

1960 Desoto

DIPLOMAT CUSTOM·DIPLOMAT DELUXE·DIPLOMAT

The Diplomat—a car you will be proud to own—and thrilled to drive!

The rare, new beauty of its original, distinctive lines. The look and feel of fine car size, quality, and craftsmanship. The spacious, luxurious, good-taste interiors. The many convenience, comfort and safety features. The expansive feeling of the large glass areas and the wide, compound windshield. The thrill of its wonderful performance. *Everything* about the new DeSoto Diplomat makes it a car you will be proud to own and thrilled to drive.

The Diplomat Line has three Series and 26 body models. All of the body models, except the station wagons, are on the 118 inch wheelbase chassis. Station Wagons are on the 122 inch chassis. The three Series are the Diplomat-Custom, the premium series—the Diplomat-Deluxe—and the Diplomat. Each Series has distinctive exterior ornamentation and interior design. And most of the models are available with either the Six or V-8 engine.



Diplomat-Custom 4-Door Hardtop



The luxurious interior of the Diplomat-Custom features the exclusive Swivel Front Seats, which automatically swing out when the door is opened from the outside—a feature that makes it easy to get in and out.

CUSTOM—4-Door Sedan—2-Door Hardtop—4-Door Hardtop—and Convertible Coupe.

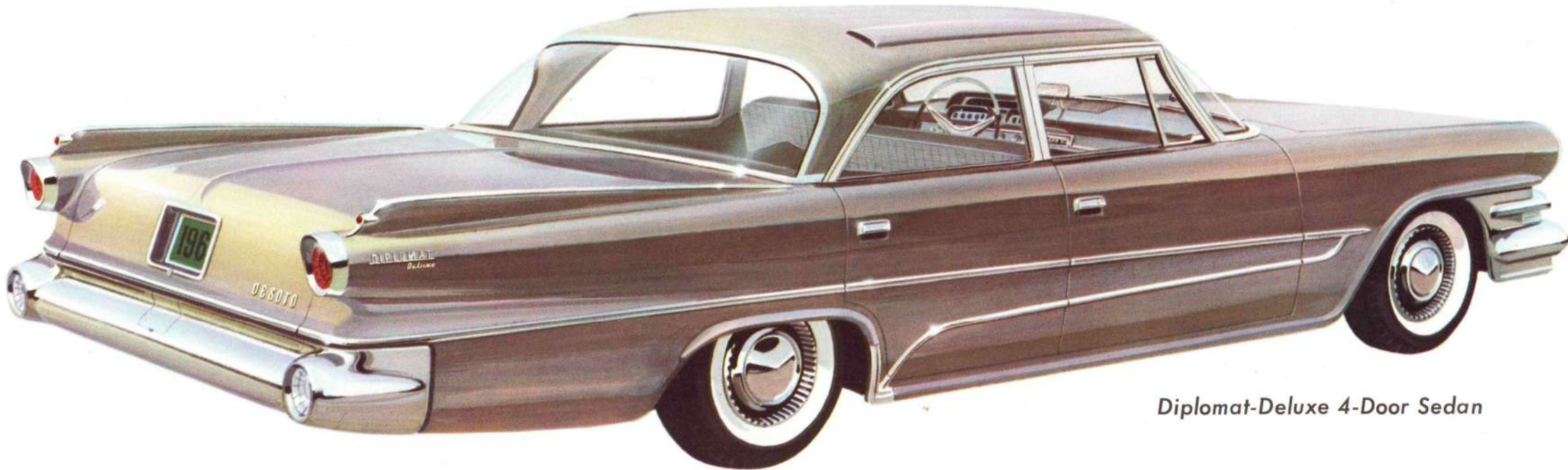
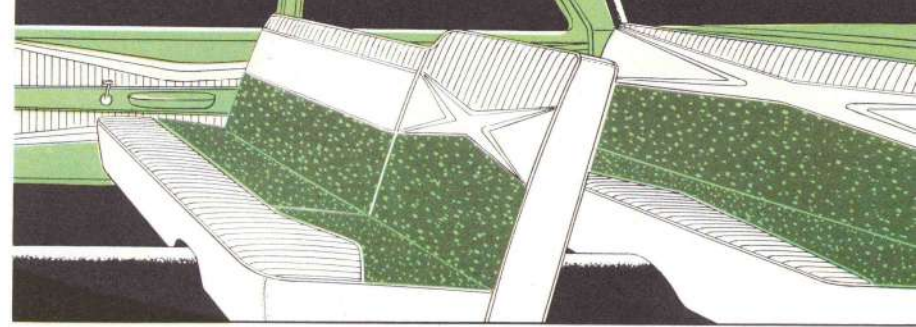
DELUXE—Club Sedan (2-Door); 4-Door Sedan; 2-Door Hardtop; and 2 and 3-Seat, 4-Door Station Wagons.

