



1968

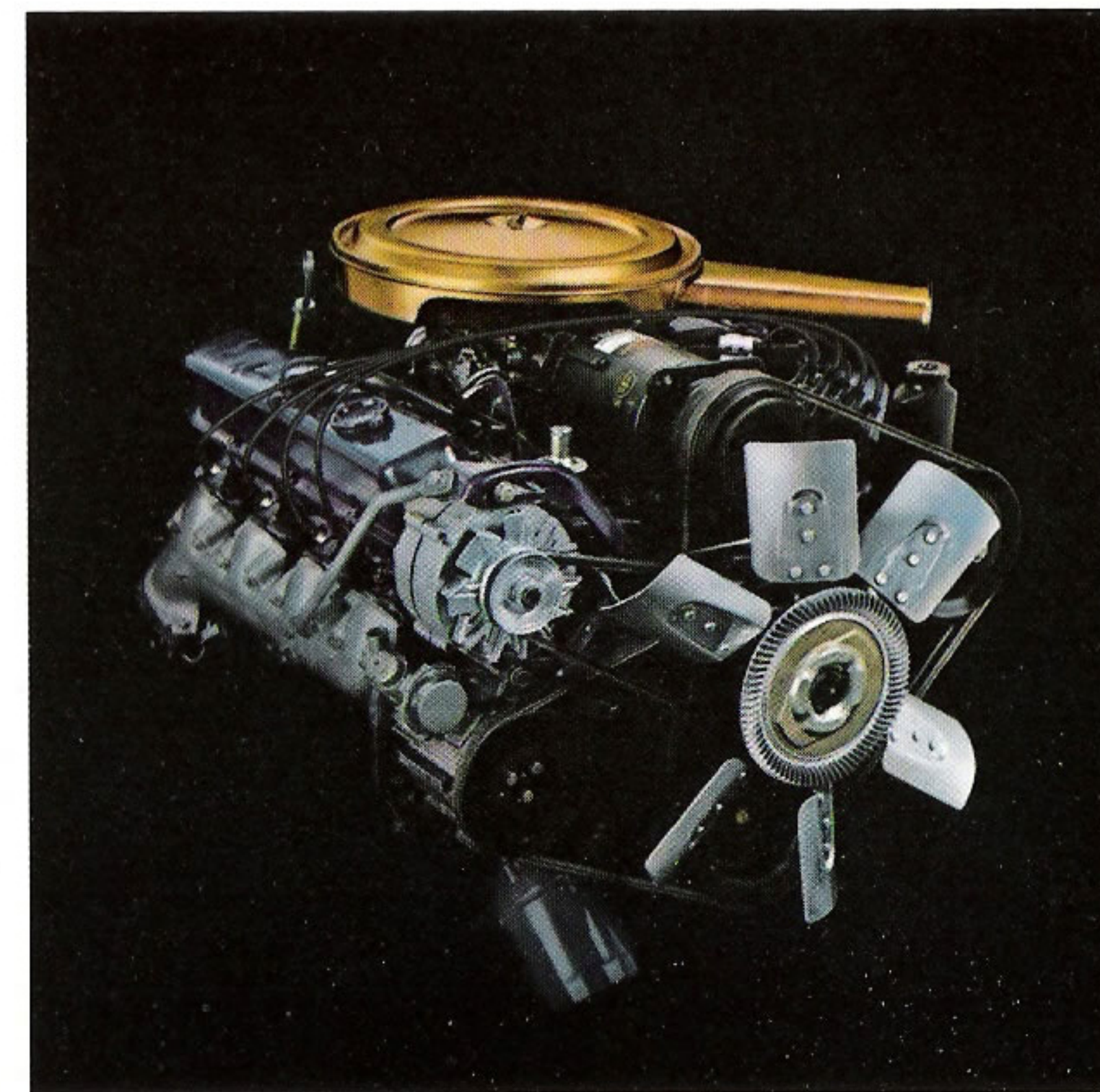
CADILLAC



## 1968 CADILLAC

AMONG THE WORLD'S FINE CAR INTRODUCTIONS, none is more eagerly anticipated or more enthusiastically received than a new Cadillac. And with its 1968 models, Cadillac further enhances its reputation as the Standard of the World . . . the one car by which all others are judged. Cadillac's eleven new models—by far the widest choice in the luxury field—are unmistakably Cadillac in beauty, in luxury, in performance, in character and in stature. ■ Its astonishing 1968 performance comes from the completely new 472 V-8 engine—the biggest, smoothest engine ever put in a production motor car—and from the most sophisticated use of electronic equipment in the industry. ■ Cadillac's unsurpassed craftsmanship was never more evident. This excellence involves much more than personal attention to detail. It is, additionally, the result of Cadillac's belief that the system of building a fine car is equally as important as the materials and the workmanship that go into it. ■ In fact, at Cadillac, as much time is spent in designing and engineering the system, the techniques and the procedures of construction, as is spent in designing and engineering the car itself. The result is a motor car that looks better, drives better, feels better and holds its value better than any other car built in the land. ■ Whether you are a first-time or a long-time owner, the 1968 Cadillac will reward you with more pleasure, pride and lasting satisfaction than any car you have ever owned. It represents, as never before, elegance in action . . . with an exciting "inside story" that includes Cadillac's newest, biggest and smoothest V-8 engine . . . the most beautiful and luxurious interiors ever designed into a motor car . . . and a host of options and personal conveniences that make Cadillac motoring a pleasure unduplicated on the world's highways. Only your own personal drive can fully reveal all of Cadillac's surprising elegance in action for 1968.

THE "INSIDE STORY" OF CADILLAC'S ELEGANCE IN ACTION for 1968 starts with the all-new 472 V-8 engine. This new engine represents the fourth major Cadillac development in V-8 engine design since Cadillac introduced America's first production V-8 fifty-three years ago. It is an entirely new engine, powered and proportioned to today's luxury car needs: smoothness, passing ability, turnpike performance and importantly, reserve power for luxury accessories and convenience features. ■ The engine in a luxury automobile today must do much more than move the car. It must also operate power steering, power brakes, automatic climate control, automatic transmission, automatic level control and the larger generator needed to operate power windows, power seats and certain other standard equipment and accessories. This is why Cadillac designed the new 472 V-8 to be the biggest passenger-car engine in the industry. ■ With its 375 horsepower, 472 cubic inch displacement and unsurpassed 525 foot-pounds of torque, it provides more than ample power for all Cadillac conveniences . . . plus sparkling acceleration in traffic and quiet, effortless highway cruising. ■ It is almost like having two engines: One to give you remarkable road performance, the other to power all the luxuries that make driving a Cadillac so uniquely pleasurable. Yet the new Cadillac 472 V-8 is smoother, significantly quieter, more efficient and more reliable than any of Cadillac's previous great engines—and more than 2,000,000 miles of testing have proved it. Cadillac's great new 472 V-8 engine is, in fact, so quiet and so smooth that you are hardly aware of its existence. ■ In addition, Cadillac enhances its great "inside story" for 1968 with a noticeably softer ride . . . variable ratio power steering . . . advanced-design disc brakes available on all models . . . more effortless handling . . . and virtually complete sound isolation.

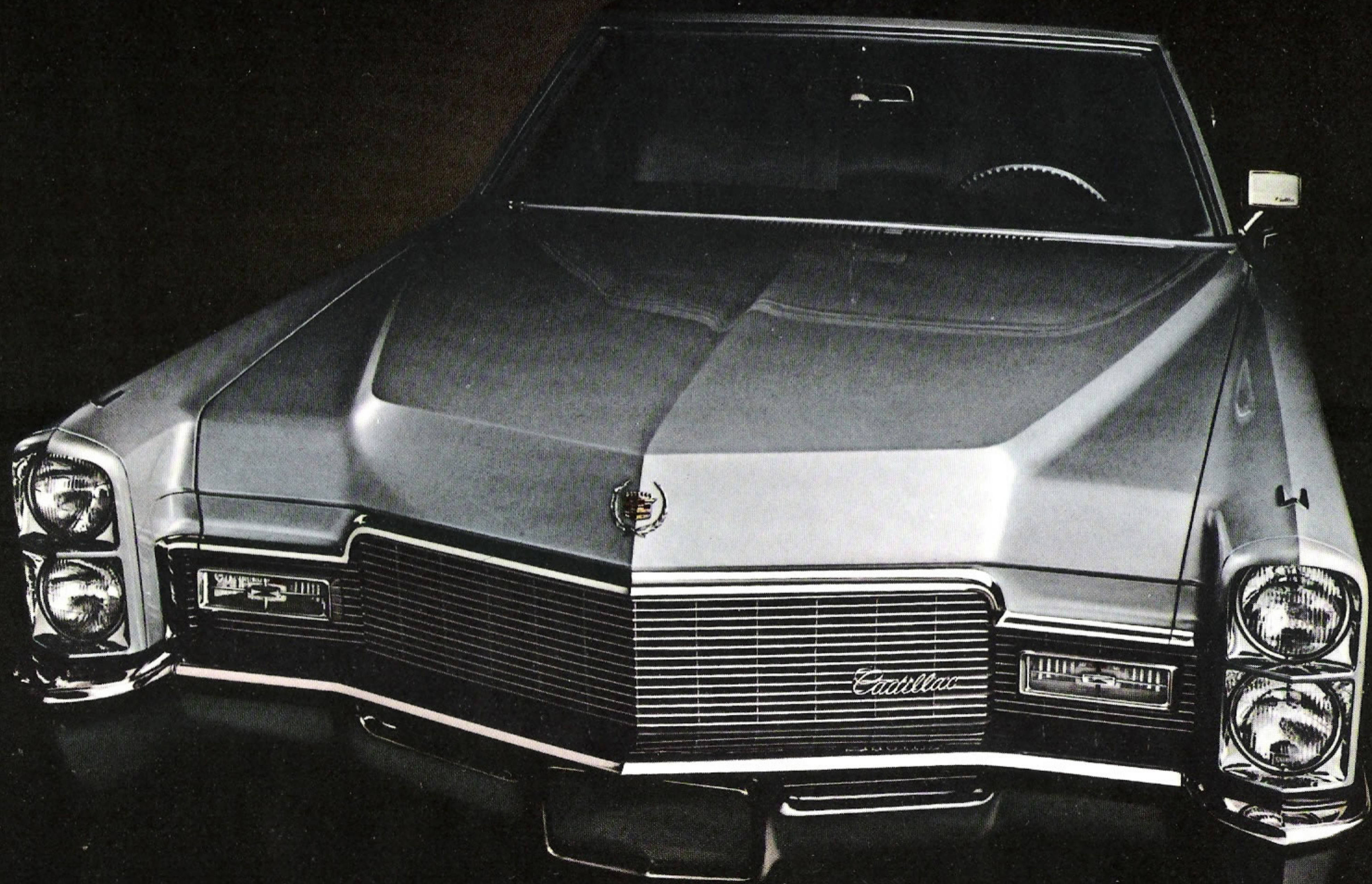


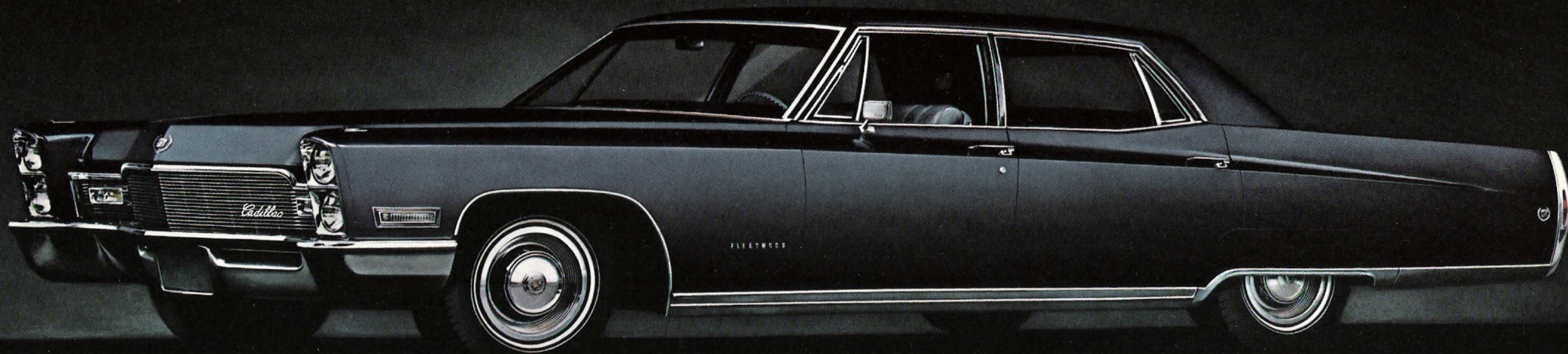
# FLEETWOOD SERIES

Even in the exceptional motoring world of Cadillac; the Fleetwood wreath and crest, over the years, has received special and deserved recognition.

Now, for 1968, the Cadillac Fleetwood Series represents the supreme achievement in grand and gracious motoring. The newly designed grille of the Brougham, Sixty Special, Seventy-Five Sedan and Limousine maintains the familiar Cadillac look, but is now more massive, with its bold center treatment, suggesting the spirit and strength of Cadillac's powerful new 472 V-8 engine. The finely spaced horizontal grille bars, which lend a jewel-like quality to Cadillac's new front view, are framed by distinctive parking light and headlamp styling.

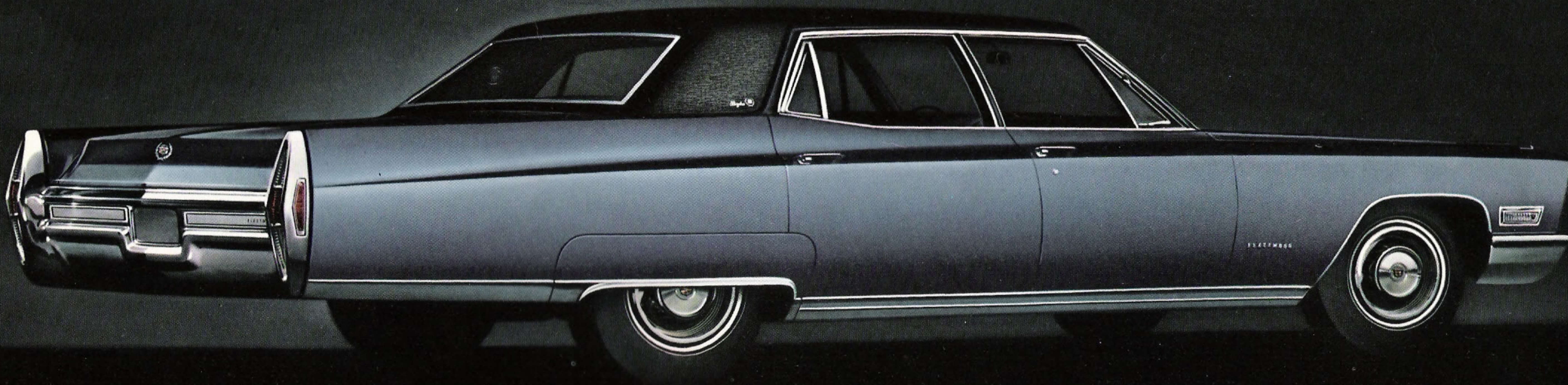
Fleetwood interiors feature rich rosewood paneling. The Eldorado has also undergone numerous styling refinements, but still retains its individual good looks. Selection of any Fleetwood model will be the most luxurious and rewarding decision in motoring; for the Fleetwood is the outstanding expression of Cadillac excellence.





Above: Fleetwood Sixty Special in Emperor Blue with optional white sidewall tires

Below: Fleetwood Brougham in optional Spectre Blue Firemist with optional white sidewall tires



# FLEETWOOD BROUGHAM AND SIXTY SPECIAL

The Fleetwood Sixty Special and Brougham, with an impressive wheelbase of 133 inches and overall length of nineteen feet, are truly majestic motor cars.

Both are magnificently appointed for personal pleasure and convenience, and unsurpassed in their comfortable and spacious dignity. New rear styling and sill molding design are exclusive to the Fleetwood Series. The new longer hood conceals the windshield wiper system for a sleeker appearance and serves, in addition, a very practical purpose in reducing glare and providing an exceptional view ahead.

The Brougham is distinctive even among Fleetwood models, with its padded roof, available in five colors, highlighted by the wreath and crest and Brougham script. Your individual taste can be expressed in a choice of sixteen standard and five optional Firemist body colors . . . and eighteen Sixty Special and Brougham interiors in rich cloth, leather or cloth and leather combinations. A wide array of power equipment, including automatic level control, is standard on all Fleetwood models.

The Sixty Special, available in the same wide selection of interiors as the Brougham, is shown below in black Damsel cloth with leather.



Two carpeted folding footrests and two large storage pockets are exclusive in the Brougham rear-passenger compartment.



The dark blue Brougham interior, above, is in leather, an extra-charge option available in eight colors. Three Damsel and four DuBarry cloth-and-leather combinations, and three all-cloth colors in Dunstan pattern with embroidered backrests are standard selections on the Brougham.



