

*Cadillac*  
1971

*Cadillac*

1971

**Introducing the New Look of Leadership.**

Clearly, the completely restyled Cadillacs for 1971 are destined for an honored position among the great classic cars of all time. For there's new boldness and excitement in each of the nine members of this distinguished family—from the stately Fleetwood Seventy-Five Limousine to the investment-value Calais, including a new addition to the family, the elegant Eldorado Convertible. Beneath their sculptured beauty you will discover new luxuries, new conveniences, new performance features and new engineering innovations that contribute with equal brilliance to your motoring pleasure. In total, these new Cadillacs impressively reaffirm the traditions of leadership that have long made Cadillac the Standard of the World. You're invited to experience for yourself all the qualities that make a 1971 Cadillac the most satisfying car in the world of luxury motoring.



## FLEETWOOD SIXTY SPECIAL BROUGHAM

A magnificent expression of Cadillac leadership, the Fleetwood Brougham epitomizes the elegance, luxury and dignity that have long been hallmarks of Cadillac. From the jewel-like grille to the sculptured rear deck—everything is dramatically new and different for 1971. The new padded vinyl top is molded and carried smoothly to the body contour line. The windows are now almost flush with the sleek, classic roof line and newly sculptured side contours. And available in 1971 are handsome new exterior opera lights that add a distinctive touch to the roof panel. The interior elegance of this majestic motor car is equally impressive. You will enjoy the feeling of greater spaciousness—there is more shoulder room and glass area. You will discover plush new fabrics and leathers, the rich look of oriental tamo wood, a beautiful new instrument panel and a wealth of thoughtful considerations. And with its longer wheelbase, Dual Comfort front seat, Automatic Level Control plus a wide array of comfort and convenience features, you are assured of a ride that is unmatched for smoothness and relaxation. This is motoring that is respected wherever excellence is a way of life.

Fleetwood Sixty Special Brougham in Oxford Gray with Black padded vinyl roof.



## FLEETWOOD SEVENTY-FIVE

Truly without compare in dignity, distinction and dimensions, the Fleetwood Seventy-Five nine-passenger Sedan and Limousine are the most aristocratic of all Cadillacs. And they are completely new for 1971. The superiority of these magnificent motor cars begins with their unique design: They are the only limousines built in the land that are specifically designed as limousines. The extraordinarily long wheelbase gives them more than a regal bearing; it also provides unusual roominess and an incredibly smooth ride. Inside there's a sumptuousness, a concern for comfort and privacy that defies emulation. The limousine has a glass partition which encloses the chauffeur's compartment, to give added privacy to rear-seat passengers. There are separate Automatic Climate Control Systems for driver and rear-compartment passengers. Automatic Level Control keeps the Seventy-Five level even with a full load. And for the first time, Cadillac's AM/FM signal-seeking stereo radio is available in the Seventy-Five. So convincingly do the Seventy-Fives show Cadillac leadership in the limousine field, they're held in unmatched esteem wherever they appear in the social and business worlds.

Fleetwood Seventy-Five Limousine in Empire Maroon Firemist with Black padded vinyl roof.



# FLEETWOOD SIXTY SPECIAL BROUGHAM

## INTERIORS & FEATURES

The elegant Dante Cloth, a richly detailed matelasse upholstery, is used in combination with leather. Shown in Dark Blue, it is available in four other colors. You can also choose an interior of Daphne Cloth in any one of four colors, or a Sierra grain leather upholstery in any one of ten colors. Door inserts are accented with the rich look of oriental tamo wood. The matching instrument panel adds to the tasteful beauty of the Brougham interior.



Dual Comfort front seat (shown for left) provides separate adjustment for the driver's section and the wider passenger section. It is standard on the Brougham, and available on DeVille models. Here you see the new fabric, Daphne Cloth, a plush combination of pillows and piping embellished with pique stitching scrollwork on the top pillow. Shown in Medium Gray, it is also available in Medium Blue, Jade and Medium Beige.

The elegant new opera light (shown near left) available on the Brougham and Seventy-Five, adds to the opulence that characterizes this magnificent motor car. The Sierra grain leather upholstery, shown in Dark Blue, can be obtained in nine other colors.

Rear-seat reading lights and carpeted footrests typify the many standard comfort and convenience features of the Brougham.

# FLEETWOOD SEVENTY-FIVE

## INTERIORS & FEATURES

Luxurious Daphne Cloth, a new fabric embellished with pique stitching scrollwork on the top pillow, is shown in Medium Beige in this Seventy-Five interior. It is also available in beautiful, subdued Medium Gray. Or, you can select the combination of Dante matelasse cloth and leather upholstery, in Black or Dark Blue. The chauffeur's seat in the limousine is done in finely piped Black Leather.



Full-width folding seats provide space for three additional passengers in the Seventy-Five Sedan and Limousine.

Rear controls on the right-hand side of the passenger compartment permit you to lock the doors, raise or lower the windows, turn on the reading lights, activate the Automatic Climate Control, tune the radio and, in the limousine, raise or lower the glass partition. The corresponding left-hand side unit features a storage case. Both units have sliding doors and are lighted for nighttime convenience.

Right-side remote-control mirror is adjustable from the driver's position. Standard on the Seventy-Fives, it is available on all other models.



# FLEETWOOD ELDORADO COUPE

For 1971, Eldorado comes to you completely restyled—from its proud new standup hood wreath and crest to its beautifully beveled rear deck. Unquestionably the world's most elegant personal car, Eldorado's distinctive individuality sets it apart from all other fine cars. The small, distinctive new coach windows—an Eldorado exclusive—add to its classic, personal car appearance. The luxurious interior, endowed with the finest comforts and conveniences, is unmistakably Cadillac in every detail. The new Eldorado not only looks like a leader, it acts like a leader. It has a new frame, new suspension and longer wheelbase for a smoother ride. And with its exclusive 8.2 litre V-8 engine (500-cubic-inch displacement), front-wheel drive, improved variable-ratio power steering, Automatic Level Control, front disc brakes and, if you wish to order, Track Master (Cadillac's computerized rear-wheel skid-control braking system), Eldorado offers driving pleasure of the first magnitude. Make this your year to discover the one car that stands unique in the world of personal luxury motoring. Eldorado by Cadillac.

*Fleetwood Eldorado Coupe in Bavarian Blue Firemist with Dark Blue padded vinyl roof.*



# FLEETWOOD ELDORADO CONVERTIBLE

There is now, for the very first time, an all-new companion model to the elegant Eldorado Coupe—the youthful and glamorous Eldorado Convertible. Rarely is such an exciting personal car introduced to the motoring world. The only luxury convertible built in America, this Eldorado comes equipped with yet another impressive feature: a new inward-folding Hideaway Top, engineered to fold behind the seat when lowered, providing full-width room for three passengers in the rear seat. And there is no sacrifice of valuable luggage space in the trunk. But you have to get behind the wheel of this long, graceful automobile to fully appreciate its many qualities—like the richness of soft, pliable Sierra grain leather upholstery, the spirited performance of the largest engine to power a production passenger car, the precise handling of improved variable-ratio power steering and front-wheel drive. Only Eldorado combines such tasteful individuality and youthful sportiness in one great personal car.

Fleetwood Eldorado Convertible in Pewter Firemist.





# FLEETWOOD ELDORADO

Soft, pliable leather upholstery, shown here in Antique Pewter, is available in a total of ten colors. Leather is standard in the convertible but also makes an excellent choice for the coupe. Additionally, you can select for the Eldorado Coupe, Dorado or Dalton Cloth upholstery, both shown on the opposite page, each offered in four beautiful colors.





Dorado Cloth, a smartly tailored luxury fabric, is available in the Eldorado Coupe in Medium Blue, as shown, and in Black, Dark Jade and Maize.

A smooth rich fabric, Dalton Cloth, makes a beautiful upholstery for the Eldorado Coupe. Shown in Dark Blue, you can also select Medium Aqua, Beige or Heather.



The side view of the Eldorado Coupe (far left) features the distinctive new coach windows that accentuate the classic appeal of the world's most elegant personal car.

One of the distinctive new features of the Eldorado is the glistening standup Cadillac wreath and crest on the hood (upper center), which adds a distinguished touch to the front appearance. It is designed to yield under pressure to resist damage. Dashing new accent stripes, in your choice of eight colors, enable you to further personalize your Eldorado.

With the newly designed steering wheel (lower center) the driver can sound the horn by pressing any portion of the padded center area.

There has never been anything like the Eldorado Convertible's new inward-folding Hideaway Top. When it's up, the top is smooth and taut. When it's lowered, the unique new frame folds inward, behind the seat, to provide full-width seating in the rear and a smooth, near-flush boot.

## COUPE DE VILLE

Long a great favorite among fine-car owners, the completely restyled Coupe deVille for 1971 is a youthful and beautiful way to enjoy Cadillac luxury and leadership. Its tasteful appointments and deep-seated comfort are matched by the quality of its performance and ease of operation. Cadillac's proven 472-cubic-inch V-8 engine with its closed cooling system responds easily and smoothly to all your power needs. Improved variable-ratio power steering provides precise and predictable handling. The body, chassis, engine and brakes have been engineered to give you a smoother, quieter, more confident ride. And for even greater driving pleasure, you can add Automatic Climate Control, Cruise Control, driver-operated right-side mirror, Tilt and Telescope steering wheel, your choice of three radios including the new AM/FM stereo radio with integral tape player, plus many other Cadillac convenience innovations. On the DeVilles, as with all 1971 Cadillacs, there are new front bumpers with integrated guards for greater impact and parking protection. Only when you experience driving a DeVille will you realize why it's so popular with discriminating motorists everywhere... and why Cadillac owner loyalty is the highest in the land.

Coupe deVille in Casablanca Yellow with Dark Brown vinyl roof.



