



Cadillac 1988

ALLANTÉ

DE VILLE

FLEETWOOD

ELDORADO

SEVILLE

BROUGHAM

CIMARRON

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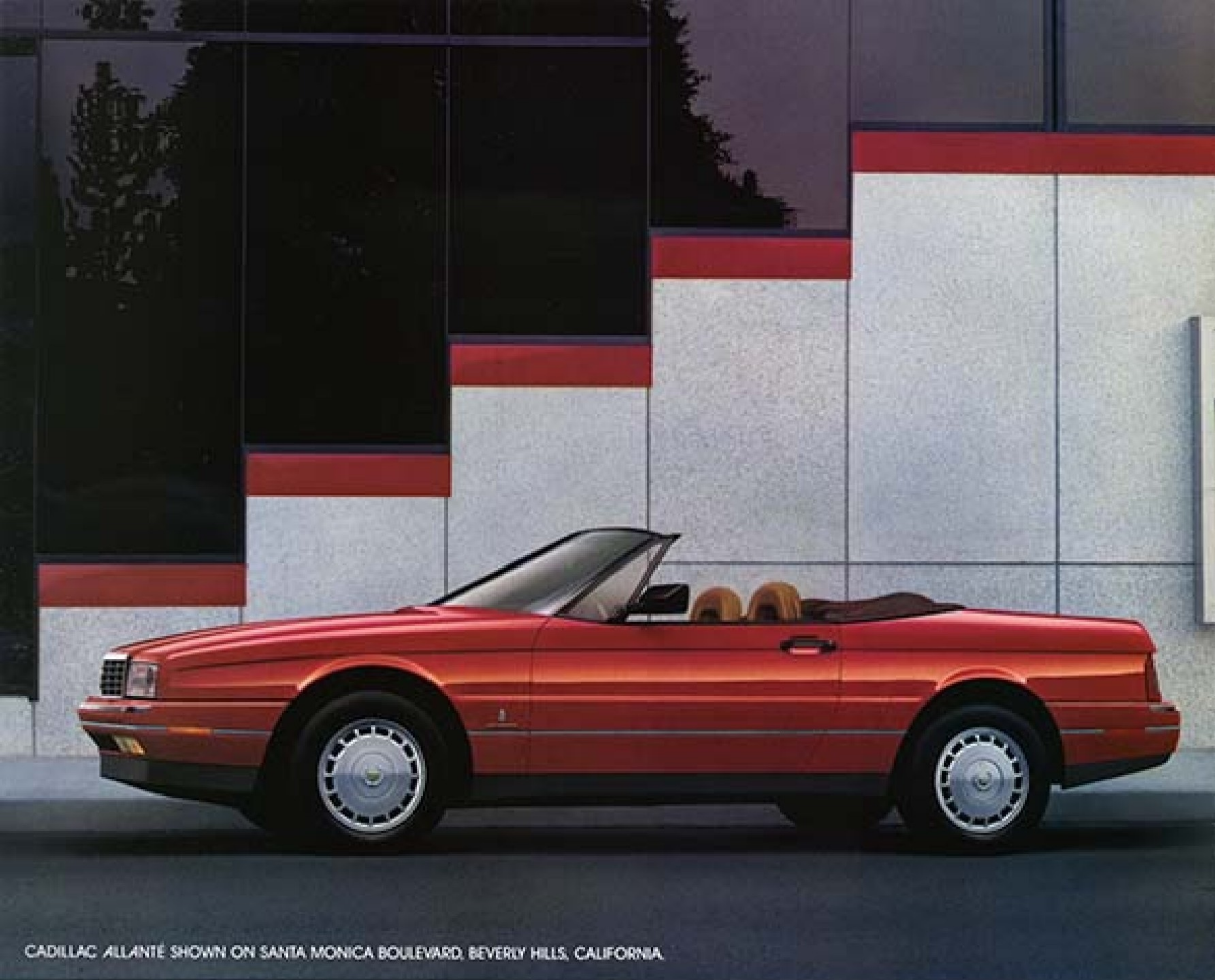
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Cadillac, America's luxury car leader for 39 consecutive years, is proud to present the 1988 Cadillacs in distinctive American locales.



CADILLAC ALLANTÉ AND PRESIDENTIAL LIMOUSINE SHOWN ON THE MALL, WASHINGTON, D.C.