DIPLOMAT—Club Sedan (2-Door); 4-Door Sedan; and 2-Seat 4-Door Station Wagon. Also Taxicab (4-Door Sedan); and 2 Police Cars—the Club Sedan and 4-Door Sedan.

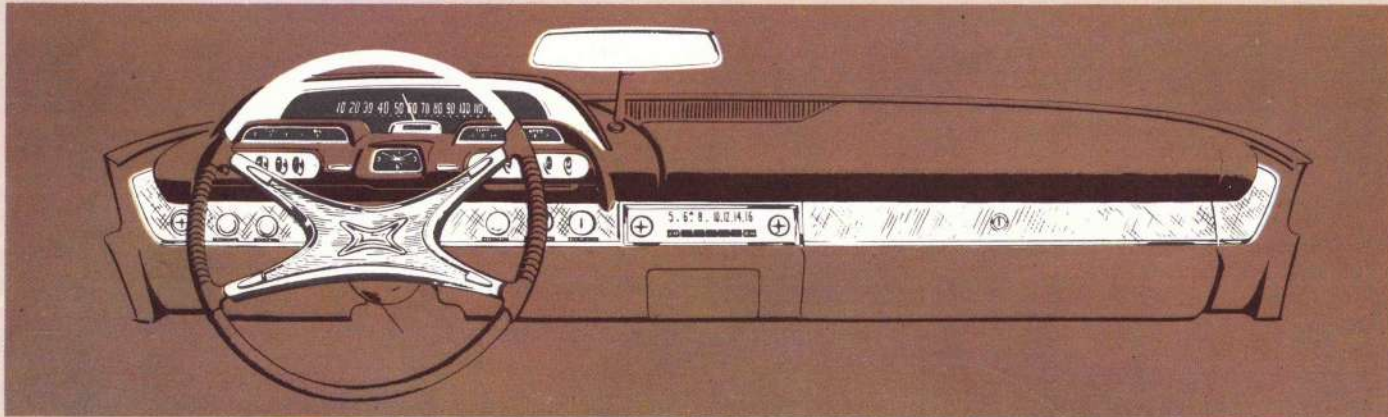
Luxuriously-styled Interiors!

As you can see, in the illustrations, the interiors have the same originality and beauty of design that make the exterior appearance of the 1960 Diplomat so pleasingly, and unmistakably different from the design of all other cars. Each Series has its own exclusive fabrics, patterns, and styling design. And, in all interiors, you will find higher seats, more headroom, legroom and elbowroom—more *solid comfort* and riding enjoyment.

One of the new design features of the Custom and Deluxe Series, illustrated on the right, is the "High-Tower" seat back behind the driver, which provides greater shoulder support and greater riding comfort and relaxation.