# SEDAN DE VILLE

The most popular of all Cadillacs, the Sedan deVille is enjoyed by more motorists than any other single luxury model in the world. There are many reasons why this tradition will continue in 1971. Its distinctive lines mark it unmistakably as a Cadillac. The startling new styling of the 1971 DeVilles includes broad, handsome stainless steel rocker moldings that extend from the front wheel well, through the length of the automobile . . . a brilliant example of Cadillac distinctiveness. Four-door roominess and an elegantly appointed interior welcome you to a world of supreme motoring luxury. For added comfort and convenience, you will appreciate Cadillac's new door-release handles, new flow-thru ventilation system, more convenient ashtrays and lower profile seat backs. You can equip your DeVille with a Dual Comfort power front seat, power door locks, and Cadillac's new front and rear lamp monitors incorporating a warning light that will even tell you when the level of your windshield washer fluid is low. All this plus Cadillac's spirited performance makes driving the DeVille a most relaxing yet stimulating experience. Like all Cadillacs, it is available in twenty-one colors, including seven tasteful Firemist finishes. In any color, the DeVille is an excellent choice and clearly reflects your sound judgment.

Sedan deVille in Sausalito Green Firemist with Dark Green vinyl roof.





# DE VILLE

## INTERIORS & FEATURES

Debonaire Cloth with leather and vinyl trim makes a very handsome interior for the DeVille. Adding to its appeal, there is an elegant leaf design in pique stitching in the back cushion. Shown in Jade, this fabric is also available in Dark Blue and Medium Beige. You can also select your DeVille upholstery from five Dunbar Cloth choices and ten colors in Sierra grain leather. The upper door inserts, with matching instrument panel insert, are a new Florentine-textured metal, exclusive to the DeVille series.





The rich, Sierra grain leather upholstery, shown in White, is dramatically set off with contrasting carpet and instrument panel. It is available in eleven other trim combinations.



Luxurious Dunbar Cloth, shown in Medium Maize, is also available in four other colors. Wide center armrests in both front and rear seats typify Cadillac's many comfort features.



New wheel discs and new stainless steel rocker moldings (far left) combine the look of elegance and substance—so typically Cadillac. Newly styled whitewall tires add a special flair of their own.

New front bumpers (left) with gracefully integrated vinyl guards offer greater impact and parking protection.

New, slimmer windshield pillars (lower left) enhance the view. The new rearview mirror is bonded to the windshield of all 1971 Cadillac models.

New mist-control position (lower center) has been added to Cadillac's windshield wiper system. A single sweep removes mist and light rain deposits.

New flow-thru ventilation system (left) utilizes air-outlet louvers located on the rear deck. The system assures a continuous movement of air through the passenger compartment.



# CALAIS COUPE & SEDAN

The Calais is the easiest step to experiencing the pride and pleasure of Cadillac ownership. The brilliant new Cadillac styling and elegant interior appointments, the long wheelbase, the big Cadillac engine and increased-capacity brakes—these and other outstanding features mark the Calais as a true luxury car. And because Cadillac leadership goes beyond looks and performance, there's no stinting on conveniences. Features such as power windows, variable-ratio power steering, power front disc brakes, Turbo Hydra-matic transmission, front center armrest, electric clock, remote-control outside mirror, automatic parking brake release, the new inside hood release and a rear deck lid that you can unlock and open with one hand—all standard on Calais—usually cost extra, if available at all, on cars of lesser stature. And you can individualize your Calais with a wide variety of accessories, options and tasteful colors. All things considered—including original cost, economy of operation and long-lasting value—the Calais is certainly an extraordinary investment in luxury motoring.



Calais Coupe in Adriatic Turquoise.



Calais Sedan in Duchess Gold.



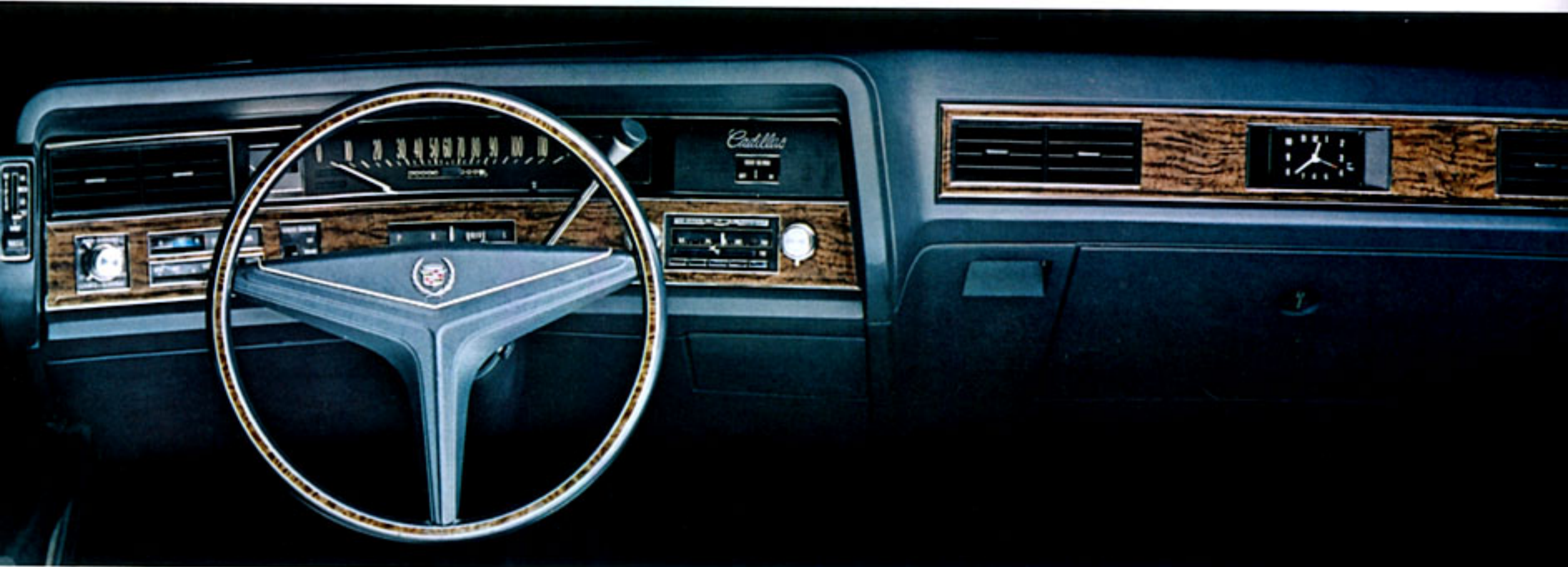
Darlington Cloth, a satin-finish fabric tailored with vertical piping and a horizontal vinyl insert, gives the Calais interior a look of luxury that you expect only in a Cadillac. Shown in Medium Aqua, you can also choose from five other colors. Or, if you prefer, two equally beautiful all-vinyl interiors are available. With either type interior, the door features a matching leather-textured vinyl insert and chrome frame.





# CADILLAC LUXURIES FOR YOUR PERSONAL PLEASURE

Cadillac's wide array of options and accessories makes it easy for you to individualize your Cadillac for your complete motoring pleasure. No other luxury car can be more personally yours.



With the new, totally redesigned, more gracefully curved instrument panel, you can clearly see all the important gauges, including the newly available windshield washer fluid-level warning light and the slightly canted new electric clock. You can also easily reach the light switch, wind-

shield wiper control, the larger glove box and the repositioned ashtray. Similarly, such available features as the radio of your choice, Cruise Control, Automatic Climate Control and the illuminated rear-window de-fogger switch are easy to adjust as you drive.

Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Firemist finishes, white sidewall tires, vinyl and leather interiors, Automatic Level Control, power door locks, Tilt and Telescope steering wheel, Cruise Control, Twilight Sentinel, Automatic Climate Control, six-way seat adjuster, right-hand remote-control, outside rearview mirror, lamp monitors and vinyl tops. Many additional options are described on these pages. See your Cadillac dealer for complete availabilities and prices.

**THREE CADILLAC RADIOS.** Choose from an AM/FM radio with front and rear speakers, the marvelous fidelity of Cadillac's AM/FM signal-seeking stereo radio with four speakers, and an all-new AM/FM push-button stereo radio with an integral eight-track tape player and four speakers. All Cadillac radios feature a new ten-station tuner, which permits selection of both an AM and an FM station with each of the five pushbuttons. On the signal-seeking model, "stereo-only" stations may be selected.



AM/FM SIGNAL-SEEKING STEREO RADIO



STEREO TAPE PLAYER



RADIO FOOT CONTROL

**STEREO TAPE PLAYER.** Available with the AM/FM pushbutton radio or the AM/FM signal-seeking stereo radio is an eight-track cartridge tape player that's installed under the instrument panel.

**RADIO FOOT CONTROL.** Available with Cadillac's signal-seeking radio, it permits you to change stations by a tap of your toe.



AM/FM STEREO RADIO WITH INTEGRAL EIGHT-TRACK TAPE PLAYER



**AUTOMATIC CLIMATE CONTROL.** This combined heating and cooling unit—with greater capacity for 1971—lets you select and maintain, with a single setting of the thermostat dial, the interior temperature of your choice. No resetting is needed, regardless of outside temperature.

**CRUISE CONTROL.** A touch on the fingertip control located at the tip of the directional turn lever, and your Cadillac will automatically maintain any selected speed without using the accelerator pedal. A touch of the brake pedal automatically disengages this unit.



AUTOMATIC CLIMATE CONTROL



CRUISE CONTROL

**TILT AND TELESCOPE STEERING WHEEL.** Adjustable in four directions—up and down or in and out. Swings up for easier exit and entry.

**TWILIGHT SENTINEL.** Turns driving lights on and off automatically as required by light conditions. It also lets you leave headlamps and either cornering lamp on for up to 90 seconds to light your way from the car. There is also a new warning buzzer which tells you when the manual headlight switch has been pulled out and inadvertently left on after ignition is off.