*"We are guided by one vision—
to design, build and sell
the world's finest luxury automobiles."*



ALLANTÉ



CADILLAC ALLANTÉ SHOWN ON SANTA MONICA BOULEVARD, BEVERLY HILLS, CALIFORNIA.

Cadillac Allanté is an ultra-luxury roadster unlike any that has come before it.

Using premium German steel and a unique Swiss aluminum alloy, Italian artisans handcraft its coachwork at the studios of Pininfarina, designer of Ferraris and Rolls-Royce Camargue.

Then, specially modified 747s transport the sculptured

bodies to one of the world's most advanced automotive facilities—a Cadillac facility here in the United States—for final assembly.

Only Allanté merges European road manners with renowned Cadillac comfort and convenience. With Allanté's exclusive high-output V8 with sequential-port fuel injection and Bosch III anti-lock braking system,

The European-built Recaro seats with new headrests electrically adjust ten different ways, assuring a custom fit for every driver or passenger.

With the top down, Allanté turns the wind into a whisper. Even at highway speeds you can hold a normal conversation, your comfort undisturbed by wind or noise.

Allanté is so complete, its only extra-cost option is a

concealed cellular mobile telephone.

The 7-year/100,000-mile Allanté Assurance Plan provides the finest coverage of any car—foreign or domestic—sold in America.*

*See your Cadillac dealer for terms and conditions of this limited warranty.



SEDAN
DE VILLE



CADILLAC SEDAN DE VILLE SHOWN AT ST. LOUIS SCIENCE CENTER, ST. LOUIS, MISSOURI.

Behind Cadillac's success as America's favorite luxury car is Sedan de Ville's uncanny ability to reflect today's new approach to luxury. It demonstrates that distinctive style can co-exist with personal comfort. And it shows that power and control are best exercised with quiet confidence.

The new fuel-injected 4.5 liter V8 engine enhances

the car's inherent strengths. Already responsive, the Sedan de Ville now has added power for entering a hectic freeway at rush hour or overtaking a trailer on a steep hill. Its 155 horsepower rating also leads to smoother, quieter engine operation by minimizing transmission "busyness" when you're using the new standard electronic cruise control. And Cadillac backs this

exclusive engine with a 6-year/60,000-mile powertrain warranty.*

The Sedan de Ville proves that an aerodynamic automobile can also be elegantly distinctive with a contemporary silhouette that is unmistakably Cadillac.

It retains the increasingly rare luxury of full-size room for six adults. But now Sedan de Ville reaches new levels

of comfort and convenience with more standard amenities than ever before. Dual comfort front seats offer the individual adjustment of bucket seats with the roominess of a bench seat. The tilt-and-telescope steering wheel assures every driver a custom fit.

*See your Cadillac dealer for terms and conditions of this limited warranty.



CADILLAC FLEETWOOD D'ELEGANCE SHOWN ON TURTLE CREEK BOULEVARD, DALLAS, TEXAS.

The Fleetwood name has always been reserved for very special Cadillacs like this.

Derived from Cadillac Limousines, the formal cabriolet roof crowns the Fleetwood d'Elegance. Bright, grooved molding and lockable wire wheel discs add their distinction as well.

With its ultra-smooth response and reserves of power,

the new 4.5 liter V8 engine embodies the essence of luxury motoring.

An available anti-lock braking system provides the invaluable peace of mind of added control.

A simple touch of the front door latch activates the illuminated entry system, safely lighting your entrance into a world of refined, six-passenger luxury.



FLEETWOOD
D'ELEGANCE



Multi-tufted seating areas of Royal Prima tailored knit velour are found throughout with the added convenience of six-way power seats for both driver and front seat passenger. (Genuine leather seating areas, shown above, available.) The leather-trimmed steering wheel not only fits, but features full telescoping adjustments to make finding your most comfortable driving position

a pleasure.

The richly detailed elegance of genuine American walnut wood trim graces the interior door panels and gently frames Fleetwood's easy-to-read digital instrument cluster.

Full-size luxury has never been more sophisticated than Fleetwood d'Elegance.



ELDORADO



CADILLAC ELDORADO SHOWN AT THE BOULDERS, CAREFREE, ARIZONA.

The 1988 Eldorado is testimony to many styling and performance refinements.

