



*1975*  
*Cadillac*

... a Standard for the World  
in American-Built Cars



1975 Cadillac





# Cadillac 1975

Efficient as it is elegant...rugged as it is rewarding.

## Advancements in mileage

Through a series of advancements, Cadillac engineers have scored gains in gasoline mileage for 1975. Combined with the significant progress registered by 1974 cars, they add up to a dramatic increase in Cadillac fuel efficiency during the last two years.



Yet, it is the combination of individual advancements that tells the story in 1975. Each does its part.

**Catalytic converter**—This new device does its job of emissions control outside the engine—rather than inside—making it possible to recalibrate the engine for efficiency under varied conditions.

**The engine itself**—The highly efficient Eldorado engine is standard for all 1975 models. Further, the engine is equipped with a Quadra Jet carburetor with a new electric choke which helps improve fuel economy and driveability. And for additional improvement in performance, the High Energy Ignition System is standard. This solid-state unit eliminates points and condenser. The combination of the High Energy Ignition System with the catalytic converter and use of unleaded gas means you can go up to 22,500 miles between tune-ups.

**Power train**—For 1975, the transmission torque converter has been modified to make it "tighter." Result: more immediate, positive response with improved fuel economy.

**Lower axle ratio**—The 2.73 to 1 ratio axles that are standard on all 1975 Cadillacs (except Limousine and Nine Passenger Sedan) also help increase mileage.

**GM specification steel-belted radial ply tires**—Among their advantages, is the way they contribute to fuel economy. Tests reveal that

steel-belted radial tires (now standard) reduce drag up to 33 percent compared to bias-belted tires. And less rolling resistance means greater fuel economy.

**"Economy" setting on Automatic Climate Control**—It allows the system to operate with the compressor disengaged, thereby helping to improve fuel economy.

**Fuel Monitor**—Available on all 1975 Cadillacs is a fuel monitoring system that can help the driver increase mileage. Lights on the instrument panel let you know how you're driving—green for efficiently...amber for inefficiently. A red light on the fuel gauge indicates you're low on gasoline.

**Fuel Injection**—This electronic system, available on all 1975 models except Limousine and Nine Passenger Sedan, offers the optimum known method for allocating the precise amount of fuel equally to each cylinder, at precisely the right time. This can result in a host of advantages for the car owner—including increased fuel economy.

## Testing for durability

Throughout this brochure you will see the 1975 Cadillacs being put to the test. Many kinds of tests...under many kinds of conditions. They reflect a most important fact about Cadillac. That beneath those great Cadillac looks is a great car. You won't see a picture of the new, wider radiator for better cooling in heavy traffic but it's there. You won't see a picture of new engine mountings for greater engine isolation. Or new stainless-steel sandwich rear brake lines that resist corrosion. Or new, lighter batteries. You won't see them here but they're there.

Yet, perhaps the most meaningful test is reflected in this fact:

Of all the Cadillacs ever built—since 1902—more than 44% are still on the road.

## New beauty and long-lasting value

The new look of Cadillac for 1975—accented by rectangular headlamps—is highlighted by color. There are 14 new exterior colors—metallics and nonmetallics. With new vinyl top colors to mix and match. New interior colors, patterns, trims and materials for each of the nine models. With new touches of elegance everywhere. And there are new special edition cars for the individual choice in luxury.

When you add it all up...

The things you see...and the things you don't see. The expected excellence—and the unexpected practicality. The elegant. And the efficient.

... the long-lasting value of Cadillac 1975 becomes increasingly apparent.



New softer leather interior of the Fleetwood Brougham

## Abundantly standard.

This year, Cadillac offers an array of standard features unsurpassed in Cadillac history.



