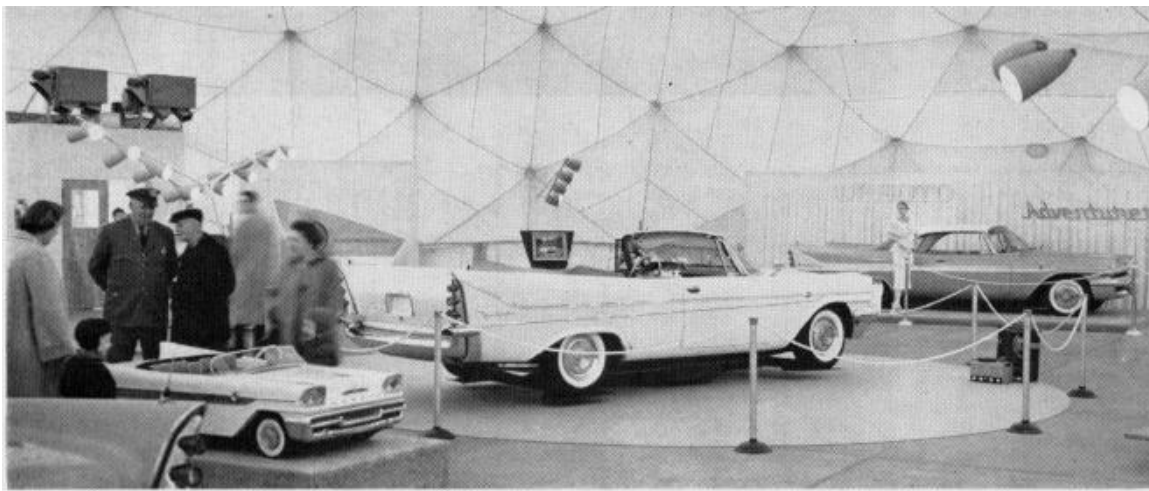


# 1958 DeSoto Firemite Convertible

The Forward Look... even today there is a certain amount of excitement generated by those words. Chrysler Corporation needed something to bring the product lines up to a competitive level. The Forward Look theme certainly did that. The DeSoto division was determined to make the most of it when it introduced the FIREMITE in 1958. It was a limited production (325 made) rear-engine sports car aimed at what would today be called the yuppie market. In the best sporting tradition, it was available only as a two-seat convertible. Pure harmony of style permeated the long low lines of the Firemite. The car is 33" wide, 6'2" long, and 29" high, with semi-pneumatic whitewall tires, and weighs in at almost 300 lbs.



The DeSoto Division absorbed the tooling and production costs and offered the car to its dealership network at a pricey \$350. Suggestions were given to the dealers for promoting the Firemite such as holding raffles or give a Firemite away when a full-size DeSoto was sold. Many DeSoto dealers did use the Firemite to promote the introduction of the 1958 DeSoto in their showroom. It didn't seem to work. DeSoto sales fell an astounding 60% from the previous year's stellar performance.





**In some ways, the DeSoto Firemite Junior car, with its Spanish Gold colorsweep and original Adventurer upholstery, was a bigger hit than the real thing. Even TV stations used the Firemite for their own publicity and promotional purposes.**

**This Chrysler Authorized Mopar miniature, for precocious children, is today considered very rare and perhaps as collectible as the full size 1958 DeSoto Adventurer convertible---maybe even more so.**



**This is the only known remaining example with a fiberglass body (another example with a plastic body also exists).**