



*Out of a  
Tradition  
of Excellence*



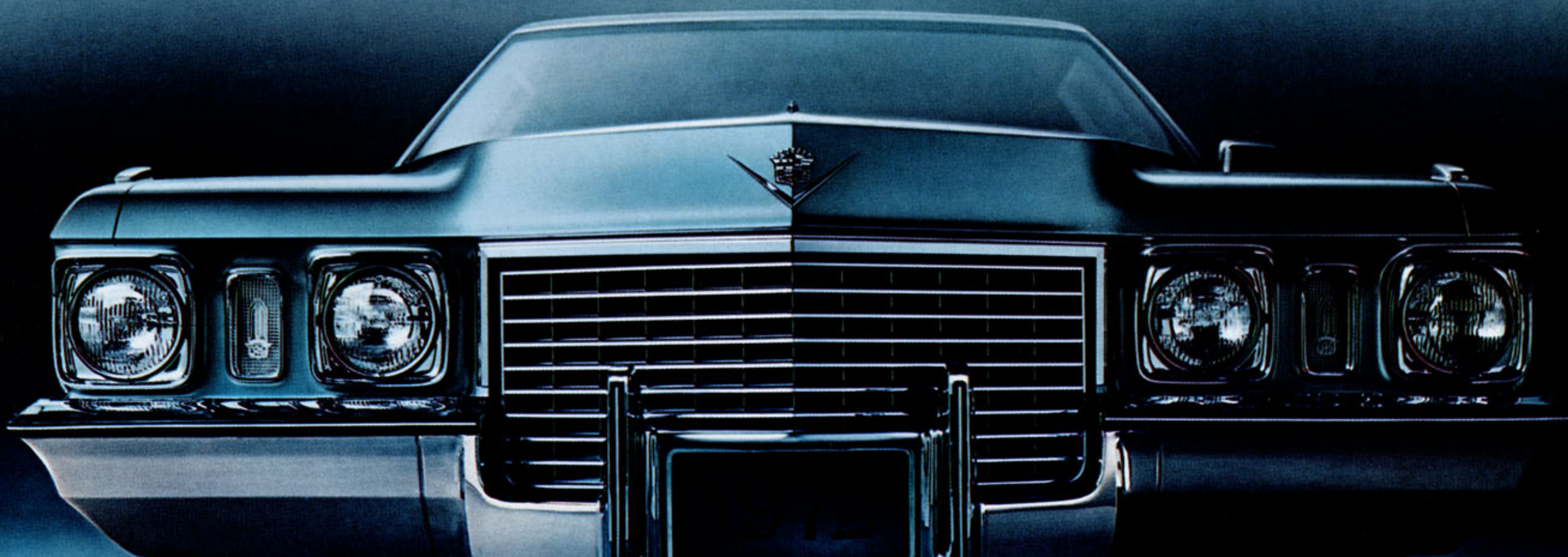


*Greatness*  
*Cadillac 1972*





*Cadillac 1972*





*After 70 years,  
the Standard of the World  
still stands alone.*

When you set out—year after year, for 70 years—  
to create the finest luxury cars in the world,  
the inevitable happens.

You create a legend. A legend of automotive superiority  
in all its facets. Of styling that is at  
one time classical and contemporary. Of infinite care  
in design and manufacture. Of ever greater  
measures of comfort and convenience. Of ever higher  
levels of owner pride, prestige and lasting value.

And, in so doing, you create a legacy.

A legacy of automotive greatness.

That legacy is Cadillac 1972.

The legend lives on.



AS AN ELEGANT TOUCH FOR OUR 70TH ANNIVERSARY,  
THE INTERIOR OF THE BROUGHAM IS  
AVAILABLE IN A CRUSHED VELOUR CALLED MEDICI BEIGE.





*It's in the nature of things  
for Cadillac to lead the way.*

Even if you're well-aware of Cadillac accomplishments, you might be surprised by the scope of our involvement in two areas of such great concern today—safer highways and cleaner air.

Did you know, for instance, that Cadillac was the first to equip cars with electric starting, lighting and ignition back in 1912? That Cadillac was also first to use tilt-beam headlights for better night driving visibility in 1915? First to install safety glass in 1928? And that Cadillac introduced the triple-braking system in 1962? The Cadillacs of 1972, of course, incorporate a host of safety advances. Including an energy absorbing steering column. Padded instrument panel. Safety steering wheel. Seat belts with pushbutton buckles for all passenger positions, plus shoulder belts for the driver and right front passenger. Front-seat head restraints. Passenger-guard door locks. Side-Guard steel beams in the doors. Four-way hazard warning flasher. And, many, many others (see listing of safety features on specifications page).

Or were you aware that since 1960, we



have, on the average, reduced hydrocarbon emissions in our cars 80% and carbon monoxide emissions about two-thirds? But the work goes on. We are engaged in two massive efforts: The first to make highway travel ever safer. The second to remove the automobile as a significant factor in air pollution—and to do it as quickly as possible. Cadillac is doing something about traffic safety and air pollution, but of course, there are some things only you can do.

For safety's sake, we suggest the following rules to live by:

1. Always use your seat and shoulder belts.
2. Make sure your car is in good running order—paying particular attention to headlights, turn signals, tires and brakes.
3. Never drive when you're tired or under the influence of alcohol.
4. Support driver training and uniform traffic codes and enforcement.
5. Drive defensively. Always assume the other person is going to do the wrong thing.

For cleaner air, we suggest these six simple steps:

1. Have your PCV (positive crankcase ventilation) valve cleaned regularly.
2. Make sure your carburetor is properly adjusted. It's relatively easy to do and it can save you money, too.
3. Have your air filter cleaned or replaced regularly.
4. Use no-lead or low-lead fuels. All 1972 Cadillacs operate efficiently on them.
5. Avoid prolonged idling. It produces the highest concentration of pollutants.
6. Keep your spark plugs and points in good condition. Getting a tune-up regularly is a most effective way to reduce emissions.







# The Brougham

This is Cadillac in the grand manner.

You can see it in the bold new sweep of its grille, in the classic turn of its padded vinyl roof line and in the handsome exterior opera lights that are available to add a special touch of elegance.

You can feel it in the way it rides and handles—even smoother, even more responsive for 1972.

And you can hear it in the sound of silence that greets you once you are under way.

The Fleetwood Brougham. It is truly the epitome of Cadillac elegance and dignity.



FLEETWOOD SIXTY SPECIAL BROUGHAM  
IN PALOMINO FIREMIST AND DARK BROWN PADDED VINYL ROOF  
WITH A CLASSIC CADILLAC ROADSTER.



Luxury abounds within the Brougham. With rich, Sierra grain leather upholstery in any of nine colors (Saddle is shown). Or, if you prefer, elegant new Matador Cloth in any of four colors. Or a combination of Matador Cloth and leather. Or Minuet Cloth, a new fabric available in

any of three colors. Or the new Medici Beige crushed velour. Standard luxuries include rear-seat reading lights, lamp monitors and the Dual Comfort front seat with one set of controls for the driver's section and another for the wider, passenger section.







# The Seventy-Fives

Here are the most aristocratic of automobiles—the Fleetwood Seventy-Five nine-passenger Sedan and the Seventy-Five Limousine, the only limousine built in America specifically designed as a limousine. These are motor cars unsurpassed in dignity, comfort and distinction. The ride: incredibly smooth. The interior: sumptuous and private (with a glass partition for the chauffeur in the limousine). You'd expect Automatic Level Control to be standard. It is. You might not expect two Automatic Climate Control Systems—one for the driver and another for passengers.

