



*Any way you look at it...*



*Cadillac '74  
is America's Number One  
Luxury Car.*



# *In elegance*

Interiors are more luxurious than ever before. With exciting new colors and fabrics. With a dramatic new instrument panel. With a new level of quiet that is impressive even by Cadillac



standards. With those little touches of elegance that are so characteristically Cadillac—"gold-on-silver" light switch knobs, the use of woodgrain vinyl in distressed pecan and "soft-pillow" door panels.



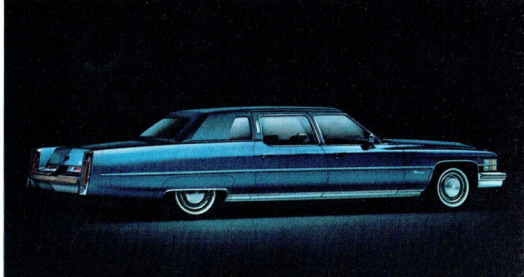
Inside, new excitement and new choice await the Cadillac owner. Pictured left is Medici, Cadillac's luxurious crushed velour, shown in the new and ultra-elegant Fleetwood Talisman. Shown above is the first velour offered in the DeVille Series. This is the new two-toned Mardi Gras in White-on-Black with matching leather, one of four color combinations. And pictured right is the supple richness of soft Sierra grain leather,



standard on the Eldorado Convertible and available on a number of other models. To tie in with 15 new exterior colors, you can choose leathers in Dark Blue, Medium Jasper, Antique Light Sandalwood, Saddle, Gold, Terra Cotta, Scarlet, Black and, as shown, White. This year White leather is available with any of six different carpet colors—including Lime and Cranberry, to coordinate with these dramatic new Firemist exteriors.

## *In choice*

And what a choice it is—the greatest in the luxury field. There are nine basic Cadillac models for 1974, including the only luxury convertible built in America today. Plus new Special Edition Cars that add a new dimension to the first luxury of Cadillac . . . the luxury of choice.



**The Seventy-Fives.** In spaciousness and stature, the Fleetwood Seventy-Five nine-passenger Sedan and Limousine are a superb choice.



**Eldorado Coupe.** Our most elegant personal car is even more glamorous . . . with a superline grille, bolder striping and new wheel discs.



**Fleetwood Brougham.** This is Cadillac in the grand manner . . . regarded by many as one of the world's great sedans.



**Eldorado Convertible.** As America's only luxury convertible, this one stands alone. It even converts uniquely with its ingenious Hideaway Top.



**Sedan deVille.** Year after year, this is the luxury sedan enjoyed by more motorists than any other. It appears likely the trend will continue.



**Coupe deVille.** A quiet sensation! Its beautiful new lines, highlighted by the new private quarter window, accent its youthful flavor.



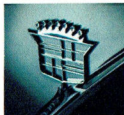
**The Calais.** Any way you look at them, the Calais Coupe and Calais Sedan are most attractive values—yet Cadillac through and through.

## *Including New Special Edition Cars*



**Fleetwood Talisman.** We think it is destined to be the talk of the luxury class. Inside are individual seats inspired by fine European furniture. There is Medici throughout, and such elegant touches as front- and back-seat consoles, deep-pile carpeting, special wheel discs and a padded elk grain vinyl roof.

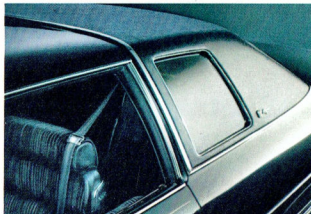
**Brougham d'Elegance.** This luxurious version of the Fleetwood Brougham features Medici crushed velour in any of four deluxe trim combinations. And such features as deep-pile carpeting, turbine-type wheel discs, a padded elk grain vinyl roof and standup wreath and crest.



**DeVille d'Elegance.** This combination of interior and exterior luxury is available for both Sedan deVille and Coupe deVille. Highlights include a new "see through" standup crest on the hood, accent striping, and a new

two-toned crushed velour inside with matching leather.

