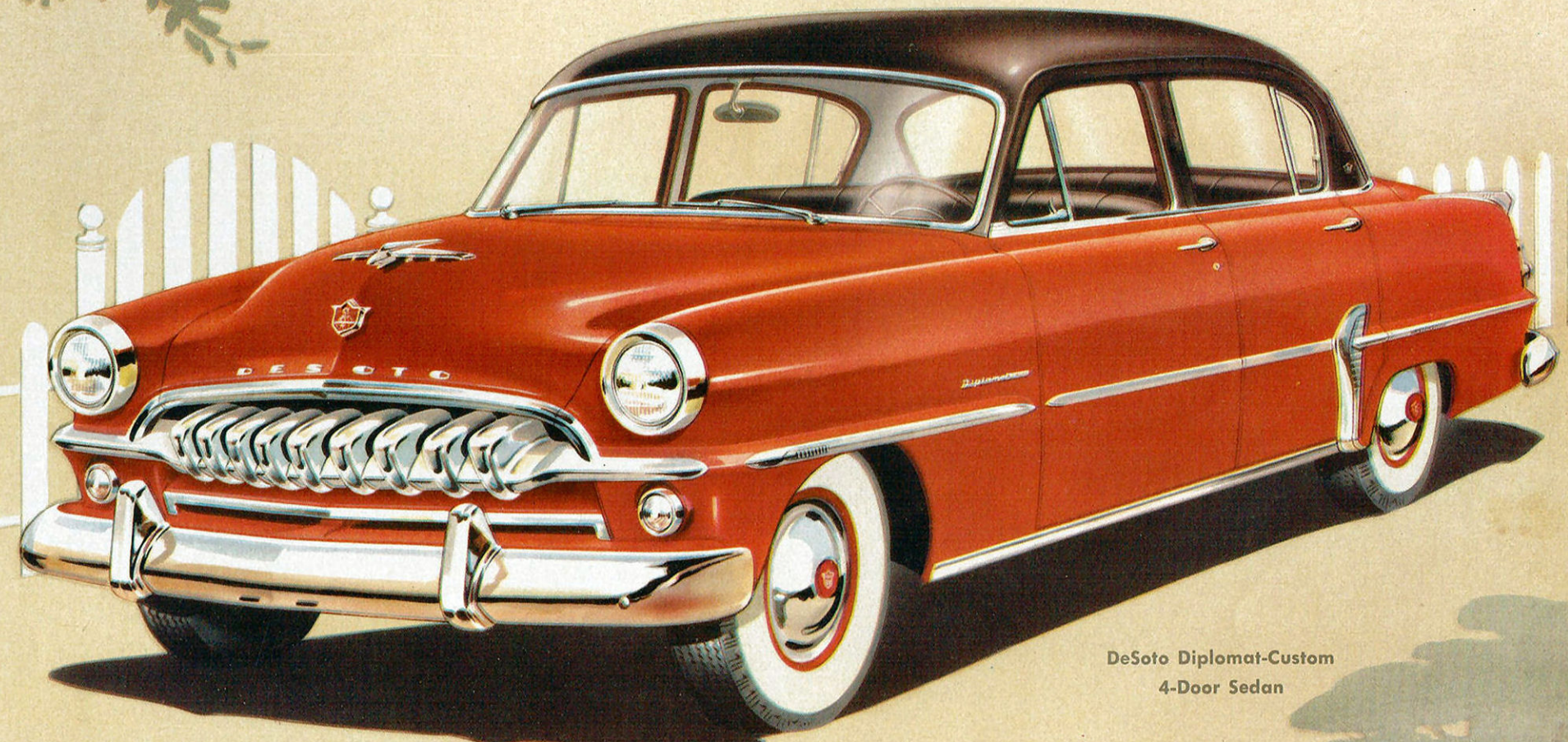
De Soto

DIPLOMAT





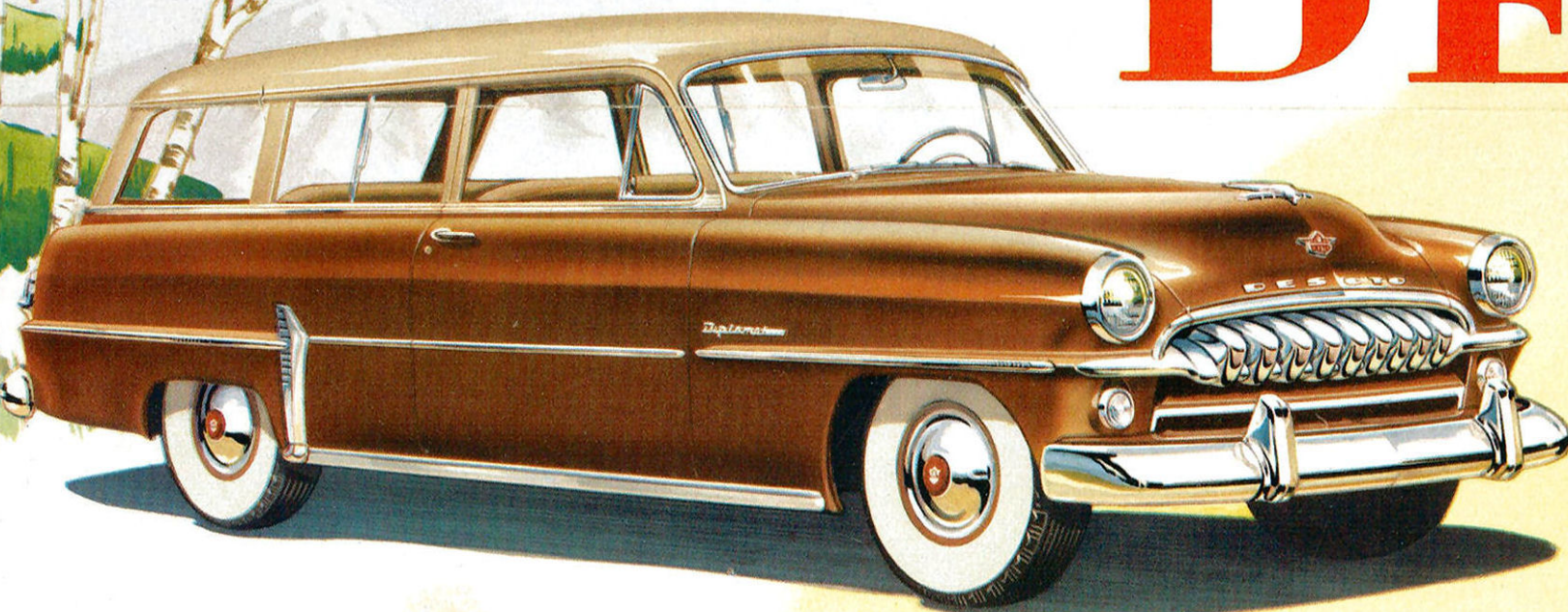
DeSoto Diplomat-De Luxe
Club Coupe



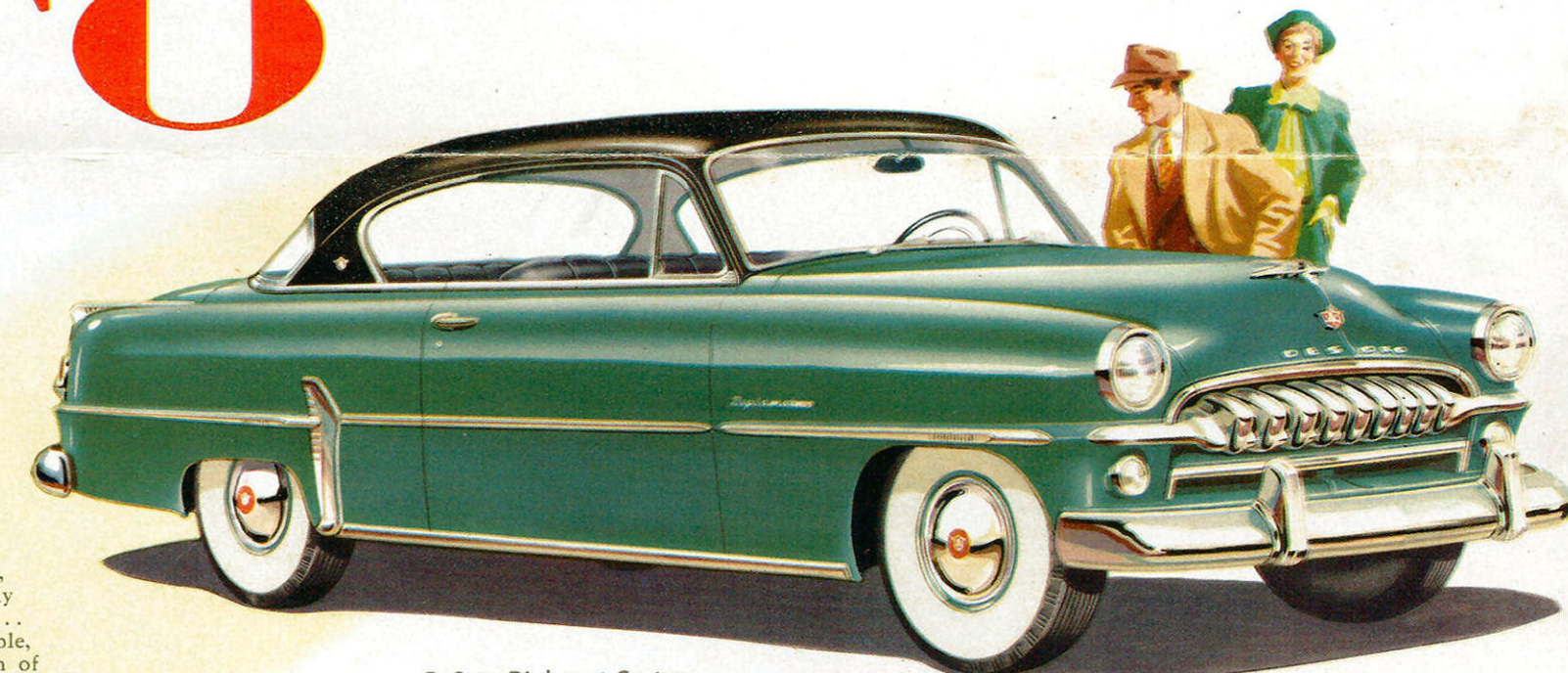
DeSoto Diplomat-Custom
4-Door Sedan

DE SOTO

Diplomat

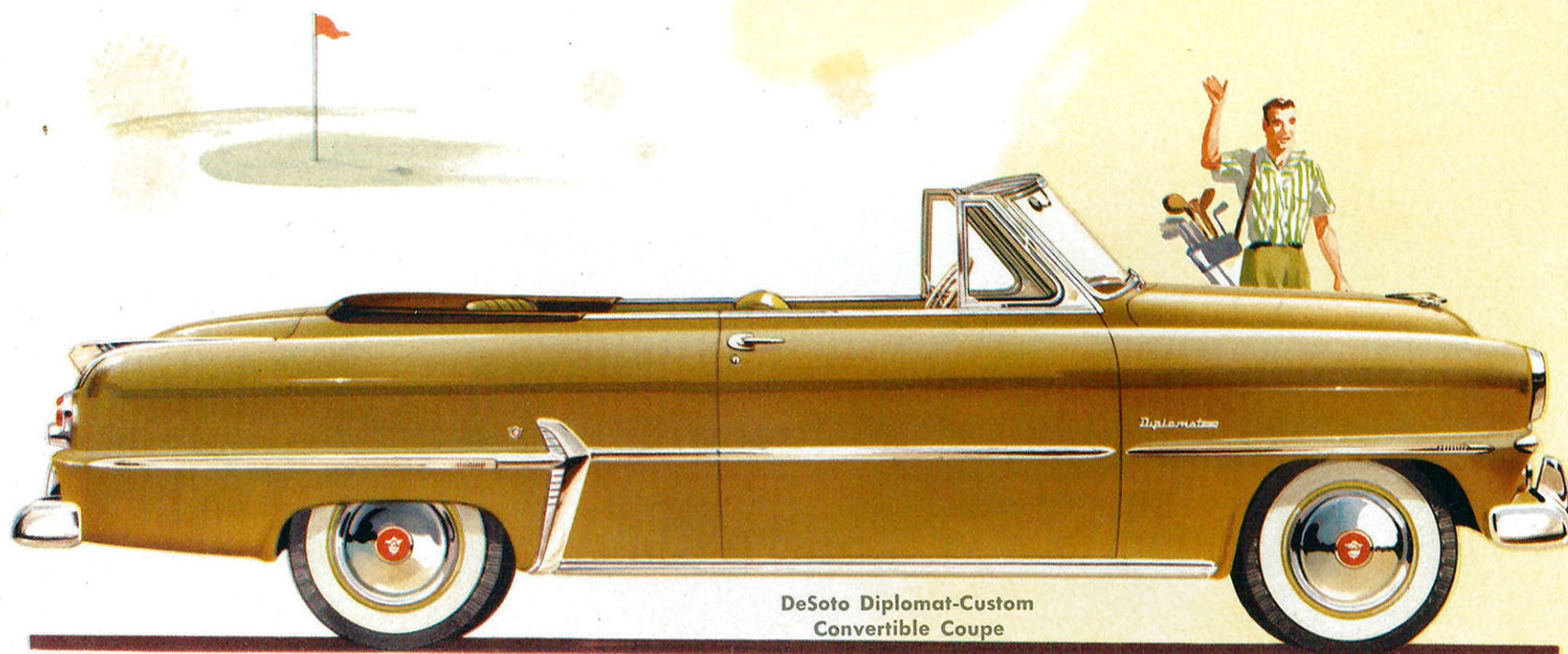


DeSoto Diplomat-Custom
Special Commercial Utility

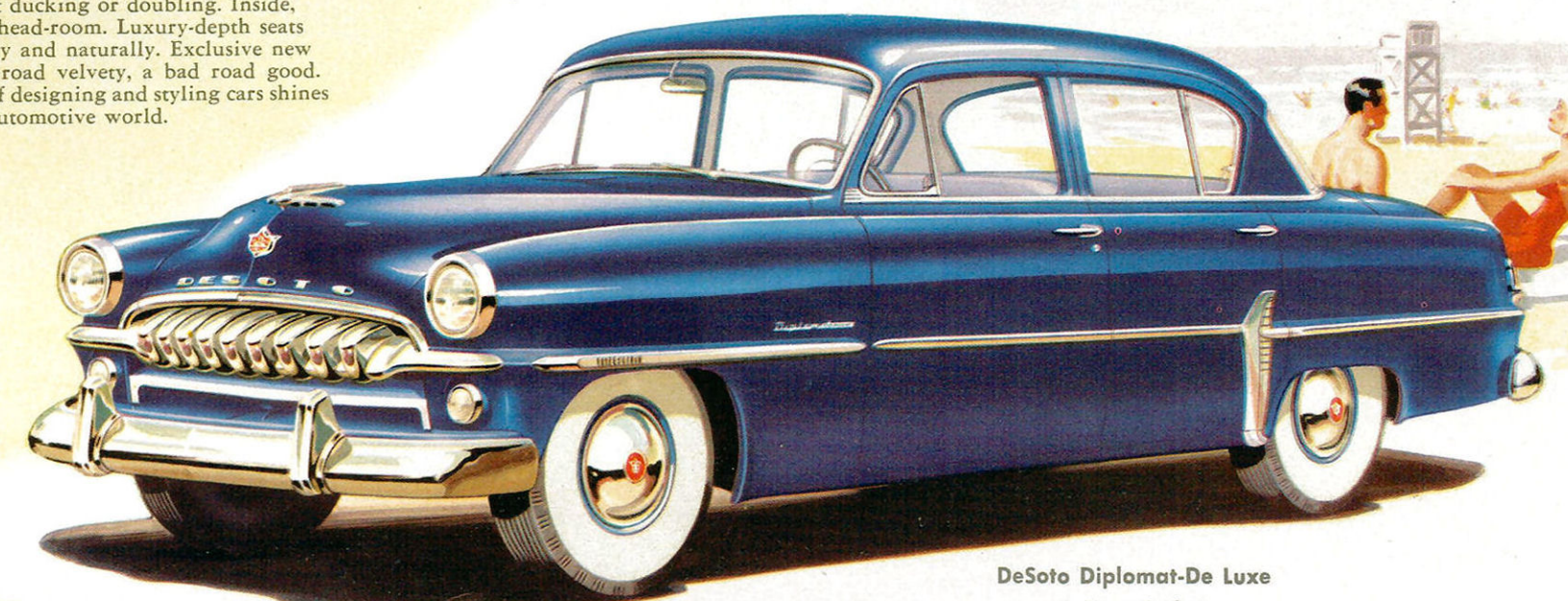