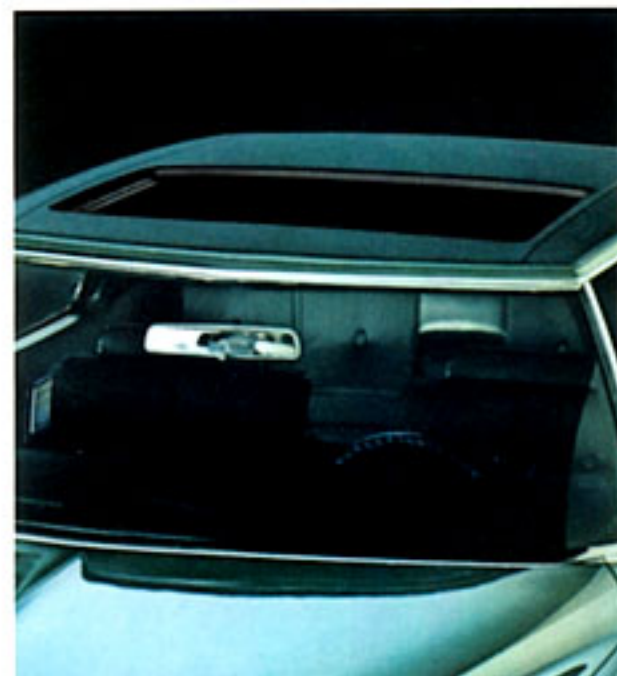
TWILIGHT SENTINEL



LAMP MONITORS

**LAMP MONITORS.** Front monitors tell the driver whether the low- and high-beam headlights, parking lights and front turn signals are functioning properly. A rear lamp monitor tells the driver whether the taillight and stop light/turn signals are functioning. The lamp monitor system includes a special warning light on the instrument panel to tell you when windshield washer fluid level is low.

**ELECTRICALLY OPERATED SUNROOF.** While your Cadillac is moving or standing still, you can, by activating a control switch conveniently located on the instrument panel, automatically open a panel in the roof to let you enjoy the bright sun and open sky. Available on the Fleetwood Brougham and on Eldorado Coupe and DeVille models equipped with vinyl roofs.



ELECTRICALLY OPERATED SUNROOF

**POWER DOOR LOCKS.** Electrical control on each front door (except limousine) locks and unlocks all doors. In coupes equipped with this option, the seat back releases automatically when either door is opened.



POWER DOOR LOCKS

**REMOTE-CONTROL TRUNK LOCK.** Simply by pressing a control button in the glove compartment, you can release and raise the trunk lid. When the trunk lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red light on the instrument panel warns when the lid is unlocked.



REMOTE-CONTROL TRUNK LOCK

**AUTOMATIC LEVEL CONTROL.** Helps keep car level, for best appearance and handling.

AUTOMATIC LEVEL CONTROL

## Safety Features

In 1971, all Cadillacs feature an impressive array of General Motors safety, theft-deterrent and convenience equipment items. Notable among these are: Energy absorbing steering column; Seat belts with pushbutton buckles for all passenger positions; Shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles); Two front-seat head restraints; Passenger-guard door locks with forward-mounted lock buttons; Four-way hazard warning flasher; Dual master cylinder brake system with warning light and corrosion-resistant brake lines; Folding front seatback latches; Three-speed windshield wipers and washers; Dual-action safety hood latches; Remote-control outside rearview mirror; Backup lights; Side marker

lights and reflectors; Parking lamps that illuminate with headlamps; Energy absorbing instrument panel; Padded sun visors; Low-glare instrument panel top, inside windshield moldings, steering wheel hub and windshield wiper arms and blades; Wide-view inside day-night mirror (vinyl-edged, shatter-resistant glass and deflecting support); Directional signal control with lane-change feature; Safety armrests; Thick laminate windshield; Soft, low-profile coat hooks; Padded front and intermediate seatback tops; Anti-theft ignition key warning buzzer; Anti-theft steering column lock; Safety wheel rim; Safety door latches and hinges; Safety steering wheel; Contoured roof rails; Cargo-Guard (except limousine); Side-Guard Beams; Inside hood lock release.



# Cadillac

## Standard Equipment

Your Cadillac provides, as standard equipment, a number of items offered only at extra charge on most other cars. Among them are:

**CADILLAC TURBO HYDRA-MATIC TRANSMISSION** provides instant, smooth response at all speeds, with proven dependability.

**CADILLAC VARIABLE-RATIO POWER STEERING** affords almost effortless parking and cornering and, in highway travel, retains a reassuring feel of the road. (Fixed-ratio on the Seventy-Five models.)

**CADILLAC DUAL POWER BRAKES** for smooth, straight stops; require less pedal effort. Front disc brakes standard.

**CADILLAC POWER WINDOWS** for greater driver and passenger comfort and convenience.

**CADILLAC HEATER AND DEFROSTER** directs an even

flow of controlled warm air to both front and rear passengers, helps keep windshield free of fog and ice. (Automatic Climate Control and rear-window de-fogger are standard on the Seventy-Five Sedan and Limousine.)

**AIR CLEANER**, dry-pack.

**ARMRESTS**, center, front and rear on DeVille models and Fleetwood Sedans; front only on Convertible, Eldorado and Calais models; rear only on Fleetwood Limousine.

**ASHTRAYS**, two front and two rear all models, except Seventy-Five models, which have four rear, two in each armrest.

**AUTOMATIC LEVEL CONTROL**, standard on all Fleetwood models.

**CIGARETTE LIGHTERS**, front, two.

**CIGARETTE LIGHTERS**, rear, two (except Calais models). One in rear of each Eldorado armrest.

**CLOCK**, electric.

**FRONT SEAT ADJUSTMENT**, two-way power-operated, horizontal only (except Calais), plus driver's side only on Brougham Dual Comfort seat.

**GLOVE BOX** with positive opening and locking feature that eliminates pushbutton.

**LIGHT**, front ash receiver.

**LIGHTS**, backup, dual.

**LIGHTS**, cornering.

**LIGHTS**, rear compartment.

**LIGHTS**, reading, Brougham (adjustable).

**LIGHTS**, courtesy (automatic).

**LIGHTS**, directional indicators.

**LIGHTS**, front and rear side markers, "ON" with headlamps.

**LIGHT**, glove box (automatic), map.

**LIGHT**, luggage compartment (automatic).

**LIGHTS**, in door panels for safety warning when door is opened (reflectors only in Calais models).

**MIRROR**, outside, with inside remote control on left. (Right side, remote control, on Seventy-Five models, available on other models.)

**OIL FILTER**, full-flow.

**VISOR VANITY MIRROR**, right side.

**WINDSHIELD WASHER AND WIPERS**, concealed, three-speed with glare-reducing wiper arms, tandem articulated on driver's side for greater wiping area, four jet washer streams. New mist position for single wipe action.

## Specifications

**ENGINE:** Eight-cylinder, 90° V-type. Gross HP 345 @ 4400 RPM. Bore 4.30, stroke 4.06, displacement 472 cu. in. Gross torque 500 ft.-lbs. @ 2800 RPM. Engine mounted in rubber at three points. Compression ratio 8.5 to 1. (SAE net HP 220 @ 3800 RPM. SAE net torque 380 @ 2400 RPM.)

**ELDORADO ENGINE:** Eight-cylinder, 90° V-type. Gross HP 365 @ 4400 RPM. Bore 4.30, stroke 4.304, displacement 8.2 litres. Gross torque 535 ft.-lbs. @ 2800 RPM. Compression ratio 8.5 to 1. (SAE net HP 235 @ 3800 RPM. SAE net torque 410 @ 2400 RPM.)

**FUEL:** For 1971, all Cadillac engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust emissions attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a Research Octane Number of 91 or higher may be used.

**FUEL TANK CAPACITY:** Approximately 27 usable gallons. Tank designed to avoid possibility of vapor or liquid fuel escaping into atmosphere.

**PISTONS:** Newly designed aluminum alloy, slipper-type.

**CAMSHAFT:** Designed with greater overlap between intake and exhaust valve timing as an

aid to reducing nitrous oxides in exhaust.

**CARBURETOR:** Quadrajets four-barrel downdraft with equalized manifold, mechanical fuel pump, dry-type air filter and improved automatic choke. Contains new purging system for utilization of stored fuel vapors and to minimize emissions to atmosphere.

**LUBRICATION:** Full-pressure. Full-flow oil filter.

**ELECTRICAL SYSTEM:** 12-volt, 15-plate battery. Side terminals on Eldorados. 42-amp. generator. 80-amp. on all Seventy-Fives. 63-amp. on all other air conditioned cars. Generator has integral regulator on Eldorado and Seventy-Fives.

**TURBO HYDRA-MATIC:** Fully automatic, torque-converter type with fixed stator. Converter multiplies engine torque for increased driving thrust to drive wheels during acceleration in any gear (low, intermediate or high).

**REAR AXLE:** Ratio 2.93 to 1 (3.07 to 1 on Eldorado). 3.15 to 1 axle ratio is standard on Seventy-Five models, optional on other models except Eldorado. Available (except Eldorado) is the controlled differential, which directs power to the rear wheel having better traction.

**FRONT SUSPENSION:** Integral steering knuckle for greater dependability and longer life. Independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and isolate road noise. (Torsion

bar suspension on Eldorado.)

**REAR SUSPENSION:** Four-link drive. Rear springs are helical-coil-type included on Eldorado in 1971. New larger rubber bushings for quieter, softer ride.

**BRAKES:** Cadillac power brakes with self-adjusting feature; composite finned rear drums; disc front. Split hydraulic master cylinder provides for independent operation of front and rear brakes. New larger power booster and larger front brake cylinders for increased capacity.

**PARKING BRAKE:** True auxiliary brake . . . will not lock in position with engine running and car in gear . . . can be operated as a foot emergency brake while car is in motion. Automatically releases when transmission is placed in drive or reverse with engine running.

**STEERING:** Cadillac variable-ratio power steering with faster response and higher capacity pump is standard equipment (fixed-ratio on Seventy-Five models). Overall steering ratio of 16.6 to 1 (except 19.5 to 1 on Seventy-Five models and 16.3 to 1 on Eldorado). 38.5° turning angle provides fast response and short turning diameter.

**FRAME:** Perimeter frame with boxed side rails. New front members afford added protection with increased energy absorption.

**TIRES:** Low-pressure, size 178-15, bias-belted, fiberglass, tubeless, on all models. Black side-

walls, standard; white sidewalls available.