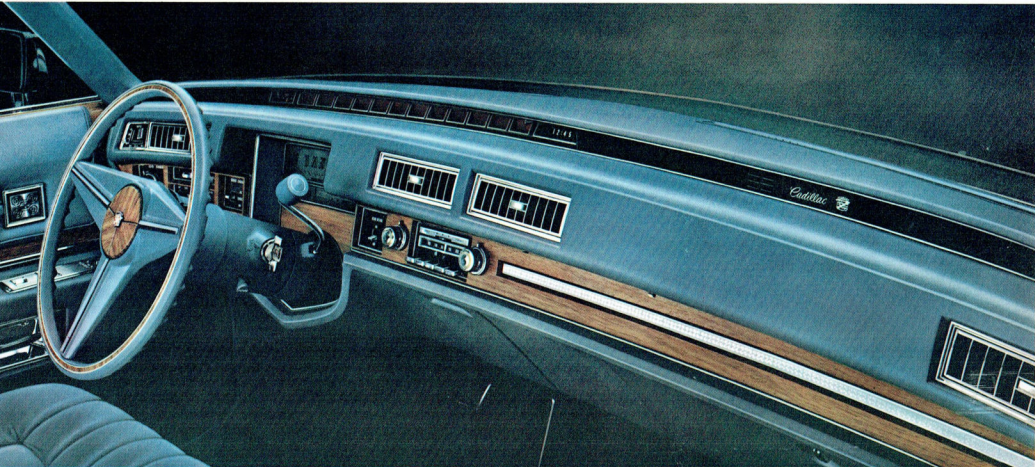
**DeVille Cabriolet.** This dramatic roof design accentuates the new look of the Coupe deVille. Available with or without electrically operated sunroof.



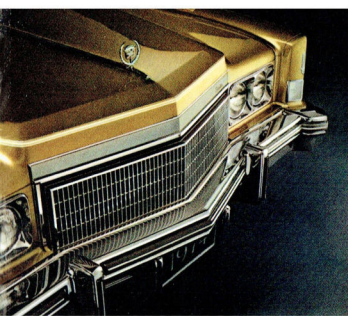
One of the pleasures of Cadillac ownership is how many meaningful features come as standard equipment.

Of course, their number depends upon the specific model you select. Yet, many features provided as standard on some models are available on others.

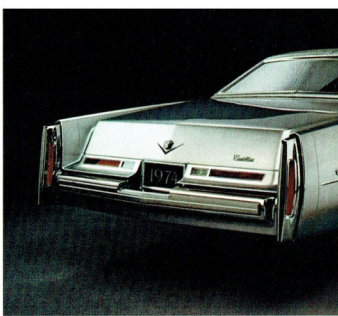
*In features*



**New Instrument Panel.** A new concept in instrument panel design gives the 1974 Cadillac a definite lap-of-luxury look, while attaining an extremely high degree of organization. The fuel gauge, precision digital clock, and numerous warning lights are grouped into an information band across the upper portion of the instrument panel. The more immediate driving functions (speedometer, transmission indicator and turn signal lights) are contained in a luxurious chrome housing over the steering column.



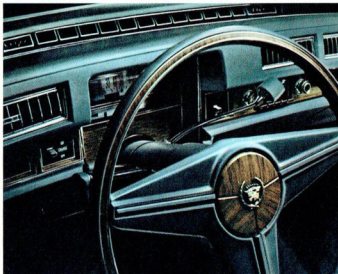
**New Bumpering Systems.** Cadillac design engineers have created front and rear end designs of extraordinary beauty. All 1974 Cadillac bumper systems (front and rear) are designed to cushion minor impacts. And all 1974 Cadillacs have new white-on-gray bumper impact strips and color-keyed flexible urethane filler material, especially attractive in areas adjacent to bumpers.



**Dual Comfort Front Seat.** (Standard on Fleetwood Brougham; available on Eldorado and DeVilles.) One set of seat controls for the driver and a separate set for the wider passenger section.



**New Digital Clock.** This 1974 precision digital timepiece has high reliability and accuracy. It is located high in the center of the instrument panel.



**New Steering Wheel.** A newly designed steering wheel with distressed pecan wood-grained vinyl inlay blends with the new instrument panel.

**Variable-Ratio Power Steering.** (Fixed-ratio on Seventy-Fives.) Affords easy parking and cornering, while retaining feel of the road.