DeSoto Diplomat-Custom
Sport Coupe

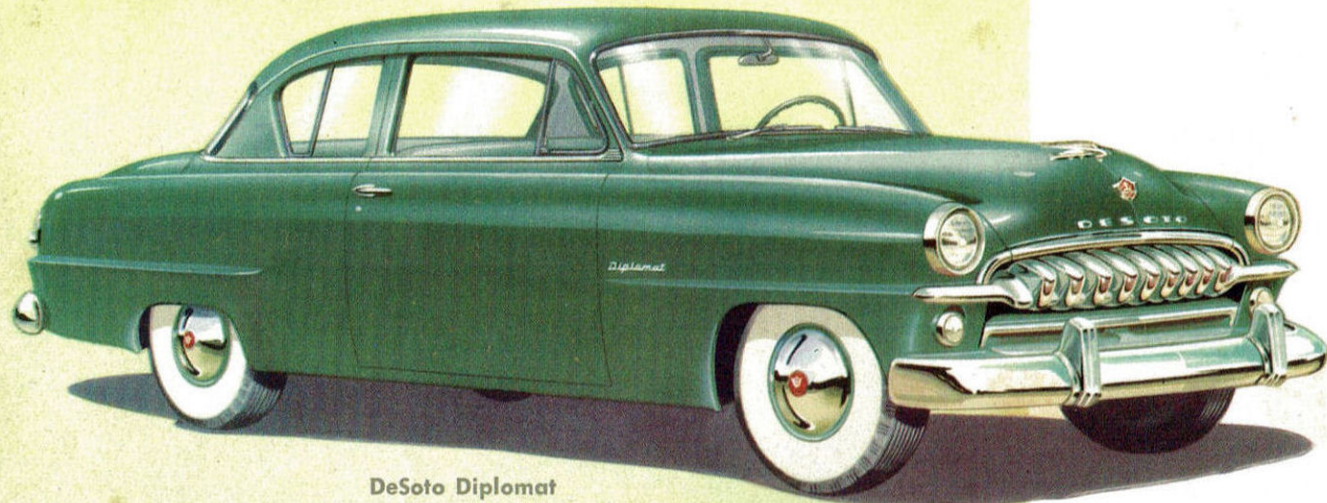
The Diplomat has a sweep and glamour that evolves directly from meaning and purpose. Here, function—or the art of transporting driver and passenger smoothly, safely, in supreme comfort—joins with fashion. Every smallest appointment is chosen with the care and taste you give to your own accessories. Inside, outside, through-and-through—these new cars are inherently beautiful! . . . You have never driven so much car so restfully . . . so easily. These shining lengths of steel are beautifully tractable, wonderfully responsive and obedient to the lightest touch of your foot, your hands. Sample, for instance, the incredible ease of DeSoto Diplomat power steering. Discover the delightful floating-on-air sensation of these great cars in motion. Look at such comforting features as safety-rim wheels—wheels that hold onto a blown-out tire until you can stop safely . . . In no other cars at or near the price will you find yourself in such comfort as in these new 1954 motor cars. Lo and behold—you can get in and out easily, gracefully, without ducking or doubling. Inside, there is a thoughtful amount of head-room. Luxury-depth seats let you sit and drive comfortably and naturally. Exclusive new shock absorbers make a good road velvety, a bad road good. Here, again, is where the way of designing and styling cars shines out like a good deed in the automotive world.