This new Eldorado combines a familiar sculptured look with a bold, power dome hood and authoritative grille. A completely reshaped rear window treatment. And an assertive stance at the rear, culminating in a longer profile and increased length.

A new 4.5 liter V8, complemented by an available anti-lock braking system, brings heightened response to Eldorado's superb front-wheel driven, four-wheel independent suspension.

New smoothness on hills because, with increased power, the transmission can remain in its highest cruising range and minimize downshifting. When you need to

merge with freeway traffic or pass a long truck on a two-lane road, you'll appreciate the thrust of 155 horsepower and 240 lbs.-ft. of torque.

Enter a world of sophisticated sportiness. Take control behind the leather-trimmed steering wheel. Enjoy the comfort that a six-way power bucket seat adjuster offers. Adjust the new headrests to your liking. If you are the front

seat passenger, you also will enjoy the comfort of a six-way power bucket seat adjuster.

You may order many available driving conveniences, among them full leather seating areas, anti-lock braking and a cellular mobile telephone.

Eldorado. A driver's car. And every inch a Cadillac.



CADILLAC SEVILLE ELEGANTE SHOWN AT NEWPORT HARBOR, NEWPORT, RHODE ISLAND.

In this, the age of the luxury sedan, Seville has carved out its own niche by bringing together sophisticated styling, refined performance and renowned comfort in the most elegant of Cadillac's four-door automobiles.

The sculptured detailing of the new grille brings added distinction to Seville while the raised power dome

on the hood hints at the increased power of the new 4.5 liter V8 concealed beneath it.

This fuel-injected engine maximizes the performance characteristics you want most from a luxury sedan. Its exceptional reserves of power inspire confidence when you pull out to pass on a two-lane road.



The four-wheel disc brakes are now available with an advanced anti-lock braking system.

Inside, the genuine American walnut wood-trimmed instrument panel and the available handfitted leather seating areas immediately signal Seville's status as America's premier luxury sedan.

Your appreciation of Seville further increases as you experience the wealth of comforts and conveniences it offers. Power driver and passenger seats, to be sure, along with virtually every other power assist.

SEVILLE





BROUGHAM



CADILLAC BROUGHAM D'ELEGANCE SHOWN ON GENERAL MOTORS BOULEVARD, DETROIT, MICHIGAN.

Every year the Brougham achieves more distinction by remaining true to its classic design.

The Brougham's unmistakable styling is every inch a Cadillac, inches that add up to the world's longest regular production car. Its unequalled 121.5" wheelbase delivers maximum highway cruising comfort. And the 5.0

liter V8 with four-barrel carburetor and new electronic spark control provides plenty of power to pass, or pull (when properly equipped with the available trailering package) up to 5,000 pounds—including passengers and luggage.

This year, Brougham debuts the Premier roof treat-

ment. This available design enhances Brougham's formal character. And Brougham now rides on distinctive new dual-stripe tires with puncture-sealing tread.

When you think of Cadillac values, comfort and convenience are uppermost.

One look inside the Brougham d'Elegance reveals

why. There are generous accommodations for six adults, with nearly five feet of shoulder room both front and rear. Driver and front-seat passenger are further treated to the added luxury of six-way power seat adjusters.

New standard cruise control and twilight sentinel enhance driving pleasure.



CIMARRON



CADILLAC CIMARRON SHOWN ON THE EMBARCADERO, SAN FRANCISCO, CALIFORNIA.

The 1988 Cimarron is built for those individuals who consider driving a sporty pastime. Inside, Cimarron greets you with all the finest appointments. Genuine handfitted leather seating areas are found throughout from the twin front reclining bucket seats with lumbar and lateral supports to the rear, contoured bench seat.

Behind the wheel, you can select a multitude of comfortable driving positions afforded by the six-way power seat and multi-position, leather-wrapped tilt steering wheel. All the amenities can easily be reached, from the push-button air conditioning to the twin remote electric sideview mirrors. Engage the high-energy ignition system and watch

Cimarron's full complement of analog instrument gauges come to life. The leather-covered gear shift lever slips easily and securely into the first of five forward manual speeds (a three-speed automatic transmission is available). Ease off the clutch and the responsive 2.8 liter V6, transverse-mounted multi-port fuel-injected engine will quickly take you away. Cimarron is at home on the

curves and corners of your favorite winding road with its power-assisted rack-and-pinion steering and gas-charged touring suspension with larger stabilizer bars. It's a pleasure to drive, and a value to own.