**CORNERING LIGHTS:** On the side of front fenders, activated by directional signal lever when headlamp switch is on. They project a beam of light from the side of the car, thus illuminating roadside and road signs for added convenience at night.

**TREAD:** Front 63.6", rear 63.3" (Eldorado, 63.66" front, 63.59" rear).

**WHEELBASE:** 130" (Fleetwood Sixty Special Brougham 133", Fleetwood Seventy-Five 151.5", Eldorado 126.3").

**OVERALL LENGTH:** 225.8" (Fleetwood Sixty Special Brougham 228.8", Fleetwood Seventy-Five 247.3", Eldorado 221.6").

**ADDITIONAL BODY COLORS** not shown on cars illustrated include: Cotillion White, Grenoble Silver, Sable Black, Zodiac Blue, Brittany Blue, Cypress Green, Sylvan Green, Desert Beige, Clove, Cambridge Red, Almond Firemist, and Primrose Firemist.

**NOTE:** Richly textured vinyl is provided in certain areas of leather-trimmed Fleetwood and DeVille models.

**CADILLAC MOTOR CAR DIVISION  
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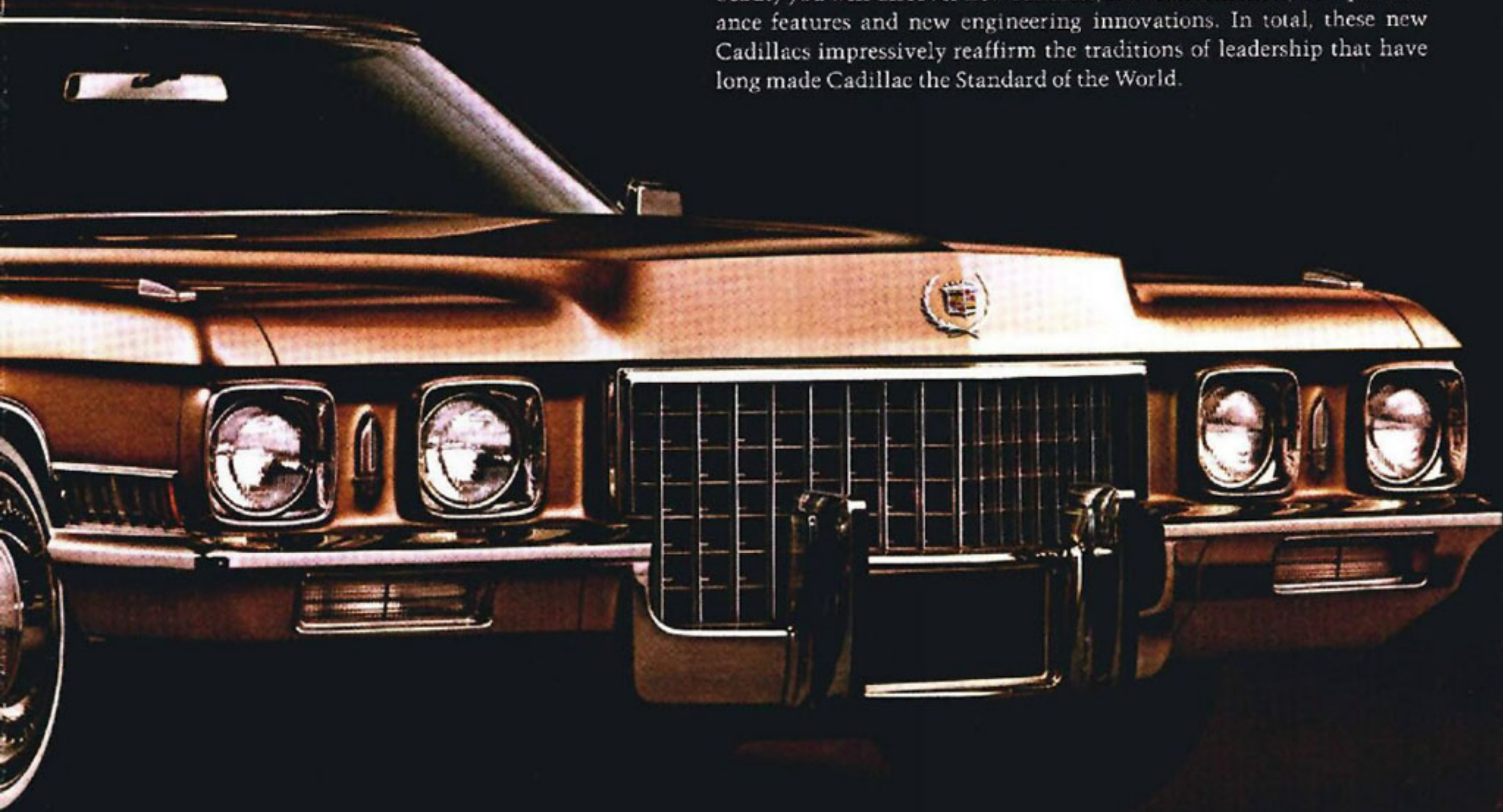
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**9540 Ogden Avenue**  
**BROOKFIELD, ILLINOIS 60513**

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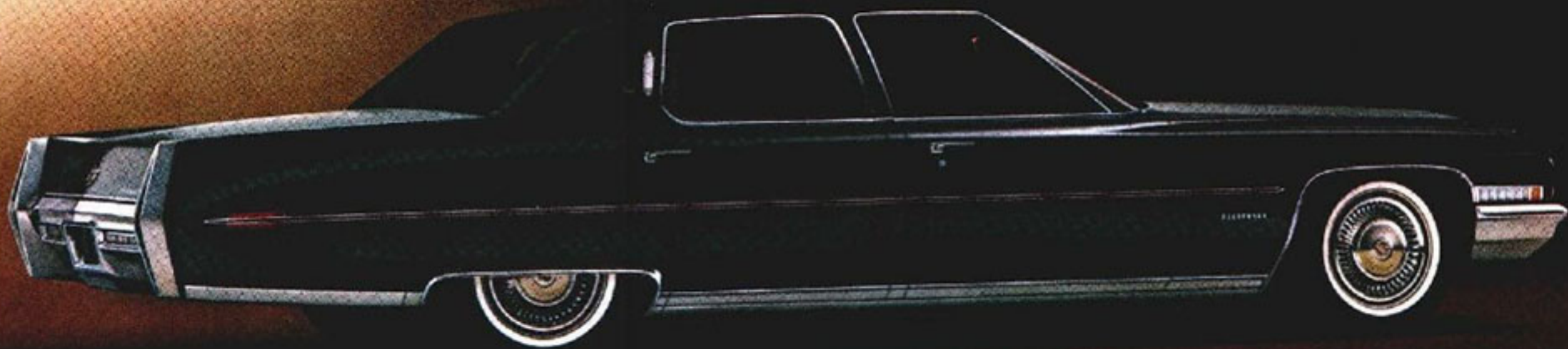
1971



## FLEETWOOD SIXTY SPECIAL BROUGHAM

The Fleetwood Brougham epitomizes the elegance, luxury and dignity that have long been hallmarks of Cadillac. The new padded vinyl top is molded and carried smoothly to the body contour line. The windows are now almost flush with the classic roof line and newly sculptured side contours. And available in 1971 are distinctive new exterior opera lights. Inside, you will discover greater spaciousness, rich new fabrics and leathers and a beautiful new instrument panel. And with its longer wheelbase, Dual Comfort front seat, Automatic Level Control plus a wide array of comfort and convenience features, you are assured of a ride that is unmatched for smoothness and relaxation.

Fleetwood Sixty Special Brougham in Oxford Gray with Black padded vinyl top.



## FLEETWOOD SEVENTY-FIVE

The Fleetwood Seventy-Five nine-passenger Sedan and Limousine are the most aristocratic of all Cadillacs. The only limousines built in the land that are specifically designed as limousines, their extraordinarily long wheelbase provides an incredibly smooth ride. Inside there's a total concern for comfort and privacy. The limousine has a glass partition which encloses the chauffeur's compartment, to give added privacy to rear-seat passengers. There are separate Automatic Climate Control systems for driver and rear-seat passengers. Automatic Level Control keeps the Seventy-Five level, even with a full load. And an AM/FM signal-seeking stereo radio is available. All good reasons why the Seventy-Fives are held in unmatched esteem in the social and business worlds.

Fleetwood Seventy-Five Limousine in Empire Maroon Firemist with Black padded vinyl roof.



## FLEETWOOD ELDORADO COUPE

For 1971, Eldorado comes to you completely restyled—from its proud new standup crest to its beautifully beveled rear deck. With its distinctive individuality, Eldorado is unquestionably the world's most elegant personal car. The distinctive new coach windows—an Eldorado exclusive—add to its classic, personal car appearance. Beneath all that luxury is a new frame, new suspension and longer wheelbase for a smoother ride. And with its exclusive 8.2 litre V-8 engine, front-wheel drive, improved variable-ratio power steering, Automatic Level Control, front disc brakes and, if you wish to order, Track Master (Cadillac's computerized rear wheel skid-control braking system), Eldorado offers driving pleasure of the first magnitude. Discover the one car that stands unique in the world of personal luxury motoring. Eldorado by Cadillac.

Fleetwood Eldorado Coupe in Bavarian Blue Firemist with Dark Blue padded vinyl roof.





## FLEETWOOD ELDORADO CONVERTIBLE

There is now, for the very first time, an all-new companion model to the elegant Eldorado Coupe—the youthful and glamorous Eldorado Convertible. The only luxury convertible built in America, this exciting personal car comes equipped with another new Cadillac feature: an inward-folding Hideaway Top, which folds behind the seat when lowered, providing full-width room for three passengers in the rear seat. But behind the wheel of this long, graceful automobile is where you fully appreciate its many qualities—like the richness of soft, pliable Sierra grain leather upholstery, the spirited performance of its 8.2 litre V-8 engine, improved variable-ratio power steering and front-wheel drive. Only Eldorado combines such tasteful individuality and youthful sportiness in one great personal car.