DeSoto Diplomat-Custom
Convertible Coupe



DeSoto Diplomat-De Luxe
4-Door Sedan

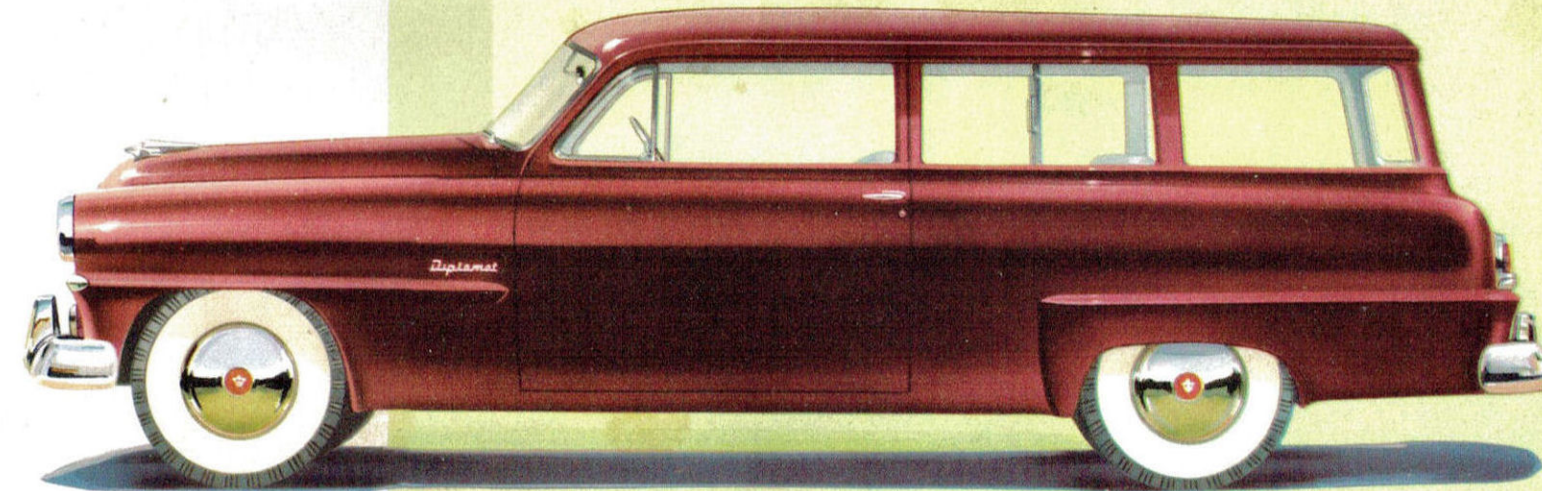


DeSoto Diplomat
Club Sedan

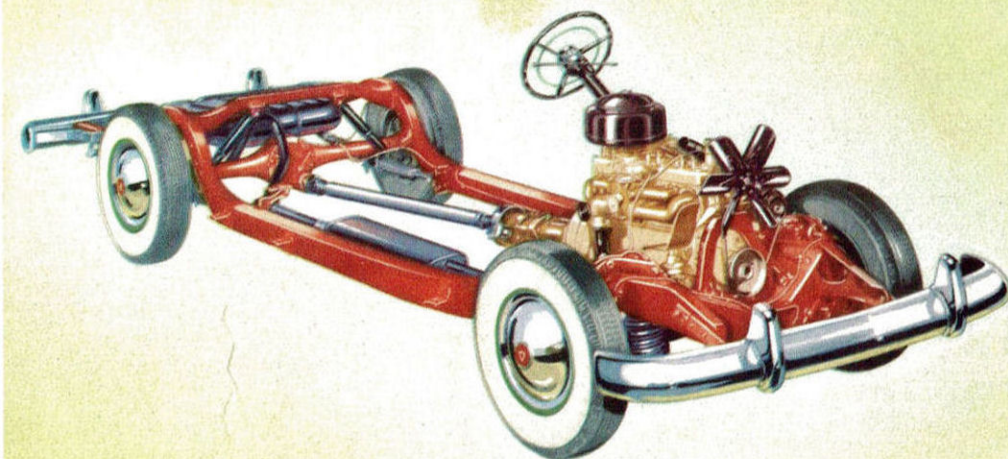
de Soto

Diplomat

Looking at it or out of it—a beautiful view! Close-in, all-around vision is one of the features of the new 1954 Diplomat that you will notice and like immediately. The industry's sleekest, safest low-hood silhouette lets you see objects right up close to the front of the car, a great help in traffic or parking. The narrow corner posts, the low-cut windows, the new rear quarter-window, the wide, curving glass area in the rear—all contribute to exceptional vision. There is more quality in it—you get more value out of it.