Diplomat-Deluxe 4-Door Sedan



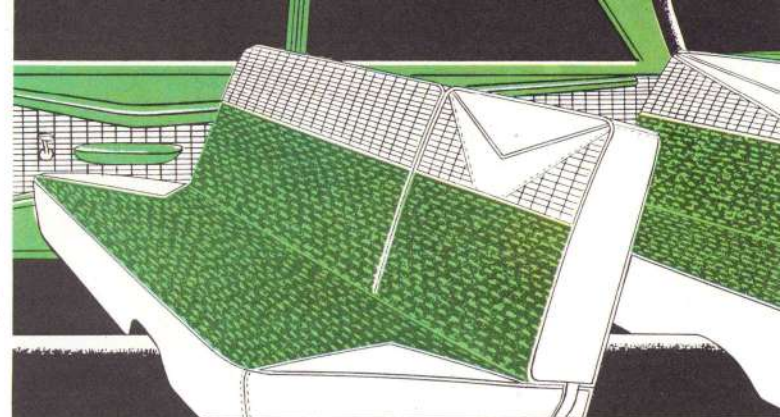
Dramatic, New Panel Styling!

The terraced design of the Diplomat instrument panel is something entirely new. The controls are mounted on the recessed lower section. The push buttons for the transmission and heater are located on the leading edge of the upper panel. On the next level are the gauges, with the speedometer, set back and above, crowning the ensemble. The canopied speedometer has translucent glass the light shines through and is lighted for night driving. Ash receiver and large glove compartment are in the lower panel.

Pacemaker PERFORMANCE!

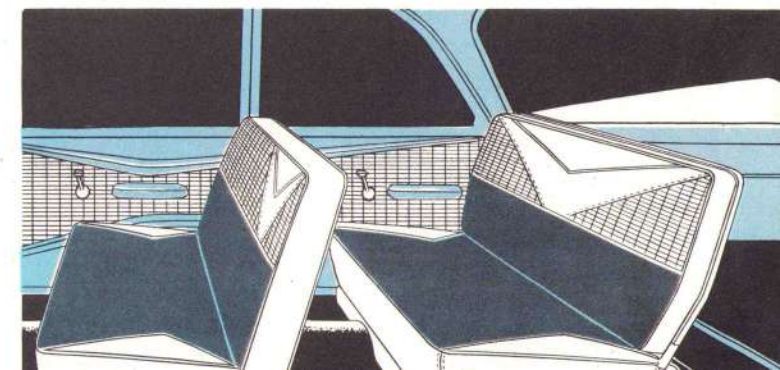
Torsion-Aire suspension; Total-Contact Brakes; the revolutionary, new Body construction; PowerFlite and TorqueFlite transmissions; Constant-Control Power Steering, Power brakes, Power seats, Power window lifts, and vacuum door locks; and the excellence, efficiency, and economy of the Diplomat engines, are some of the many engineering features that make the performance of the DeSoto Diplomat the Finest Driving Car in the World in its class.

The door panels, with a distinctive design on each Series, are beautifully sculptured and the styling motif is carried out on the design of the two-tone, color-keyed interiors. On the right is the smart, luxurious Diplomat interior styling.



Diplomat Club Sedan

The Diplomat Station Wagons have the same beautiful, distinctive exterior design as the other models of this distinguished Line. Below is illustrated the smart new interior styling of the 4-door model.



Diplomat 4-Door Station Wagon

The Outstanding Engineering Achievement for 1960—the new INTEGRATED BODY featured on the DeSoto Diplomat!