There are.



FLEETWOOD SEVENTY-FIVE NINE-PASSENGER SEDAN  
IN BRITTANY BLUE AND BLACK PADDED VINYL ROOF  
WITH A 1911 CADILLAC "THIRTY" LIMOUSINE.



An understated opulence pervades Seventy-Five interiors. Beginning with your choice of exquisite upholstery materials—either Minuet Cloth, a new fabric in Pewter or Beige, or the combination of leather and new Matador Cloth in Black or Dark Blue, as shown. The chauffeur's seat in the limou-

sine is done in Black leather. A touch of the passengers' control center raises or lowers the windows, turns on reading lights, activates Automatic Climate Control and, in the limousine, raises or lowers the glass partition. Full-width folding seats for three additional passengers are standard.







# The Eldorado Coupe

It looks to be exactly what it is: the world's most elegant personal car. Even more glamorous for 1972. With a number of design innovations, highlighted by a massive new grille and two dual hood stripes. Here's the only luxury car with both front-wheel drive and an 8.2 litre V-8 engine, the world's largest production passenger engine. Lamp monitors, variable-ratio power steering and Automatic Level Control are standard. And you can order a Dual Comfort front seat as well as Track Master, Cadillac's skid-control braking system. From its jewel-like standup crest to its beautifully beveled rear deck, this is motoring pleasure of the first magnitude.



FLEETWOOD ELDORADO COUPE IN BALMORAL GREEN FIREMIST  
AND WHITE PADDED VINYL ROOF  
WITH A 1913 CADILLAC TWO-PASSENGER ROADSTER.



Inside, comfort matches elegance. With a Dual Comfort front seat now available in both coupes and convertible. One set of controls for adjustment of the driver's section and another for the wider, passenger section make comfort an individual affair. Select from two new fabrics—sculp-

tured Morocco Cloth in any of four colors and gleaming Mandate Cloth in Medium Aqua, Medium Beige or Dark Jade as shown here. Leather upholstery is also available in twelve different color trim combinations, including White leather with Jade carpet.







# The Eldorado Convertible

As the only luxury convertible built in America, it is both dramatically beautiful and remarkably responsive. Every inch an Eldorado. Everything about it tells you this is the world's most elegant convertible. The boldness of its lines and the richness of its interior.

The sure response of its 8.2 litre V-8 (world's largest production passenger car engine) and the sure maneuverability of front-wheel drive, variable-ratio power steering and Automatic Level Control. It even converts uniquely. With an ingenious inward-folding Hideaway Top

and a new two-piece hard boot. The Eldorado Convertible: a unique experience.



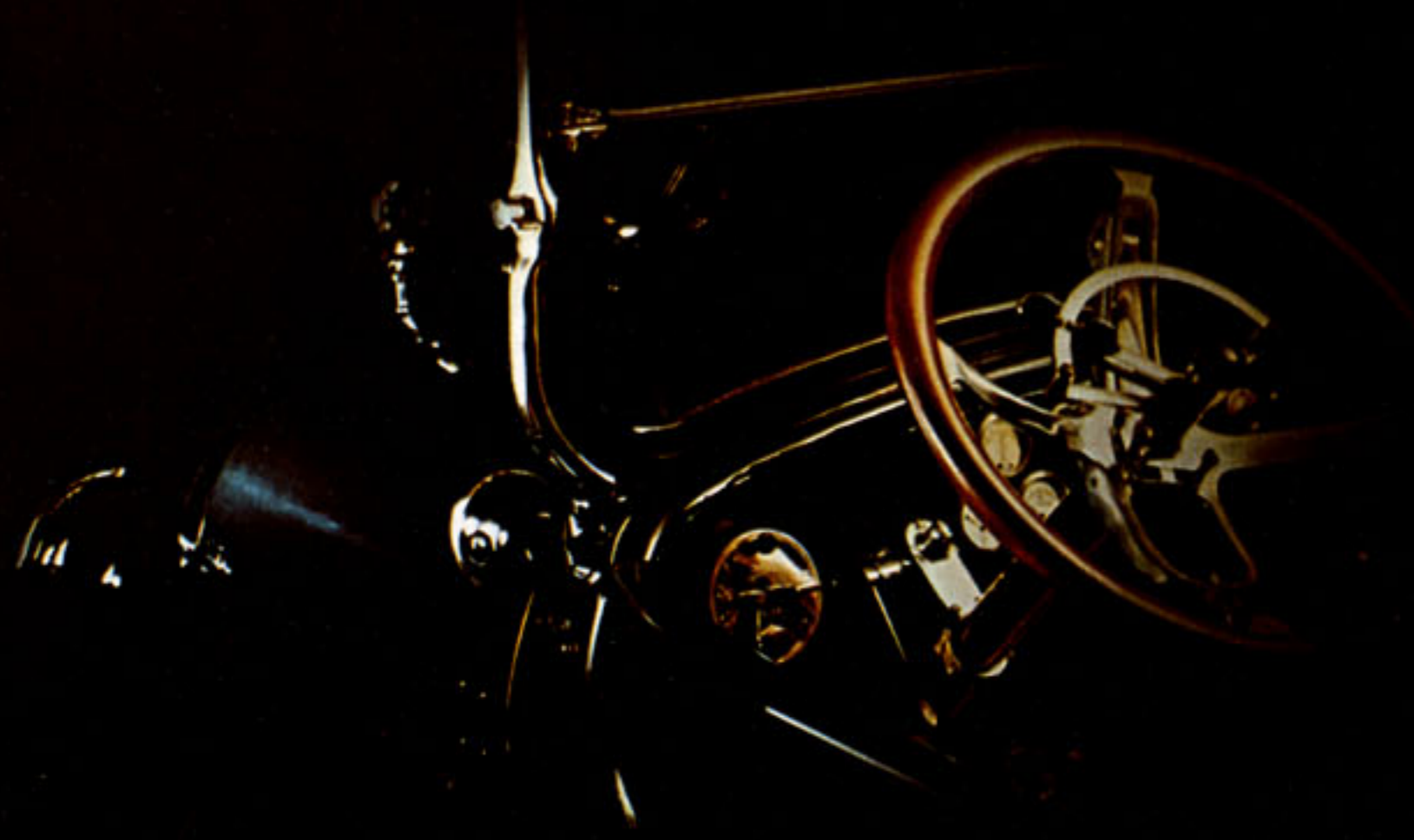
FLEETWOOD ELDORADO CONVERTIBLE IN  
CORONATION RED WITH  
A 1903 CADILLAC RUNABOUT.



The richness of soft, pliable Sierra grain leather is standard in the convertible. With eight colors from which to choose—plus White leather with your choice of four carpet colors. Shown is White leather with Oxblood carpeting. The convertible top is available in White, Black, Dark Blue,

Covert and Beige. The Hideaway Top is, of course, unique. When it's up, the top is smooth and taut. When it's lowered, the frame folds inward, behind the seat, to afford full-width seating in the rear. The new hard boot is easy to install and provides a neat, trim appearance.







# The Sedan deVille

This is the most popular Cadillac of them all—the luxury car model enjoyed by more motorists than all others. It's not hard to see why.

The Sedan deVille is all Cadillac and all luxury. With a massive new grille. With engineering innovations that mean an even smoother ride—even better handling.

Coupled with four-door roominess and brightly appointed interiors. Everything seems a little more convenient and comfortable. A case in point:

Cadillac's system that monitors your lights is now standard. As well as a system that tells you when your windshield washer fluid is low.