**Three-Speed Wipers and Washers.** (All models.) "Mist" position for single-wipe action. Delayed action feature for light rains is now available.

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

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

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

**Carpeted Footrests.** (Fleetwood Brougham and Seventy-Fives.)

**Remote-Control Left-Side Mirror.** (All models.) Also, right-side standard on Seventy-Fives.

**Automatic Level Control.** (All Fleetwood models.)

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

**Visor Vanity Mirror.** (All models.)

**Heater and Defroster.** (Automatic Climate Control and rear window defogger are standard on Seventy-Fives.)

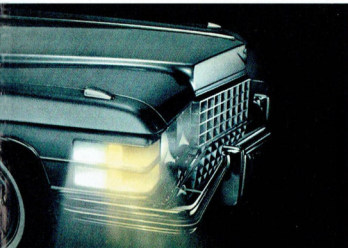
**Front Passenger Reading Light.** (Standard on Fleetwood Brougham.)

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

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

**Assist Straps.** (All models.) Larger for 1974 for easy entry and exit. Color-keyed with cloth upholstery in Cadillacs with cloth interiors.

**Engine Performance.** There's a new combustion chamber and new camshaft for smoother, quieter, more efficient operation... a choke reindexer to provide quick starting... a snorkel to supply the engine with cooler air from outside the engine compartment. This—combined with modification in the suspension system—results in a rolling smoothness that is Cadillac at its best.



**Cornering Lights.** For added convenience when driving at night, these lamps project a beam of light from the side of the car to illuminate the way when making a turn.



**Power Windows.** (All models.) For owners with smaller children, there is also included an override control at the driver's position.



**Litter Container.** Designed and color-keyed to look appropriate.



# *In added pleasures*

Cadillac offers an inviting array of luxury features, equipment and accessories you can order to individualize the Cadillac of your choice. No other luxury car can be more personally yours.



**Stereo with Tape Deck.** This AM/FM pushbutton stereo with integral 8-track tape player has set exceptionally high standards for sound fidelity and styling in car radios. Its cross-fire design gives listeners a superb stereo effect.



**Twilight Sentinel.** Automatically turns driving lights on or off in response to light conditions. Also lets you leave headlamps and either cornering lamp on to light your path. Automatically turns them off.



**Automatic Trunk Lock Release.** A control button located inside the glove compartment releases the trunk lid.



**Track Master.** Computerized skid-control system automatically pumps brakes and maintains rear-wheel rotation for improved handling during severe braking situations.



**Lighted Vanity Mirror.** Available on sun visors for both driver and passenger sides (passenger side only on Convertible.) Raising the protective cover turns on lamps.

**Steel-Belted Radial Tires.** Available on all models.

**Controlled Differential.** Directs power to the rear wheel having better traction. (Not available on Eldorado.)

**Rear Window Defogger.** Electric. Available on all models. Blower type for Seventy-Fives is standard.

**High-Energy Ignition System.** A complete ignition system in a single unit. Eliminates points, condenser, cam and rubbing block. Results in more energy, improved performance and increased reliability.

**Theft-Deterrent System.** Activates horn and flashes exterior lights if the security of vehicle, trunk or engine compartment is violated.

**Love Seats.** Two special protective seats (one for infants, one for children under 40 lbs.). (Not factory installed.)

**Automatic Level Control.** Automatically adjusts to changing loads. (Standard on Fleetwoods.)

**Outside Thermometer.** Indicates outside temperature to the driver at a glance.

**Power Door Locks.** A touch of the finger locks and unlocks all doors.

**Remote-Control Right-Side Mirror.** Standard on Seventy-Fives, available on all other models.

**Six-Way Power Seat Adjuster.** Moves front seats forward, back, up, down and tilts forward or back.

**Lamp Monitors.** Show if headlights, parking lights and front turn signals are functioning. Monitor visible through rear-view mirror shows if taillight, stop light and turn signals are functioning. Another monitoring system shows when windshield washer fluid is low.



## *In down-to-earth value*

Cadillac traditionally leads all U.S. car makes in both resale value and owner loyalty. Something else value-conscious owners will appreciate is the fact that 1974 Cadillacs have finer engine performance . . . from start to stop. The rolling smoothness of the ride tells you this is Cadillac at its best.

