



DIVISION OF CHRYSLER CORPORATION

P. O. BOX 1628 • DETROIT 31, MICHIGAN

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TO ALL DE SOTO DEALERS:

SUBJECT: DE SOTO CORONADO

The 1955 Coronado is on its way! And this year, more than ever, the De Soto Coronado affords your new car prospects the opportunity to express their individuality and discrimination of taste for a modest price.

The 1955 Coronado will be built in one body style (Fireflite 4-Door Sedan). To set it apart as a distinctively different De Soto, the Coronado will be offered with a dramatically new 3-tone exterior color treatment; available in any combination of 3 basic colors: Coronado Aqua, (a new, specially blended pigment), Black and Surf White. Roof, body and Color Sweep (standard equipment on the new Coronado) may be ordered in any combination of these 3 basic Coronado colors.

Coronado interiors have been executed with a lavish hand. Smart, linen finish vinyl headlining, rich, genuine leather bolsters, and luxurious nylon matelasse upholstery all perfectly color keyed, in Coronado Aqua and Surf White, to the dramatic exterior 3-tone color styling.

During the next few days you will receive a special Coronado announcement brochure illustrating the magnificent color styling and describing the extra features of the 1955 Coronado.

The new Coronado deserves, and will get, powerful advertising support. It will be featured on TV and radio, and in national magazines in full color.

We have attached special Coronado order blanks and price list for your immediate use. As production will be determined by the number of orders we receive from you, it is of extreme importance that we have your Coronado orders as quickly as possible. Make out your Coronado orders now! Get them in the mail today!

The 1955 Coronado is a striking addition to the most smartly styled line of automobiles in America today, and offers to every De Soto dealer the competitive sales advantages for stepped up volume and increased profit.

Very truly yours,

*J. B. Wagstaff*

J. B. Wagstaff,  
Vice President  
In Charge of Sales

# DE SOTO DIVISION

CHRYSLER CORPORATION

Feb. 14, 1955

## CONFIDENTIAL BULLETIN

No. H7-A

TO ALL DE SOTO DIRECT DEALERS (Except in the State of Texas):

Following is the Wholesale Price at Factory, Detroit, Michigan, Factory Retail Price at Factory, Detroit, Michigan, Suggested Price to Associate Dealers and the Distribution, Excise and Handling Charge for the Coronado Package when installed at the factory.

	Factory Retail Price at Factory, Detroit, Michigan	Wholesale Price at Factory, Detroit, Michigan	Suggested Price to Associate Dealers	Distribution Excise and Handling
Coronado Package . . . . .	\$ 172.00	\$ 130.00	\$ 136.50	\$ 13.00

Coronado  
Package  
for  
1955  
S-21  
Fireflite  
DeSoto  
4-Door  
Sedan

Consisting of following special equipment items:

- Special Trim
- Special Paint (3-Tone)
- Color Sweep
- Sun Cap Visor

The above package is available in the color combinations shown as follows:

Paint Code	Roof Panel	Lower Body	Color Sweep	Trim
430	Black	Coronado Green	Surf White	( Turquoise Cloth and Ivory Leather Code 477
431	Black	Surf White	Coronado Green	
432	Surf White	Coronado Green	Black	
433	Surf White	Black	Coronado Green	
434	Coronado Green	Black	Surf White	
435	Coronado Green	Surf White	Black	

NOTE: The Coronado Package will be designated by body type Code 45 on shipping orders and invoices.

The foregoing Retail, Wholesale and Suggested Price columns do not include any State and/or local taxes, Distribution, Excise and Handling charge or transportation charges.

ALL PRICES, ALLOWANCES, CHARGES AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

J. B. WAGSTAFF  
Vice President  
In Charge of Sales  
DE SOTO DIVISION

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