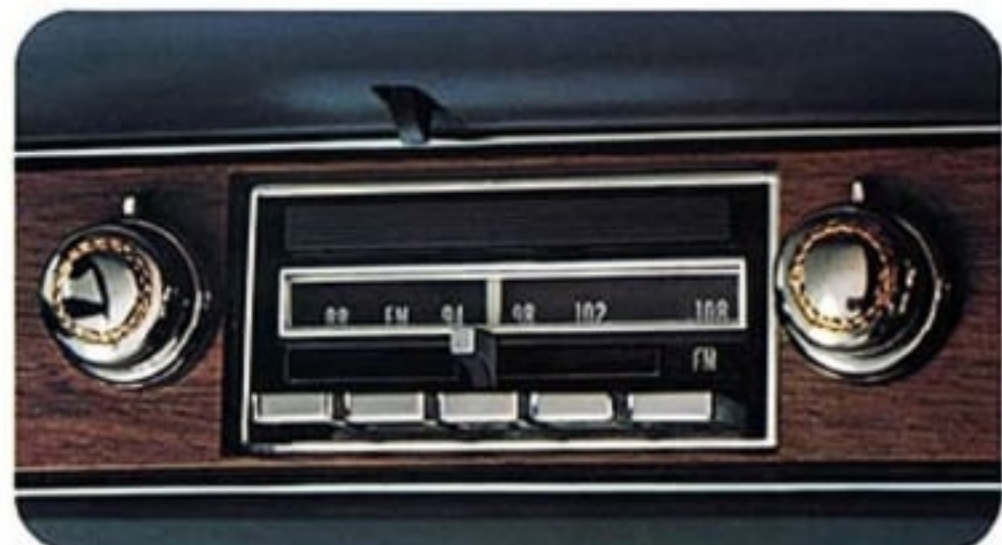
**Exclusive Instrument Panel.** First introduced by Cadillac for its '74 cars, this space-age instrument panel design is now even more convenient and luxurious. It features a highly organized information band grouping fuel gauge, digital clock and warning lights on the upper panel portion. More immediate functions (speedometer, turn signal indicators, etc.) are located over the steering column. Other controls are within easy grasp, set into woodgrain finish inserts.



**Steel-Belted Radial Tires.** Designed to exacting GM specifications. Provide longer tread wear, better traction on wet pavement and snow, improved handling, and better gas mileage over our previous bias-belted tires. Also available with a new wider stripe whitewall on all but the Limousine.



**Power Door Locks and Power Windows.** Master control at driver's position has an override switch to help protect small children. On coupes, an automatic seat back release is activated on the side where the door is opened.



**AM/FM Radio with Automatic Power Antenna.** (Standard on DeVilles, Calais and Limousine.) For the stereo-minded, Cadillac's exclusive AM/FM signal seeking stereo radio is standard on Brougham and Eldorado—available on all other models. This system has been improved for better station separation, reduced break-in and less noise between stations.



**Automatic Climate Control.** Standard on all Cadillac models, this highly efficient heating/cooling/dehumidifying system maintains the temperature you select with hidden sensors. New is an "Economy" setting that under mild weather conditions helps facilitate comfortable in-car temperatures without activating the compressor—thereby aiding operating efficiency.



**Redesigned Lamp Monitors.** Newly color-coded front fender monitors show if high beam, low beam, and parking and signal lamps are functioning. Rear monitor, visible through the rearview mirror, reports on taillights, stoplights and turn signals.



**New Rectangular Headlamps.** New lamp systems provide excellent front lighting. And combine with wraparound cornering lights to create a dramatic new styling dimension for 1975 Cadillacs.



**Digital Clock.** New graphics for easier reading. Conveniently located for both driver and passenger at upper portion of instrument panel.



**New Hinged Door Pull Handles.** Handsome grips—set into door panels—are of simulated distressed pecan woodgrain. Designs on inserts identify each series. Calais retains door pull straps.



**Driver and Front Passenger Reading Lights.** (Standard on Brougham.) Located at each door, these directional lamps give excellent illumination with or without ignition switch "On."

### And so much more . . .

**High Energy Ignition System.** This single-unit solid-state ignition system signals an important automotive advancement. For it eliminates points, ignition condenser, cam and rubbing block while providing more energy, improved performance and increased reliability.

**Six-Way Power Seat Adjuster.** (All models except Calais and Limousine.) Adjusts front seats forward, back, up, down and tilts forward or back.

**Tinted Glass.** (All models.)

**Variable-Ratio Power Steering.** (Fixed-ratio on Limousine.) Makes parking and cornering a pleasure, while retaining a feel of the road.

**Three-Speed Wipers and Washers.** (All models.) Four jet washer streams. "Mist" position for single-wipe action. Available is a variable time-delayed wipe feature.

**Automatic Parking Brake Release.** (All models.)

**Center Armrests.** Number depends on model.

**Courtesy Lights.** (All models.)

**Carpets Footrests.** (Fleetwood Brougham and Limousine.)

**Remote-Control Left-Side Mirror.** (All models.) On Limousine, a right-side

mirror is standard as well.