And you can equip your DeVille with a Dual Comfort power front seat and power door locks. Sedan deVille. The popular choice.



SEDAN DE VILLE IN PROMENADE GOLD  
AND WHITE VINYL ROOF  
WITH A 1918 CADILLAC V-8 PHAETON.



New fabrics and added touches of luxury will help assure continued popularity of the Sedan deVille. Majesty Cloth with leather and vinyl trim, shown in Medium Maize, is also available in Dark Blue, Black and Dark Covert. Equally lovely Medley Cloth is available with leather bolster in

Medium Aqua, Dark Jade and Medium Beige. Or, choose leather in any of twelve trim combinations. Comfort of the interior is enhanced by softer molded head restraints while its beauty is heightened by the use of rosewood vinyl for door inserts and instrument panel.







# The Coupe deVille

Here is luxury with the youthful touch.

Look, if you will, at its dramatically new grille. And its elegant, new interior trim. Feel the response of Cadillac's proven 472-cubic-inch V-8 engine and the precise handling of variable-ratio power steering.

Sit back and enjoy the quiet luxury of its interior. Or listen to the AM/FM stereo radio with integral tape player, one of many added luxuries available. Or look at the many standard features it offers, including power front disc brakes. Then, you'll know why Coupe deVille is such a favorite among fine-car owners.



COUPE DE VILLE IN ICE BLUE FIREMIST AND  
BLACK VINYL ROOF  
WITH A 1933 CADILLAC V-8 FIVE-PASSENGER PHAETON.



The inside story of the Coupe deVille is one of more luxury and comfort for 1972. In addition to two new fabrics—Majesty Cloth in any of four colors and Medley Cloth in any of three—you may choose leather in any of twelve combinations, including White leather with Dark Jade carpet. Shown

is Antique Oxblood leather. Little things you'll appreciate are softer head restraints, a jeweled finish on chrome highlights inside the car, rosewood vinyl for door inserts and the instrument panel, softer and more comfortable seating and bright molding on the back of front seat backs and side panels.







# The Calais Sedan

It has to be an extraordinary investment, any way you look at it. Because the Calais Sedan is a Cadillac—a true luxury car. It has the big Cadillac engine, the long wheelbase and the dozens of features that are standard on all Cadillacs. Such as power windows. Variable-ratio power steering. Lamp monitors. And Turbo Hydra-matic transmission. And you can individualize your Calais with a wide range of accessories and tasteful colors. The Calais Sedan is one beautiful investment.



CALAIS SEDAN IN COGNAC WITH  
A 1938 CADILLAC SIXTY-SPECIAL TOURING SEDAN.



Inside, too, the Calais Sedan is all Cadillac. With such standard luxuries as an electric clock, an inside hood release, front center armrest, brushed-chrome finish on interior metal trim and a spare tire cover. A new fabric, Mayfair Cloth, is available with vinyl bolster in Black, Dark Blue, Medium

Aqua, Dark Jade, Medium Maize and Medium Beige, as shown here. An added luxury available is expanded vinyl upholstery in either Antique Saddle or Black. Seating is softer, more comfortable. And the trunk compartment lamp has been relocated for improved lighting.







# The Calais Coupe

This is the easiest step up to the pride and pleasure of Cadillac ownership. Yet, because it is a Cadillac, you can be sure there is no stinting on styling, comfort or convenience. It has everything that makes a Cadillac a Cadillac. Including the big Cadillac engine that operates efficiently on no-lead and low-lead fuels that reduce exhaust pollutants, or on regular gasoline. The same long wheelbase. The dozens of standard features such as power windows, front disc brakes and lamp monitors. And, of course, the infinite care in manufacture that characterizes all Cadillacs.



CALAIS COUPE IN SUMATRA GREEN WITH  
A 1914 CADILLAC FIVE-PASSENGER TOURING CAR.

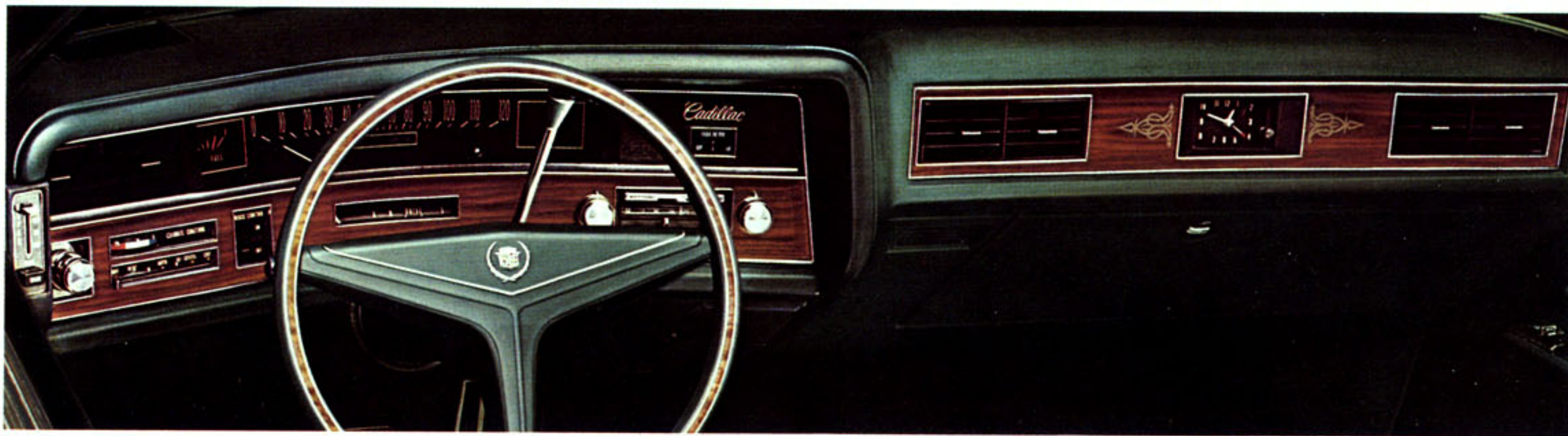


The look of luxury is everywhere in the Calais Coupe. In the new Mayfair Cloth upholstery fabric, that comes with vinyl bolster, in any of six colors. Or in expanded vinyl upholstery, an added luxury, available in either Antique Saddle or Black, as shown here. It also shows in the many other

luxury features available for your added pleasure. And you can see it in the many extra touches that tell you this is a Cadillac—such as a front center armrest, an electric clock, flow-thru ventilation, a remote-control outside mirror, an inside hood release and even a cover for the spare tire.



# *Standard in great detail*



One of the things that delights Cadillac owners year after year is how many luxury items, offered at extra charge on some other cars (if they are offered at all), are standard equipment on a Cadillac. Of course, the number of luxury features that are incorporated as standard equipment depends upon the specific model you select. Yet, as you will note on the following pages, many of the features provided as standard on some models are available as options on others.

One glance at the artfully curved instrument panel is enough to tell you that attention to detail is an integral part of every Cadillac. Gauges are particularly easy to see. Controls are especially easy to adjust as you drive.

**DUAL COMFORT FRONT SEAT** (Standard on the Brougham and available on Eldorado and DeVille models). Makes comfort an individual affair. There's one set of controls for adjustment of the driver's section and another for the wider, passenger section.



**VARIABLE-RATIO POWER STEERING.** (Fixed ratio on Seventy-Fives) Affords almost effortless parking and cornering, while retaining a reassuring feel of the road.