Above: Fleetwood Seventy-Five Sedan in Sable Black with optional white sidewall tires

Below: Fleetwood Seventy-Five Limousine in Summit Gray with optional white sidewall tires and padded roof

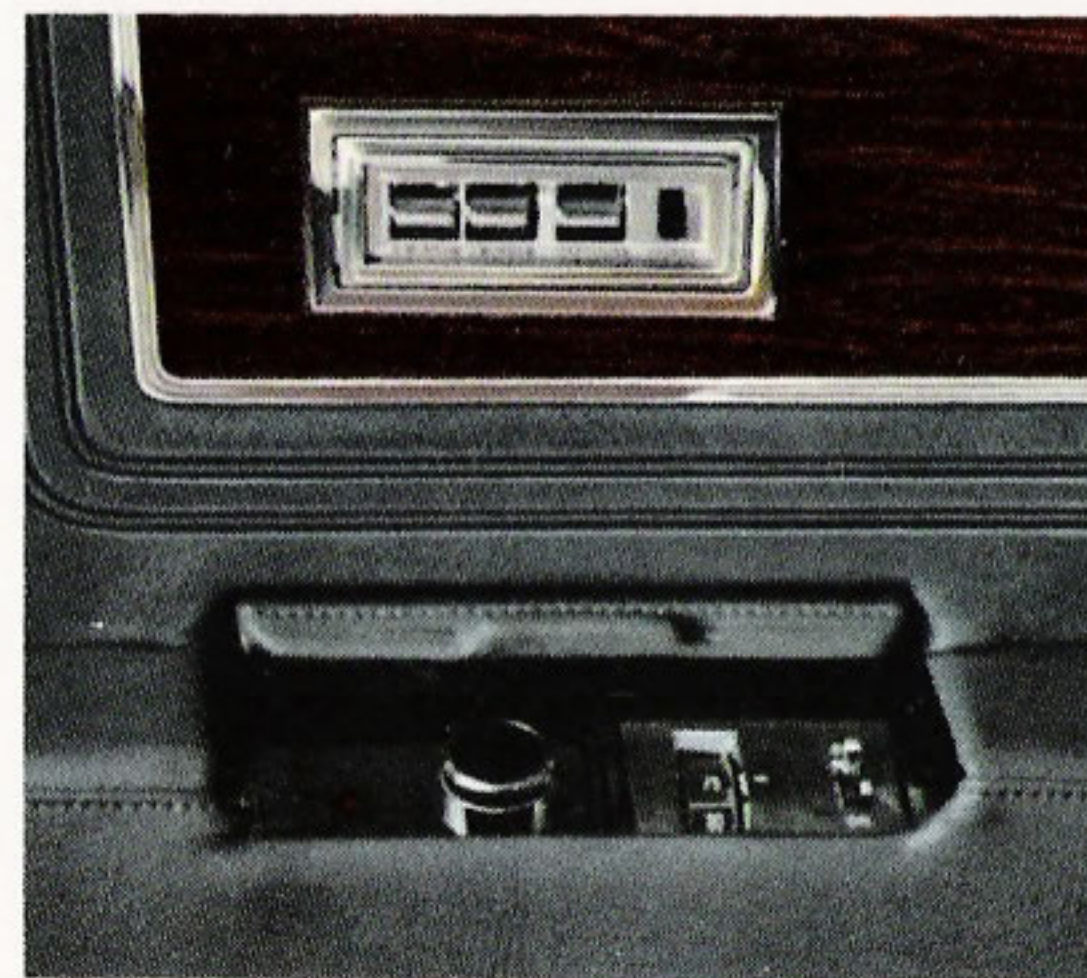




# FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE

No cars in all the world are more in evidence at important social occasions, or more appreciated in the business community, than the magnificent Fleetwood Seventy-Five nine-passenger Sedan, and the regal Fleetwood Limousine. More than twenty feet long, with a wheelbase of 149.8 inches, the Seventy-Five Sedan and Limousine provide motoring luxury and spaciousness without compare. Standard equipment includes Turbo Hydra-Matic transmission, power steering, power brakes, power windows, power front-seat adjustment, automatic climate control, automatic level control, right-hand outside mirror and power vent windows on the Sedan. The Limousine has a glass-partitioned, leather-upholstered chauffeur's compartment. You can choose from five interiors in the Seventy-Five models and from 21 body colors, including five optional Firemist shades. After decades of universal recognition, the Fleetwood Seventy-Five must be described as the most impressive of the world's fine automobiles.

The Seventy-Five Sedan and Limousine have full-width folding seats for three passengers, as shown below.



Rear controls in the Limousine, above, permit the occupant to raise or lower the windows, turn on the reading lamps, tune the radio, activate the automatic climate control and raise or lower the glass partition.

The Limousine, below, is in dark blue DuBarry cloth and leather. Five interiors are offered as standard selections in the Seventy-Five models. The Limousine front compartment is in black leather, with gray leather optional.



The Fleetwood Seventy-Five Sedan is shown above in light gray Dunstan cloth with embroidered inserts. Dunstan interiors feature pique type of stitching, with the trapunto puff design used in fine furniture. Decordo cloth or DuBarry cloth with leather bolsters are also available in the Sedan.



Above: Fleetwood Eldorado in optional Topaz Gold Firemist with optional white sidewall tires

Below: Fleetwood Eldorado in optional Topaz Gold Firemist with optional white sidewall tires and padded roof



# FLEETWOOD ELDORADO

With the Fleetwood Eldorado, Cadillac introduced an entirely new, and singularly successful concept in personal cars. Now, for 1968, many refinements in styling and handling—and the brilliant action of the new 472 V-8—bring to personal car motoring the most spirited performance in the luxury field. Eldorado is still the only car in the world which combines the precision of front wheel drive with the maneuverability of variable ratio power steering and the balance of automatic level control. The retractable covers in the grille open to reveal the dual headlights. Concealed windshield wipers enhance the unbroken lines of the Eldorado's distinctive profile. New upholstery fabrics and leathers . . . a completely new instrument panel . . . new rosewood paneling . . . and many other new interior appointments provide all the comfort and graciousness expected of a true luxury automobile. For those seeking a most unusual motoring experience, there is no more exciting answer than Eldorado—the world's finest personal car.

When the Eldorado headlamps, below, are turned on, outer sections of the grille open downward to expose the twin headlamp clusters.



The power control panel on each door, above, controls both the side and rear quarter windows. Armrests are more deeply padded and controls are recessed. A separate remote door handle is provided for rear passengers on the right side door.

Below is shown the Eldorado Diamond pattern cloth and vinyl interior in covert color, one of four color choices.

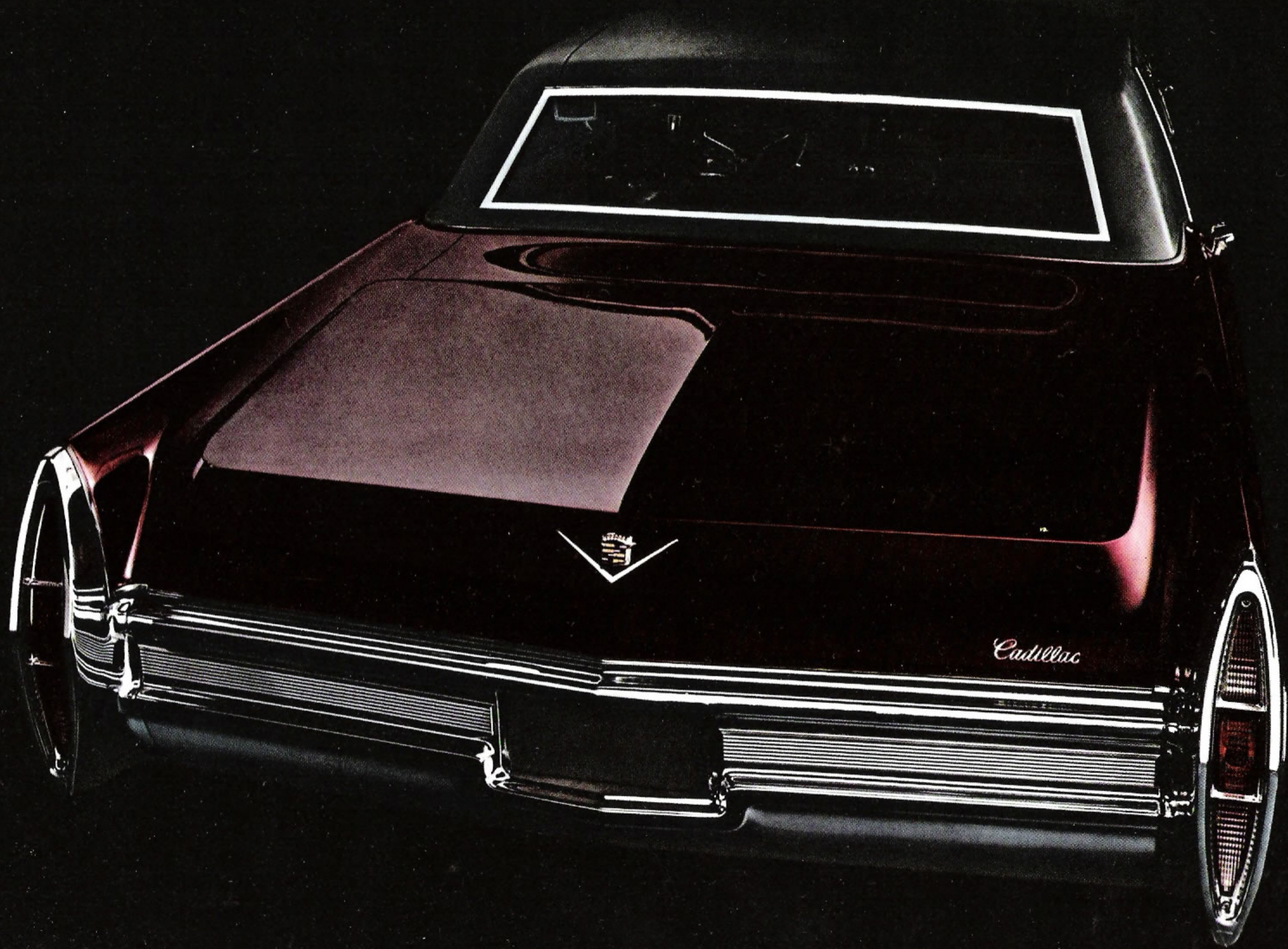


The Eldorado interior, above, is in beige Deauville cloth with vinyl bolsters. This pattern is offered in four colors. Leather interiors are available at extra charge in twelve color combinations on the Eldorado.



The popularity of the DeVille Series among luxury car buyers can be attributed in great measure to its distinctive beauty and to its wide selection of body styles—Sedan, Hardtop Sedan, Coupe and Convertible, by far the widest and certainly the most desirable in its price range. All models have special DeVille identification and styling characteristics.

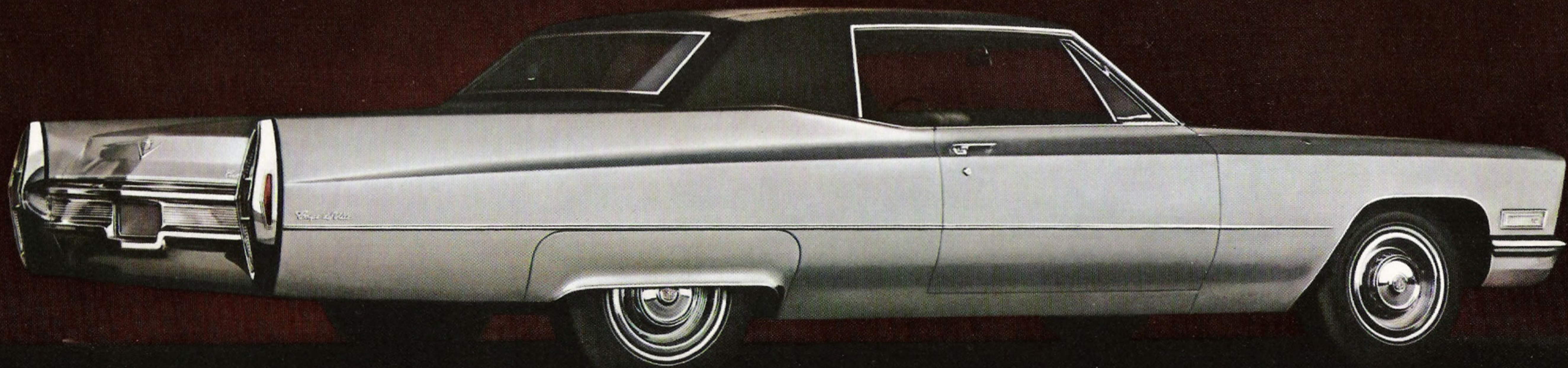
Like all Cadillacs for 1968, they are powered by the spectacular new 472 V-8 engine. Standard equipment on the DeVille Series includes Turbo Hydra-Matic transmission, variable ratio power steering, power brakes, power windows, power adjustable front seat, all General Motors safety features and a large number of exclusive driving conveniences and interior appointments. All have a wheelbase of 129.5 inches and an overall length of 224.7 inches. With its abundance of luxury and its wide choice of personal options and accessories, the DeVille is a highly individual motor car with excitement and excellence to fully please the most discerning motorists.





Above: DeVille Convertible in Grecian White with optional white sidewall tires

Below: Coupe DeVille in Regal Silver with optional white sidewall tires and padded roof



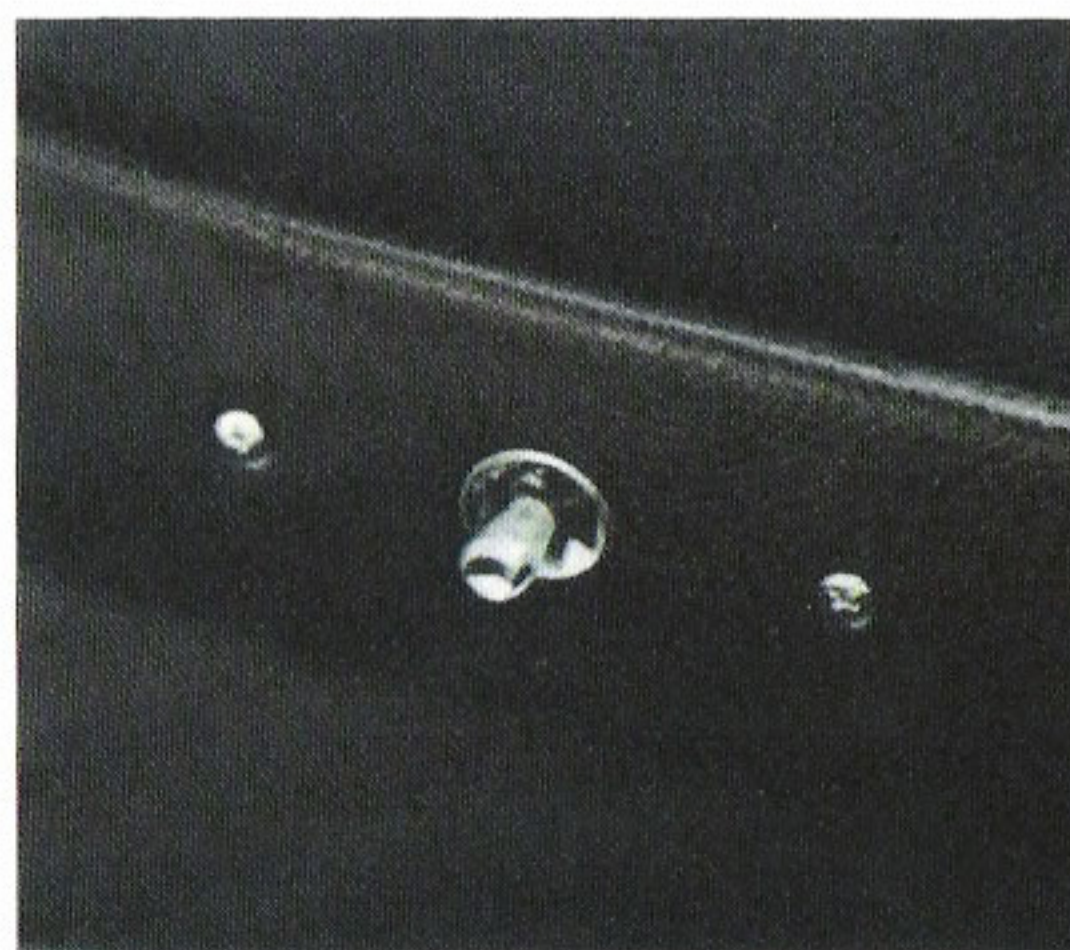
# DEVILLE CONVERTIBLE AND COUPE DEVILLE

Youthful in appearance . . . agile in performance . . . and widely diversified in the choice and style of its interior selections, options and accessories, the DeVille offers the luxury buyer an exceptional opportunity for individualizing his motor car. From the front, the new 1968 grille presents an all-new face, yet retains full Cadillac identity. New wheel covers, full-length side molding, with rear quarter identification and side marker light in the rear bumper, are featured on all DeVille models. From the rear, there is a new, longer looking, more impressive deck lid styling and the DeVille script. The new bumper design is distinguished by bright, ribbed metal inserts on either side of the license plate frame. The DeVille Convertible, shown at the left, has, for a number of years, been the overwhelming choice of luxury convertible buyers. Whatever DeVille model you choose for 1968, you will enjoy a rich new dimension in motoring pleasure—reserved exclusively for those who will enjoy this most popular Cadillac series.

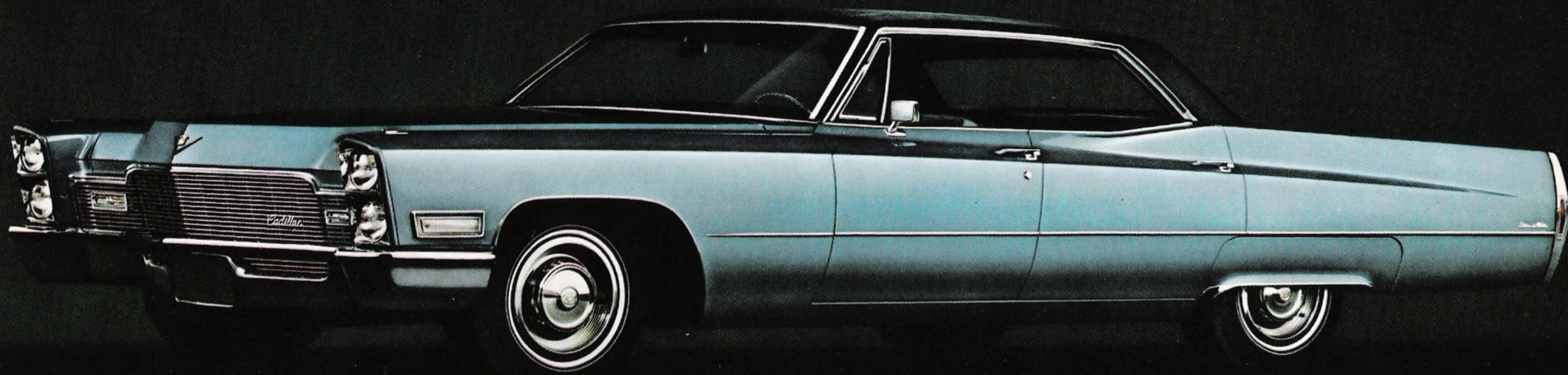
Leather upholstered DeVille models for 1968 feature the elegance of rosewood veneer wood paneling. The DeVille Convertible, below, is in black leather, one of eleven leather selections offered at no extra charge on the Convertible. Five harmonizing fabric top colors are offered.



