

CADILLAC 1970



THE SPIRIT OF THE SEVENTIES

Cadillac proudly introduces eleven magnificent choices of motoring pleasure for the spirited seventies. Each brilliant new 1970 Cadillac heralds the beginning of a motoring life-style anticipated for a great new era. The clean, contemporary styling clearly looks to the future and distinguishes Cadillac from all other fine cars. The richly appointed interiors are a new measure of taste and elegance. The engine performs smoothly and quietly with a plentiful reserve of power for all the advanced accessories and conveniences. And there are new luxuries, new features, new innovations in all Cadillacs for 1970. But nothing expresses the spirit of the seventies more vividly than the new and exciting 1970 Eldorado. Its exclusive new V-8 engine, with a displacement of 8.2 litres (500 cubic inches) offers a responsiveness that leaves the sixties far behind, yet speaks quietly about its remarkable performance. Each new Cadillac model clearly shows that Cadillac engineers, stylists and craftsmen have once again met the challenge of leadership and created the Standard of the World with the distinction and vitality that fully satisfy the demands for excellence in a new era. For in beauty, in luxury, in comfort and in performance, the new Cadillac stands unmatched among the fine motor cars of the world. There is no more magnificent way to experience the spirit of the seventies than to view the world from behind the wheel of a 1970 Cadillac.



CADILLAC 1970



FLEETWOOD BROUGHAM

The spirit of the seventies is nowhere more magnificently stated than in the majestic Fleetwood Brougham. Distinctive even among Fleetwood models, the Brougham's padded vinyl roof and its commanding 133-inch wheelbase give it a uniquely regal stature. The spacious interior, so lavishly appointed, surrounds you with plush fabrics and Sierra grain leathers accented by the rich look of oriental tamo wood. Additionally, there's an abundance of lux-

uries that make the Brougham the most elegant expression of the spirited seventies. Dual Comfort front seat, Automatic Level Control and a host of other thoughtful considerations cater to your quest for comfort. Wherever you drive in the 1970 Fleetwood Brougham, you'll enjoy luxury on the grand Cadillac scale and the excellence of your taste will be rewarded by the admiration accorded this supreme achievement in motoring.



The Brougham interior is shown in sumptuous Medium Turquoise Dumbarton cloth-and-leather. You can express your taste in one of three other Dumbarton cloth-and-leather interiors, four colors in all Divan cloth, and seven leather interiors. The reading lights and two carpeted footrests add to your convenience and comfort. The Brougham features the rich look of oriental tamo wood on the doors and instrument panel.



Fleetwood Sixty Special Sedan in Spartacus Blue Firemist.

FLEETWOOD SIXTY SPECIAL SEDAN

The Sixty Special Sedan, long respected among connoisseurs of fine motor cars, again in 1970 makes its mark for splendor and graciousness. The distinctive beauty of its long, sweeping lines expresses the spirit of the seventies with eloquence and style. The tasteful appointments of the Sixty Special's interiors, in any of its choice fabrics and colors, create a mood of incomparable elegance and restfulness. In addition to its long wheelbase, the deeply

cushioned seats, Automatic Level Control (standard on all Fleetwood models), improved ventilation system and a wide array of power equipment permit you to enjoy the smoothest, most relaxing ride in the motoring world. Wherever you go in the new Sixty Special, you'll experience a new measure of pride and pleasure. Its arrival enhances any occasion, and its grandeur sets it apart immediately in any gathering of fine cars.



The rich, Dark Blue leather shown is available in the Fleetwood Sixty Special. Also available are six other leather interiors, four in Dumbarton cloth-and-leather and four in all Divan cloth. A total of fifteen interiors. The newly designed steering wheel features horn control buttons in the padded center area and on each steering wheel spoke. New distinctive rub moldings with raised vinyl centers protect the sides from other car doors in close parking.



Fleetwood Eldorado in Cinnamon Firemist with Dark Brown padded vinyl roof.

FLEETWOOD ELDORADO

Purposefully built to be the world's finest personal car, the Fleetwood Eldorado is that unique automotive creation: One designed for the motorist who desires unusually spirited performance, individual styling and all the elegance and comfort for which Cadillac is renowned. Eldorado's exclusive, new 8.2 litre V-8 engine (500 cubic inches of displacement) is by far the largest engine to power a production passenger car and makes the spirit of the seventies come alive with rare excitement. Performing in

concert with steady-traction front-wheel drive, precise variable-ratio power steering and Automatic Level Control, Eldorado will captivate you with a kind of driving pleasure unmatched anywhere in the world. Its boldly sculptured beauty gives it a poise and distinction that mark it for greatness. The luxury of its interior appointments tells you that Eldorado is unmistakably Cadillac in every detail. Truly, to drive the 1970 Eldorado is to enjoy a brilliant new dimension in personal motoring.



The soft, pliable, Antique Dark Brown leather, shown, and seven other leather interiors are available in the Eldorado. Or, perhaps you prefer the smart Medium Beige Duplex cloth interior, shown in the middle at right, also available in six other colors. The Eldorado nameplate and 8.2 litre symbol are proudly displayed on the grille. The handsome new taillight gives the Eldorado an even more distinctive appearance.