**DUAL POWER BRAKES WITH DISC BRAKES IN FRONT** (all models). For smooth, straight stops.

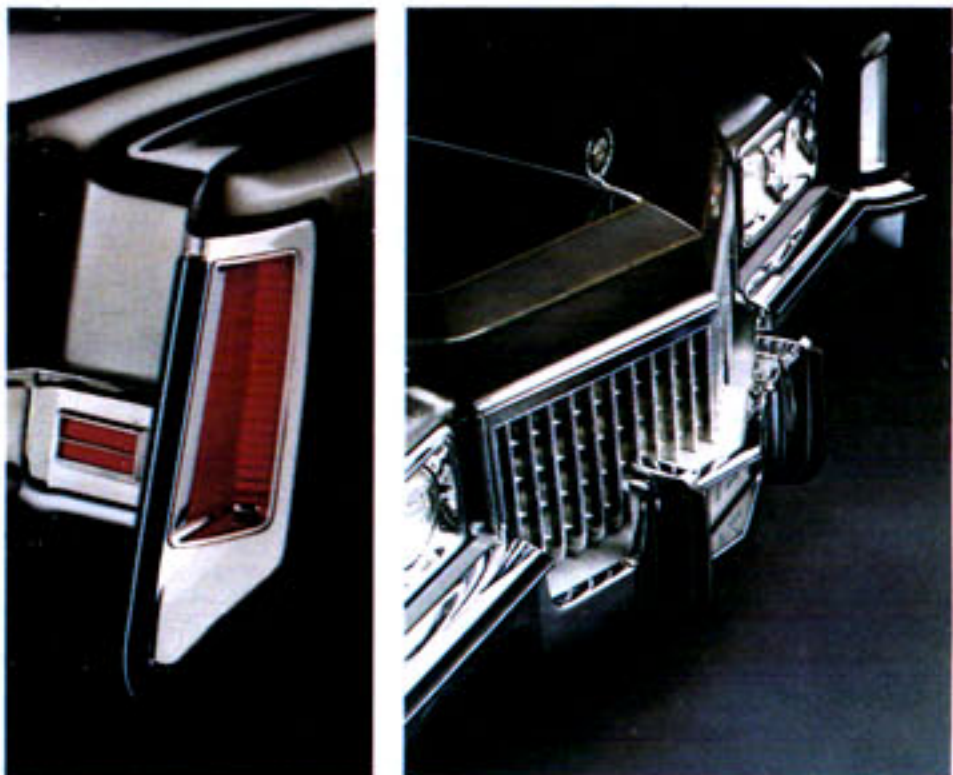
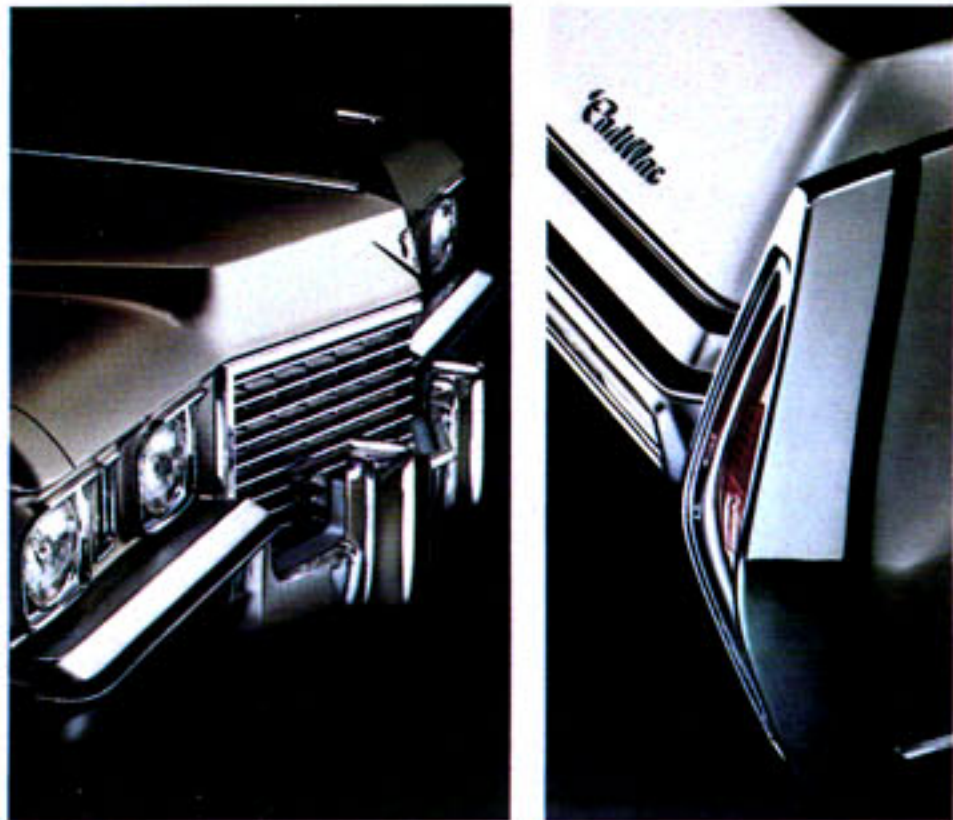
**FLOW-THRU VENTILATION** (all models). New system provides continuous outside air for passengers.

**TURBO HYDRA-MATIC TRANSMISSION** (all models). For instant, smooth response at all speeds.

**CORNERING LIGHTS** (all models). These lights, on the side of front fenders, are activated by the directional signal lever when the headlamp switch is on. They project a beam of light from the side of the car to illuminate the roadside and road signs for added convenience when driving at night.







**POWER WINDOWS** (all models). For greater comfort and convenience.

**ASHTRAYS.** Two front and two rear for all models except Fleetwood Seventy-Fives which have four rear, two in each armrest.

**THREE-SPEED WINDSHIELD WIPERS AND WASHERS** (all models). Concealed, glare-reducing wiper arms are tandem-articulated on the driver's side for greater wiping area. Four jet washer streams. "Mist" position for single wipe action.

**GLOVE BOX** (all models). Incorporates the positive open/locking feature.

**REAR-SEAT READING LIGHTS** (Brougham).

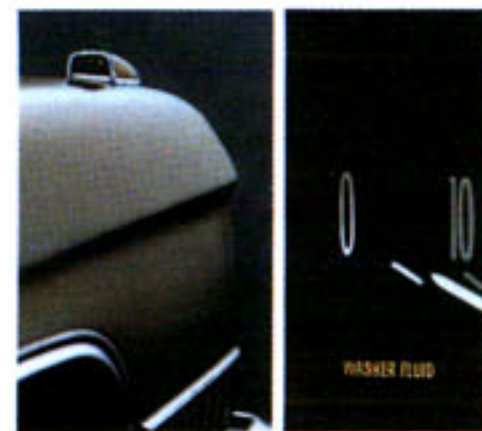
**VISOR VANITY MIRROR** (all models).

**STYLING FEATURES.** A great number of styling features are standard on various Cadillac models. Those most notable include the jewel-like standup crest on the hood of the Eldorado. Coach windows in the Eldorado Coupe. Padded vinyl roof and the chrome molding around the rear window on the Brougham. Stainless steel rocker moldings on the DeVilles and, when you specify a vinyl roof, a halo roof molding on the Coupe. And this year, all vinyl roofs are padded.



**COURTESY LIGHTS** (all models). Include a front ash receiver light, dual backup lights, rear compartment lights, directional indicators, front and rear side markers, automatic glove box and map light, an automatic luggage compartment light and lights in door panels for safety warning when door is opened (reflectors only in Calais models). The Brougham also has an adjustable reading light.