All DeVille models include, as standard equipment, power-operated forward and backward front-seat adjustment, controlled from the left of the driver's seat.

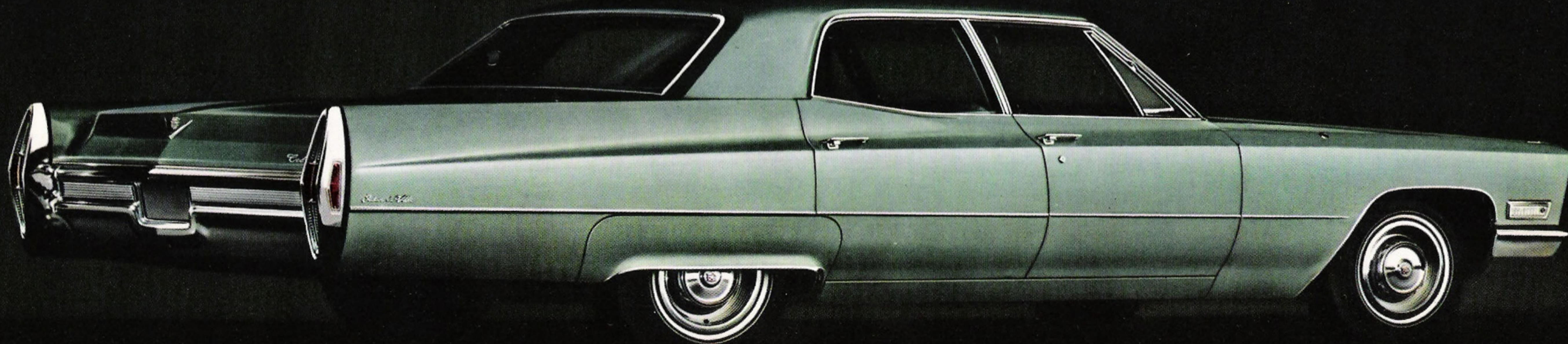


The Coupe DeVille interior, above, is shown in red leather, one of eight extra-charge leather colors. Eight color selections in cloth with leather bolsters are offered as standard equipment selections.



Above: Hardtop Sedan deVille in Caribe Aqua with optional white sidewall tires and padded roof

Below: Sedan deVille in Silverpine Green with optional white sidewall tires

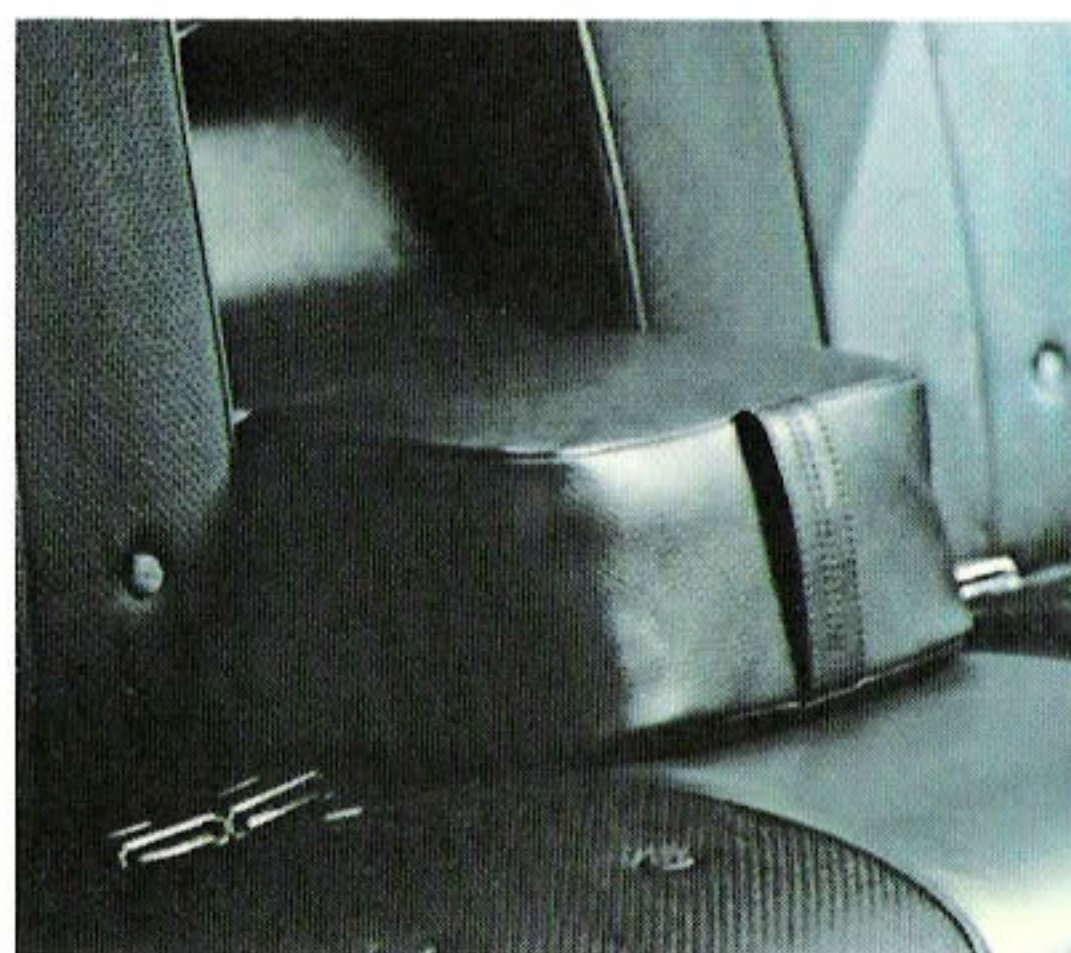




# HARDTOP SEDAN DEVILLE AND SEDAN DEVILLE

The Hardtop Sedan deVille is the choice of more Cadillac buyers than any other model. Like its companion, the Sedan deVille, it is exceptionally roomy with full comfort for six passengers. The only true way to fully appreciate the luxury and splendor of the DeVille interiors is to actually sit in the car and enjoy the feeling of pillow-soft seats with their fine fabrics and leathers. You will enjoy, too, the convenience of its many appointments, the extraordinary craftsmanship of its tailoring and the jeweler's touch that goes into its fittings. An important new anti-theft feature of the DeVille—as with all other Cadillacs for 1968—is a buzzer that sounds a warning when the key is in the ignition switch and the driver opens the door to leave the car. All 1968 Cadillacs have a new concealed windshield wiper and washer system. The wiper area is greatly increased, and four jets direct water to the windshield before the wipers are activated, preventing initial smudge. To every luxury car buyer, the DeVille Series offers a rare combination of exciting luxury and spirited performance.

Wide, soft, folding center armrests add to the complete comfort of DeVille Sedan rear-seat passengers. Swung up out of the way, there is ample room for three rear passengers. Seat belts are provided on all models for 1968.



The Sedan deVille is shown below in aqua Decor pattern cloth with leather bolsters. Seven other cloth-and-leather selections are offered. Eight extra-charge genuine leather interiors are also available on both DeVille closed models.



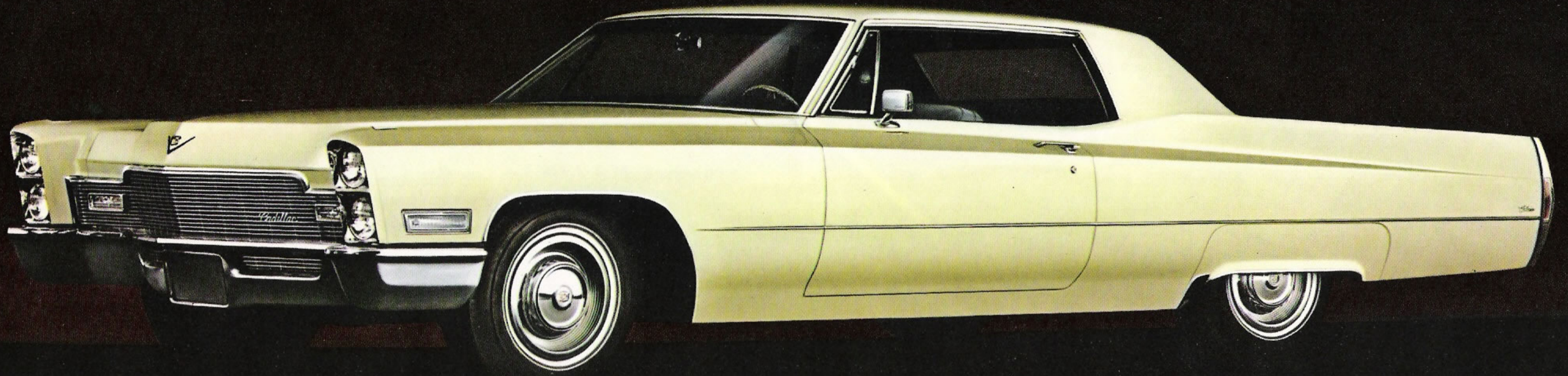
Above is the Hardtop Sedan deVille in dark green Domino pattern cloth and leather. Seven other interiors are offered as standard equipment selections, with eight leather selections optional at extra charge.



## CALAIS SERIES

The Calais Series represents your easiest investment in Cadillac distinction, luxury, performance and long-lasting value. Both Calais models—the Hardtop Sedan and the Coupe—provide all of Cadillac's basic excellence. These include the great new 472 V-8 power plant . . . the same big wheelbase and overall length as the DeVille Series . . . the distinctive new grille . . . the newly styled rear deck lid and larger trunk capacity . . . variable ratio power steering . . . power brakes . . . Turbo Hydra-Matic transmission . . . new, softer ride, easier handling and greater quietness . . . and, new for 1968, power windows as standard equipment. Like all Cadillacs, the Calais is available in sixteen standard and five optional Firemist colors. Its interiors reflect Cadillac's famed luxury, with dramatic new fabrics and Cadillac's renowned craftsmanship. And you can personalize your Calais with an unusually wide variety of options and accessories. Here is your most practical way to join the growing legion of Cadillac owners—the most loyal and enthusiastic in the world.





Above: Calais Coupe in Kashmir Ivory with optional white sidewall tires

Below: Calais Hardtop Sedan in Chestnut Brown with optional white sidewall tires



# CALAIS COUPE AND CALAIS HARDTOP SEDAN

The Calais makes no compromise with traditional Cadillac quality. Yet its cost rivals that of lesser cars that either charge extra for many of the Calais standard equipment features or do not offer them at all. For example, standard convenience appointments in the Calais include electric clock, ash receiver light, courtesy lights, automatic glove compartment and trunk lights, map light, remote control outside mirror, door-panel warning reflectors, electric three-speed wipers and washers, wheel covers, visor vanity mirror, trip odometer and many other uniquely Cadillac comforts and luxuries. The two newly styled models for 1968 are readily identifiable by both the Cadillac and the Calais scripts. You'll find that in original cost, dependability and economy of operation, the Calais represents a truly unusual investment in motoring pleasure and value. The Calais owner, like all Cadillac owners, will find his Cadillac returns more of its original investment at resale than any other car built in the land.

Both Calais models for 1968 now include, as standard equipment, power windows. The power control panel on the driver's side controls all windows. Other windows have single switches for individual passenger operation. Door handles are recessed and the armrests more deeply padded.



Shown below is the Calais Coupe in black vinyl. New door panels, exclusive to Cadillac, are fully molded from the bottom of the armrests to the top of the door to provide a distinctive soft, contoured design.



Above is the Calais Hardtop Sedan in beige Dakarta pattern cloth with vinyl trim. Five other interior color combinations are offered, in addition to two leather-textured, all-vinyl, extra-charge selections.

# OPTIONAL EQUIPMENT

Shown opposite, are a number of Cadillac's many optional conveniences that let you tailor your Cadillac to your individual driving needs and tastes.

**1. DISC BRAKES** are offered as an extra-charge option on front wheels for those drivers who prefer them. Self-energizing, self-adjusting drum brakes, finned for fast heat dissipation, are standard front and rear on all models. Both the drum and disc types have independent front and rear braking systems, plus an auxiliary parking brake which serves as a true emergency brake. Consult your Cadillac dealer for the type best suited to your kind of driving.

**2. AUTOMATIC CRUISE CONTROL**, lets you set and maintain any desired speed without using the accelerator pedal. It also serves as a speed reminder providing gentle back pressure on the accelerator pedal when the selected speed is reached.

**3. TILT AND TELESCOPE STEERING WHEEL** is adjustable in four directions for maximum personal comfort, and swings up for easier entry and exit.

**4. AUTOMATIC CLIMATE CONTROL**, ordered by the overwhelming majority of Cadillac buyers, lets you select and maintain—with a single setting of the thermostat dial—the interior temperature of your choice. Important improvements for 1968 permit the movement of more air at lower velocity—so that, at peak setting, you are almost unaware of air movement.

Without further adjustment, heated or cooled air is supplied automatically to maintain the temperature year 'round, whether you drive in desert heat or bitter cold. When outside air is above approximately 35°, incoming air is first cooled to control humidity, then reheated to assure maximum comfort and to minimize window fogging. (Standard on Fleetwood Seventy-Five models)

**5. SIX-WAY POWER SEAT** gives horizontal, vertical and angle adjustment from controls on the driver's side of the front seat.

**6. TWILIGHT SENTINEL** turns driving lights on and off automatically according to light conditions. It also permits you to keep headlamps and a selected cornering light on for up to 90 seconds to light your way from the car at night after the ignition is turned off.

**7. POWER VENT WINDOWS** can be operated from a convenient control panel. Front and rear, standard on the Fleetwood Sixty Special and Brougham, rear quarter on Eldorado and front on Seventy-Five Sedan.

**8. POWER DOOR LOCKS** automatically lock or unlock all doors from either front door (except Limousine) for peace of mind when driving with children, and as protection against intruders.

**9. PADDED VINYL ROOF** adds further elegance to your Cadillac. It is available in five colors on DeVille closed models,

the Seventy-Five models and the Eldorado, and standard on the Brougham.

**10. AM-FM STEREO**, shown here, lets you enjoy the full, rich sound of stereo FM from two speakers in the front and two in the rear—cross-balanced for true stereo sound throughout the car. Two other radios are available. The AM-FM radio adds the pleasure of fine FM with automatic frequency control, plus standard broadcasts. The AM radio has superb tone with wide bass and treble adjustment, with sound directed through front or rear or both speakers. Tuning is by pushbutton, manual or automatic with signal bar selector. All Cadillac radios have an automatic pushbutton antenna.

**11. REMOTE-CONTROL TRUNK LOCK** releases and slightly raises the deck lid for service station or shopping attendants. When deck lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red warning light on the instrument panel indicates when the deck lid is unlocked.

**12. FRONT-SEAT HEAD RESTRAINTS** for both bench and bucket seats allow a clear view to the rear and are lower and softer.

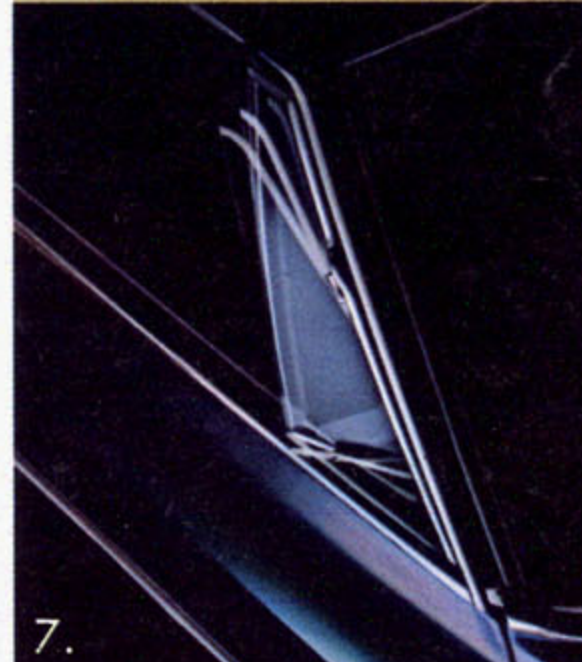
Options not shown include: Guide-Matic power headlamp dimmer; Controlled Differential for more positive traction on slippery roads; rear window defogger (standard on Seventy-Five models); Soft Ray tinted glass; reclining front passenger seat; door-edge guards; white sidewall tires; auxiliary horn; rear shoulder belts and Cadillac-designed floor mats.



