

BBDO

FOR **DE SOTO**
DIVISION
CHRYSLER CORPORATION

PUBLIC RELATIONS DEPARTMENT • BATTEN, BARTON, DURSTINE & OSBORN, INC., PENOBSCOT BLDG, DETROIT 26, MICHIGAN • WOODWARD 5-0620

NEWS

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RELEASE: After 6 P.M. (EST)
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DE SOTO ADVENTURER

SPECIFICATIONS

BODY STYLES -

Modified Fireflite Sportsman Coupe

ENGINE -

Fireflite...Modified S-24

90°, Overhead valves, Bore & Stroke 3.78 x 3.80, Compression Ratio 9.25 to 1, Displacement 341 cu. in., Brake Horsepower 315 at 5200 r.p.m.

ENGINE FEATURES -

Engine---Cast Iron Cylinder Block; 3 mounting points; Hemispherical combustion chamber; Laterally inclined valves; Cast iron cylinder heads; Aluminum alloy pistons, with steel belt for thermal control, modified slipper type design with elliptical turned skirt, tin plated finish; 3 iron piston rings, High manganese steel piston pins; High manganese forging steel connecting rods with Babbitt on steel precision bearings; Drop forged steel crankshaft shot peened for added strength, with dynamic torsional vibration damper; Silicon-chromium steel valves. Special heavier valve springs. Special camshaft. New steel-beaded head gasket & intake manifold gasket. New intake manifold. New dual intake air silencer & cleaner assemblies.

FUEL AND LUBRICATION SYSTEM -

Twin down-draft four barrel carburetors. Modified throttle linkage. Integral automatic chokes; vacuum-operated secondary draft systems. Automatic intake manifold heat control; mechanical fuel pump. Full pressure lubrication to all moving parts; Shunt type oil filter; oil-bath air cleaners; Fuel filter in gas tank with additional ceramic filter at carburetors. Gas tank capacity 21 gal., Crankcase capacity 4 qts. Premium fuel recommended.

COOLING SYSTEM -

Thermostatic by-pass temp. control. 6 blade fan. Full length water jacket cooling. Water capacity 23 qts.

(Adventurer Specifications -2)

ELECTRICAL SYSTEM -

Twelve volt electrical system; 30 amp. generator; 11 plate, 12 volt battery, 60 amp. hr. capacity. Special spark plugs.

DISTRIBUTOR -

Single breaker type; mechanical and vacuum-operated automatic advance.

CHASSIS -

Heavy, box-section side rails. Heavy, double construction front cross-member. Anti-roll type front suspension, with coil springs and torsion rod type stabilizer. Heavy duty front and rear springs. Heavy duty Oriflow shock absorbers for maximum ride control; sea-leg mounted at rear, inside coil springs at front.

STEERING -

Symmetrical idler arm type with equal length tie rods. Mechanical worm and three-tooth roller, 5 1/2 steering wheel turns stop-to-stop. Power Full-time assist, rack and sector with recirculating ball nut, 3 1/2 steering wheel turns stop-to-stop. Power steering available as optional equipment.

POWER BRAKES - (Standard Equipment)

New Center-Plane type for maximum effectiveness and long, trouble-free life. 12" diameter, 2 1/2" shoes on all wheels, 251 sq. in. lining area. Front brakes equipped with two actuating cylinders. Parking brake on drive shaft; easy-action, self-energizing, internal-expanding type.

TRANSMISSION - (Standard Equipment)

Fully automatic three speed with planetary gear seats. Torque converter ratio 2.7 to 1. Combined ratio for breakaway - 6.63 to 1. Kickdown ratio - 1.45 to 1.

REAR AXLE RATIOS -

3.54

WHEELS AND TIRES -

Safety Rim Wheels, Aluminum anodized gold wheel covers and 7.60 x 15 White sidewall tires, standard equipment.

WHEELBASE -

126"

OVERALL LENGTH, WIDTH AND HEIGHT -

Length - 220.9

OVERALL LENGTH, WIDTH, AND HEIGHT - Cont'd.

Width, 78.3"

Loaded Height: 59.9"

Overhand Front - 36.6"; Rear - 58.3"

TREAD -

Front, 60.4"; Rear 59.6"

EXTERIOR PAINT COLORS

Adventurer Gold with Black or White

EXTERIOR TRIM

Aluminum mesh grille to be anodized gold.

"V" grille medallion to be anodized silver.

Name "Adventurer" on rear quarter panels in script.

New "Forward Look" medallion with checkerboard background to be mounted on front fenders.

Hood air-scoop medallion to be modified with checkerboard background.

Seat and back bolsters in gold metallic finish.

Seat cushion and back inserts in brown tweed.

Trim panels trimmed in gold vinyl and tweed body cloth material.

Carpet: Black with gold Mylar flecks.

Instrument panel insert to match gold of seats.

Steering wheel to be white with gold grips.

STANDARD EQUIPMENT

Black instrument panel top crash pad and chrome windshield garnish moulding.

Dual exhaust and extensions.

Dual rear radio antennae.

Dual outside mirrors on front fenders.

Power brakes.