**CARPETED FOOTRESTS** (Brougham and Seventy-Fives). **LIGHTERS.** Two in front for all models. Two in rear of all models except Calais—one in rear of each Eldorado armrest and four in rear of Seventy-Fives.



**LAMP MONITORS** (all models). Front fender monitors show if low- and high-beam headlights, parking lights and front turn signals are functioning properly. Monitor visible through

rearview mirror shows if taillight and stop light/turn signals are functioning. Another monitoring system shows when windshield washer fluid is low by means of a warning light on the instrument panel.

**REMOTE-CONTROL LEFT-SIDE MIRROR** (all models). Right-side mirror standard on Seventy-Fives.



**ELECTRIC CLOCK** (all models).

**ASSIST STRAPS** (all models). For ease of entry and exit. **AUTOMATIC LEVEL CONTROL** (all Fleetwood models). Keeps the automobile level even with a full load.

**AUTOMATIC PARKING BRAKE RELEASE** (all models). Brake automatically releases when transmission is placed in "drive" or "reverse" with engine running.

**HEATER AND DEFROSTER** (Automatic Climate Control and rear-window de-fogger are standard on Seventy-Fives). Directs an even flow of controlled warm air to both front and rear passengers, while helping keep windshield free of fog and ice.

**CENTER ARMRESTS.** Front and rear on DeVilles and Fleetwood Sedans, front only on Eldorado and Calais models, rear only on Limousine.

**CADILLAC BUMPER SYSTEMS.** All 1972 Cadillacs utilize a number of innovations for added levels of protection. First, impact strips of polyvinyl chloride have been mounted on both front and rear bumpers to lessen damage in parking or minor collisions. Second, the front bumper has been moved forward  $\frac{3}{4}$ " to increase yield strength, the distance the bumper yields to force and returns. This, in turn, results in front bumper deflection of  $1\frac{1}{2}$ ", the distance that the bumper moves without causing damage to the sheet metal. Another standard feature that adds to Cadillac's bumper protection is the use of front bumper guards with rubber-impact-absorption inserts and polyvinyl chloride impact strips.



*For your  
added pleasure*

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



**THREE CADILLAC RADIOS.** Select from any of three radios with marvelous fidelity. The AM/FM unit with front and rear speakers. The exclusive AM/FM signal-seeking stereo radio with four speakers. Or the AM/FM pushbutton stereo radio with an integral eight-track tape player and four speakers. All Cadillac radios feature a ten-station tuner, permitting selection of both an AM and an FM station with each of the five push-buttons. On the signal-seeking model, "stereo-only" stations may be selected.

**RADIO FOOT CONTROL.** This unit, only available with the signal-seeking radio, permits you to change stations with the tap of the toe.



**REMOTE-CONTROL RIGHT-SIDE MIRROR.** Standard on both the Seventy-Five Sedan and Limousine. Available on all other models.





**AUTOMATIC CLIMATE CONTROL.** Set it to the temperature you desire, and this combined heating and cooling unit—with even greater capacity for 1972—automatically cools you in the summer and warms you in the winter. In addition, it dehumidifies the passenger compartment. For severe winter weather, you may move the lever to HI, which directs all warm air toward driver and passengers; to BI-LEVEL, which directs heat to both the passenger compartment and to the windshield; or to DEF, which directs all the warm air to the windshield.

**TRAILERING PACKAGE.** This special factory-installed grouping of heavy-duty equipment, for towing trailers weighing between 2,000 and 6,000 pounds loaded, is available on all models except Seventy-Fives. Consult your Cadillac dealer for details.

**TRACK MASTER.** This computerized, rear-wheel, skid-control braking system is now available on all Cadillac models.



**TWILIGHT SENTINEL.** This unit has two important tasks. One, it automatically turns your driving lights on or off in response to light conditions. Two, it allows you to leave headlamps and either cornering lamp on for up to 90 seconds to light your path from the car. It also includes a warning buzzer that tells you when the manual headlight switch has been pulled out and inadvertently left on after the ignition is off.



**CRUISE CONTROL.** A touch of this control at the tip of the directional turn signal lever, and your Cadillac automatically maintains any selected speed without using the accelerator pedal. Unit automatically disengages when you touch the brake pedal or turn off ignition.

**TILT AND TELESCOPE STEERING WHEEL.** Adjusts for both height and reach for driver comfort and convenience. Swings up for easier entry/exit. **SIX-WAY POWER SEAT ADJUSTER.** Moves front seats forward, back, up, down and tilts forward or back.



**ELECTRICALLY OPERATED SUNROOF.** By activating a control switch on the instrument panel, you can automatically open a panel in the roof to let the sun shine in—a little bit or as much as you like. Available on Brougham, Eldorado and DeVilles with vinyl roofs.



**POWER DOOR LOCKS.** A touch of the finger on this electrical control in the power grouping locks and unlocks all doors. On coupes, this feature includes an automatic seat-back release that is activated when either door is opened.

**REMOTE-CONTROL TRUNK LOCK.** Pressing a control button in the glove compartment releases and raises the trunk lid. To close the trunk, it



merely necessary to bring the trunk lid to a nearly closed position where the power trunk lock takes over and latches it securely. An amber light on the instrument panel warns when the lid is unlocked.

**AUTOMATIC LEVEL CONTROL.** This system automatically adjusts to changing loads, to keep the car level for excellent appearance and handling.





## Safety Features

The Cadillacs of 1972 incorporate an impressive array of features for increased occupant protection, accident prevention and anti-theft. Notable among these are the following:

### OCCUPANT PROTECTION

Seat belts with pushbutton buckles for all passenger positions  
Shoulder belts with pushbutton buckles—driver and right front passenger (except convertible)  
Two front-seat head restraints  
Energy absorbing steering column  
Passenger-guard door locks, with forward-mounted lock buttons  
Safety door latches and hinges  
Folding seat-back latches  
Energy absorbing padded instrument panel and front seat-back tops  
Contoured windshield header (except convertible)  
Thick laminate windshield  
Padded sun visors  
Safety armrests

Safety steering wheel  
Cargo-Guard (except limousine)  
Side-Guard beams  
Contoured full roof inner panel (except convertible)  
Fuel tank impact security  
Glove box door-latch impact security  
Yielding windshield pillar moldings  
Recessed door handles  
Soft coat hooks and dome lamp  
Two front-seat belt retractors  
Shoulder belt anchorages for rear-seat, outboard occupants  
Pressure-lock radiator cap  
High-strength, front-seat anchorages and construction  
High-strength, rear-seat retention  
Stamped steel door hinges

### ACCIDENT PREVENTION

Side marker lights and reflectors  
Parking lamps that illuminate with headlamps  
Four-way hazard warning flasher  
Backup lights  
Lane-change feature in direction signal control

Windshield defrosters, washers and three-speed wipers  
Wide-view, inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)  
Outside rearview mirror  
Dual master cylinder brake system with warning light  
Starter safety switch  
Dual-action safety hood latches  
Headlamp aiming access provision  
Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces  
Safety wheel rims  
Uniform shift quadrant  
No winged wheel nuts, discs and caps  
Self-adjusting brakes

### ANTI-THEFT

Anti-theft ignition key warning buzzer  
Anti-theft steering column lock  
Inside, hood-latch release  
Multiple key combinations  
Visible vehicle identification  
Tamper-resistant odometer with telltale feature

## Specifications

**ENGINE:** Eight-cylinder, 90° V-type. Bore 4.30, stroke 4.06, displacement 472 cu. in. Engine mounted in rubber at three points. Compression ratio 8.5 to 1.