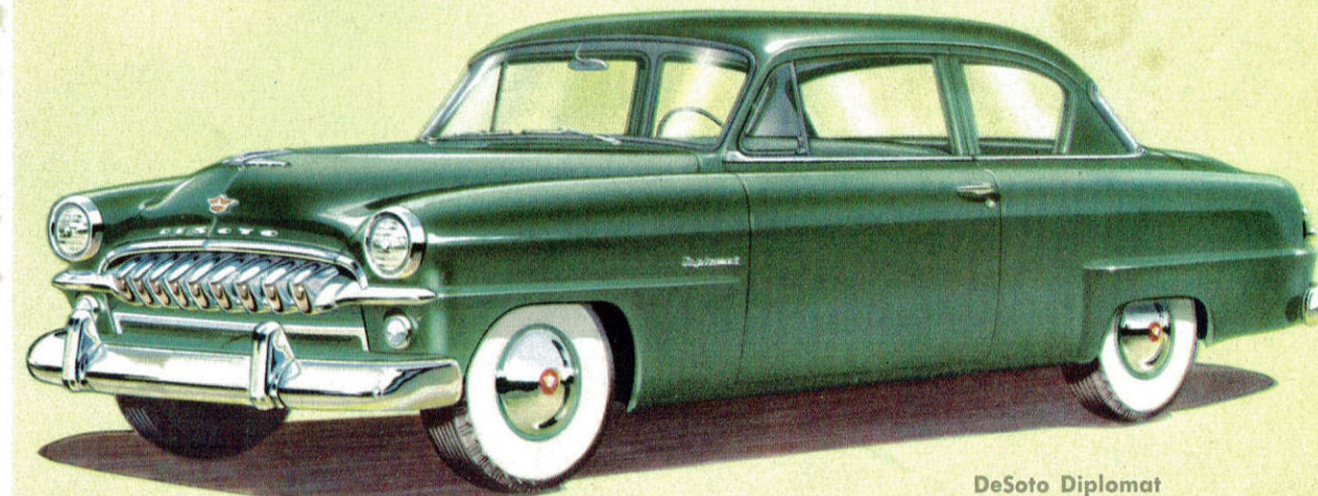
DeSoto Diplomat
Commercial Utility



The foundation of the truly balanced 1954 Diplomat is the sturdy frame. Rigidity has been achieved with wide double channel side rails and sturdy, short body brackets. The result is that the car as a whole is better able to resist the twisting forces imposed on it by the road, and the car has a sound "feel." Frame and chassis are designed for balanced weight distribution.



DeSoto Diplomat
4-Door Sedan



DeSoto Diplomat
Business Coupe

De Soto
DIPLOMAT

SPECIFICATIONS

DE SOTO DIPLOMAT-CUSTOM 114" WHEELBASE; DE SOTO DIPLOMAT-DELUXE 114" WHEELBASE; DE SOTO DIPLOMAT 114" WHEELBASE

• **ENGINE**—Six-cylinder, I-head type, Floating Power mounted. Bore $3\frac{1}{4}$ " (82.55 mm). Stroke $4\frac{1}{8}$ " (111.1 mm). Piston displacement 217.8 cu. in. (3.57 liters). Compression Ratio 7:1:1. Low compression cylinder head optional. A.M.A. horsepower 25.35. Developed brake horsepower 100 at 3600 r.p.m. with 7:1:1 cylinder head. Rib-reinforced, cam-ground, lightweight "U" slot, plated aluminum pistons with 4 piston rings each. Top ring chrome-plated. Four-bearing crankshaft. Precision-type, heavy-duty crankshaft and connecting rod bearings. Silent chain driven camshaft. Four camshaft bearings.

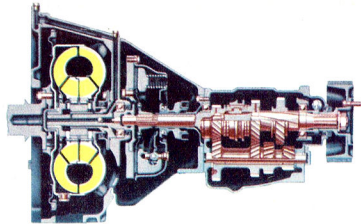
• **ENGINE LUBRICATION**—Force-feed from high capacity Roto-Pressure oil pump, through rifle-drilled cylinder block passages to main, connecting rod and camshaft bearings. Floating type oil intake. Pressure spray to pistons, piston pins, valve stems, cams and tappets. Timing chain drive lubricated by oil stream from camshaft. Crankcase ventilation. "Micronic Filtration" sealed-unit oil filter. Crankcase capacity five quarts (4.75 liters). Oil pressure gauge on instrument panel.