**Automatic Level Control.** (All models except DeVilles and Calais.)

**Turbo Hydra-Matic Transmission.** (All models.)

**Visor Vanity Mirror.** (All models.) A lighted version is available.

**Dual Power Brakes with Disc Brakes in Front.** (All models.)

**Interior Touches of Luxury.** One is the tasteful use of distressed pecan woodgrain finishes—especially across the instrument panel where inserts identify each model.

**Lighters.** Two in front all models. Four in rear of Limousine—others two in rear except Calais.

**Litter Container.** Color-keyed to the interior, this attractive container attaches snugly out of the way against lower right front corner of passenger compartment.

**Dual Comfort Front Seats.** (60-40 version is standard on Fleetwood Brougham, available on Calais and DeVilles.) Allow separate seat adjustment for driver's seat and a wider passenger's section. On Eldorado, a 50/50 version with a six-way power adjuster is standard. Available for the passenger's side is a reclining seat with a six-way power adjuster.

Note: All references to Limousine also apply to Nine Passenger Sedan. Bench seat is standard on Eldorado—at 50-50 combinations are available at added cost.



## Fleetwood Brougham

One of the world's great sedans...gets even better. With a ride that takes full advantage of its individually longer wheelbase. With new beauty outside, highlighted by a new grille and rectangular headlamps. With new touches of luxury inside to complement traditional Brougham roominess...like a reading light on both

passenger and driver sides, now standard. And also standard for 1975 is Cadillac's exclusive signal seeking AM/FM stereo radio. The Fleetwood Brougham is shown left in available Rosewood Firemist with a matching padded vinyl roof. Top: Driving across "Belgian Blocks" tests the ability to withstand vibration.



The shirred look! It helps make one of the world's most elegant interiors even more attractive—to the eye and to the touch. Whether it's in the new softer leather available (illustrated on the fourth page preceding) or in the new ornate Monticello velour shown, the effects of the shirring technique are beautifully evident. Everywhere the emphasis is on beauty and comfort. The new softer leather is available in nine colors. Lovely Monticello velour, pictured here in Rosewood, comes in five additional colors. Or you may specify another new fabric—Moselle, a lovely knit material available in Black, Jasper or Saddle.



## *Limousine and Nine Passenger Sedan*

**The flagships.** In spaciousness and stature, these are our ultimate choices—the Cadillac Limousine (with glass partition for the chauffeur) and the Cadillac Nine Passenger Sedan. The Limousine is the only American-made car designed and built as a limousine. The ride: incredibly smooth. And both are equipped as flagships

should be. Example: There are two Automatic Climate Control systems—one for passengers, one for the driver. Each can carry almost as many passengers as you'd transport in two ordinary cars. Shown left is the Cadillac Limousine in Georgian Silver Metallic with a Silver padded vinyl roof. Top: "Panic braking" tests.



Interior elegance for each vehicle takes on a new light for 1975. To express your individual tastes, you may select from Moselle knit in Black (shown) with matching leather bolsters ... Potomac cloth in Graystone ... or available also is Medici crushed velour in Dark Blue. Full-width folding seats allow for three additional passengers. The control panel shown permits the passenger to raise or lower windows, turn on reading lights, operate radio controls, activate Automatic Climate Control and, in the Limousine, raise or lower the glass partition for the chauffeur. For added distinctiveness and privacy, you may specify the Landau Top.

## Eldorado Coupe

One of the world's most exciting cars. Eldorado more than whispers its great Cadillac heritage with the great profile for 1975. Of course, the most rewarding Eldorado experience occurs in the driver's seat—as you feel the control and maneuverability of front-wheel drive (especially on slippery road surfaces). And

the added front seat roominess it provides. Standard features include Automatic Climate Control, power door locks and much more. New available features include the Astrorooftop and Electronic Fuel Injection. The car is shown left in Cotillion White with a Custom Cabriolet roof. Top: "Fifth wheel" testing for fuel economy and brake stopping.