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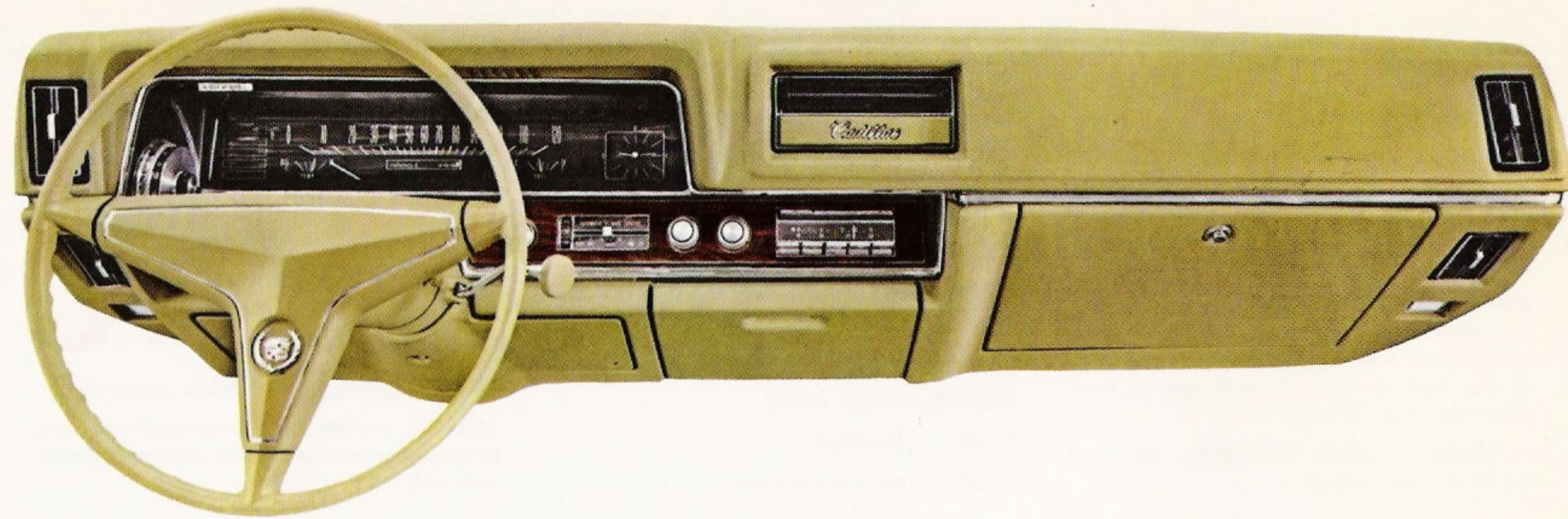
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Included previously in illustrations or text are the following items of equipment which are available at extra charge depending on model selection: white sidewall tires, Firemist finishes, vinyl and leather interiors, automatic level control, padded roofs and bucket seats. Other options are described on this page. See your Cadillac dealer for complete availabilities and prices.

# SAFETY FEATURES

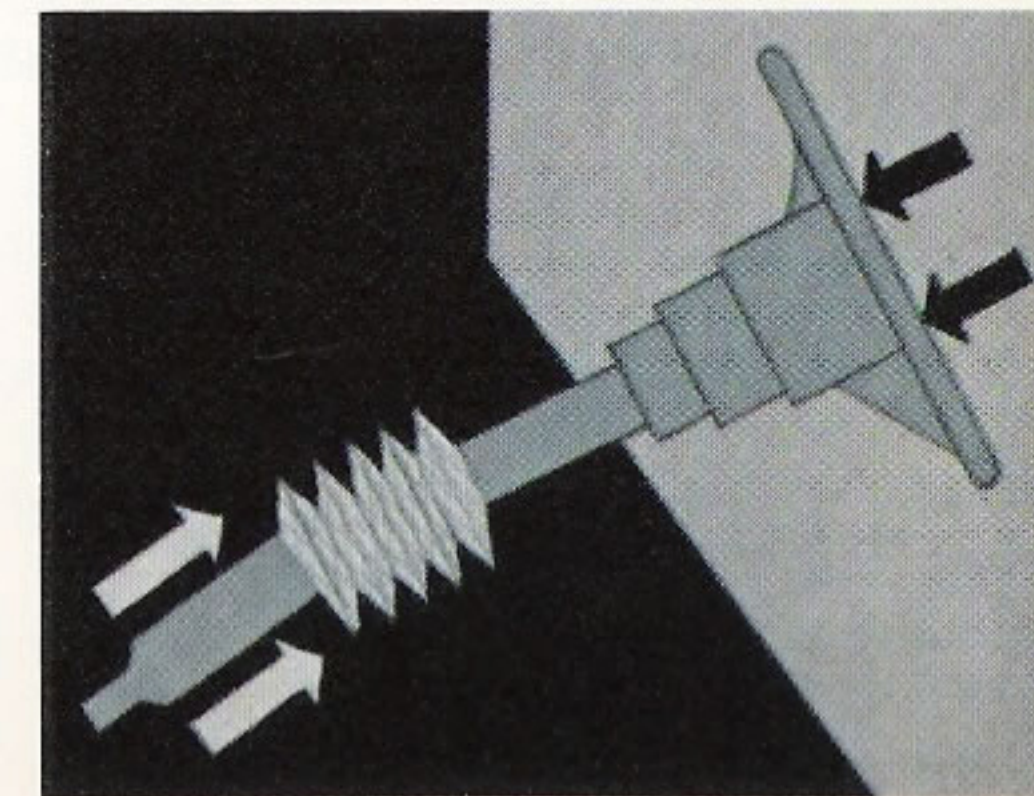


Your most personal acquaintance with your Cadillac is from behind the wheel—and Cadillac's new 1968 instrument panel is a marvel of beauty, efficiency and safety. With windshield wipers now concealed, you enjoy a clear and wide view ahead. The panel itself has low-profile controls, is deeply padded and offers greater impact protection. Low-lustre paint

reduces glare. The steering wheel hub is deeply padded. The inside day-night mirror has deflecting base and padded rim. Softer sun visors, as well, help contribute to overall security for driver and passenger. And you have the added peace of mind that stems from the General Motors-developed energy absorbing steering column.

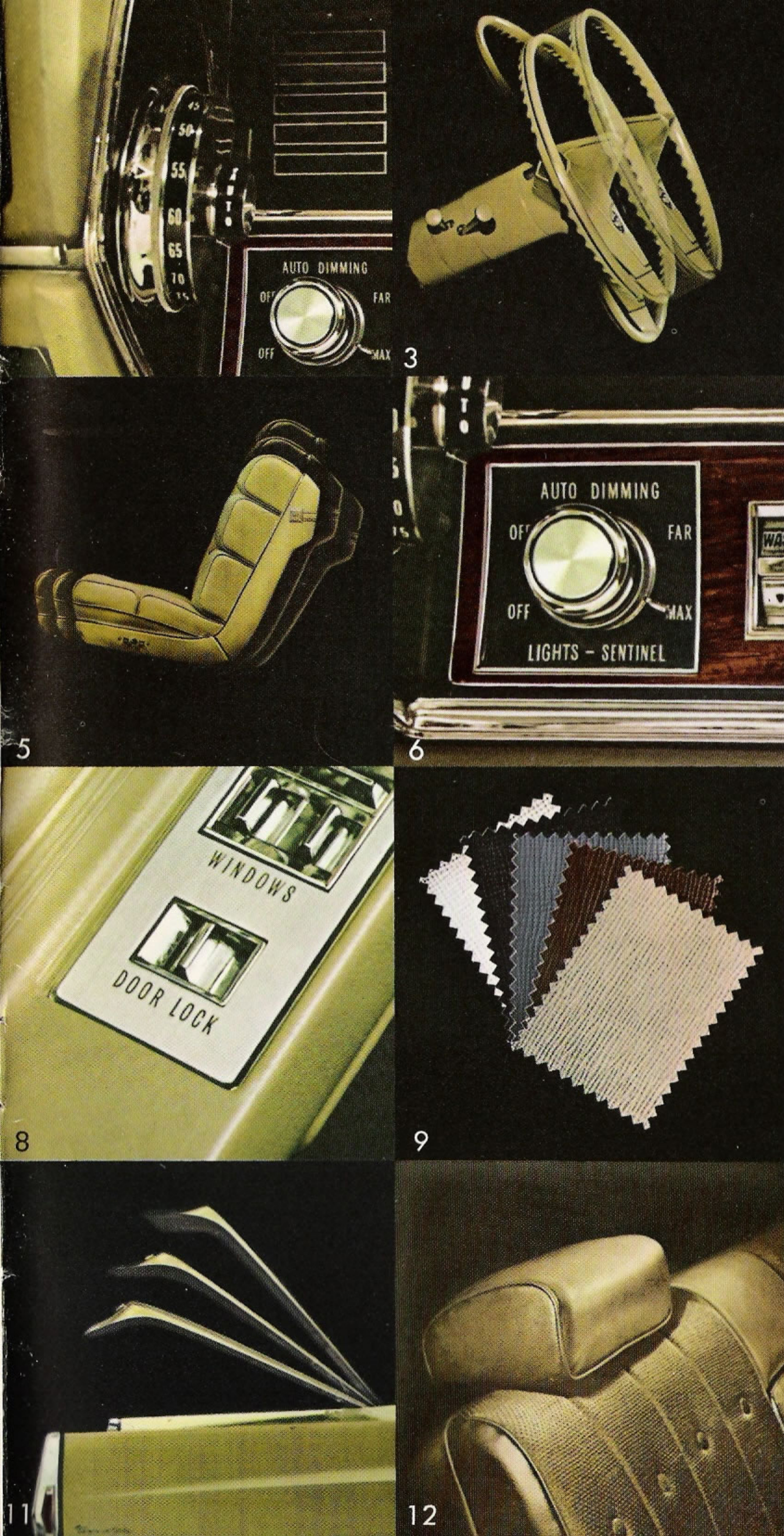
Larger, remote-control, left outside mirror • low-profile coat hooks • thick laminate windshield • padded, energy absorbing instrument panel with smooth contoured knobs and levers • reduced-glare instrument panel top, inside windshield moldings, horn button, steering wheel hub and windshield wiper arms and blades • safety armrests with recessed switch plates • backup lights • padded sun visors • inside day-night mirror • safety door hinges • more generous front seat-back and interior padding • increased capacity, three-speed electric windshield wipers, articulated for greater wiping area, four jet washers • folding seat-back latches • seat belt retractors on outboard side • tire safety rim • parking lamps turn on with headlamps for additional running light protection • four-way hazard warning flasher • soft vent window handle yields on impact • recessed, impact absorbing heat-

ing/air conditioning controls, instrument cluster and radio controls • lane-changing position for direction signal lever • passenger-guard door locks • dual master cylinder brake system, with warning light and corrosion-resistant brake lines • seat belts with push-button buckles.



Energy absorbing steering column, above, developed by General Motors, is designed to compress on impact, thus absorbing forward body force. Added absorption is achieved by the deeply padded steering wheel hub.

Side marker lights, amber front and red rear, are on when headlights are in operation. Typical rear marker is shown at the left.



# STANDARD EQUIPMENT

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

**CADILLAC VARIABLE RATIO POWER STEERING** . . . affords almost effortless parking and cornering . . . and in highway travel retains a reassuring feel of the road. (Not on the Seventy-Five Series.)

**AIR CLEANER**, dry-pack

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

**ASHTRAYS**, dual front all models, two rear all models, except Seventy-Five models, which have two for rear-seat passengers, in rear door armrest. One in rear of each Eldorado door armrest

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

**CIGARETTE LIGHTER**, centre front

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

**CLOCK**, electric

**FRONT SEAT ADJUSTMENT**, power-operated, horizontal only (except Calais)

**LIGHT**, front ash receiver

**LIGHTS**, backup (dual)

**LIGHTS**, cornering

**LIGHTS**, rear compartment

**CADILLAC DUAL POWER BRAKES** . . . for smooth, straight stops with minimum effort.

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

**CADILLAC TURBO HYDRA-MATIC** transmission . . . provides instant,

**LIGHTS**, reading Brougham (adjustable)

**LIGHTS**, courtesy (automatic)

**LIGHTS**, directional indicators

**LIGHTS**, front and rear side markers, "on" with headlamps

**LIGHT**, glove box (automatic)

**LIGHT**, map

**LIGHT**, luggage compartment (automatic)

**MIRROR**, inside 2-way, padded-rim with breakaway feature, shatter-resistant, glare-reducing

smooth response at all speeds, with proven dependability.

**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 defogger are standard on the Seventy-Five Sedan and Limousine.)

**MIRROR**, outside, left side inside remote-control. New design provides better visibility and minimizes vibration at highway speed. (Right side, manual, on Seventy-Five models, optional other models)

**OIL FILTER**, full-flow

**PADDED INSTRUMENT PANEL** with low-profile controls

**REFLECTORS**, in door panels, safety warning (illuminated in Eldorado, Fleetwood Sixty Special, Brougham and DeVille models)

**SEAT BELTS**, front and rear, retractable on outboard sides

**VENT WINDOWS** power-operated front and rear on Fleetwood Sixty Special and Brougham, rear quarter windows on Eldorado, front on Seventy-Five Sedan

**VISOR VANITY MIRROR**, right side

**VISORS**, dual sun, padded

**WINDSHIELD WASHER AND WIPERS**, concealed, three-speed with glare-reducing wiper arms, articulated for greater wiping area, four jet washer streams

## SPECIFICATIONS

**ENGINE**: Eight-cylinder, 375-HP overhead 90° V-type; bore 4.30, stroke 4.06, displacement 472 cu. in. Max. torque 525 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

**PISTONS**: Aluminum alloy, slipper-type cam, ground to reduce friction surfaces and permit nesting between crankshaft counterweights. One wide oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

**CARBURETOR**: Quadrajets four-barrel downdraft with equalized manifold; mechanical fuel pump; dry-type air filter; new automatic choke. Air injection reactor system to reduce hydrocarbons in exhaust.

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

**ELECTRICAL SYSTEM**: New 12-volt. 15-plate battery. High-capacity, 42-amp. generator (55 amp., air conditioned cars).

**GASOLINE TANK CAPACITY**: Approximately 21 $\frac{2}{3}$  gallons. Eldorado approximately 20 gallons.

**TURBO HYDRA-MATIC**: Fully automatic, improved 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**: Hypoid. Differential housing offset to provide straight-line drive. Completely new, heavier and stronger rear axle and differential, redesigned for the unusually high torque of the new, 472 V-8 engine. Ratio is 2.94 to 1 (3.07 to 1 on Eldorado), 3.21 to 1 axle on Seventy-Five models. Available (except Eldorado) is the Controlled Differential which directs power to the rear wheel having better traction.

**FRONT SUSPENSION**: Spherical joint with Cadillac independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and iso-

late road noise. (Torsion bar suspension on Eldorado.)

**REAR SUSPENSION**: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride. (Single-leaf springs with two horizontal and two vertical shock absorbers on Eldorado.)

**BRAKES**: Cadillac power brakes with self-adjusting shoes; finned front and composite finned rear drums. Split hydraulic master cylinder provides for front and rear brakes. Power front disc brakes optional on all models.

**PARKING BRAKE**: Serves as 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 in any drive range with engine running.

**STEERING**: Cadillac variable ratio power steering is standard equipment (except Seventy-Five models). Energy absorbing steering column and padded steering wheel

hub. Overall steering ratio of 16.6 to 1 (except 18.2 on Seventy-Five models and 16.3 on Eldorado) and 38.5° turning angle provides fast response and short turning diameter.

**FRAME**: Perimeter frame is fully boxed in its entire length with hidden bulkheads for additional torsional rigidity. Eldorado has a frame especially designed for its front wheel drive and front and rear suspension systems.

**TIRES**: Low-pressure, 2-ply, tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Five, on which the size is 8.20 x 15, 4-ply. Black sidewalls are standard on all models. White sidewalls are optional.

**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 convenience at night.

**TREAD**: Front and rear, 62.5". (Eldorado 63.5", front; 63", rear.)

**WHEELBASE**: 129.5" (Fleetwood Sixty Special and Brougham, 133"; Fleetwood Seventy-Five, 149.8"; Eldorado, 120".)

**OVERALL LENGTH**: 224.7" (Fleetwood Sixty Special and Brougham, 228.2"; Fleetwood Seventy-Five, 245.2"; Eldorado, 221".)

**ADDITIONAL BODY COLORS** not shown on cars illustrated include: Arctic Blue, Normandy Blue, Ivanhoe Green, Sudan Beige, Regent Maroon, Baroque Gold, San Mateo Red, Monterey Green Firemist, Rosewood Firemist and Madeira Plum Firemist.

**NOTE**: When leather is used in the DeVille and Fleetwood Series, richly textured vinyl is provided in certain areas.



**Every Cadillac has to make it before we mark it.**

The illustrations in this catalogue do not necessarily show standard colors, materials and equipment. General Motors Products of Canada, Limited, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. This right may be exercised without incurring any responsibility with regard to cars previously sold.