**ELDORADO ENGINE:** Eight-cylinder, 90° V-type. Bore 4.30, stroke 4.304, displacement 8.2 litres. Compression ratio 8.5 to 1.

**FUEL:** For 1972, all Cadillac engines have been designed to operate efficiently on the new no-lead or low-lead gasolines. In addition to the lower exhaust pollutants attainable with this engine/fuel combination, there are benefits in longer life for your spark plugs, exhaust system and other engine components. If these no-lead, low-lead gasolines are not available, any leaded regular grade gasoline with a research octane number of 91 or higher may be used.

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

**PISTONS:** Aluminum alloy, slipper-type.

**CAMSHAFT:** Designed with greater overlap between intake and exhaust valve timing as an aid to reducing nitrous oxides in exhaust.

**CARBURETOR:** Quadrajets four-barrel downdraft with equalized manifold, mechanical fuel pump, dry-type air filter and improved auto-

matic choke. Contains new purging system for utilization of stored fuel vapors and to minimize emissions to atmosphere.

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

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

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

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

**FRONT SUSPENSION:** Integral steering knuckle for greater dependability and longer life. Independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and isolate road noise. New spindle has an integral hub and rotor. (Torsion bar suspension on Eldorado.)

**REAR SUSPENSION:** Four-link drive. Rear springs are helical-coil-type included on Eldorado in 1972. Large rubber bushings for quiet, soft ride.

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

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

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

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

**TIRES:** Low-pressure, size L78-15, bias-belted, fiberglass, tubeless, on all models. Black sidewalls, standard; white sidewalls available.

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

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

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

**OVERALL LENGTH:** 227.4" (Fleetwood Sixty Special Brougham 230.4", Fleetwood Seventy-Five 248.9", Eldorado 223.2").

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

### CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION

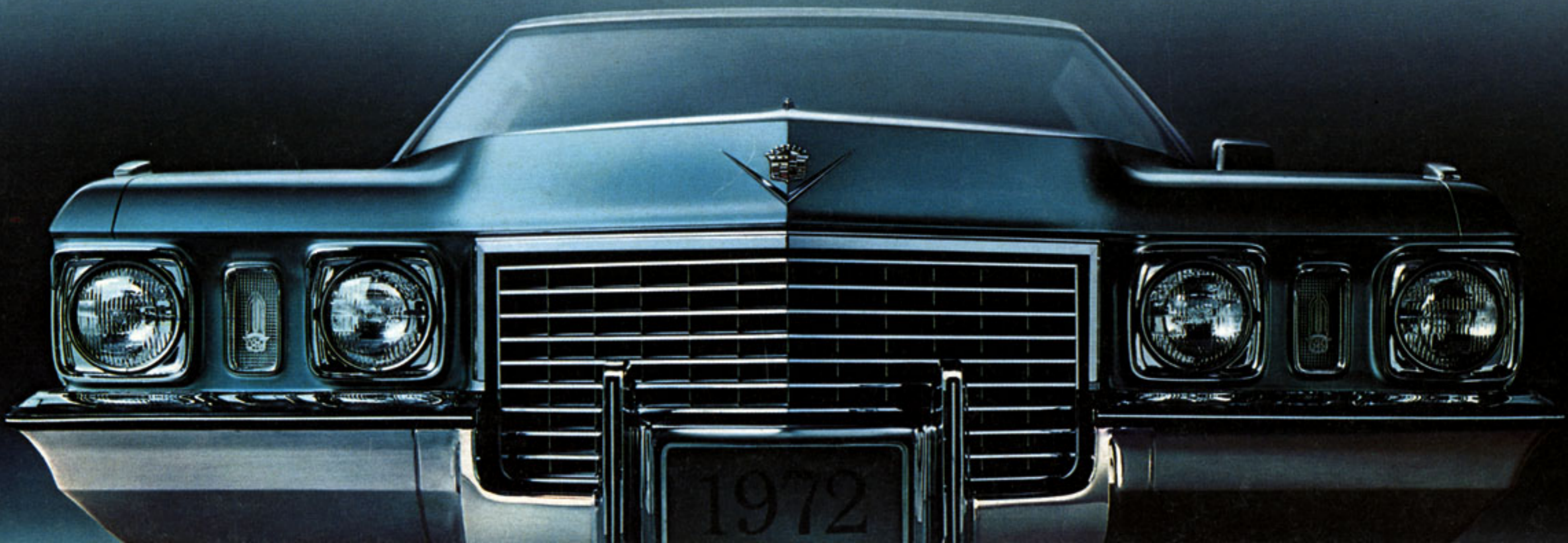
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*Out of a  
Tradition  
of Excellence*

*Cadillac 1972*









# The Brougham

This is Cadillac in the grand manner.

You can see it in the bold new sweep of its grille, in the classic turn of its padded vinyl roof line and in the handsome exterior opera lights that are available to add a special touch of elegance.

You can feel it in the way it rides and handles—even smoother, even more responsive for 1972.

And you can hear it in the sound of silence that greets you once you are under way.

The Fleetwood Brougham. Along with the magnificent Fleetwood Seventy-Five Limousine and nine-passenger Sedan, it is truly the epitome of Cadillac elegance and dignity.



FLEETWOOD SIXTY SPECIAL BROUGHAM  
IN PALOMINO FIREMIST AND DARK BROWN PADDED VINYL ROOF  
WITH A CLASSIC CADILLAC ROADSTER.



Luxury abounds within the Brougham. With rich, Sierra grain leather upholstery in any of nine colors (Saddle is shown). Or, if you prefer, elegant new Matador Cloth in any of four colors. Or a combination of Matador Cloth and leather. Or Minuet Cloth, a new fabric available in

any of three colors. Or the new Medici Beige crushed velour. Standard luxuries include rear-seat reading lights, Automatic Level Control, and the Dual Comfort front seat with one set of controls for the driver's section and another for the wider, passenger section.







# The Eldorados

They look to be exactly what they are: the world's most elegant personal cars. Even more glamorous for 1972. With a number of design innovations, highlighted by a massive new grille and hood accent stripes.

Here are the only luxury cars with both front-wheel drive and an 8.2 litre V-8 engine, the world's largest production passenger car engine.

Variable-ratio power steering and Automatic Level Control are standard. And you can order a Dual Comfort front seat as well as Track Master, Cadillac's skid-control braking system. As a coupe or as the only luxury convertible built in America, this is motoring pleasure of the first magnitude.