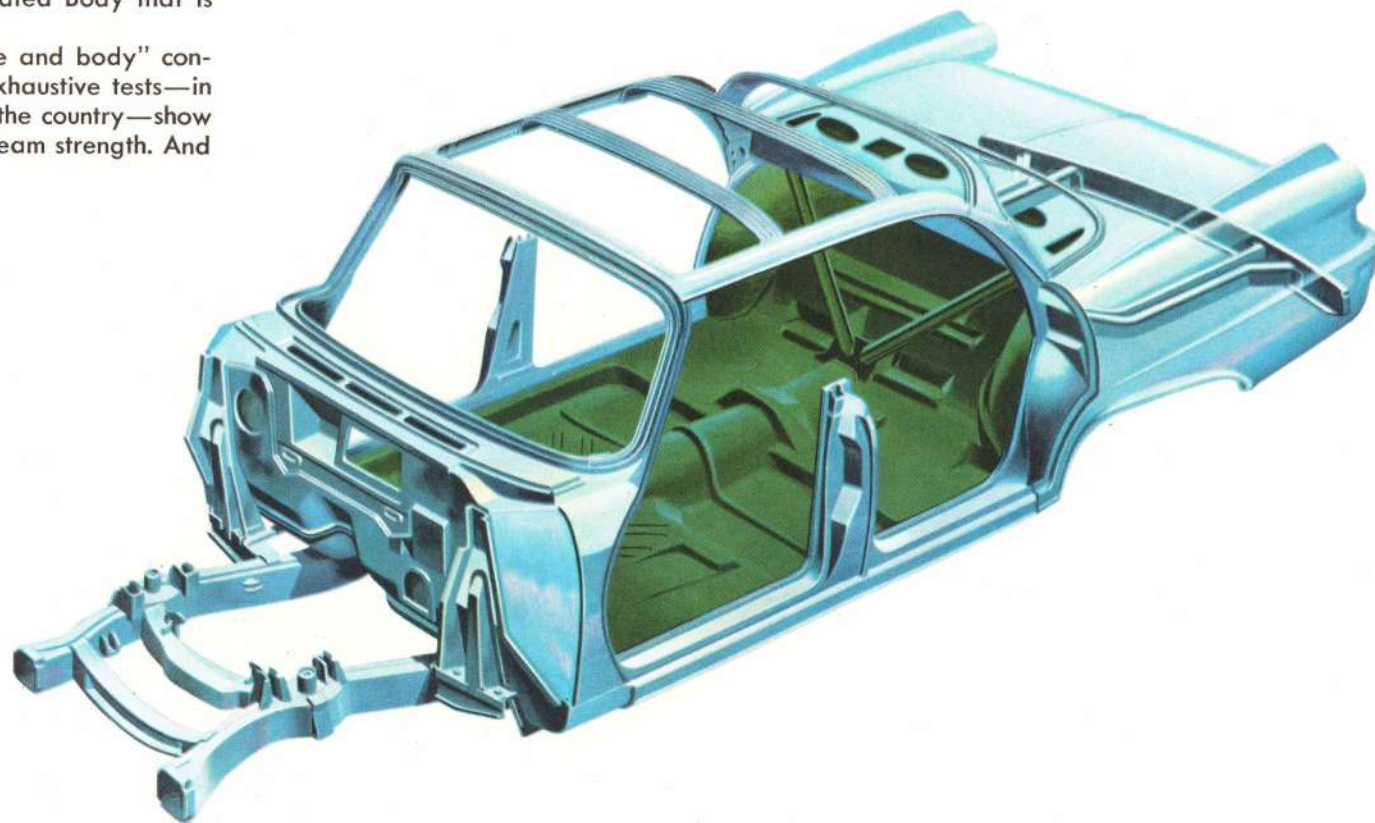
Another great engineering achievement that adds new luster to *the engineering leadership* of Chrysler Corporation is the remarkable new Integrated Body that is featured in the 1960 DeSoto Diplomat.

The new design has many superiorities over the former "frame and body" construction. Strength, rigidity, and impact protection, for instance. Exhaustive tests—in the laboratories, at the Proving Grounds, and in every section of the country—show that it is 100% greater in car twist rigidity, and 40% greater in beam strength. And this superior strength and ruggedness endures far longer than the former type of construction.

The new body structure literally tunes the car to the road to create unsurpassed roadability and maneuverability—a thrilling new driving experience of completely commanding a great performing automobile.