**GENERAL MOTORS PRODUCTS OF CANADA, LIMITED, OSHAWA, ONTARIO**





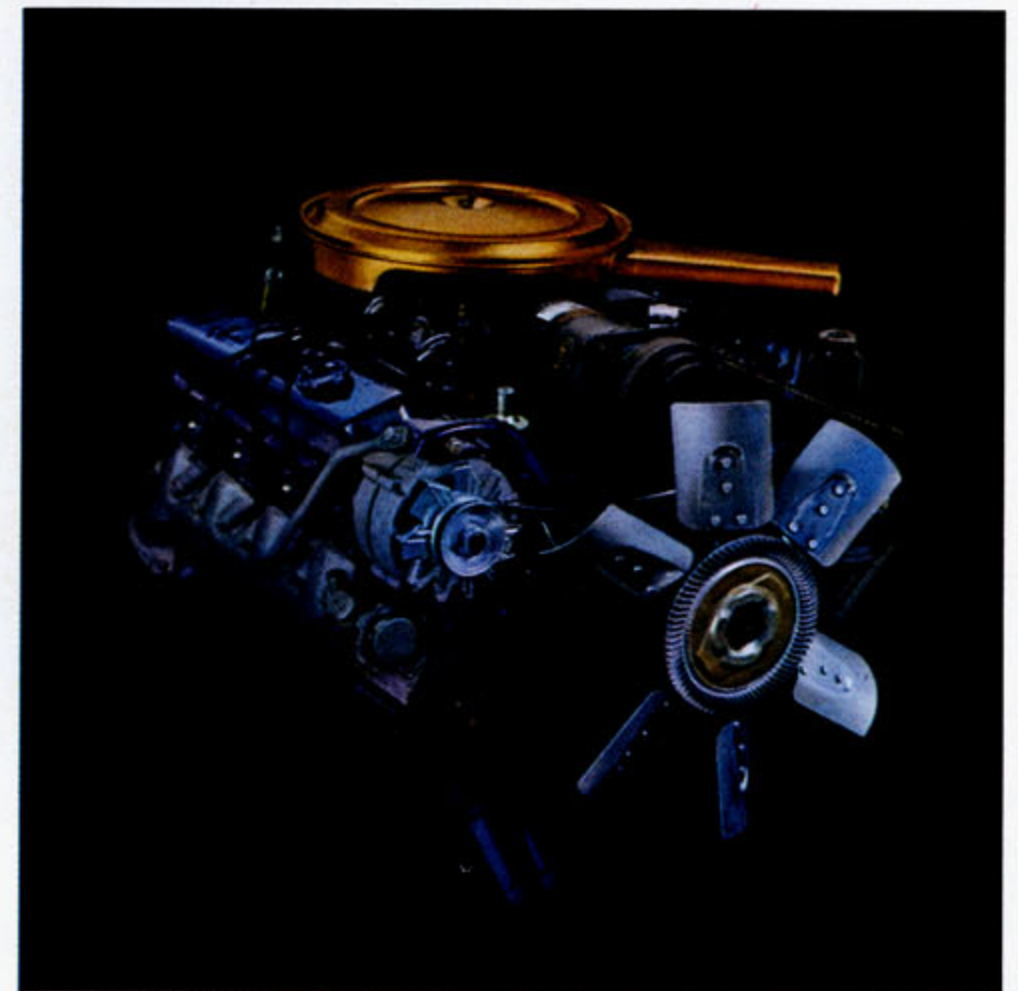
1968 CADILLAC



## 1968 CADILLAC

AMONG THE WORLD'S FINE CAR INTRODUCTIONS, none is more eagerly anticipated or more enthusiastically received than a new Cadillac. And with its 1968 models, Cadillac further enhances its reputation as the Standard of the World . . . the one car by which all others are judged. Cadillac's eleven new models—by far the widest choice in the luxury field—are unmistakably Cadillac in beauty, in luxury, in performance, in character and in stature. ■ Its astonishing 1968 performance comes from the completely new 472 V-8 engine—the biggest, smoothest engine ever put in a production motor car—and from the most sophisticated use of electronic equipment in the industry. ■ Cadillac's unsurpassed craftsmanship was never more evident. This excellence involves much more than personal attention to detail. It is, additionally, the result of Cadillac's belief that the system of building a fine car is equally as important as the materials and the workmanship that go into it. ■ In fact, at Cadillac, as much time is spent in designing and engineering the system, the techniques and the procedures of construction, as is spent in designing and engineering the car itself. The result is a motor car that looks better, drives better, feels better and holds its value better than any other car built in the land. ■ Whether you are a first-time or a long-time owner, the 1968 Cadillac will reward you with more pleasure, pride and lasting satisfaction than any car you have ever owned. It represents, as never before, elegance in action . . . with an exciting "inside story" that includes Cadillac's newest, biggest and smoothest V-8 engine . . . the most beautiful and luxurious interiors ever designed into a motor car . . . and a host of options and personal conveniences that make Cadillac motoring a pleasure unduplicated on the world's highways. Only your own personal drive can fully reveal all of Cadillac's surprising elegance in action for 1968.

THE "INSIDE STORY" OF CADILLAC'S ELEGANCE IN ACTION for 1968 starts with the all-new 472 V-8 engine. This new engine represents the fourth major Cadillac development in V-8 engine design since Cadillac introduced America's first production V-8 fifty-three years ago. It is an entirely new engine, powered and proportioned to today's luxury car needs: smoothness, passing ability, turnpike performance and importantly, reserve power for luxury accessories and convenience features. ■ The engine in a luxury automobile today must do much more than move the car. It must also operate power steering, power brakes, automatic climate control, automatic transmission, automatic level control and the larger generator needed to operate power windows, power seats and certain other standard equipment and accessories. This is why Cadillac designed the new 472 V-8 to be the biggest passenger-car engine in the industry. ■ With its 375 horsepower, 472 cubic inch displacement and unsurpassed 525 foot-pounds of torque, it provides more than ample power for all Cadillac conveniences . . . plus sparkling acceleration in traffic and quiet, effortless highway cruising. ■ It is almost like having two engines: One to give you remarkable road performance, the other to power all the luxuries that make driving a Cadillac so uniquely pleasurable. Yet the new Cadillac 472 V-8 is smoother, significantly quieter, more efficient and more reliable than any of Cadillac's previous great engines—and more than 2,000,000 miles of testing have proved it. Cadillac's great new 472 V-8 engine is, in fact, so quiet and so smooth that you are hardly aware of its existence. ■ In addition, Cadillac enhances its great "inside story" for 1968 with a noticeably softer ride . . . variable ratio power steering . . . advanced-design disc brakes available on all models . . . more effortless handling . . . and virtually complete sound isolation.

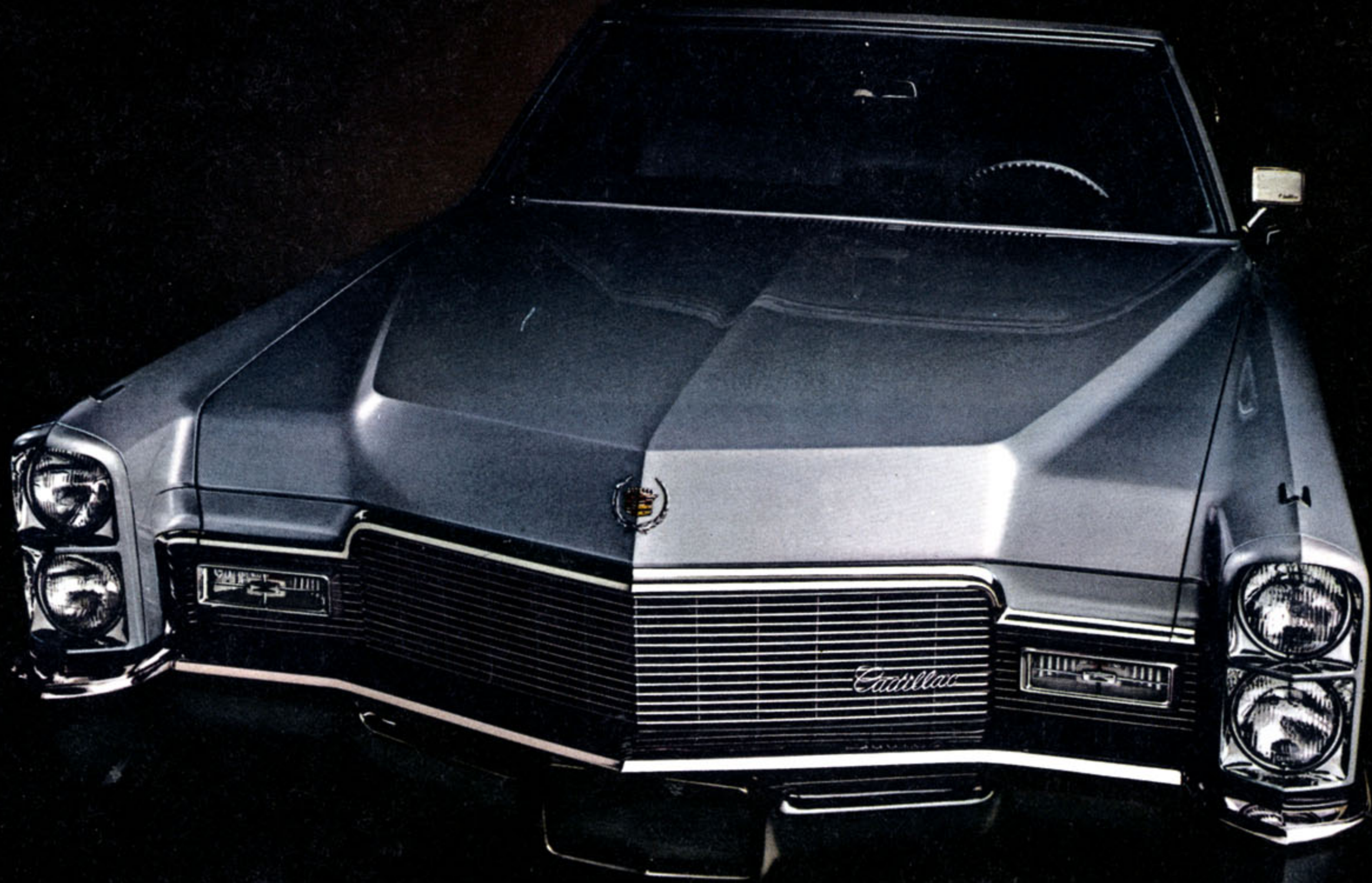


# FLEETWOOD SERIES

Even in the exceptional motoring world of Cadillac; the Fleetwood wreath and crest, over the years, has received special and deserved recognition.

Now, for 1968, the Cadillac Fleetwood Series represents the supreme achievement in grand and gracious motoring. The newly designed grille of the Brougham, Sixty Special, Seventy-Five Sedan and Limousine maintains the familiar Cadillac look, but is now more massive, with its bold center treatment, suggesting the spirit and strength of Cadillac's powerful new 472 V-8 engine. The finely spaced horizontal grille bars, which lend a jewel-like quality to Cadillac's new front view, are framed by distinctive parking light and headlamp styling.

Fleetwood interiors feature rich rosewood paneling. The Eldorado has also undergone numerous styling refinements, but still retains its individual good looks. Selection of any Fleetwood model will be the most luxurious and rewarding decision in motoring; for the Fleetwood is the outstanding expression of Cadillac excellence.





Above: Fleetwood Sixty Special in Emperor Blue with optional white sidewall tires

Below: Fleetwood Brougham in optional Spectre Blue Firemist with optional white sidewall tires



# FLEETWOOD BROUGHAM AND SIXTY SPECIAL

The Fleetwood Sixty Special and Brougham, with an impressive wheelbase of 133 inches and overall length of nineteen feet, are truly majestic motor cars.

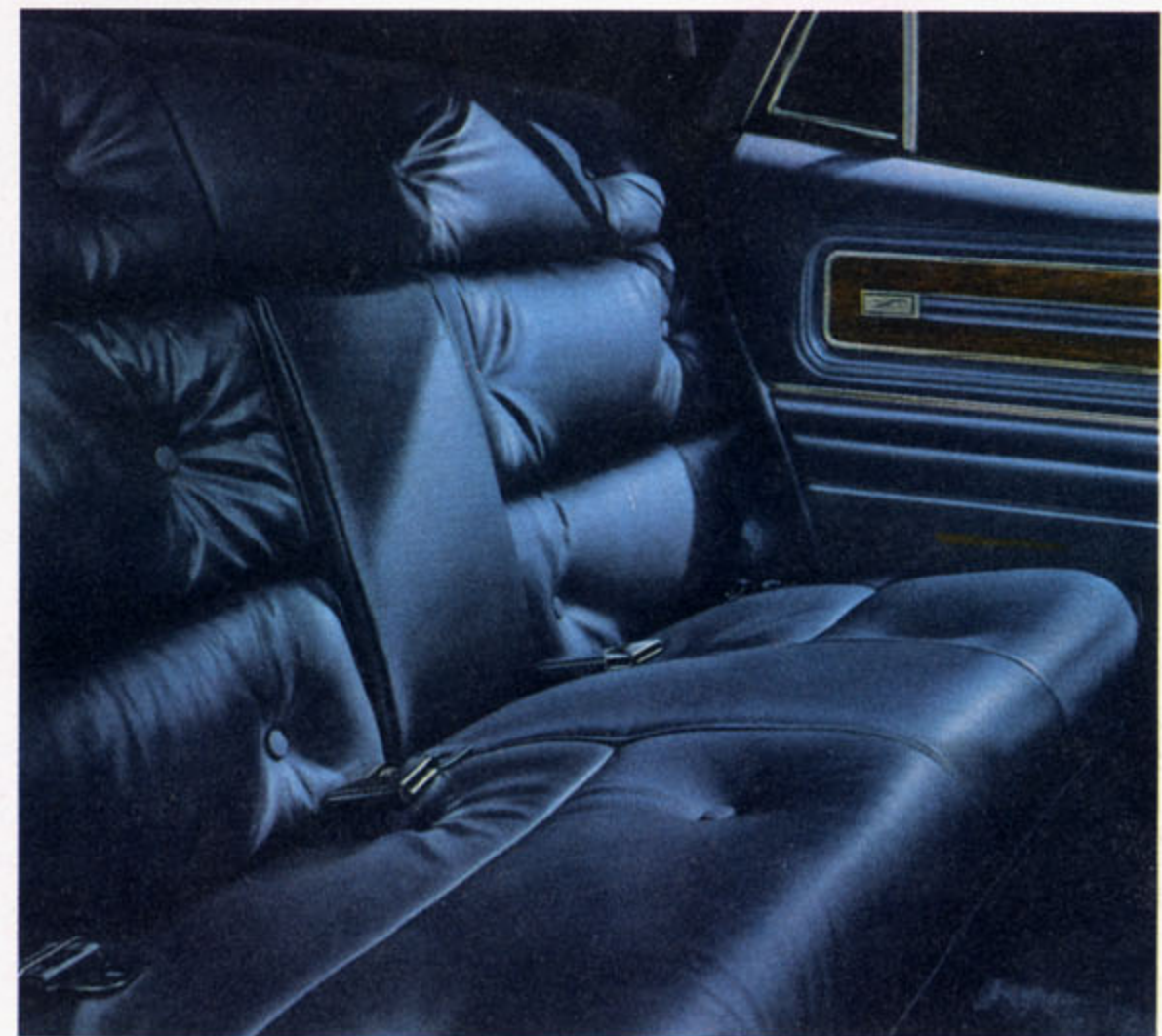
Both are magnificently appointed for personal pleasure and convenience, and unsurpassed in their comfortable and spacious dignity. New rear styling and sill molding design are exclusive to the Fleetwood Series. The new longer hood conceals the windshield wiper system for a sleeker appearance and serves, in addition, a very practical purpose in reducing glare and providing an exceptional view ahead.

The Brougham is distinctive even among Fleetwood models, with its padded roof, available in five colors, highlighted by the wreath and crest and Brougham script. Your individual taste can be expressed in a choice of sixteen standard and five optional Firemist body colors . . . and eighteen Sixty Special and Brougham interiors in rich cloth, leather or cloth and leather combinations. A wide array of power equipment, including automatic level control, is standard on all Fleetwood models.

The Sixty Special, available in the same wide selection of interiors as the Brougham, is shown below in black Damsel cloth with leather.



Two carpeted folding footrests and two large storage pockets are exclusive in the Brougham rear-passenger compartment.



The dark blue Brougham interior, above, is in leather, an extra-charge option available in eight colors. Three Damsel and four DuBarry cloth-and-leather combinations, and three all-cloth colors in Dunstan pattern with embroidered backrests are standard selections on the Brougham.



Above: Fleetwood Seventy-Five Sedan in Sable Black with optional white sidewall tires

Below: Fleetwood Seventy-Five Limousine in Summit Gray with optional white sidewall tires and padded roof





# FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE

No cars in all the world are more in evidence at important social occasions, or more appreciated in the business community, than the magnificent Fleetwood Seventy-Five nine-passenger Sedan, and the regal Fleetwood Limousine. More than twenty feet long, with a wheelbase of 149.8 inches, the Seventy-Five Sedan and Limousine provide motoring luxury and spaciousness without compare. Standard equipment includes Turbo Hydra-Matic transmission, power steering, power brakes, power windows, power front-seat adjustment, automatic climate control, automatic level control, right-hand outside mirror and power vent windows on the Sedan. The Limousine has a glass-partitioned, leather-upholstered chauffeur's compartment. You can choose from five interiors in the Seventy-Five models and from 21 body colors, including five optional Firemist shades. After decades of universal recognition, the Fleetwood Seventy-Five must be described as the most impressive of the world's fine automobiles.

The Seventy-Five Sedan and Limousine have full-width folding seats for three passengers, as shown below.



Rear controls in the Limousine, above, permit the occupant to raise or lower the windows, turn on the reading lamps, tune the radio, activate the automatic climate control and raise or lower the glass partition.

The Limousine, below, is in dark blue DuBarry cloth and leather. Five interiors are offered as standard selections in the Seventy-Five models. The Limousine front compartment is in black leather, with gray leather optional.

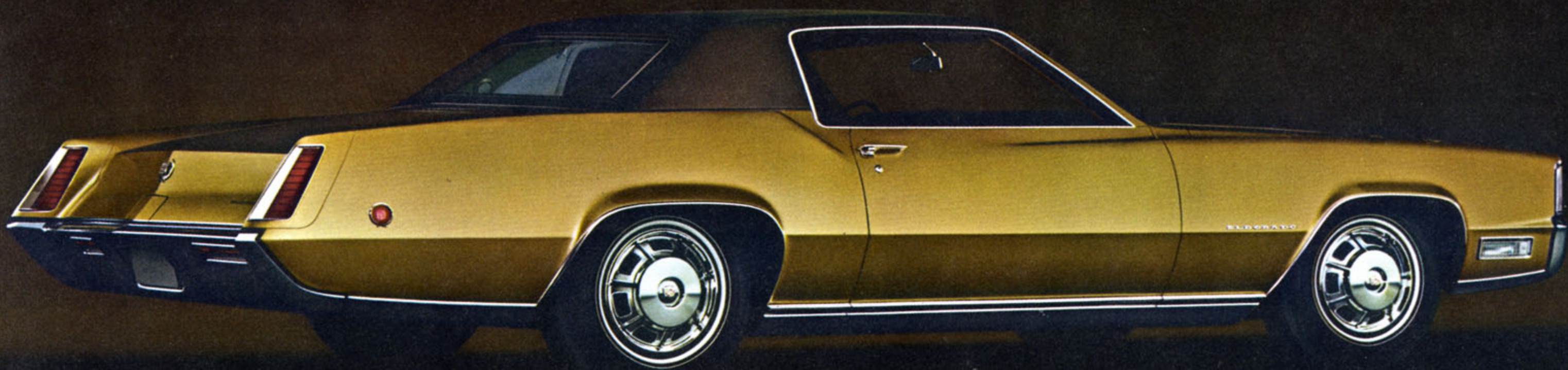


The Fleetwood Seventy-Five Sedan is shown above in light gray Dunstan cloth with embroidered inserts. Dunstan interiors feature pique type of stitching, with the trapunto puff design used in fine furniture. Decordo cloth or DuBarry cloth with leather bolsters are also available in the Sedan.