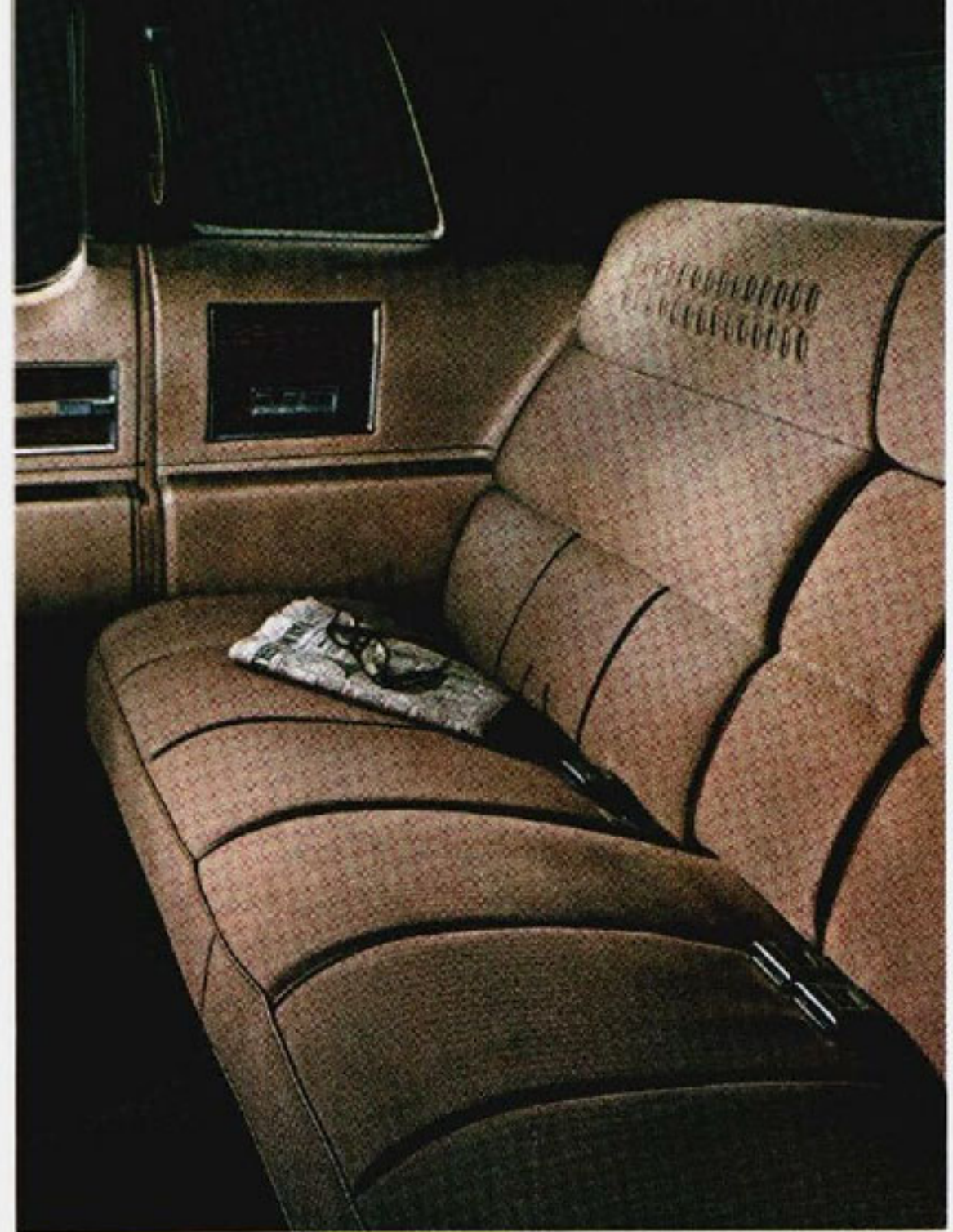
Fleetwood Eldorado Convertible in Pewter Firemist.





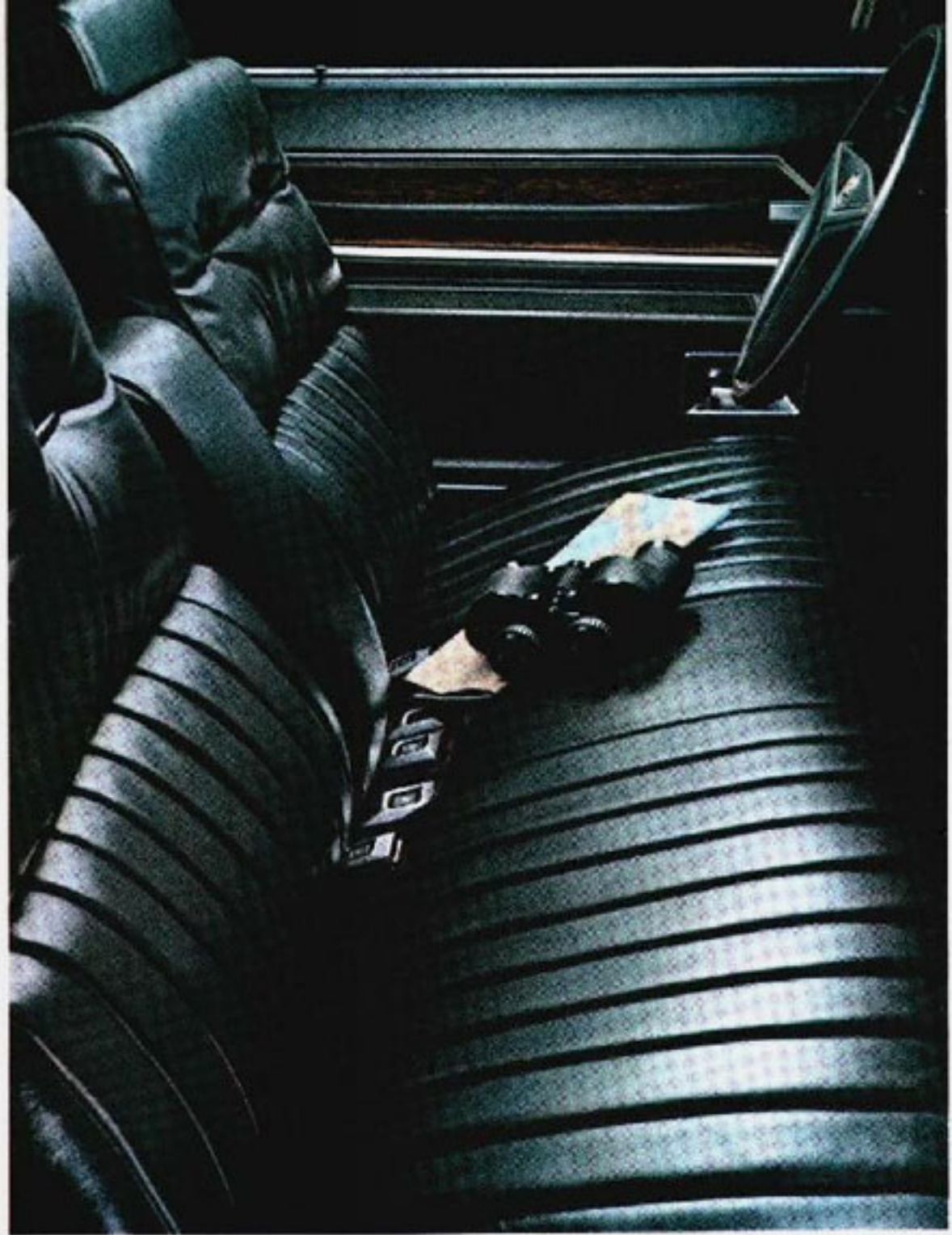
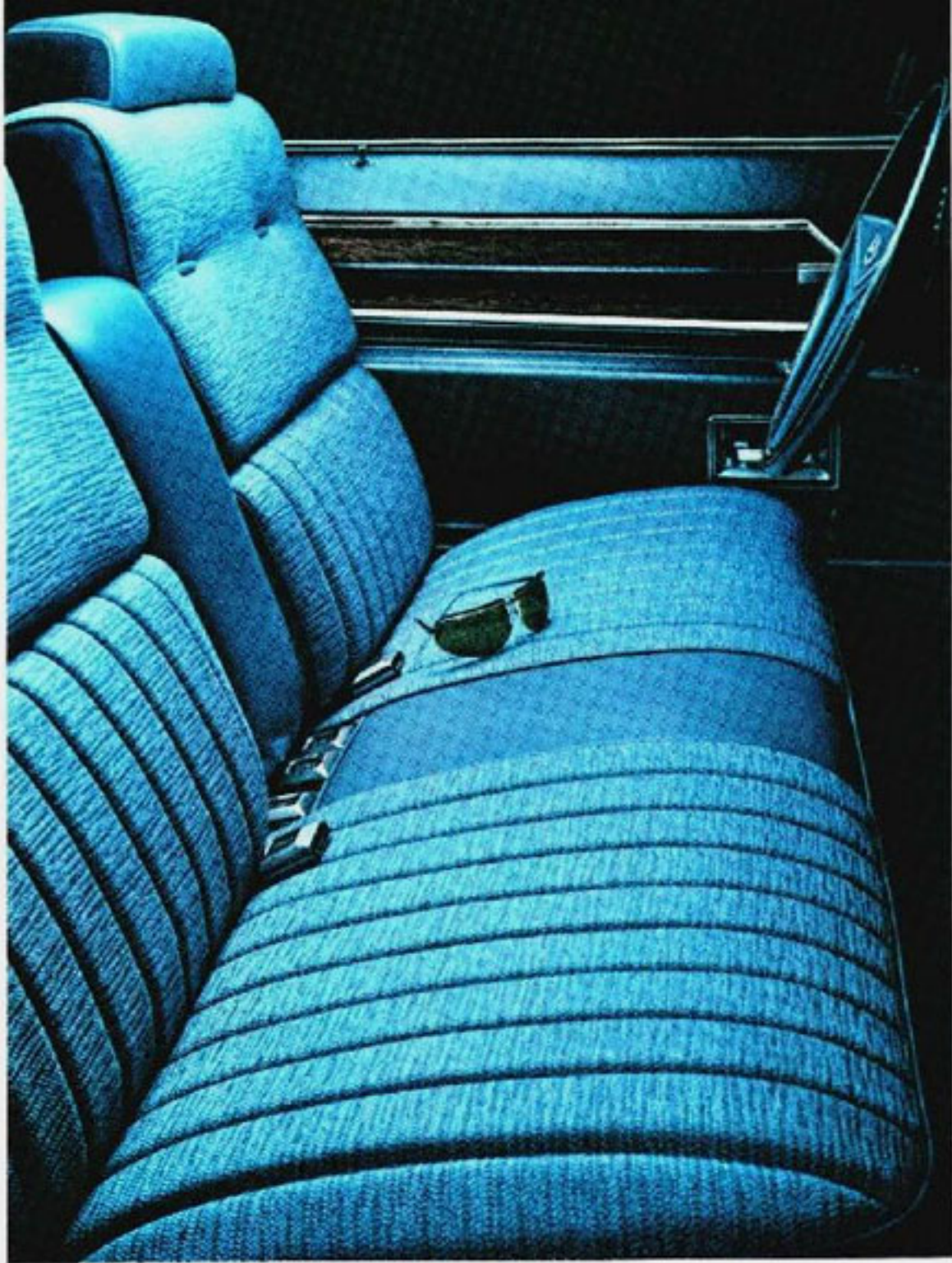
## FLEETWOOD SIXTY SPECIAL BROUGHAM INTERIOR