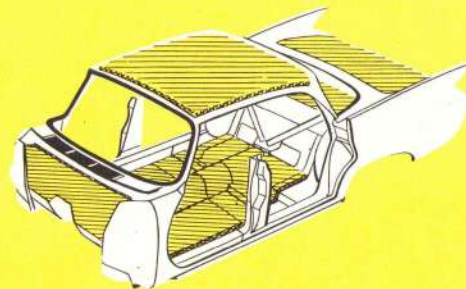
The new design permits lowering the floor structure, which provides greater roominess in both compartments. Also, the seats are higher for better support and a more natural sitting position. The door posts have been relocated to give more passageway, and the doors open almost ninety degrees so you can get in and out easily.

Remarkable results have also been achieved in almost totally excluding road, body, engine, and power train noises and vibrations. The new body is the most thoroughly insulated, completely sealed, and thoroughly rust-proofed body we have ever built. It is the finest automobile body ever designed and we would welcome the opportunity to have you ride in—and drive the car at your convenience. We know you will enjoy it.



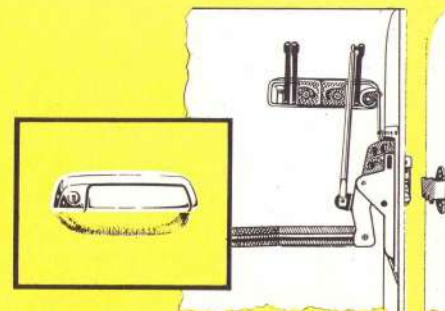
FOOT PEDAL PARKING BRAKE

Merely push the Foot Pedal to set the independent parking brake. Release lever is located below the dash panel on the left.



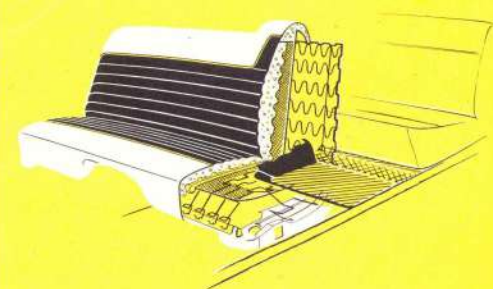
UNBELIEVABLE QUIETNESS

Greater use of more efficient insulating material on the floor, dash panel, cowl, hood, and roof result in unbelievable quietness.



NEW DOOR LATCHES

The wide doors open almost 90 degrees. They have new safety latches, flush-type handles, and two-position door checks.



GREATER RIDING COMFORT

Higher seats, greater crown on the seat backs, more foam rubber, and built-in foot rests provide greater riding comfort.



TORSION-AIRE RIDE

Let us prove to you that the Diplomat Torsion-Aire Ride is the smoothest and most relaxing ride you have ever experienced.