Above: Fleetwood Eldorado in optional Topaz Gold Firemist with optional white sidewall tires

Below: Fleetwood Eldorado in optional Topaz Gold Firemist with optional white sidewall tires and padded roof



# FLEETWOOD ELDORADO

With the Fleetwood Eldorado, Cadillac introduced an entirely new, and singularly successful concept in personal cars. Now, for 1968, many refinements in styling and handling—and the brilliant action of the new 472 V-8—bring to personal car motoring the most spirited performance in the luxury field. Eldorado is still the only car in the world which combines the precision of front wheel drive with the maneuverability of variable ratio power steering and the balance of automatic level control. The retractable covers in the grille open to reveal the dual headlights. Concealed windshield wipers enhance the unbroken lines of the Eldorado's distinctive profile. New upholstery fabrics and leathers . . . a completely new instrument panel . . . new rosewood paneling . . . and many other new interior appointments provide all the comfort and graciousness expected of a true luxury automobile. For those seeking a most unusual motoring experience, there is no more exciting answer than Eldorado—the world's finest personal car.

When the Eldorado headlamps, below, are turned on, outer sections of the grille open downward to expose the twin headlamp clusters.



The power control panel on each door, above, controls both the side and rear quarter windows. Armrests are more deeply padded and controls are recessed. A separate remote door handle is provided for rear passengers on the right side door.

Below is shown the Eldorado Diamond pattern cloth and vinyl interior in covert color, one of four color choices.

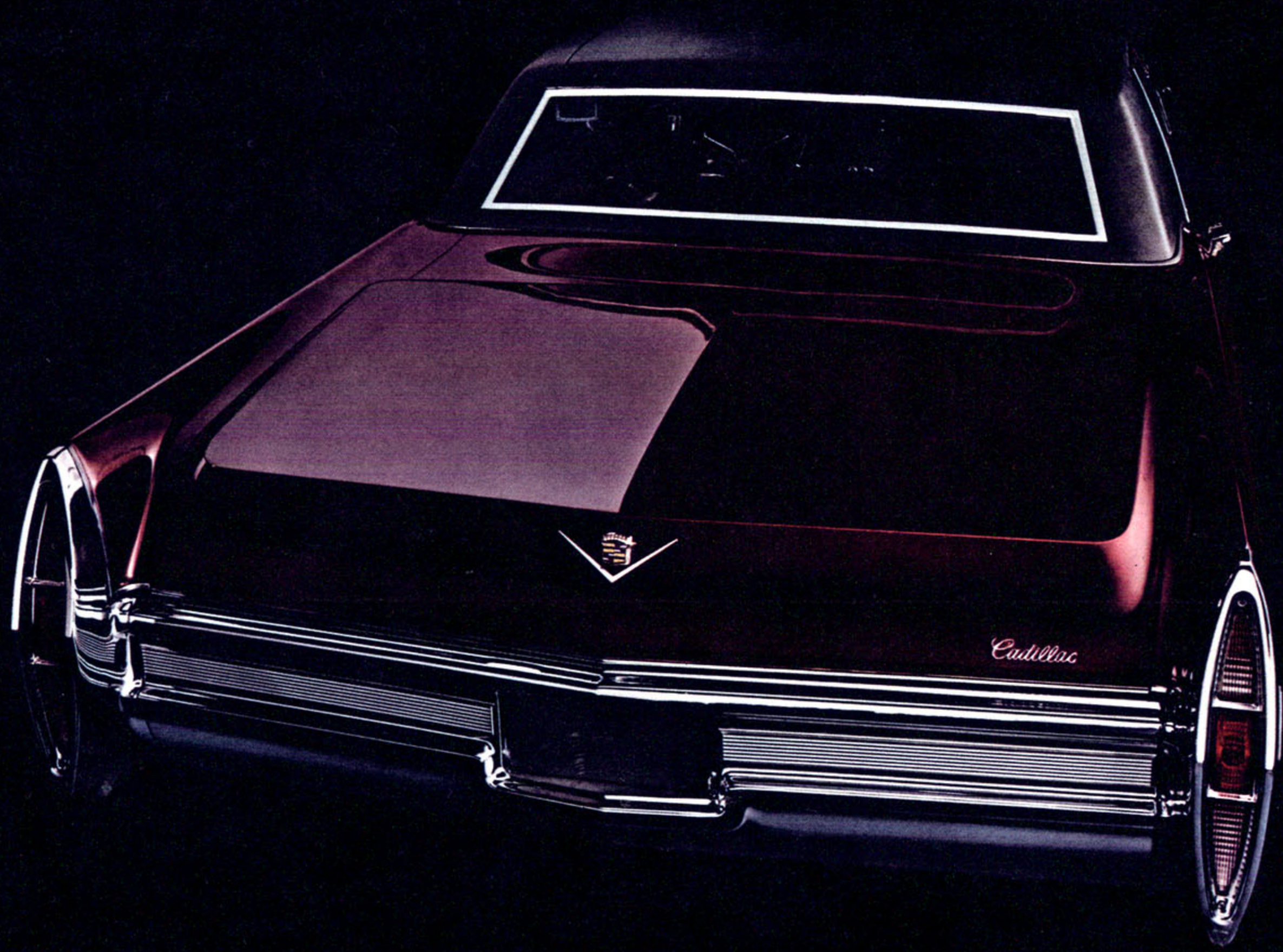


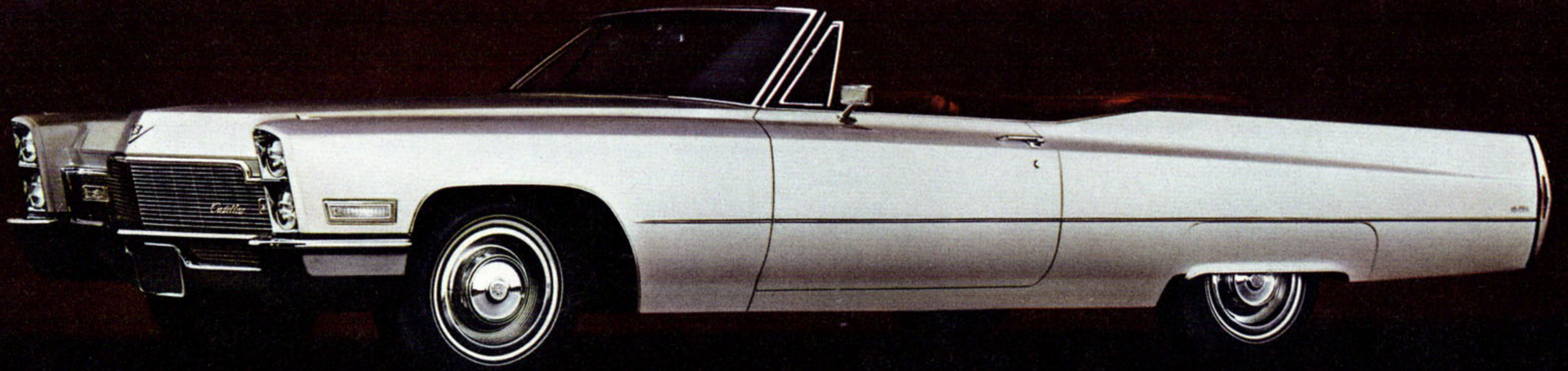
The Eldorado interior, above, is in beige Deauville cloth with vinyl bolsters. This pattern is offered in four colors. Leather interiors are available at extra charge in twelve color combinations on the Eldorado.



The popularity of the DeVille Series among luxury car buyers can be attributed in great measure to its distinctive beauty and to its wide selection of body styles—Sedan, Hardtop Sedan, Coupe and Convertible, by far the widest and certainly the most desirable in its price range. All models have special DeVille identification and styling characteristics.

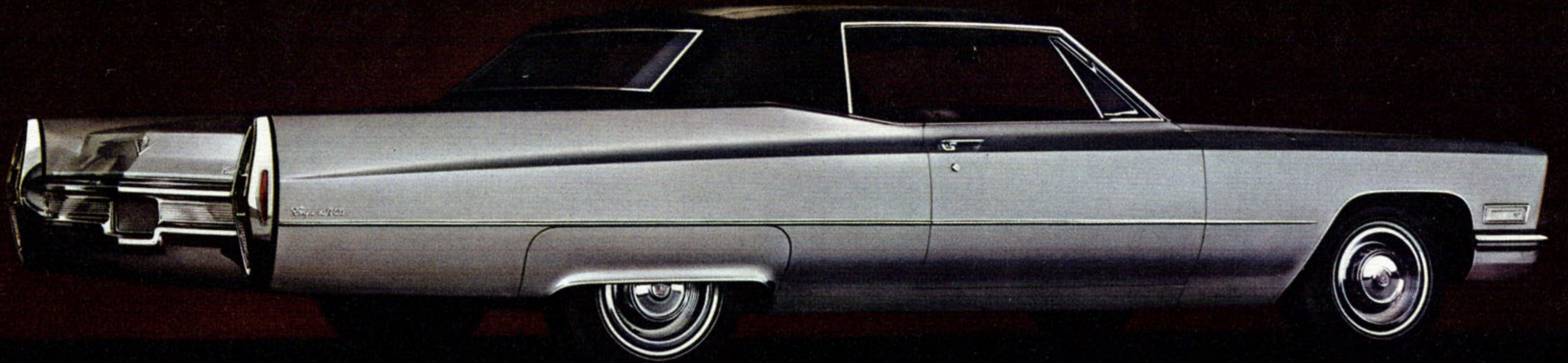
Like all Cadillacs for 1968, they are powered by the spectacular new 472 V-8 engine. Standard equipment on the DeVille Series includes Turbo Hydra-Matic transmission, variable ratio power steering, power brakes, power windows, power adjustable front seat, all General Motors safety features and a large number of exclusive driving conveniences and interior appointments. All have a wheelbase of 129.5 inches and an overall length of 224.7 inches. With its abundance of luxury and its wide choice of personal options and accessories, the DeVille is a highly individual motor car with excitement and excellence to fully please the most discerning motorists.





Above: DeVille Convertible in Grecian White with optional white sidewall tires

Below: Coupe deVille in Regal Silver with optional white sidewall tires and padded roof



# DEVILLE CONVERTIBLE AND COUPE DEVILLE

Youthful in appearance . . . agile in performance . . . and widely diversified in the choice and style of its interior selections, options and accessories, the DeVille offers the luxury buyer an exceptional opportunity for individualizing his motor car. From the front, the new 1968 grille presents an all-new face, yet retains full Cadillac identity. New wheel covers, full-length side molding, with rear quarter identification and side marker light in the rear bumper, are featured on all DeVille models. From the rear, there is a new, longer looking, more impressive deck lid styling and the DeVille script. The new bumper design is distinguished by bright, ribbed metal inserts on either side of the license plate frame. The DeVille Convertible, shown at the left, has, for a number of years, been the overwhelming choice of luxury convertible buyers. Whatever DeVille model you choose for 1968, you will enjoy a rich new dimension in motoring pleasure—reserved exclusively for those who will enjoy this most popular Cadillac series.

Leather upholstered DeVille models for 1968 feature the elegance of rosewood veneer wood paneling. The DeVille Convertible, below, is in black leather, one of eleven leather selections offered at no extra charge on the Convertible. Five harmonizing fabric top colors are offered.



All DeVille models include, as standard equipment, power-operated forward and backward front-seat adjustment, controlled from the left of the driver's seat.



The Coupe DeVille interior, above, is shown in red leather, one of eight extra-charge leather colors. Eight color selections in cloth with leather bolsters are offered as standard equipment selections.



Above: Hardtop Sedan deVille in Caribe Aqua with optional white sidewall tires and padded roof

Below: Sedan deVille in Silverpine Green with optional white sidewall tires





# HARDTOP SEDAN DEVILLE AND SEDAN DEVILLE

The Sedan deVille is shown below in aqua Decor pattern cloth with leather bolsters. Seven other cloth-and-leather selections are offered. Eight extra-charge genuine leather interiors are also available on both DeVille closed models.



Wide, soft, folding center armrests add to the complete comfort of DeVille Sedan rear-seat passengers. Swung up out of the way, there is ample room for three rear passengers. Seat belts are provided on all models for 1968.



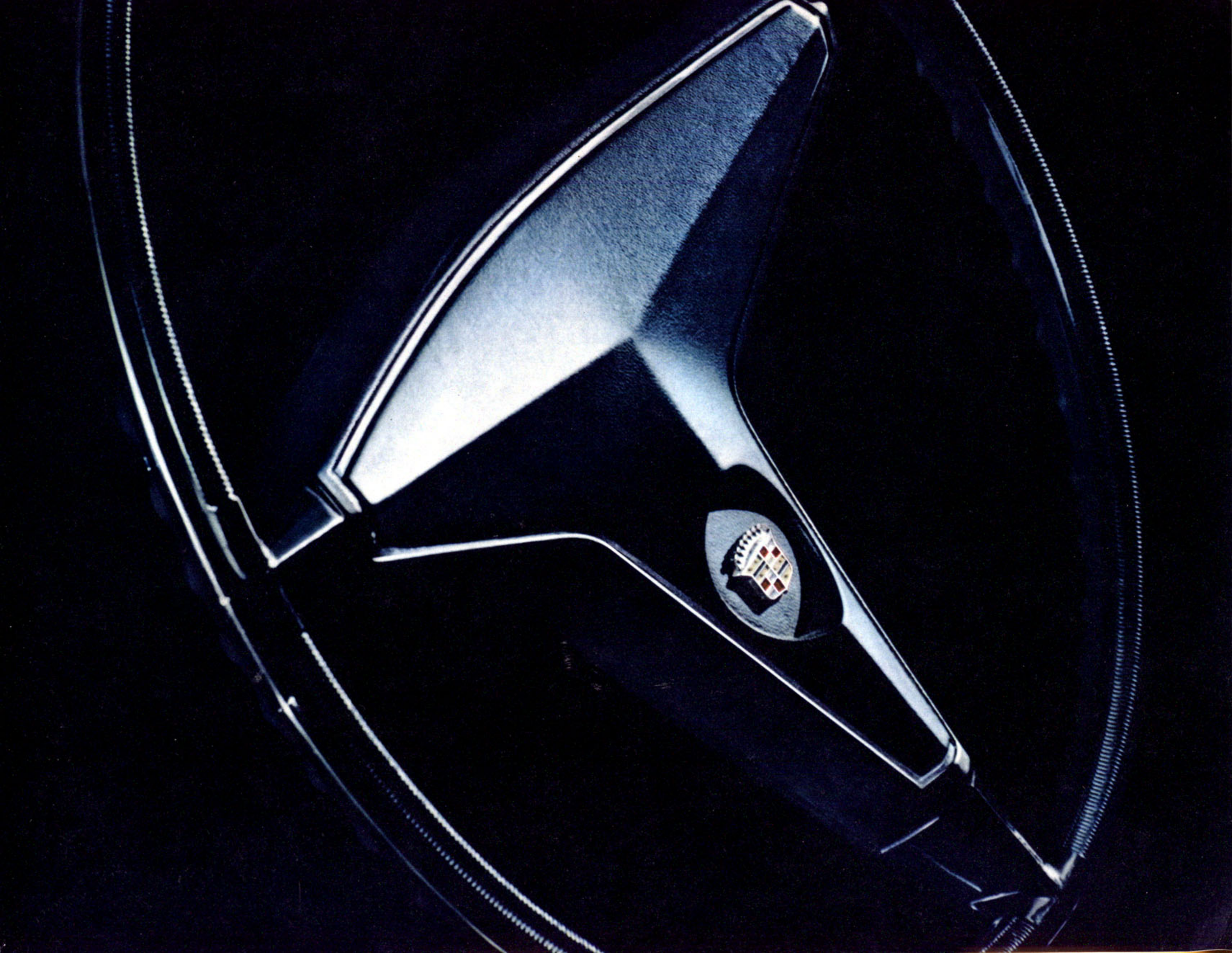
Above is the Hardtop Sedan deVille in dark green Domino pattern cloth and leather. Seven other interiors are offered as standard equipment selections, with eight leather selections optional at extra charge.

The Hardtop Sedan deVille is the choice of more Cadillac buyers than any other model. Like its companion, the Sedan deVille, it is exceptionally roomy with full comfort for six passengers. The only true way to fully appreciate the luxury and splendor of the DeVille interiors is to actually sit in the car and enjoy the feeling of pillow-soft seats with their fine fabrics and leathers. You will enjoy, too, the convenience of its many appointments, the extraordinary craftsmanship of its tailoring and the jeweler's touch that goes into its fittings. An important new anti-theft feature of the DeVille—as with all other Cadillacs for 1968—is a buzzer that sounds a warning when the key is in the ignition switch and the driver opens the door to leave the car. All 1968 Cadillacs have a new concealed windshield wiper and washer system. The wiper area is greatly increased, and four jets direct water to the windshield before the wipers are activated, preventing initial smudge. To every luxury car buyer, the DeVille Series offers a rare combination of exciting luxury and spirited performance.

# CALAIS SERIES

A woman with blonde hair and a young child are smiling in a field of white daisies. The woman is in the foreground, looking towards the right, and the child is behind her, also looking right. The background is a soft-focus green field under a bright sky.

The Calais Series represents your easiest investment in Cadillac distinction, luxury, performance and long-lasting value. Both Calais models—the Hardtop Sedan and the Coupe—provide all of Cadillac's basic excellence. These include the great new 472 V-8 power plant . . . the same big wheelbase and overall length as the DeVille Series . . . the distinctive new grille . . . the newly styled rear deck lid and larger trunk capacity . . . variable ratio power steering . . . power brakes . . . Turbo Hydra-Matic transmission . . . new, softer ride, easier handling and greater quietness . . . and, new for 1968, power windows as standard equipment. Like all Cadillacs, the Calais is available in sixteen standard and five optional Firemist colors. Its interiors reflect Cadillac's famed luxury, with dramatic new fabrics and Cadillac's renowned craftsmanship. And you can personalize your Calais with an unusually wide variety of options and accessories. Here is your most practical way to join the growing legion of Cadillac owners—the most loyal and enthusiastic in the world.