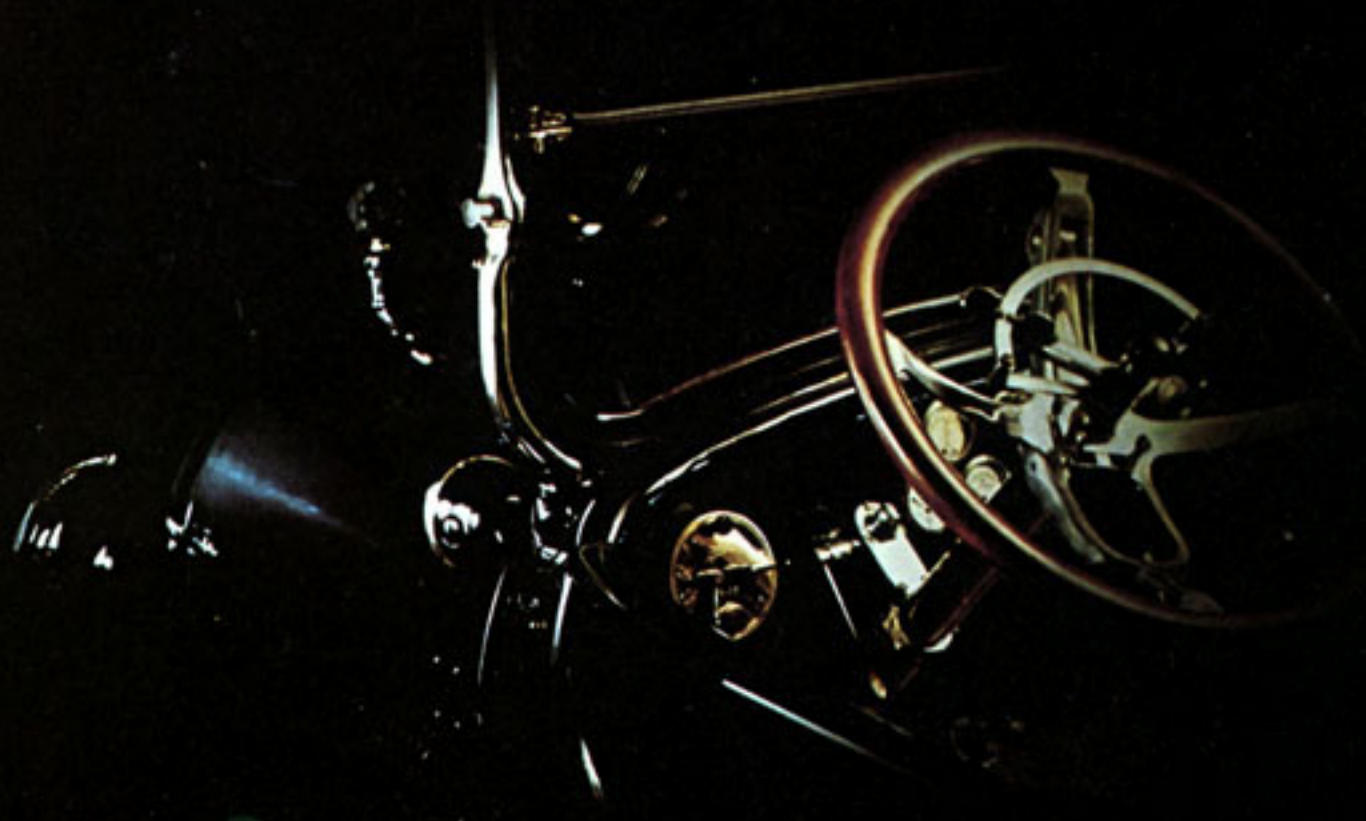
FLEETWOOD ELDORADO COUPE IN BALMORAL GREEN FIREMIST  
AND WHITE PADDED VINYL ROOF  
WITH A 1913 CADILLAC TWO-PASSENGER ROADSTER.



Inside, comfort matches elegance. With a Dual Comfort front seat now available in both coupe and convertible. One set of controls for adjustment of the driver's section and another for the wider, passenger section make comfort an individual affair. Select from leather or two new fabrics.

The Hideaway Top on the convertible is unique. When it's lowered, the frame folds inward, behind the seat, for full-width seating in the rear. Available is a new two-piece hard boot that is easy to install and provides a neat, trim appearance.







# The DeVille Series

These are the most popular Cadillacs of them all—the luxury car models enjoyed by more motorists than all others. It's not hard to see why. The Sedan deVille and Coupe deVille are all Cadillac and all luxury. With a massive new grille. With engineering innovations that mean an even smoother ride—even better handling.

Coupled with roominess and brightly appointed interiors. Everything seems a little more convenient and comfortable. And you can equip your DeVille with a Dual Comfort power front seat and power door locks.

DeVille. The popular choice.



SEDAN DE VILLE IN PROMENADE GOLD  
AND WHITE VINYL ROOF  
WITH A 1918 CADILLAC V-8 PHAETON.



The inside story of the DeVilles is one of more luxury and comfort for 1972. In addition to two new fabrics—Majesty Cloth in any of four colors and Medley Cloth in any of three—you may choose leather in any of twelve combinations, including White leather with Dark Jade carpet.

Little things you'll appreciate are softer head restraints, a jeweled finish on chrome highlights inside the car, rosewood vinyl for door inserts and the instrument panel, softer and more comfortable seating and bright molding on the back of front seat backs and side panels.







# The Calais Series

This is the easiest step up to the pride and pleasure of Cadillac ownership. Calais Coupe and Calais Sedan. Yet, because they are Cadillacs, you can be sure there is no stinting on styling, comfort or convenience.

They have everything that makes a Cadillac a Cadillac.

Including the big Cadillac engine that operates efficiently on no-lead and low-lead fuels that reduce exhaust pollutants, or on regular gasoline.

The same long wheelbase. The dozens of standard features such as power windows and front disc brakes. And, of course, the infinite care in manufacture that characterizes all Cadillacs.



CALAIS COUPE IN SUMATRA GREEN WITH  
A 1914 CADILLAC FIVE-PASSENGER TOURING CAR.



The look of luxury is everywhere in the Calais series. In the new Mayfair Cloth upholstery fabric, that comes with vinyl bolster, in any of six colors. Or in expanded vinyl upholstery, an added luxury, available in either Antique Saddle or Black, as shown here. It also shows in the many other

luxury features available for your added pleasure. And you can see it in the many extra touches that tell you this is Cadillac—such as a front center armrest, an electric clock, power windows, a remote-control outside mirror, an inside hood release and even a cover for the spare tire.

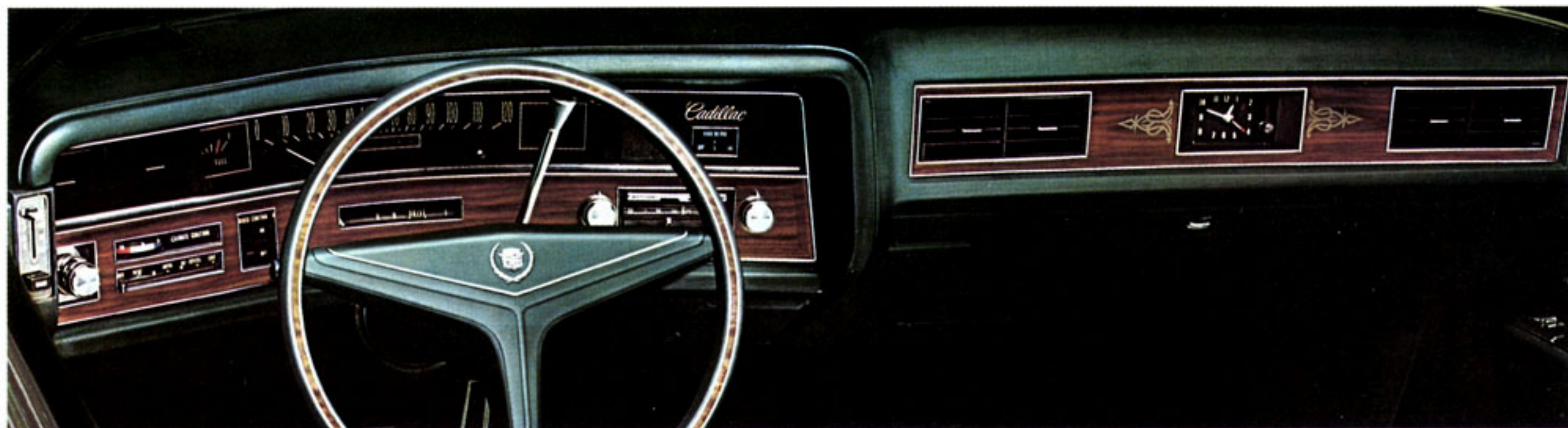


# Standard in great detail

One of the things that delights Cadillac owners year after year is how many luxury items, offered at extra charge on some other cars (if they are

offered at all), are standard equipment on a Cadillac. One glance at the artfully curved instrument panel is enough to tell you that attention to detail is an

integral part of every Cadillac. Gauges are particularly easy to see. Controls are especially easy to adjust as you drive.