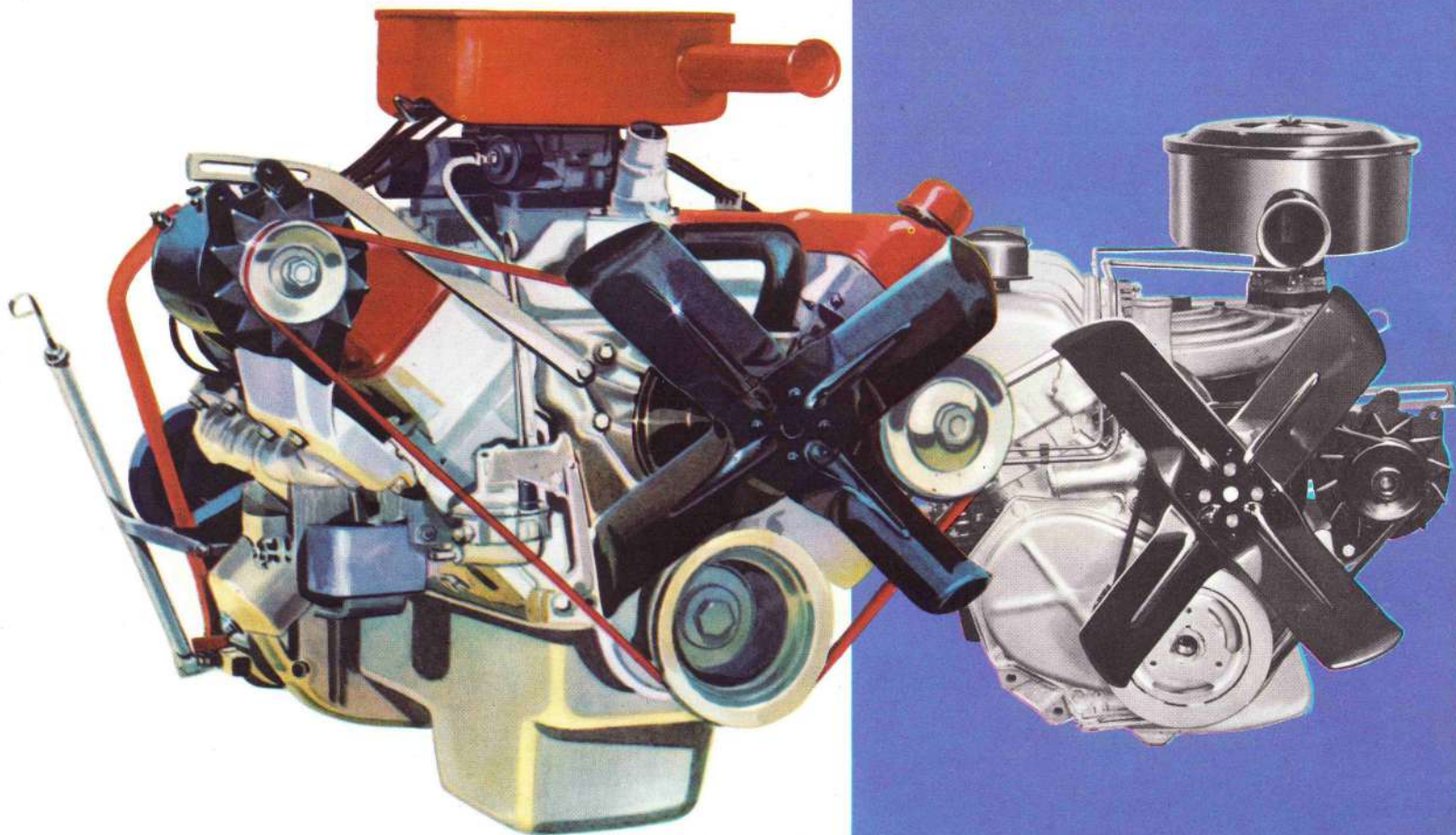
FOUR GREAT ENGINES

For your beautiful 1960 DeSoto Diplomat, you have your choice of 4 great engines—three V-8s—and the sensational, all new DIPLOMAT SIX, which has *Performance* and *Economy* of new, higher standards never before obtained with a six cylinder engine of comparable size.

The new engine is mounted under the hood at a 30 degree angle, with the six cylinders in line. It has a deep-skirted cylinder block for great rigidity; new manifold system; and many other new design features that give it such remarkable *Performance* and *Economy* characteristics. Bore is 3.40 in.—Stroke 4.125 in.—Compression Ratio 8.5 to 1 (7.4 to 1 optional)—Displacement 225 cubic inches.

This new DIPLOMAT SIX is Standard where your preference is a six cylinder engine. If you prefer a V-8 engine, the 318 cubic inch engine, with 9.0 to 1 compression ratio and 2- or 4-barrel carburetor is Standard.

The D500 383 cubic inch V-8 is optional on all Series. And the Super D500 V-8 with Ram Induction is available only on the Diplomat-Custom Series and Police Cars.