The elegant Dante Cloth, a richly detailed matelasse upholstery, is used in combination with leather. Shown in Dark Blue, it is available in four other colors. You can also choose an interior of Daphne Cloth in any one of four colors, or a Sierra grain leather upholstery in any one of ten colors. Door inserts and matching instrument panel are accented with the rich look of oriental tamo wood.



## FLEETWOOD SEVENTY-FIVE INTERIOR

Luxurious Daphne Cloth, a new fabric embellished with pique stitching scrollwork, is shown in Medium Beige. It is also available in subdued Medium Gray. Or, you can select the combination of Dante matelasse cloth and leather upholstery, in Black or Dark Blue. The chauffeur's seat in the limousine is done in finely piped Black Leather.



## FLEETWOOD ELDORADO COUPE INTERIOR

Dorado Cloth, a smartly tailored luxury fabric, is available in Medium Blue, as shown, and in Black, Dark Jade or Maize. Dalton Cloth, a smooth rich fabric in Dark Blue, Medium Aqua, Beige or Heather also makes an elegant upholstery. Or you can select a soft, pliable leather upholstery in any one of ten beautiful colors.

## FLEETWOOD ELDORADO CONVERTIBLE INTERIOR

Soft, pliable leather upholstery, shown here in Antique Pewter, is available in a total of ten beautiful colors. The others are Medium Aqua, Black, White, Dark Blue, Antique Sandalwood, Antique Saddle, Maize, Carmine and Antique Jade. Door inserts and matching instrument panel feature the rich look of oriental tamo wood.

## COUPE DE VILLE

Long a great favorite among fine-car owners, the completely restyled Coupe deVille for 1971 is a youthful and beautiful way to enjoy Cadillac luxury and leadership. Its tasteful appointments and deep-seated comfort are matched by the quality of its performance and ease of operation. The body, chassis, engine and brakes have been engineered to give you a smoother, quieter, more confident ride. And for even greater driving pleasure, you can add Automatic Climate Control, Cruise Control, Tilt and Telescope steering wheel, your choice of three radios including the new AM/FM stereo radio with integral tape player, plus many other Cadillac convenience innovations. Only when you experience driving the DeVille will you realize why Cadillac owner loyalty is the highest in the land.

Coupe deVille in Casablanca Yellow with Dark Brown vinyl roof.

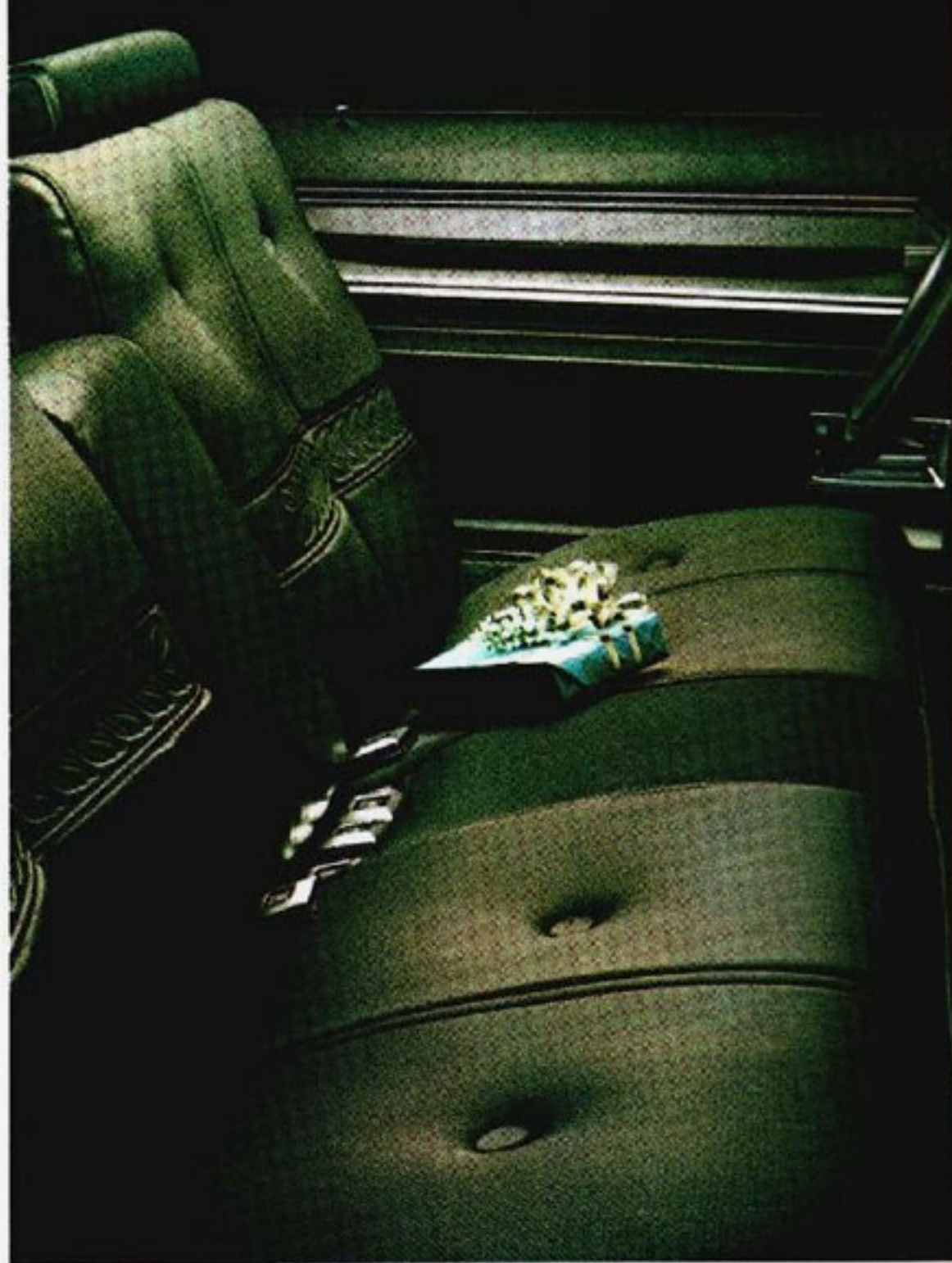


## SEDAN DE VILLE

The most popular of all Cadillacs, the Sedan deVille is enjoyed by more motorists than any other single luxury model in the world. There are many reasons why this tradition will continue in 1971. Its distinctive lines mark it unmistakably as a Cadillac. Four-door roominess and an elegantly appointed interior welcome you to a world of supreme motoring luxury. For added comfort and convenience, you will appreciate Cadillac's new flow-thru ventilation system and lower profile seat backs. You can equip your DeVille with a Dual Comfort front seat, power door locks and new lamp monitors. All this plus Cadillac's spirited performance makes driving the DeVille a most relaxing experience. In any of Cadillac's twenty-one colors, the DeVille is an excellent choice and clearly reflects your sound judgment.

Sedan deVille in Sausalito Green Firemist with Dark Green vinyl roof.





## COUPE OR SEDAN DE VILLE CLOTH INTERIOR

Debonaire Cloth with leather and vinyl trim makes a very handsome interior. Shown in Jade, this fabric is available in Dark Blue and Medium Beige. You can also select a Dunbar Cloth interior in any one of five colors. The upper door inserts, with matching instrument panel insert, are a new Florentine-textured metal, exclusive to the DeVille series.