ENGINES



The new 4.5 liter DFI V8.
Cadillac offers an exclusive new larger, more powerful standard digital fuel injection (DFI) V8 in the 1988 De Ville, Fleetwood d'Elegance, Fleetwood Sixty Special, Eldorado and Seville. The 4.5 liter V8 develops 155 horsepower (for an improved power-to-weight ratio over last year's standard V8) and, at 240 pounds-feet, the most torque of any front-wheel-drive automobile in the world. This much torque means the engine will respond eagerly in normal city driving.

Increased power also minimizes automatic transmission downshifts. Engineers call this "less shift busyness."

The real payoff: a new sense of effortless performance and smoothness that are Cadillac hallmarks.



The 4.1 liter SFI V8.
Allanté's high-output 170-hp, 4.1 liter V8 features electronic sequential-port fuel injection (SFI). This V8 provides Allanté with Cadillac's best horsepower-to-weight ratio. Every engine gets a 48-minute computer-controlled dynamometer test. This test, exclusive to Allanté, is unique in the industry.



The 5.0 liter 4-barrel V8.
The 1988 Brougham offers a 140 horsepower 5.0 liter V8. It's ideal for towing up to 5,000 pounds (including passengers, luggage and trailer) when equipped with the available trailering package. New electronic spark control helps optimize engine power. This responsive V8 moves Brougham with ease in traffic.



The 2.8 liter MFI V6.
The 2.8 liter V6 with multi-port fuel injection (MFI) develops 125 horsepower. Direct-fire ignition eliminates the usual distributor. Six precise-length intake runners give each cylinder a dense charge to help increase horsepower and torque. You enjoy the benefits of this powerful V-design engine in every Cimarron.

SAFETY FEATURES



OCCUPANT PROTECTION

- Manual lap/shoulder safety belts for driver and right front passenger, driver side includes visual and audible warning system
- Manual lap safety belts at each rear seat position and center front, when applicable
- Manual shoulder safety belts, outboard rear seat positions—Eldorado, Seville, Brougham
- Energy-absorbing steering column
- Energy-absorbing instrument panel
- Energy-absorbing front seatback tops
- Laminated safety windshield glass and tempered safety side and rear window glass
- Safety interlocking door latches
- Side-guard door beam
- Passenger-guard inside door lock handles

- Inertia-locking, folding front seat-backs on two-door models
- Safety armrests
- Head restraints, driver & right front passenger (adjustable)
- Pressure lock radiator cap

ACCIDENT AVOIDANCE

- Side marker lights and reflectors
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Back-up lights
- Center high-mounted stop lamp
- Directional signal control with lane change feature
- Windshield defroster, washer and controlled-cycle wipers (three-speed wipers on Brougham)
- Inside rearview mirror
- Outside left and right rearview mirrors
- Brake system with dual master cylinder and warning light
- Starter safety switch
- Dual-action hood latch system
- Low-glare finish on inside windshield moldings, wiper arms/blades, metallic steering wheel surfaces
- Illuminated heater and defroster controls
- Illuminated windshield wiper and washer controls if on instrument panel
- Tires with built-in tread-wear indicators
- Safety road wheel rims
- Audible brake lining wear indicators, all disc brakes
- Self-adjusting brake feature
- Pressure relief fuel cap

THEFT DETERRENCE

- Audible reminder for ignition key removal
- Theft-deterrent steering column lock

- Visible vehicle identification number
- Marked body parts
- Theft-deterrent system standard on Allanté (Available on De Ville, Fleetwood d'Elegance, Fleetwood Sixty Special, Seville, Eldorado and Brougham)
- Remote inside hood release
- Theft-deterrent key system (separate ignition key)

ANTI-CORROSION PROTECTION

The 1988 Cadillacs are carefully designed and built to resist corrosion, so the application of additional rustproofing is neither necessary nor required. Cadillac's confidence in its extensive anti-corrosion protection is reflected in a new-vehicle warranty which includes 6-year/100,000-mile rust-through protection (7-year/100,000-mile for Allanté). See your Cadillac dealer for terms and conditions of the limited warranty.

FINANCING OR LEASING, IT'S AS EASY AS GMAC

Financing is done right in the showroom. Terms are tailored to suit your personal needs. You can choose your monthly payment date.