Inside, Eldorado is as beautifully new as outside. New trim styling and a wide array of new colors and fabrics are available. Like Mosaic check, the dazzling black and white cloth ensemble shown. Or Monticello velour in six colors. Or Metamora plaid in Orange, Jasper or Saddle. Or new softer leather in 12 different trim combinations. The simulated wood instrument panel insert has an embossed wreath and crest along with "Eldorado" in raised bright script this year. New molded door panel inserts of hand-carved gunstock design also incorporate a wreath and crest. Standard is a 50-50 front seat with a six-way power seat adjuster on the driver's side. Available for the passenger's side is a reclining front seat with a six-way power adjuster.

Note: Bench seat is now standard; 50-50 combinations available at added cost.

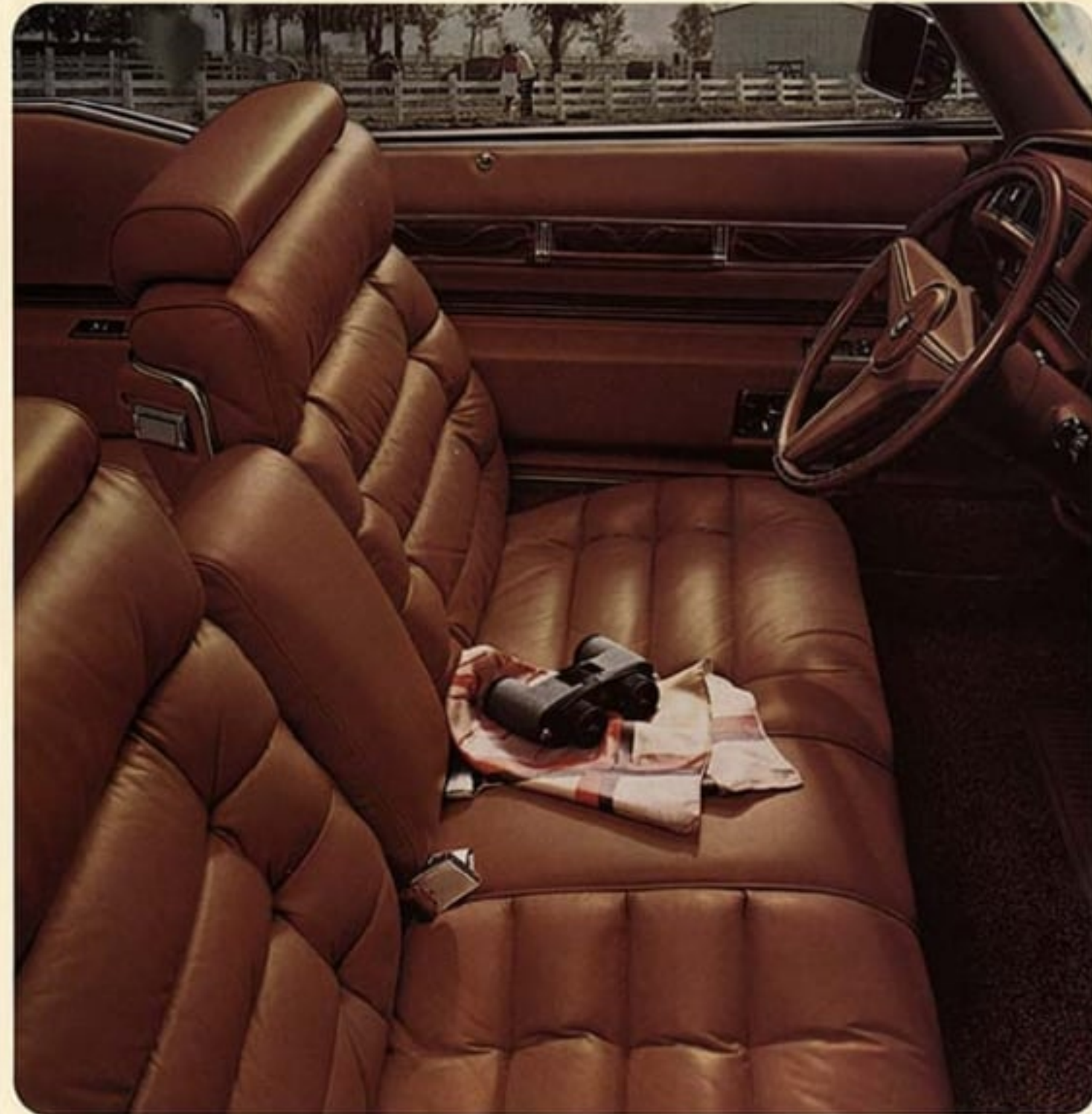




## Eldorado Convertible

One of a kind. America's only luxury convertible... and a dramatic blend of the best of two motoring worlds. With all the flair of a convertible and the comfort of an extraordinary luxury car. Its ingenious inward-folding top provides full-width seating for rear passengers. New available features include Electronic Fuel Injection and a recliner front passenger seat and six-way power adjuster.