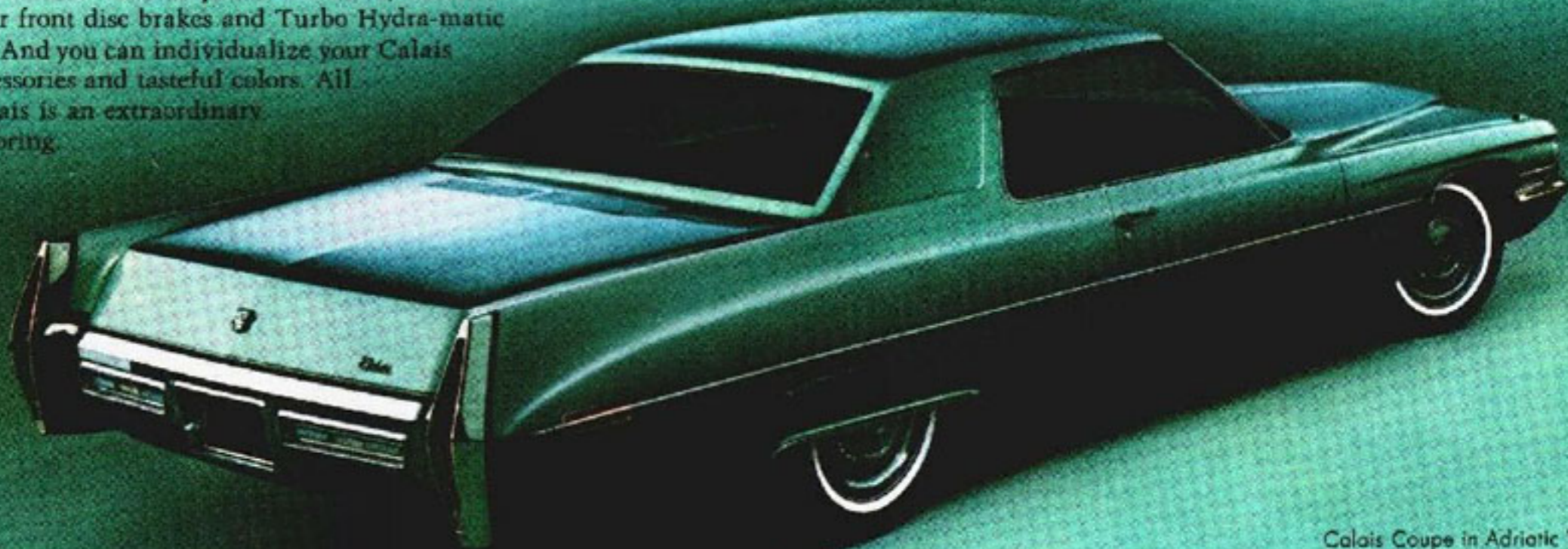


## COUPE OR SEDAN DE VILLE LEATHER INTERIOR

The rich, Sierra grain leather upholstery, shown in White, is dramatically set off with Black carpet and instrument panel. It is available in eleven other trim combinations: White with Blue, White with Carmine, Medium Aqua, Black, Antique Pewter, Dark Blue, Antique Sandalwood, Antique Saddle, Maize, Carmine and Antique Jade.

## CALAIS COUPE & SEDAN

The Calais is the easiest step to Cadillac ownership. It has true Cadillac luxury throughout plus the big 472 V-8 engine. And there's no stinting on conveniences. Features such as power windows, variable-ratio power steering, power front disc brakes and Turbo Hydra-matic transmission are standard. And you can individualize your Calais with a wide variety of accessories and tasteful colors. All things considered, the Calais is an extraordinary investment in luxury motoring.



Calais Coupe in Adriatic Turquoise.



Calais Sedan in Duchess Gold.

# CADILLAC LUXURIES FOR YOUR PERSONAL PLEASURE



With the totally redesigned, more gracefully curved instrument panel, you can clearly see all the important gauges, including the newly available windshield washer fluid level warning light and the slightly canted new electric clock. You can easily reach the light switch, windshield wiper control, the larger glove box and the repositioned ashtray. Similarly, such available features as the radio of your choice, Cruise Control, Automatic Climate Control and the illuminated rear-window defogger switch are easy to adjust as you drive.



**THREE CADILLAC RADIOS.** Choose from an AM/FM radio, an AM/FM signal-seeking stereo radio and an all-new AM/FM pushbutton stereo radio with an integral eight-track tape player. All Cadillac radios feature a new ten-station tuner, which permits selection of both an AM and an FM station with each of the five pushbuttons.



**STEREO TAPE PLAYER.** Available with the AM/FM pushbutton radio or the AM/FM signal-seeking stereo radio is an eight-track cartridge tape player that's installed under the instrument panel.



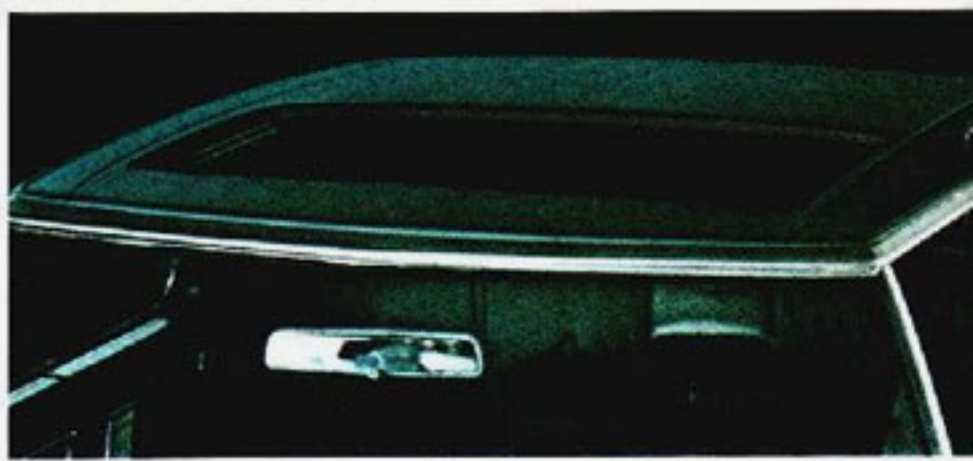
**AUTOMATIC CLIMATE CONTROL.** This combined heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, your choice of interior temperature.


**DUAL COMFORT SEAT.** This passenger proportioned front seat provides separate adjustment for the driver's section and the wider passenger section. It is standard on the Brougham, available on DeVille models.

**LAMP MONITORS.** Front monitors tell the driver whether the headlights, parking lights and front turn signals are functioning properly. A rear lamp monitor tells whether the tail light and stop light/turn signals are functioning. The lamp monitor system includes a special warning light on the instrument panel to tell you when windshield washer fluid level is low.

**CRUISE CONTROL.** A touch on the fingertip control located at the tip of the directional turn lever, and your Cadillac will automatically maintain any preselected speed without using the accelerator pedal.

**ELECTRICALLY OPERATED SUNROOF.** You can, by activating a control switch on the instrument panel, open a panel in the roof. Available on the Fleetwood Brougham and on Eldorado Coupe and DeVille models equipped with vinyl roofs.



Cadillac 

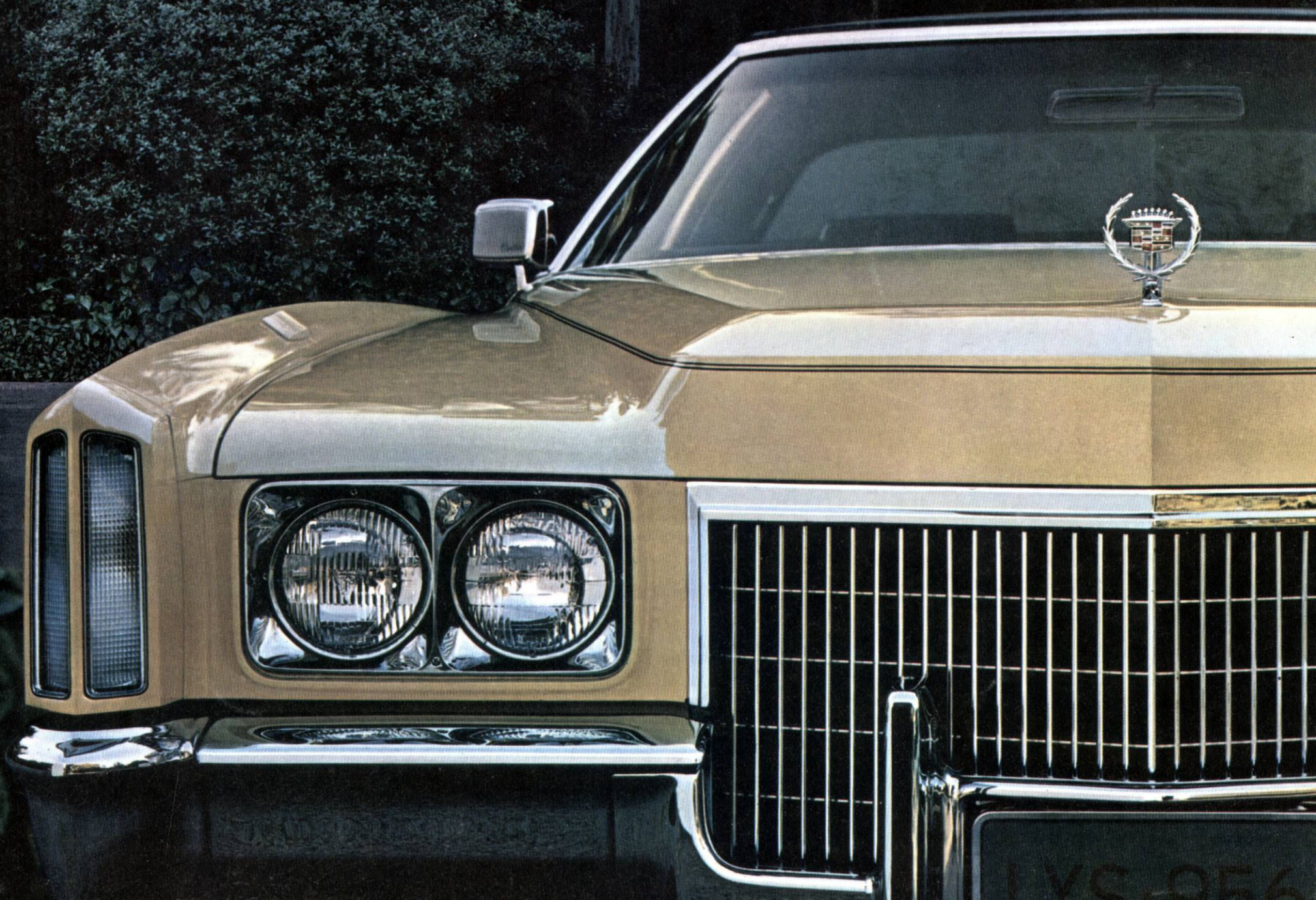
Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Firemist finishes, white sidewall tires, vinyl and leather interiors, Cruise Control, Twilight Sentinel, Automatic Climate Control, right-hand, remote control, outside rearview mirror, lamp monitors and vinyl tops. Many additional options are described on these pages. See your Cadillac dealer for complete availabilities and prices.

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models. Litho in U.S.A.





If a car looks like a leader...



rides like a leader...