SPECIFICATIONS

ENGINES—DeSoto Diplomat D500 V-8: 90° V. Valves inclined in-line overhead. Bore, 4.25-in. Stroke, 3.38-in. Piston Displacement, 383 cu. in. Compression Ratio, 10.0 to 1. Single 4-barrel carburetor. Dual Exhausts. Diplomat Super D500 V-8: Dual 4-barrel carburetors. Special camshaft. Ram manifolds. Diplomat Red Ram V-8: Overhead Valves—90° V. Bore, 3.91-in. Stroke, 3.31-in. Displacement, 318 cu. in. Compression Ratio: Standard, 9.0 to 1; Optional, 7.5 to 1. High intensity camshaft. Adjustable valve tappets. 2-barrel Carburetor. Standard on Diplomat and Diplomat-Deluxe. Diplomat Red Ram V-8 with 4-barrel carburetor. Standard on Diplomat-Custom. All new inclined 30° to vertical Diplomat "6" Engine: In-line Overhead Valves. Bore, 3.40-in. Stroke, 4.125-in. Piston Displacement, 225 cu. in. Compression Ratio: Standard 8.5 to 1; Optional, 7.4 to 1. Deep skirt cylinder

block. Single rocker shaft. Counterbalanced drop-forged crankshaft with vibration dampener. Adjustable valve tappets. Chain driven camshaft. 6-long branch intake manifold. Single-throat down-draft carburetor with automatic choke. Many component parts of new light weight alloy construction. All engines—new vertical shear-type double sandwich front engine mountings. Replaceable paper-element air cleaner.

FUEL SYSTEM—Automatic choke. Fuel filter in gas tank. Extra fine ceramic filter at carburetor on V-8 engines.

ELECTRICAL—12-volt system. 35 amp. generator Automatic voltage and current control. Lighting circuits protected with circuit breaker. Resistor-type spark plugs. Dual head-lamps standard. Ignition key starter switch.

COOLING—Permanent by-pass temperature control. Full-length water jackets except on "V-8—318".

Pressure vent radiator cap. Radiator capacity: "V-8"—20 quarts. "6"—14 quarts. "D-500"—15 quarts.

LUBRICATION—Full-pressure system. Rotor-type oil pump. Wax interliners in rear springs.

TRANSMISSION—3-Speed Manual Shift, Standard. PowerFlite (2-speed automatic) available on V-8 models as Special Equipment except with 383 cu. in. engine. TorqueFlite available all V-8's, new 3-Speed Automatic available 6-cylinder models, Special Equipment. Sure-Grip Differential, Special Equipment.

CHASSIS—Double-channel, arc-welded, box-type, with unitized body construction. Stub frame in front.

SUSPENSION—Torsion bar front springs with ball-joint suspension. All components rubber isolated. Semi-elliptical 2½-in. wide rear springs. Oriflow shock absorbers. Symmetrical idler arm steering.

Constant-Control Full-Time Power Steering available as Special Equipment.

WHEELS AND TIRES—14-in. Safety-Rim wheels. Tire size, 7.50 x 14. 9-passenger Suburban, 8.00 x 14. Tire inflation, 22 lbs. on 6 cylinder and 24 lbs. on V-8 models. Tubeless Tires, Standard. White Sidewall Tires, Special Equipment.

BRAKES—Hydraulic 11-in. Total-Contact brakes. Floating, uniform-pressure brake shoes. Cyclebond, rivetless brake linings. Independent foot operated parking brake. Power brakes available as Special Equipment.

DIMENSIONS—4-Door Sedan: Wheelbase, 118-in. Overall length, 208.6-in. Overall width, 78.6-in. Front tread, 61.8-in. Rear tread, 59.8-in. Suburban: Wheelbase, 122-in. Overall length, 214.8-in. Overall width 78.6-in.

All specifications, Equipment, Models, Body Types, Ornamentation and Designs are subject to change without notice and without responsibility to Chrysler International, S.A.