A host of standard features, too. The most lasting pleasure of owning this Eldorado, however, is its remarkable roadability. Resulting from the combination of front-wheel drive, variable-ratio power steering and Automatic Level Control. Shown left in Mandarin Orange. Top: J-turn testing to determine cornering ability and to test suspension systems.



Spectacular to behold and standard in the Eldorado Convertible is the shimmered richness of new softer, suppler Sierra grain leather. Choose from such new colors as Light Blue, Dark Crimson, Rosewood, Dark Brown and Medium Orange (shown), or Dark Blue, Medium Jasper, Light Sandalwood, Black and White. Twelve different leather trim combinations also tie in with Cadillac's 21 exterior colors—14 of which are new, including the exciting Firemist for 1975. Also available is a color-coordinated hard boot for the convertible top, providing a neater, trimmer appearance when installed. Of course, the Eldorado Convertible has the same host of new luxury appointments and conveniences that comes as standard equipment on the Eldorado Coupe this year— including Automatic Climate Control, High Energy Ignition System, driver's six-way power seat adjuster, power door locks and an AM/FM stereo signal seeking radio.





## Sedan de Ville

The great American family car. This year's edition of the most popular luxury sedan in America has it all. New styling excitement—like rear quarter sail windows that lend new airiness to the rear compartment. 14 dramatic new colors. Available matching vinyl roofs—some in new glossy metallic shades. Greater efficiency

with such refinements as a modified carburetor design. And continued four-door spaciousness and that famous Cadillac comfort and quiet. The car is shown left in Inverary Green Metallic with a Silver Green Metallic padded vinyl roof. Top: Durability Test checks total car performance over various road conditions.



Interiors continue to play a major role in Sedan de Ville's popularity. For 1975, there's new seat and door panel design. New hinged door pull handles with series-identifying trim plate inserts. "Soft-pillow" door uppers. A modified instrument panel configuration. Deep pile carpeting. And a wide choice of interior trims. Shown is Maharajah—a rich multipatterned design in Medium Jasper bordered with Jasper leather. Also available in Dark Blue or Medium Saddle. Other cloth trims: Manhattan—an elegant velour in Gold, Crimson or Rosewood. And Metamora—a tastefully muted plaid in Orange, Jasper or Saddle. Or you may specify leather in any of 10 available colors. Available also is Mardi Gras velour in Black.



## Coupe de Ville

America's favorite. Here is the new version of the most popular luxury car of them all. It promises to continue to rule the realm. With those sleek Coupe de Ville lines, accented by the new, lower front end and the private rear quarter window. With new spirit under the hood in the highly efficient Eldorado engine. In new elegance

inside and out. With a host of features standard . . . and new features available, too. Like an illuminated entry system for nighttime security. Shown left is a Coupe de Ville in available Cerise Firemist with a White padded vinyl roof. Top: Testing Cadillac's sealing and filtering ability in a dusty atmosphere.



The youthful favor that so characterizes Coupe de Ville is even more evident in its interiors for 1975. With new trims, new touches of luxury, new convenience. Seats have been redesigned for even greater comfort. There's a new upper door design with handsome hinged door pull handles. And a wide choice of available materials and colors. Shown is the new softer leather in Crimson, one of the colors to coordinate with the 14 new exterior colors. Or you may prefer Maharajah, an ornate multi-colored pattern in Dark Blue, Jasper or Saddle. Or Metamora, a stylish plaid in Orange, Jasper or Saddle. Or, for that special feel of elegance, you may specify Manhattan, a stunning velour in Gold, Crimson or Rosewood. Or you may select Mardi Gras velour in Black.