Let's Get It Together...Buckle Up.

Life in USA, 9/87
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FEATURES AND SPECIFICATIONS HIGHLIGHTS

ALLANTÉ

STANDARD FEATURES HIGHLIGHTS

High-output 4.1 liter SFI V8.
Bosch III anti-lock brakes.
Front-wheel drive.
Convertible top with three glass rear windows.
Removable hardtop (no tools required) with glass windows.
Electric rear window defoggers.
Leather Recaro 10-way power driver and passenger seats.
Power headlamp washers.
Delco/Bose sound system.
Tilt-and-telescope steering wheel.
Goodyear Eagle V, tires.
Twilight sentinel.
Digital instrument cluster; all-analog optional at no charge.
Electronic climate control.
Front lamp-out substitution.

THE ONLY EXTRA-COST OPTION

Cellular mobile telephone.

ASSURANCE PLAN HIGHLIGHTS

Seven-year/100,000-mile limited powertrain, rust-through, major assembly warranties.*

SPECIFICATIONS HIGHLIGHTS

Engine 190-hp 4.1L SFI V8
Transmission 4-speed automatic with viscous converter clutch
Brakes Power anti-lock disc
Steering Power rack and pinion
Suspension Fully independent
Wheelbase 2525mm (99.4")
Length 4537mm (178.6")
Height 1327mm (52.2")
Width 1866mm (73.5")
Weight 1685.7kg (3495.8 lbs.)
Luggage 425 L (15.0 cu ft)

COUPE DE VILLE SEDAN DE VILLE

STANDARD FEATURES HIGHLIGHTS

New 4.5 liter DFI V8.
Electronic climate control.
Tilt-and-telescope steering wheel.
Cruise control.
Dual comfort front seats.
Six-passenger seating.
Power luggage lid release.
Heavy-duty battery.
Controlled-cycle wipers.
Michelin whitewall radials.

AVAILABLE FEATURES HIGHLIGHTS

Anti-lock braking system.
Cellular mobile telephone.
Delco/Bose sound system.
Dealer-installed compact disc system.
Cadillac Touring Sedan.
Two-tone paint treatment.
Illuminated entry system.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 155-hp 4.5L DFI V8
Transmission 4-speed automatic with viscous converter clutch
Brakes Power disc/drum
Steering Power rack and pinion
Suspension Fully independent
Wheelbase 2875mm (113.2")
Length 4988mm (196.4")
Height 1397mm (55.0")
Width 1820mm (71.7")
Weight:
Coupe 1623.2 kg (3358.0 lbs.)
Sedan 1642.1 kg (3399.8 lbs.)
Luggage 457 L (16.1 cu ft)

FLEETWOOD D'ELEGANCE FLEETWOOD SIXTY SPECIAL

STANDARD FEATURES HIGHLIGHTS

New 4.5 liter DFI V8.
Anti-lock braking system—Sixty Special (optional, D'Elegance).
Dual comfort front seats.
Electronic climate control.
Tilt-and-telescope steering wheel.
Cruise control.
Michelin whitewall radials.

AVAILABLE FEATURES HIGHLIGHTS

Cellular mobile telephone.
Delco/Bose sound system.
Memory seat (D'Elegance only).
Automatic door locks.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 155-hp 4.5L DFI V8
Transmission 4-speed automatic with viscous converter clutch
Brakes:
D'Elegance Power disc/drum
Sixty Special Power anti-lock
Steering Power rack and pinion
Suspension Fully independent
Wheelbase:
D'Elegance 2875mm (113.2")
Sixty Special 2947mm (116.0")
Length:
D'Elegance 4988mm (196.4")
Sixty Special 5120mm (201.6")
Height 1397mm (55.0")
Width 1820mm (71.7")
Weight:
D'Elegance 1564 kg (3448.2 lbs.)
Sixty Special 1602.0 kg (3331.7 lbs.)
Luggage 457 L (16.1 cu ft)

ELDORADO ELDORADO BIARRITZ

STANDARD FEATURES HIGHLIGHTS

New 4.5 liter DFI V8.
Six-way power passenger seat.
Leather-trimmed tilt-and-telescope steering wheel.
Digital instrument cluster.
Cruise control.
Electronic climate control.
Twilight sentinel.
Power luggage compartment lid release and pull-down.