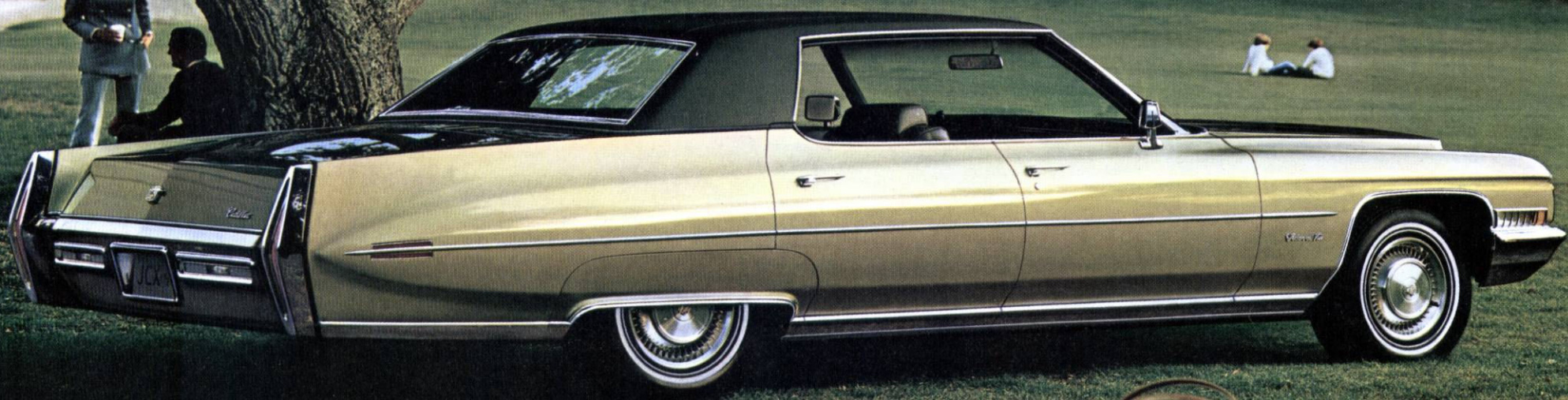


FLEETWOOD SIXTY SPECIAL BROUGHAM

acts like a leader...



lasts like a leader...



SEDAN DE VILLE

and holds its value like a leader...

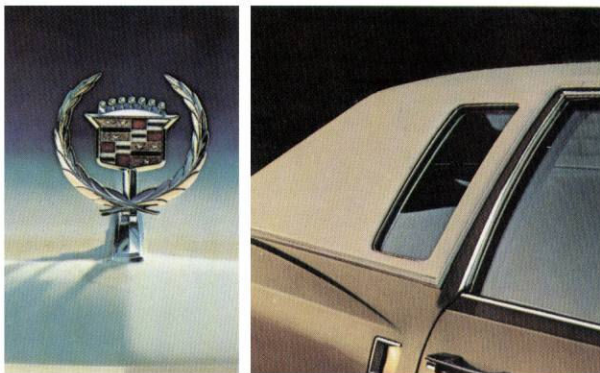


it must be the leader.

*Cadillac*

It must be the car that will give you the greatest measure of driving enjoyment and owner satisfaction. Any way you look at it, the 1971 Cadillac has to be the finest automobile ever built.

**Styling.** It's all-new and all-Cadillac, a carefully created combination of styling continuity and contemporary flair. The classic Cadillac look is accented by such styling innovations as the jewel-like stand-up crest of the Eldorado, the new coach windows in the Eldorado Coupe and the sleek, new roof line of the Brougham.



**Comfort.** Cadillac leadership makes itself felt, too. New fabrics and leathers are as beautiful to the touch as they are to the eyes. A longer wheelbase and new suspension system mean an even smoother, softer, quieter ride. One of the features you

can order is Automatic Climate Control, pioneered by Cadillac. You set it to the temperature you desire. It then automatically cools you in the summer, warms you in the winter and dehumidifies the car, too.



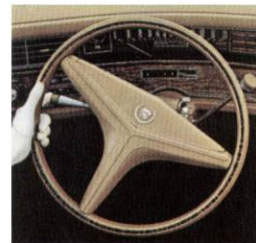
**Convenience.** Everything is easier in a Cadillac. The new instrument panel is artfully curved to make it easier to see the gauges at a glance. New door-sill design makes entry even easier. Dual comfort front seats with two sets of controls (standard on the Brougham and available on DeVille models) make comfort an individual affair, as well it should be. Available luxuries include the Tilt and Telescope steering wheel that adjusts for both height



and reach for driver comfort and convenience—and swings up for easier exit and entry. Cruise Control that enables you



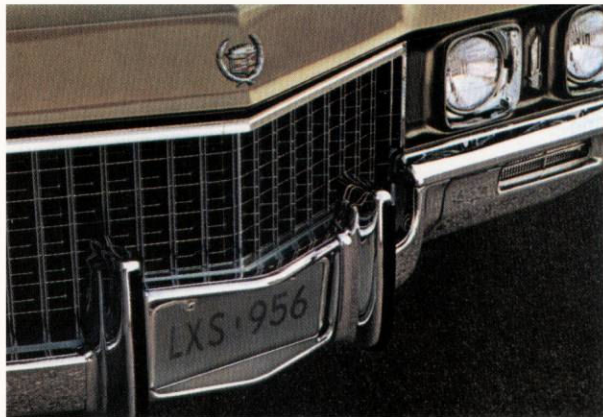
to preselect your road speed with a touch of the finger. A right-hand outside mirror adjustable from inside the car. And power door locks which, on a coupe, include an automatic seat back release that is activated when either door is opened.



**Performance.** In every way, a Cadillac acts like the leader. The proven 472-cubic-inch V-8 is amazingly responsive—on regular gasoline or on the new no-lead and low-lead fuels that reduce exhaust pollutants. Variable-ratio power steering adjusts to the

driving situation—for a better feel of the road in straight-ahead driving and easier parking. Speaking of performance, the 8.2 litre V-8 in the Eldorado is the world's largest production passenger engine.

**Reliability.** Cadillac's first concern is for your driving peace of mind—and it shows. It shows in such obvious things as front-wheel bumper guards that help prevent damage in parking. It shows in Cadillac's superior oil economy, which results from the fact that engine cylinder walls are among the most precisely honed in the industry. It shows in the host of safety features that are an integral part of every Cadillac—from side-guard door beams to



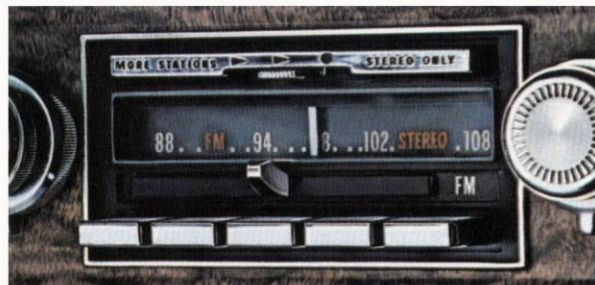
easy-to-use seat and shoulder belts. It shows in Cadillac's emission control program that has reduced hydrocarbon emis-

sions by 80% and carbon monoxide emissions by 65% since 1960. And it shows in the many thoughtful extras available to



you, such as lamp monitors that tell you whether your headlights, rear lights and turn signals are functioning properly. Coupled with the lamp monitoring system is a warning light that lets you know when your windshield washer fluid is low.

**Luxury.** There is luxury everywhere. In the incredible quietness inside a Cadillac. In the beautiful, standard appointments that are so often extra on other cars. In the many luxury features you can order—from



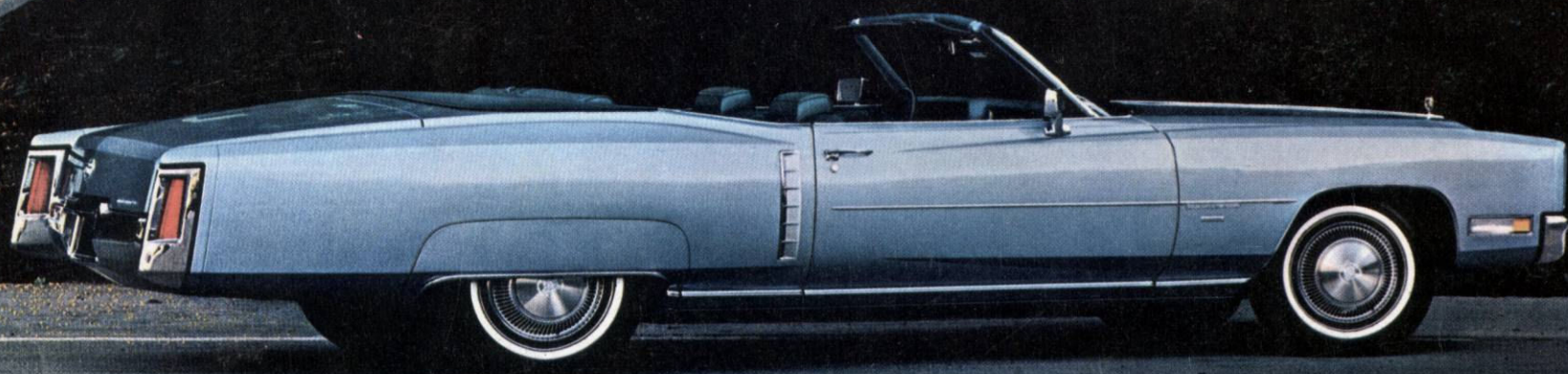
a signal-seeking AM/FM stereo radio (a Cadillac exclusive) to an electrically operated sunroof.


**Choice.** The first luxury you enjoy with Cadillac is the luxury of choice. There are nine models from which to choose—more than all other U. S. luxury cars combined.

**Value.** It comes as no surprise then that all the things that make owning a Cadillac such a delightful experience also make it an outstanding motoring investment. For you will discover that this great car is in such demand by motorists who want to own a Cadillac, but are not quite ready for a new one, that you're likely to receive a surprisingly high return at resale. In fact, a Cadillac traditionally returns a larger portion of original investment than any other car built in the land.

Cadillac is the leader—any way you look at it. And now is the time to look at it.





The Leader  any way you look at it.