## The Calais

New flair for a most attractive value. It's a new kind of Calais for 1975. With new youthfulness highlighted by the lively new Morgan plaid interiors and the new Cadillac exterior styling. On the value side, consider the great number of meaningful features that come as standard equipment. Including Automatic Climate

Control, AM/FM radio with automatic power antenna, and much more. Add such available features as a padded vinyl roof and the new glass dome Astrorooft. Shown left are a Calais Coupe in Jennifer Blue with White padded vinyl roof and a Calais Sedan in Commodore Blue. Top: Circular water bath tests brake systems and recovery.



For the young and the young-at-heart. That's what Cadillac's new Morgan plaid says about Calais interiors for 1975. Shown in Dark Blue, it also comes in Crimson and Black—with matching vinyl bolsters. Adding to the effect is the use of Morgan plaid for upper door panels and assist strap insets. Also available is Morocco matelasse in Saddle. Or you may specify vinyl upholstery in either Black or Dark Brown. Whichever you choose, it will be obvious that Calais 1975 is clearly Cadillac. With many features standard, like: Lamp monitors, power door locks and High Energy Ignition. With the little touches of luxury you expect in Cadillac—like "gold on silver" instrument panel knobs.

## Cadillac Special Editions. A new dimension in personal choice.

**Brougham d'Elegance.** So majestic it attracts admirers wherever it goes. Immediately identifiable by the jewel-like standup wreath and crest hood ornament and "Brougham d'Elegance" script set into the sail panel of the padded elk grain vinyl roof. Choose from any of four deluxe trim combinations which are incorporated even into upper door trim pads and seat back storage pockets. New this year, a softer, Sierra leather in nine colors. And, of course, there is Cadillac's luxurious shirred stitch Medici crushed velour, available in four colors—Dark Blue, Rosewood, Black and Gold. The 60-40 Dual Comfort seat with six-way power adjuster on the driver's side is standard. Also standard are driver and passenger reading lamps, opera lamps, steel-belted radial tires, deep pile carpeting and special turbine-type wheel discs with wreath and crest ornamentation.

**Fleetwood Talisman.** Webster defines Talisman as "something producing apparently magical or miraculous effects." So does Cadillac. Very simply, it is our ultimate in personalized luxury and comfort. Inside and out, the Fleetwood Talisman stands alone. Between the individual front seats is a fabric trimmed console with both an illuminated and a lockable storage compartment. In addition, the front passenger seat features a reclining back and the rear seat has been made full size this year. Sculptured moldings accent the door inserts, and throughout the interior there is Medici crushed velour, available in four colors—Gold, Rosewood, Black and Dark Blue (shown). Outside, the car features a padded elk grain vinyl roof, special wheel discs, a standup wreath and crest on the hood, and "Fleetwood Talisman" in script on the sail panel.

**DeVille d'Elegance.** A delightful way to express your individuality. This combination of interior and exterior luxury is available for both the Sedan deVille and Coupe deVille. A distinctive see-through standup crest immediately identifies the car. On Coupe versions, d'Elegance script appears on the sail panel. There's also new accent striping on the hood, sides and rear deck. Inside, as you can see below, d'Elegance is a combination of elegance and excitement. It features new Manhattan, a dramatic two-toned crushed velour in Dark Blue, Rosewood, Crimson and Saddle (shown). Each color comes with new softer leather cushion bolsters and back inserts in matching colors. New hinged door pull handles with simulated wood plaques and plush deep pile carpeting with color-coordinated carpeted floor mats are other distinguishing interior features.

**Special Editions of DeVille. Coupe deVille d'Elegance.** Combines Coupe deVille exterior styling with special striping, standup crest and interior luxury such as Manhattan velour trim and deep pile carpeting. **Sedan deVille d'Elegance.** Here is the four-door roominess of America's favorite luxury sedan mated with the exclusiveness and luxury of d'Elegance. **Coupe deVille Cabriolet.** It features a dramatic vinyl roof design with a sheer chrome accent strip that halos the entire back top section. A new Astrorooft or conventional sunroof is available to give it even more spirit. Interior remains the same as the standard Coupe deVille. **Coupe deVille d'Elegance with Cabriolet roof.** This version blends all the luxury of d'Elegance with the flair of Cabriolet styling. Electrically-operated sunroof or new Astrorooft may also be specified.



Pictured is the Eldorado Coupe with Custom Cabriolet roof—available with or without an electrically operated sunroof or the new Astrorooft.



The Coupe deVille Cabriolet features a dramatic vinyl roof design with a sheer chrome accent strip, as well as a stand-up see-through crest on the hood.