• **FUEL SYSTEM**—Plain-tube down-draft carburetor with idle adjustment and adjustable accelerating pump. Automatic manifold heat control. Automatic electric choke control. Oil bath air cleaner. Intake silencer on Diplomat-DeLuxe and Diplomat-Custom models. Mechanical diaphragm fuel pump driven from camshaft. Fuel tank capacity, 17 U. S. gals. (64 liters). Electric fuel gauge on instrument panel. Self-cleaning Oilite filter in tank outlet.

• **COOLING SYSTEM**—Centrifugal water pump. Directional circulation, uniform to all cylinders and valve assemblies. Full length water jackets. Thermostat control. Water capacity $3\frac{1}{4}$ U. S. gals. (12.30 liters). Six-blade 17-inch fan (43 cm).

• **CLUTCH AND TRANSMISSION**—Dry, single-plate with cushion center, $9\frac{1}{4}$ " diameter, molded asbestos facings. Ball-thrust release bearing with lubricant sealed in. Oilite pilot bearing. Trunnion-type shifting mechanism. Forced ventilation. All-Silent Auto-Mesh transmission with helical gears of carburized steel. Blocker-type synchronizer. Seven anti-friction bearings. OVER-DRIVE—Automatic-shift, 2-speed Overdrive transmission, mounted directly behind standard transmission, available as special equipment. HY-DRIVE—Permits no-shift driving; combination of torque converter with 3-speed transmission with manual clutch. Available as special equipment.

HY-DRIVE makes driving easier, safer, and less tiring. There is nothing new to learn... there are no upsetting changes to make in driving habits. Hy-Drive simply gives the driver less work to do by reducing the need for manual shifting. Hy-Drive is just naturally a pleasant, enjoyable and satisfying way to operate a car!



• **REAR AXLE**—Semi-floating, Hypoid rear axle. Pressed-steel banjo-type housing. Hypoid gears. 16-spline axle shafts. Tapered roller bearings. Standard ratio 3.9:1. Ratio, with Overdrive, 4.3:1; with Hy-Drive, 3.73:1. Hotchkiss drive through springs.

• **SUSPENSION**—Independent front wheel springing with coil springs. Grooved, semi-elliptic rear springs with wax-impregnated fabric interliners, length $55\frac{3}{8}$ " (1,362 mm), width 2" (5.08 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 in "sea leg" position for greater stability.

• **STEERING**—Steering gear ratio 18.2:1. Front end sway eliminator. POWER STEERING, link-type, available as special equipment.

• **CHASSIS FRAME**—Improved super-rigid, double channel frame. Box-section steel side rails, $3\frac{3}{32}$ " (2.38 mm) thick. Maximum depth, $5\frac{3}{4}$ " (14.60 cm); outside width at maximum depth, $4\frac{1}{2}$ " (11.43 cm).

• **ELECTRICAL SYSTEM**—6-volt ignition. Resistor type spark plugs. Full automatic spark advance, speed and vacuum control. Shunt-type generator with voltage and current control. Generator ventilated by centrifugal fan. Ignition-key operated positive starter. Special high tension coil. 15-plate battery, capacity 100 ampere hours, at 20 ampere discharge rate, located under hood in left fender shield. Sealed-beam Headlights with foot control. Dual Airtone horns with full-circle horn ring on steering wheel on Diplomat-DeLuxe and Diplomat-Custom models. Horn bar in center of steering wheel spoke on Diplomat models. Dual taillights, dual stop lights. Rear license plate light. Front parking lights. Directional signals available as special equipment. Electrically-operated windshield wipers.

• **BRAKES**—Improved type hydraulic, 4-wheel internal expanding, utilizing an individual cylinder for each shoe in the front wheel brakes, self-equalized and weather-proofed. Steel backed, cast iron brake drums. Drum diameter 10" (25.4 cm). "Cyclebond" molded asbestos brake lining 2" wide (5 cm). Separate, external contracting hand brake for parking, mounted at rear of transmission.

• **WHEELS AND TIRES**—Demountable steel disc wheels with Safety Rims. Goodyear Super-Cushion tires, black, 4-ply, are standard. Size: 15 x 6.70. 4 and 6-ply white sidewall tires and 6-ply black tires are available at extra cost.

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

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DETROIT, MICHIGAN, U. S. A.