**DUAL COMFORT FRONT SEAT** (Standard on the Brougham and available on Eldorado and DeVille models). Makes comfort an individual affair.

**VARIABLE-RATIO POWER STEERING.** (Fixed ratio on Seventy-Fives) Affords almost effortless parking and cornering.

**DUAL POWER BRAKES WITH DISC BRAKES IN FRONT** (all models). For smooth, straight stops.

**FLOW-THRU VENTILATION** (all models).

**TURBO HYDRA-MATIC TRANSMISSION** (all models).

**CORNERING LIGHTS** (all models). Project a beam of light from the side of the car to illuminate the roadside and road signs at night.

**POWER WINDOWS** (all models). For greater convenience.

**ASHTRAYS.** Four in all models.

**CADILLAC BUMPER SYSTEMS.** The front bumper has been moved forward  $\frac{3}{4}$ " to increase yield strength, the distance the bumper yields to force and returns. Another standard feature is the use of vertical rubber impact-absorption inserts and polyvinyl chloride impact strips on front bumper guards to lessen damage in parking or minor collisions. Horizontal impact strips on front and rear bumpers are available at added cost.

**THREE-SPEED WINDSHIELD WIPERS AND WASHERS** (all models).

**GLOVE BOX** (all models).

**REAR-SEAT READING LIGHTS** (Brougham).

**VISOR VANITY MIRROR** (all models).

**COURTESY LIGHTS** (all models). All types.

**CARPETED FOOTRESTS** (Brougham and Seventy-Fives).

**LIGHTERS.** Two in front for all models. Two in rear of all models except Calais—one in rear of each Eldorado armrest and four in rear of Seventy-Fives.

**REMOTE-CONTROL LEFT-SIDE MIRROR** (all models).

Right-side mirror standard on Seventy-Fives.

**ELECTRIC CLOCK** (all models).

**ASSIST STRAPS** (all models). For ease of entry and exit.

**AUTOMATIC LEVEL CONTROL** (all Fleetwood models).

**AUTOMATIC PARKING BRAKE RELEASE** (all models).

Brake automatically releases when transmission is placed in "drive" or "reverse" with engine running.

**HEATER AND DEFROSTER** (Automatic Climate Control and rear-window de-fogger are standard on the Seventy-Five models).

**CENTER ARMRESTS.** Front and rear on DeVilles and Fleetwood Sedans, front only on Eldorado and Calais models, rear only on Limousine.

## SAFETY FEATURES

Seat belts with pushbutton buckles for all passenger positions  
Shoulder belts with pushbutton buckles—driver and right front passenger (except convertible)  
Two front-seat head restraints  
Energy absorbing steering column  
Passenger-guard door locks, with forward-mounted lock buttons  
Safety door latches and hinges  
Folding seat-back latches  
Energy absorbing padded instrument panel and front seat-back tops  
Contoured windshield header (except convertible)  
Thick laminate windshield  
Padded sun visors  
Safety armrests  
Safety steering wheel  
Cargo-Guard (except limousine)  
Side-guard beams  
Contoured full roof inner panel (except convertible)  
Side marker lights and reflectors  
Parking lamps that illuminate with headlamps  
Four-way hazard warning flasher  
Backup lights  
Lane-change feature in direction signal control  
Windshield defrosters, washers and three-speed wipers  
Wide-view, inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)  
Outside rearview mirror  
Dual master cylinder brake system with warning light  
Starter safety switch  
Dual-action safety hood latches  
Anti-theft ignition key warning buzzer  
Anti-theft steering column lock  
Inside, hood-latch release





## *For your added pleasure*

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



**THREE CADILLAC RADIOS.** Select from any of three radios with marvelous fidelity. The AM/FM unit with front and rear speakers. The exclusive AM/FM signal-seeking stereo radio with four speakers. Or the AM/FM pushbutton stereo radio with an integral eight-track tape player and four speakers.

**RADIO FOOT CONTROL.** This unit, only available with the signal-seeking radio, permits you to change stations with the tap of the toe.



**REMOTE-CONTROL RIGHT-SIDE MIRROR.** Standard on both the Seventy-Five Sedan and Limousine. Available on all other models.

**AUTOMATIC CLIMATE CONTROL.** Set it to the temperature you desire, and this combined heating and cooling unit—with even greater capacity for 1972—



automatically cools you in the summer and warms you in the winter. In addition, it dehumidifies the passenger compartment.

**TRAILERING PACKAGE.** For towing trailers weighing between 2,000 and 6,000 pounds loaded. Consult your Cadillac dealer for details.

**TRACK MASTER.** This computerized, rear-wheel, skid-control braking system is now available on all Cadillac models.

**TWILIGHT SENTINEL.** This unit automatically turns your driving lights on or off in response to light conditions. It also allows you to leave headlamps and either cornering lamp on for up to 90 seconds to light your path from the car.



**CRUISE CONTROL.** Automatically maintains any selected speed without using the accelerator pedal.

**TILT AND TELESCOPE STEERING WHEEL.** Adjusts for height and reach. Swings up for entry/exit.

**LAMP MONITORS.** Show if headlights and other major lights are functioning. Includes system to monitor windshield washer fluid.

**SIX-WAY POWER SEAT ADJUSTER.** Moves front seats forward, back, up, down and tilts forward or back.

**ELECTRICALLY OPERATED SUNROOF.** By activating a control switch on the instrument panel, you can automatically open a panel in the roof.

**POWER DOOR LOCKS.** A touch of the finger on this electrical control in the power grouping locks and unlocks all doors.

**REMOTE-CONTROL TRUNK LOCK.** Pressing a control button in the glove compartment releases and raises the trunk lid.

**AUTOMATIC LEVEL CONTROL.** This system automatically adjusts to changing loads, to keep the car level. Standard on Fleetwood models and available on all others.



*After 70 years,  
the Standard of the World  
still stands alone.*

When you set out—year after year, for 70 years—  
to create the finest luxury cars in the world,  
the inevitable happens.

You create a legend. A legend of automotive superiority  
in all its facets. Of styling that is at  
one time classical and contemporary. Of infinite care  
in design and manufacture. Of ever greater  
measures of comfort and convenience. Of ever higher  
levels of owner pride, prestige and lasting value.

And, in so doing, you create a legacy.

A legacy of automotive greatness.

That legacy is Cadillac 1972.

The legend lives on.



AS AN ELEGANT TOUCH FOR OUR 70<sup>TH</sup> ANNIVERSARY,  
THE INTERIOR OF THE BROUGHAM IS  
AVAILABLE IN A CRUSHED VELOUR CALLED MEDICI BEIGE.



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



**THE REILLY CHEVROLET-CADILLAC COMPANY**

**315 South Third Street**

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