Above: Calais Coupe in Kashmir Ivory with optional white sidewall tires

Below: Calais Hardtop Sedan in Chestnut Brown with optional white sidewall tires



# CALAIS COUPE AND CALAIS HARDTOP SEDAN

The Calais makes no compromise with traditional Cadillac quality. Yet its cost rivals that of lesser cars that either charge extra for many of the Calais standard equipment features or do not offer them at all. For example, standard convenience appointments in the Calais include electric clock, ash receiver light, courtesy lights, automatic glove compartment and trunk lights, map light, remote control outside mirror, door-panel warning reflectors, electric three-speed wipers and washers, wheel covers, visor vanity mirror, trip odometer and many other uniquely Cadillac comforts and luxuries. The two newly styled models for 1968 are readily identifiable by both the Cadillac and the Calais scripts. You'll find that in original cost, dependability and economy of operation, the Calais represents a truly unusual investment in motoring pleasure and value. The Calais owner, like all Cadillac owners, will find his Cadillac returns more of its original investment at resale than any other car built in the land.

Both Calais models for 1968 now include, as standard equipment, power windows. The power control panel on the driver's side controls all windows. Other windows have single switches for individual passenger operation. Door handles are recessed and the armrests more deeply padded.



Shown below is the Calais Coupe in black vinyl. New door panels, exclusive to Cadillac, are fully molded from the bottom of the armrests to the top of the door to provide a distinctive soft, contoured design.



Above is the Calais Hardtop Sedan in beige Dakarta pattern cloth with vinyl trim. Five other interior color combinations are offered, in addition to two leather-textured, all-vinyl, extra-charge selections.

# OPTIONAL EQUIPMENT

Shown opposite, are a number of Cadillac's many optional conveniences that let you tailor your Cadillac to your individual driving needs and tastes.

**1. DISC BRAKES** are offered as an extra-charge option on front wheels for those drivers who prefer them. Self-energizing, self-adjusting drum brakes, finned for fast heat dissipation, are standard front and rear on all models. Both the drum and disc types have independent front and rear braking systems, plus an auxiliary parking brake which serves as a true emergency brake. Consult your Cadillac dealer for the type best suited to your kind of driving.

**2. AUTOMATIC CRUISE CONTROL**, lets you set and maintain any desired speed without using the accelerator pedal. It also serves as a speed reminder providing gentle back pressure on the accelerator pedal when the selected speed is reached.

**3. TILT AND TELESCOPE STEERING WHEEL** is adjustable in four directions for maximum personal comfort, and swings up for easier entry and exit.

**4. AUTOMATIC CLIMATE CONTROL**, ordered by the overwhelming majority of Cadillac buyers, lets you select and maintain—with a single setting of the thermostat dial—the interior temperature of your choice. Important improvements for 1968 permit the movement of more air at lower velocity—so that, at peak setting, you are almost unaware of air movement.

Without further adjustment, heated or cooled air is supplied automatically to maintain the temperature year 'round, whether you drive in desert heat or bitter cold. When outside air is above approximately 35°, incoming air is first cooled to control humidity, then reheated to assure maximum comfort and to minimize window fogging. (Standard on Fleetwood Seventy-Five models)

**5. SIX-WAY POWER SEAT** gives horizontal, vertical and angle adjustment from controls on the driver's side of the front seat.

**6. TWILIGHT SENTINEL** turns driving lights on and off automatically according to light conditions. It also permits you to keep headlamps and a selected cornering light on for up to 90 seconds to light your way from the car at night after the ignition is turned off.

**7. POWER VENT WINDOWS** can be operated from a convenient control panel. Front and rear, standard on the Fleetwood Sixty Special and Brougham, rear quarter on Eldorado and front on Seventy-Five Sedan.

**8. POWER DOOR LOCKS** automatically lock or unlock all doors from either front door (except Limousine) for peace of mind when driving with children, and as protection against intruders.

**9. PADDED VINYL ROOF** adds further elegance to your Cadillac. It is available in five colors on DeVille closed models,

the Seventy-Five models and the Eldorado, and standard on the Brougham.

**10. AM-FM STEREO**, shown here, lets you enjoy the full, rich sound of stereo FM from two speakers in the front and two in the rear—cross-balanced for true stereo sound throughout the car. Two other radios are available. The AM-FM radio adds the pleasure of fine FM with automatic frequency control, plus standard broadcasts. The AM radio has superb tone with wide bass and treble adjustment, with sound directed through front or rear or both speakers. Tuning is by pushbutton, manual or automatic with signal bar selector. All Cadillac radios have an automatic pushbutton antenna.

**11. REMOTE-CONTROL TRUNK LOCK** releases and slightly raises the deck lid for service station or shopping attendants. When deck lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red warning light on the instrument panel indicates when the deck lid is unlocked.

**12. FRONT-SEAT HEAD RESTRAINTS** for both bench and bucket seats allow a clear view to the rear and are lower and softer.

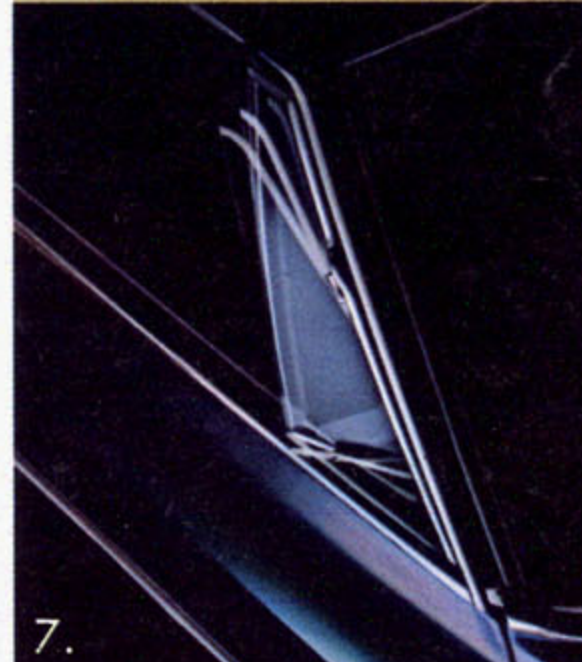
Options not shown include: Guide-Matic power headlamp dimmer; Controlled Differential for more positive traction on slippery roads; rear window defogger (standard on Seventy-Five models); Soft Ray tinted glass; reclining front passenger seat; door-edge guards; white sidewall tires; auxiliary horn; rear shoulder belts and Cadillac-designed floor mats.



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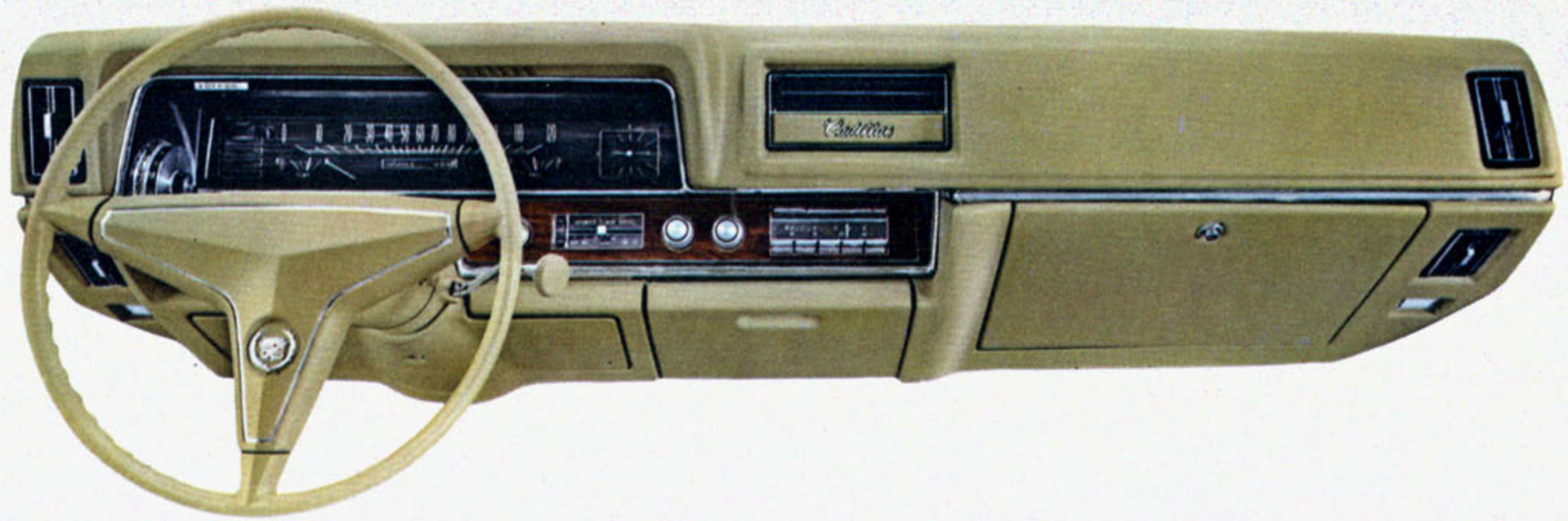
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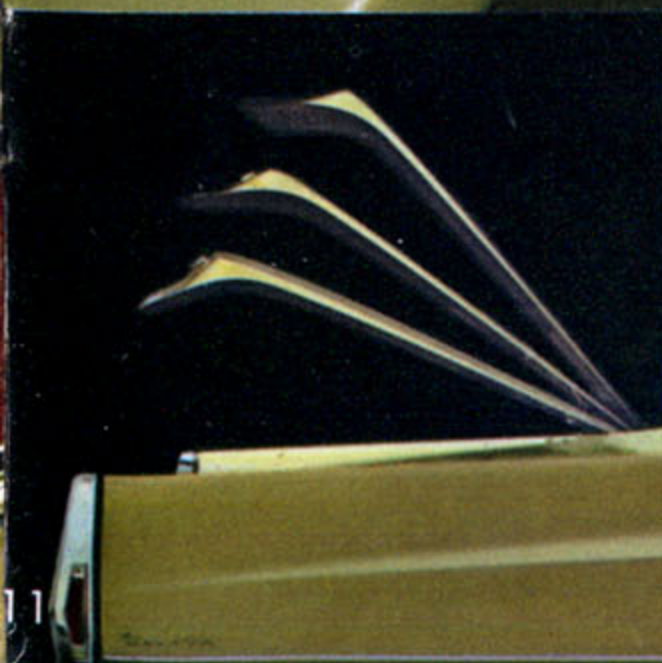
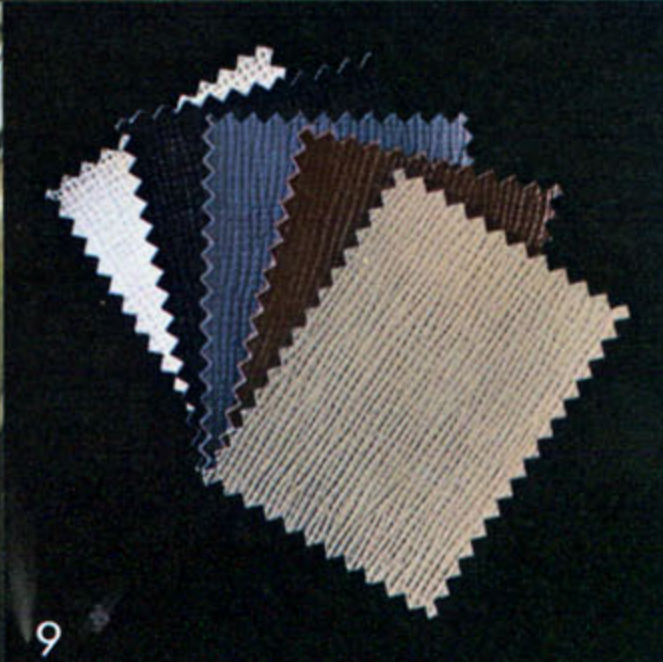
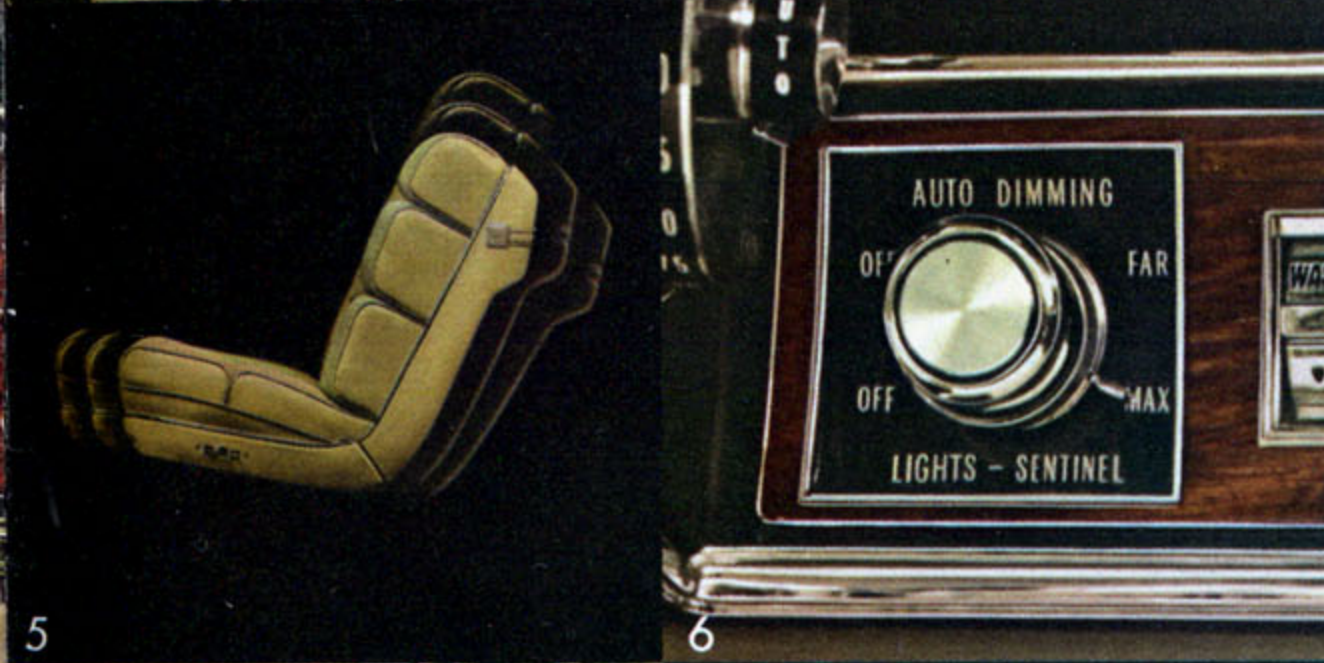
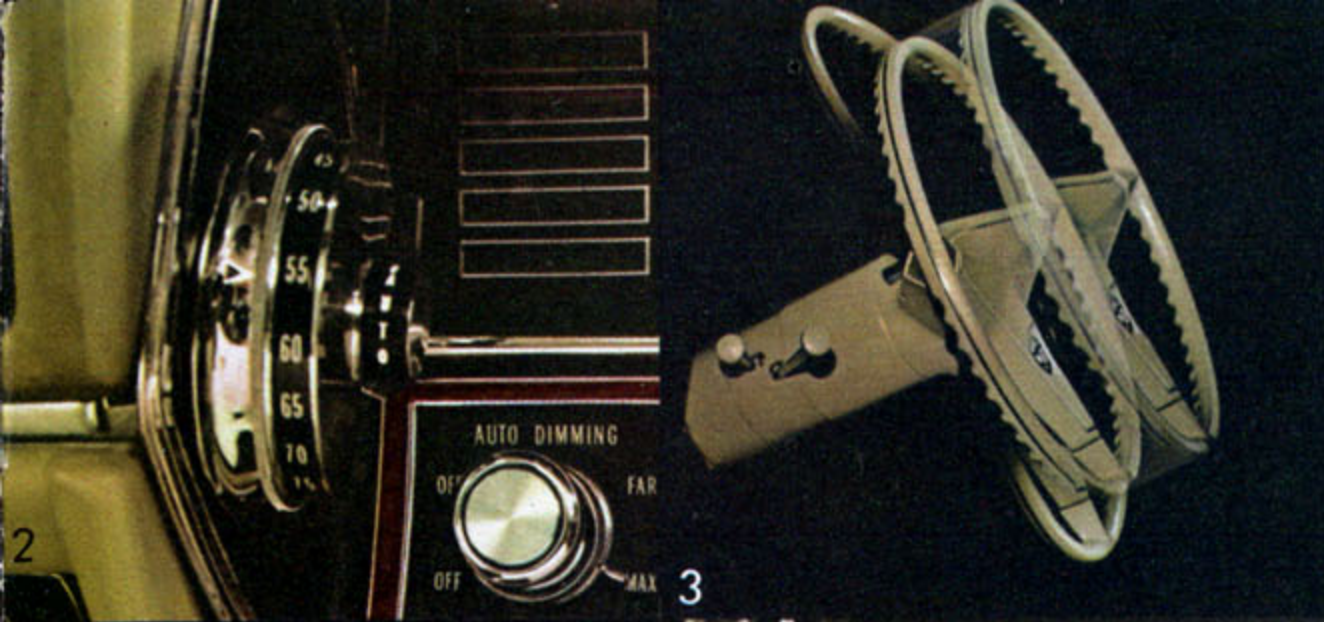
Included previously in illustrations or text are the following items of equipment which are available at extra charge depending on model selection: white sidewall tires, Firemist finishes, vinyl and leather interiors, automatic level control, padded roofs and bucket seats. Other options are described on this page. See your Cadillac dealer for complete availabilities and prices.

# SAFETY FEATURES



Your most personal acquaintance with your Cadillac is from behind the wheel—and Cadillac's new 1968 instrument panel is a marvel of beauty, efficiency and safety. With windshield wipers now concealed, you enjoy a clear and wide view ahead. The panel itself has low-profile controls, is deeply padded and offers greater impact protection. Low-lustre paint

reduces glare. The steering wheel hub is deeply padded. The inside day-night mirror has deflecting base and padded rim. Softer sun visors, as well, help contribute to overall security for driver and passenger. And you have the added peace of mind that stems from the General Motors-developed energy absorbing steering column.