AVAILABLE FEATURES HIGHLIGHTS

Cellular mobile telephone.
Anti-lock braking system.
Eldorado Biarritz.
Delco/Bose sound system.
Full padded roof (Eldorado).
Genuine American walnut wood trim (standard on Biarritz).
Theft-deterrent system.
Touring suspension.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 155-hp 4.5L DFI V8
Transmission 4-speed automatic with viscous converter clutch
Brakes Power all-wheel disc
Steering Power rack and pinion
Suspension Fully independent
Wheelbase 2743mm (108.0")
Length 4850mm (191.2")
Height 1365mm (53.7")
Width 1819mm (71.3")
Weight 1650.8 kg (3478.2 lbs.)
Luggage 400 L (14.1 cu ft)

SEVILLE SEVILLE ELEGANTE

STANDARD FEATURES HIGHLIGHTS

New 4.5 liter DFI V8.
Six-way power passenger seat.
Leather-trimmed tilt-and-telescope steering wheel.
Digital instrument cluster.
Cruise control.
Electronic climate control.
Twilight sentinel.
Power luggage compartment lid release and pull-down.
Genuine American Walnut wood trim on interior.

AVAILABLE FEATURES HIGHLIGHTS

Cellular mobile telephone.
Anti-lock braking system.
Seville Elegante.
Delco/Bose sound system.
Phaeton roof treatment.
Mid-tone paint treatment.
Power passenger seat recliner.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 155-hp 4.5L DFI V8
Transmission 4-speed automatic with viscous converter clutch
Brakes Power all-wheel disc
Steering Power rack and pinion
Suspension Fully independent
Wheelbase 2743mm (108.0")
Length 4850mm (191.2")
Height 1365mm (53.7")
Width 1802mm (70.9")
Weight 1677.7 kg (3478.2 lbs.)
Luggage 400 L (14.1 cu ft)

BROUGHAM D'ELEGANCE BROUGHAM

STANDARD FEATURES HIGHLIGHTS

5.0 liter 4-barrel V8.
Tilt-and-telescope steering wheel.
Illuminated entry system.
Dual comfort front seats.
Six-way power driver seat.
Full padded roof treatment.
New gold/white stripe puncture-seal all-seasons radials.

AVAILABLE FEATURES HIGHLIGHTS

Trailer package (5,000 lbs. including passengers, luggage)
Electronic level control.
New Premier fully padded roof treatment.
Theft-deterrent system.
Genuine wire wheels.
Delco AM/FM stereo radio with auto-reverse cassette player.
Power passenger seat recliner.
Chrome power outside mirrors.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 140-hp 5.0L 4-bbl V8
Transmission 4-speed automatic with torque converter clutch
Brakes Power disc/drum
Steering Power variable ratio
Suspension Ind. front, live axle rear
Wheelbase 3085mm (121.5")
Length 5044mm (221.0")
Height 1541mm (60.7")
Width 1920mm (75.3")
Weight 1935.9 kg (4268.0 lbs.)
Luggage 563 L (19.6 cu ft)

CIMARRON

STANDARD FEATURES HIGHLIGHTS

2.8 liter MFI V6.
Push-button air-conditioning.
Cruise control.
Electrically powered windows and door locks.
Leather seating areas.
Six-way power driver seat.
Tilt steering wheel.
Electric rear window defogger.
Controlled-cycle wipers.
Power luggage compartment release.

Electrically powered outside right and left rearview mirrors.
Bilstein-Delco gas-charged suspension, 14" wheels/tires.

AVAILABLE FEATURES HIGHLIGHTS

Twilight sentinel.
Delco/Bose sound system.
3-speed automatic improved with torque converter clutch.
Michelin EP-X radials.

WARRANTY HIGHLIGHTS

Six-year/60,000-mile powertrain warranty. Plus six-year/100,000-mile rust-through warranty.*

SPECIFICATIONS HIGHLIGHTS

Engine 125-hp 2.8L MFI V6
Transmission 5-speed manual
Brakes Power disc/drum
Steering Power rack and pinion
Suspension Ind. front, semi-ind. rear
Wheelbase 2671mm (105.2")
Length 4516mm (177.8")
Height 1372mm (54.0")
Width 1652mm (65.0")
Weight 1226.8 kg (2704.0 lbs.)
Luggage 355 L (12.5 cu ft)

*See your dealer for terms and conditions of these limited warranties.