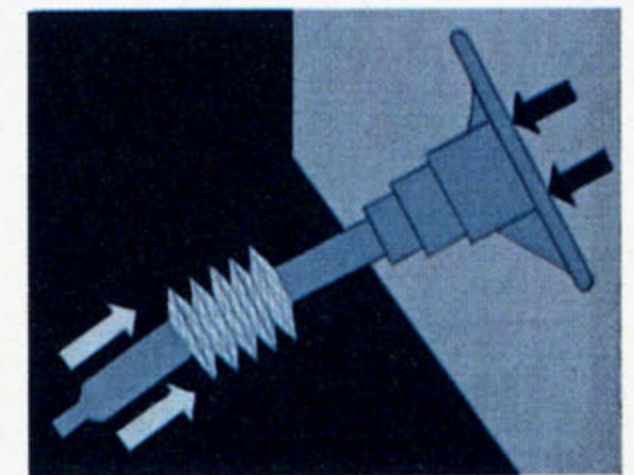
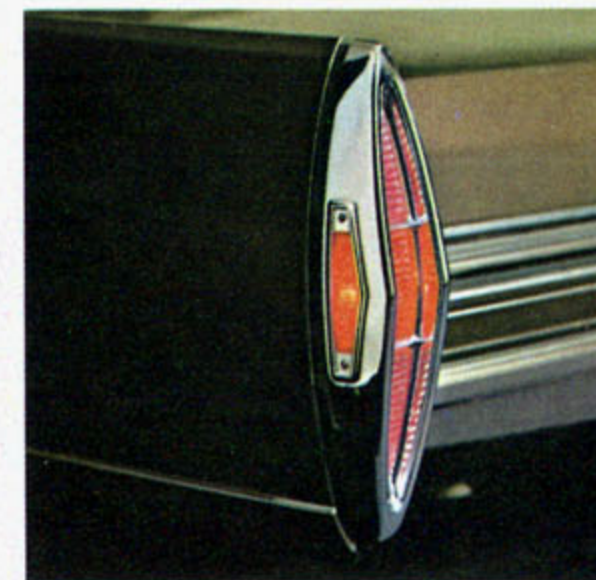


Webbed shoulder belts with pushbutton buckles, for the driver and right front passenger, are shown in the illustration above. They are specially designed to harmonize with Cadillac's wide choice of interior color selections.

Larger, remote-control, left outside mirror • low-profile coat hooks • thick laminate windshield • padded, energy

absorbing instrument panel with smooth contoured knobs and levers • reduced-glare instrument panel top, inside windshield moldings, horn button, steering wheel hub and windshield wiper arms and blades • safety armrests with recessed switch plates • backup lights • padded sun visors • inside day-night mirror • safety door hinges • more generous front seat-back and interior padding • increased capacity, three-speed electric windshield wipers, articulated for greater wiping area, four jet washers • folding seat-back latches • seat belt retractors on outboard side • tire safety rim • parking lamps turn on with headlamps for additional running light protection • four-way hazard warning flasher • soft

vent window handle yields on impact • recessed, impact absorbing heating/air conditioning controls, instrument cluster and radio controls • lane-changing position for direction signal lever • passenger-guard door locks • dual master cylinder brake system, with warning light and corrosion-resistant brake lines • seat belts with push-button buckles.



Energy absorbing steering column, above, developed by General Motors, is designed to compress on impact, thus absorbing forward body force. Added absorption is achieved by the deeply padded steering wheel hub.

Side marker lights, amber front and red rear, are on when headlights are in operation. Typical rear marker is shown at the left.

# STANDARD EQUIPMENT

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

**CADILLAC VARIABLE RATIO POWER STEERING** . . . affords almost effortless parking and cornering . . . and in highway travel retains a reassuring feel of the road. (Not on the Seventy-Five Series.)

**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, Fleetwood Limousine

**ASHTRAYS**, dual front all models, two rear all models, except Seventy-Five models, which have two for rear-seat passengers, in rear door armrest. One in rear of each Eldorado door armrest

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

**CIGARETTE LIGHTER**, center front

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

**CLOCK**, electric

**FRONT SEAT ADJUSTMENT**, power-operated, horizontal only (except Calais)

**LIGHT**, front ash receiver

**LIGHTS**, backup (dual)

**LIGHTS**, cornering

**LIGHTS**, rear compartment

**CADILLAC DUAL POWER BRAKES** . . . for smooth, straight stops with minimum effort.

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

**CADILLAC TURBO HYDRA-MATIC** transmission . . . provides instant,

**LIGHTS**, reading Brougham (adjustable)

**LIGHTS**, courtesy (automatic)

**LIGHTS**, directional indicators

**LIGHTS**, front and rear side markers, "on" with headlamps

**LIGHT**, glove box (automatic)

**LIGHT**, map

**LIGHT**, luggage compartment (automatic)

**MIRROR**, inside 2-way, padded-rim with breakaway feature, shatter-resistant, glare-reducing

smooth response at all speeds, with proven dependability.

**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 defogger are standard on the Seventy-Five Sedan and Limousine.)

**MIRROR**, outside, left side inside remote-control. New design provides better visibility and minimizes vibration at highway speed. (Right side, manual, on Seventy-Five models, optional other models)

**OIL FILTER**, full-flow

**PADDED INSTRUMENT PANEL** with low-profile controls

**REFLECTORS**, in door panels, safety warning (illuminated in Eldorado, Fleetwood Sixty Special, Brougham and DeVille models)

**SEAT BELTS**, front and rear, retractable on outboard sides

**VENT WINDOWS** power-operated front and rear on Fleetwood Sixty Special and Brougham, rear quarter windows on Eldorado, front on Seventy-Five Sedan

**VISOR VANITY MIRROR**, right side

**VISORS**, dual sun, padded

**WINDSHIELD WASHER AND WIPERS**, concealed, three-speed with glare-reducing wiper arms, articulated for greater wiping area, four jet washer streams

# SPECIFICATIONS

**ENGINE**: Eight-cylinder, 375-HP overhead 90° V-type; bore 4.30, stroke 4.06, displacement 472 cu. in. Max. torque 525 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

**PISTONS**: Aluminum alloy, slipper-type cam, ground to reduce friction surfaces and permit nesting between crankshaft counterweights. One wide oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

**CARBURETOR**: Quadrajets four-barrel down-draft with equalized manifold; mechanical fuel pump; dry-type air filter; new automatic choke. Air injection reactor system to reduce hydrocarbons in exhaust.

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

**ELECTRICAL SYSTEM**: New 12-volt. 15-plate battery. High-capacity, 42-amp. generator (55 amp., air conditioned cars).

**GASOLINE TANK CAPACITY**: Approximately 26 gallons. Eldorado approximately 24 gallons.

**TURBO HYDRA-MATIC**: Fully automatic, improved 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**: Hypoid. Differential housing offset to provide straight-line drive. Completely new, heavier and stronger rear axle and differential, redesigned for the unusually high torque of the new, 472 V-8 engine. Ratio is 2.94 to 1 (3.07 to 1 on Eldorado), 3.21 to 1 axle on Seventy-Five models. Available (except Eldorado) is the Controlled Differential which directs power to the rear wheel having better traction.

**FRONT SUSPENSION**: Spherical joint with Cadillac independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and iso-

late road noise. (Torsion bar suspension on Eldorado.)

**REAR SUSPENSION**: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride. (Single-leaf springs with two horizontal and two vertical shock absorbers on Eldorado.)

**BRAKES**: Cadillac power brakes with self-adjusting shoes; finned front and composite finned rear drums. Split hydraulic master cylinder provides for front and rear brakes. Power front disc brakes optional on all models.

**PARKING BRAKE**: Serves as 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 in any drive range with engine running.

**STEERING**: Cadillac variable ratio power steering is standard equipment (except Seventy-Five models). Energy absorbing steering column and padded steering wheel

hub. Overall steering ratio of 16.6 to 1 (except 18.2 on Seventy-Five models and 16.3 on Eldorado) and 38.5° turning angle provides fast response and short turning diameter.

**FRAME**: Perimeter frame is fully boxed in its entire length with hidden bulkheads for additional torsional rigidity. Eldorado has a frame especially designed for its front wheel drive and front and rear suspension systems.

**TIRES**: Low-pressure, 2-ply, tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Five, on which the size is 8.20 x 15, 4-ply. Black sidewalls are standard on all models. White sidewalls are optional.

**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 convenience at night.

**TREAD**: Front and rear, 62.5". (Eldorado 63.5", front; 63", rear.)

**WHEELBASE**: 129.5" (Fleetwood Sixty Special and Brougham, 133"; Fleetwood Seventy-Five, 149.8"; Eldorado, 120".)

**OVERALL LENGTH**: 224.7" (Fleetwood Sixty Special and Brougham, 228.2"; Fleetwood Seventy-Five, 245.2"; Eldorado, 221".)

**ADDITIONAL BODY COLORS** not shown on cars illustrated include: Arctic Blue, Normandy Blue, Ivanhoe Green, Sudan Beige, Regent Maroon, Baroque Gold, San Mateo Red, Monterey Green Firemist, Rosewood Firemist and Madeira Plum Firemist.

**NOTE**: When leather is used in the DeVille and Fleetwood Series, richly textured vinyl is provided in certain areas.

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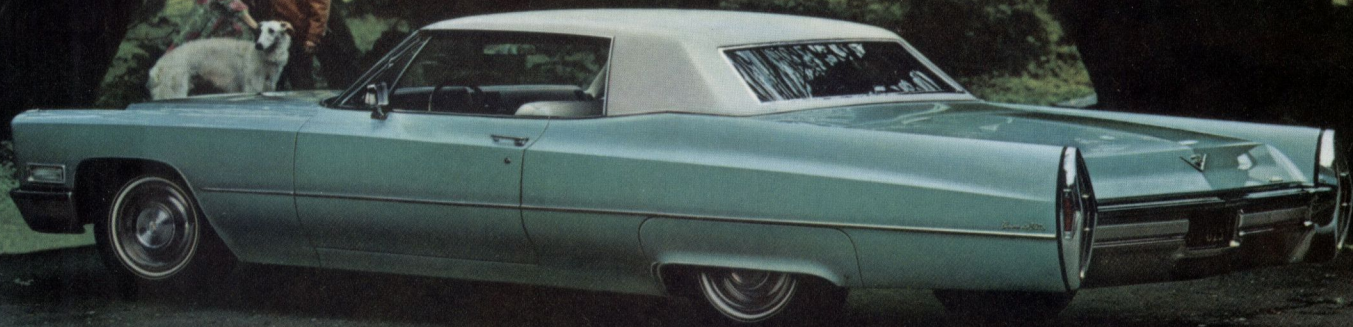
Your Cadillac dealer invites you to come in for a "Command Performance" test drive of the 1968 Cadillac. You'll be welcomed and given the opportunity to enjoy a wonderful motoring experience.

Inside, you'll see some of the star performers.



**The elegant Fleetwood Brougham consistently receives top billing wherever it appears.**

An extra-long wheelbase and overall length helps set the Brougham apart. Its impressive appearance is further distinguished by a padded roof, available in five colors. Handsome rosewood paneling accents the rich fabrics and leathers used in the exceptionally spacious interior. Exclusive to the Brougham are carpeted footrests and large storage pockets in the rear compartment. If you are seeking uncompromising motoring luxury, ask your authorized Cadillac dealer for a "Command Performance" test drive of the Fleetwood Brougham.



**One of the most popular members of the "Command Performance" cast is the gracious Cadillac Coupe deVille.**

A wide choice of models, interiors and options gives the DeVille series special appeal to buyers who seek to individualize their motor cars. And like all Cadillacs, the Coupe deVille (shown here), the Sedan deVille, Hardtop Sedan deVille and the DeVille Convertible offer the stirring performance of Cadillac's big, new 472 V-8 engine, largest V-8 ever to power a production passenger car. Also, all DeVilles provide the smooth, quiet ride and the luxurious interiors for which Cadillac is so renowned.



**Eldorado's distinctive characteristics enable it to excel in even the most challenging roles.**

The superb traction and control provided by Eldorado's front-wheel drive, combined with the impressive power of Cadillac's new 472 V-8 engine, would alone make the Fleetwood Eldorado one of the most outstanding performers on the American road. But when you also consider the precise maneuverability of variable-ratio power steering, the exceptional balance of automatic level control and the positive stopping action of front disc brakes, Eldorado offers driving pleasure without equal. All of these features are standard on the world's finest personal car, and you can enjoy them in an inspiring "Command Performance" test drive at your authorized dealer now.



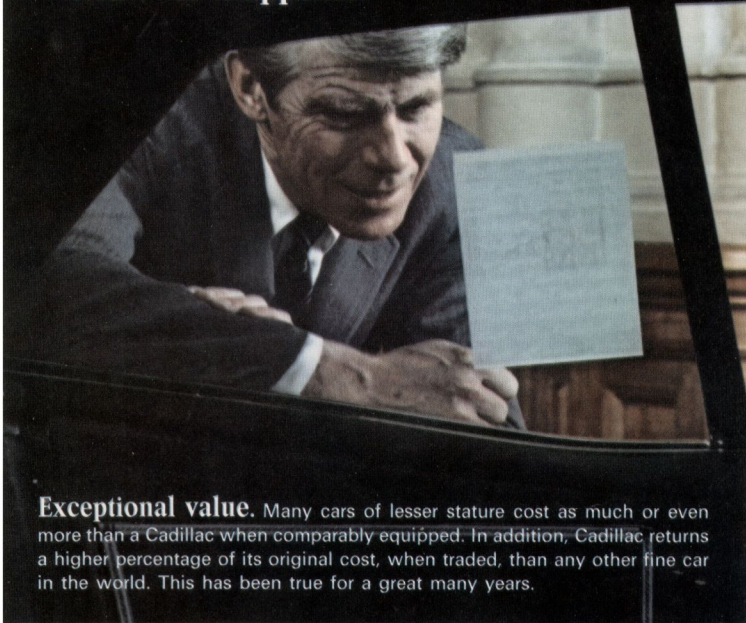
**A "Command Performance" test drive often can best be enjoyed in the company of the spirited DeVille Convertible.**

Those who desire the exhilaration of open-air motoring, but require the spaciousness and comfort of a luxury car, will find the DeVille Convertible a perfect answer. Its abundant stretch-out room and huge trunk make it one of the few convertibles particularly well-suited for long trips. By far the most popular luxury convertible in the world, the DeVille Convertible can be ordered with a host of Cadillac options to make driving even more pleasurable. Twilight Sentinel, Cruise Control, Remote-control Trunk Lock and Automatic Level Control are only a few. Ask your authorized dealer about others that are available for any Cadillac.

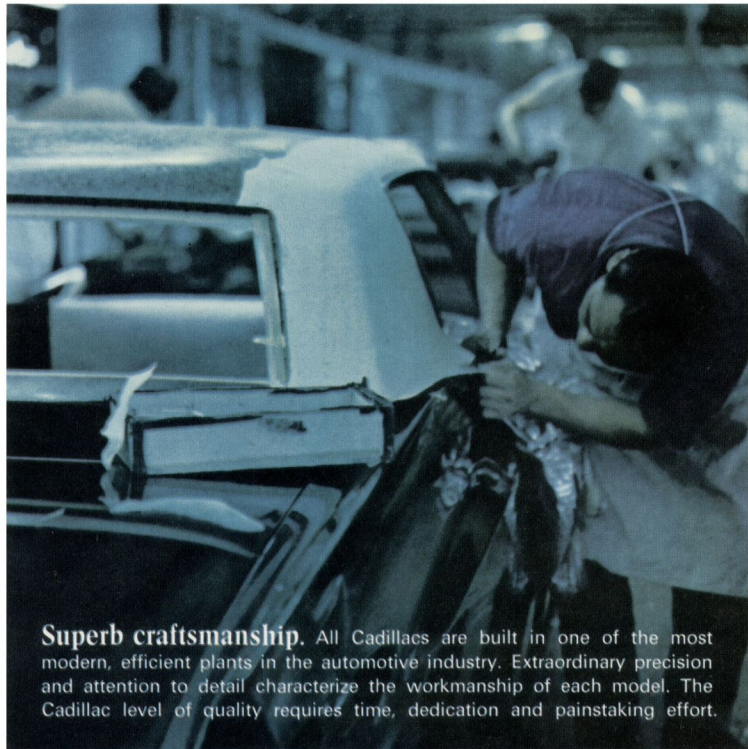
**Outstanding road performance.** Not only is Cadillac's new 472 V-8 engine the largest V-8 available in any production passenger car, it is also the quietest and smoothest running engine Cadillac has ever developed. Owners say they are barely aware of its presence, even in the most demanding driving situations. The new engine provides more than ample power for sparkling acceleration and smooth, effortless highway cruising, plus a substantial reserve for operating Cadillac's many power conveniences. Be prepared to discover a new pleasure and confidence when you take a "Command Performance" test drive.



**Why Cadillac inspires audiences wherever it appears:**



**Exceptional value.** Many cars of lesser stature cost as much or even more than a Cadillac when comparably equipped. In addition, Cadillac returns a higher percentage of its original cost, when traded, than any other fine car in the world. This has been true for a great many years.




**Superb craftsmanship.** All Cadillacs are built in one of the most modern, efficient plants in the automotive industry. Extraordinary precision and attention to detail characterize the workmanship of each model. The Cadillac level of quality requires time, dedication and painstaking effort.



**Unsurpassed comfort.** One of the most highly praised features of a Cadillac is its wonderfully smooth, quiet ride. Wide, deep-cushioned seats, abundant spaciousness and many thoughtful conveniences add to the incomparable pleasure of riding in the world's finest motor car.



**A wealth of driving conveniences.** Many of the driving assists that are extra-cost options on other cars are standard on all Cadillac models. Among these are power brakes, power steering, Turbo Hydra-Matic transmission and power windows.



A seat has been reserved for you at the greatest "Command Performance" in the history of luxury motoring. Be the guest of your Cadillac dealer and discover how easily Cadillac ownership can be attained . . . particularly right now, when your present car is probably worth more in trade than it will ever be again. Your authorized dealer is willing to go out of his way to help you stay within your new-car budget. See him soon.

Cadillac 

Some of the equipment illustrated or described herein is optional at extra cost. See your authorized Cadillac dealer for complete details and prices.



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