Fleetwood Seventy-Five Sedan in Condor Blue with Black padded vinyl roof

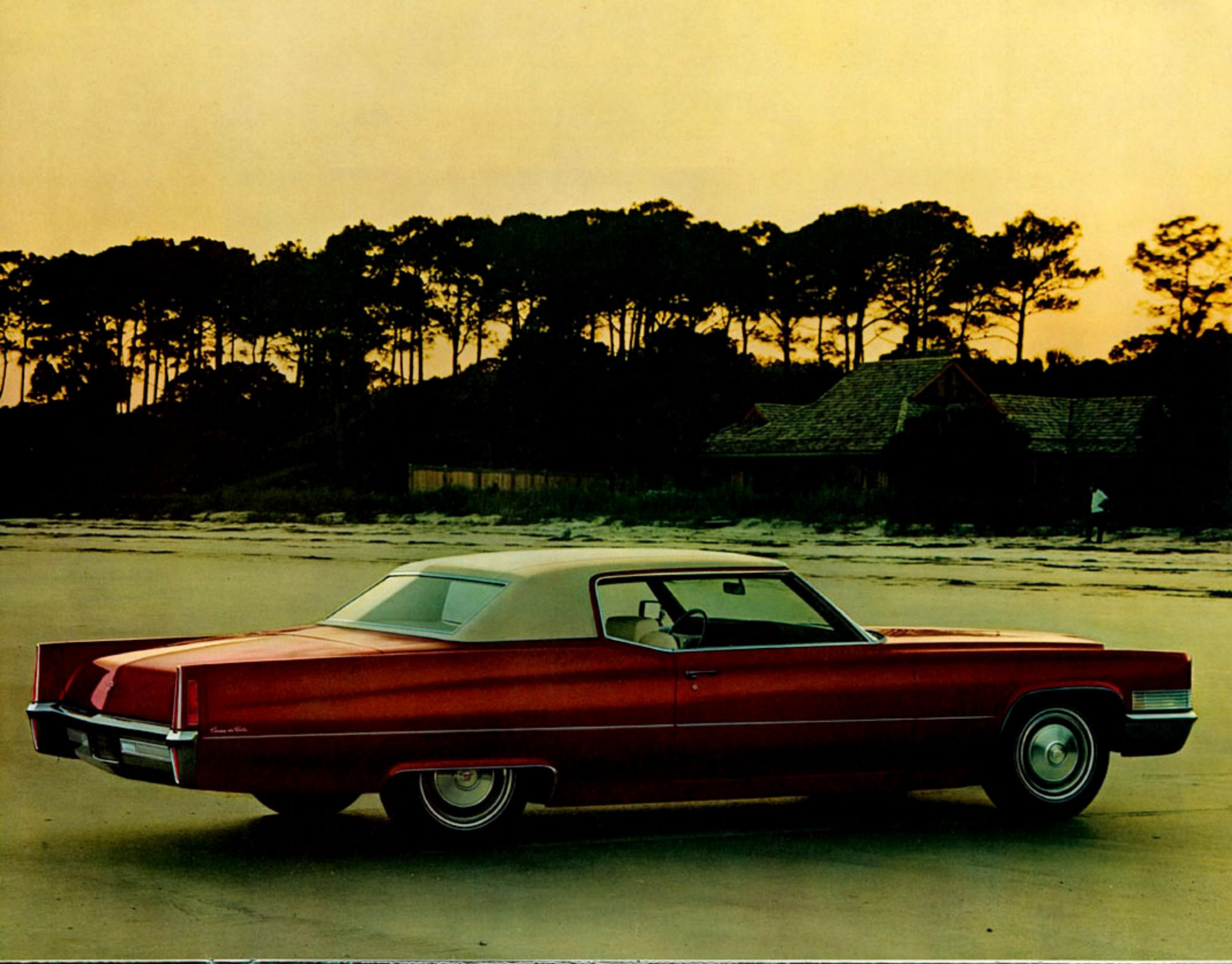
FLEETWOOD SEVENTY-FIVE

In luxury and dignity, the Cadillac Fleetwood Seventy-Five nine-passenger Sedan and Limousine offer splendor that is unmatched in all of motordom. No other motor cars are so luxuriously appointed for comfort, convenience and privacy. The only limousines built in the land designed specifically as limousines, the Seventy-Fives offer remarkable roominess in the passenger compartment. Separate Automatic Climate Control systems, standard on Seventy-Fives, keep passengers and driver comfortable in any kind of

weather. Automatic Level Control helps keep you level even with a heavy load. In addition, a glass partition in the Limousine encloses the leather-upholstered chauffeur's compartment, affording an unusual degree of privacy for rear-seat passengers. With all this luxury, comfort and convenience, it's completely understandable why the Seventy-Fives are regarded the world over—in the social sphere and in the business community—as the most impressive of motor cars.



The interior of the Fleetwood Seventy-Five Sedan is shown in an elegant, Medium Blue Divan cloth. The same finely textured cloth can be obtained in Light Gray and Medium Beige. Two other luxurious interiors, a Decordo cloth and a Dumbarton cloth-with-leather, make a total of five selections. The full-width folding seats accommodate three passengers. Rear controls in the Limousine permit you to raise or lower the windows, turn on the reading lights, activate the Automatic Climate Control, tune the radio, and raise or lower the glass partition.



Coupe DeVille in Briarwood Firemist with Light Beige vinyl roof

COUPE DE VILLE

The youthful beauty of its design, complete with all its Cadillac elegance and dignity gives the Coupe deVille wide appeal. There are many exciting new ways in which the DeVille for 1970 captures the spirit of a whole new era of luxury motoring . . . in the grace and style of its lines, the spaciousness of its interior, the relaxing comfort of its ride, the responsiveness and smoothness of its 472 V-8 engine, the deftness and agility of its handling. In addition to

a broad choice of colors, a wide array of power assists and accessories such as Cruise Control, Tilt and Telescope steering wheel and six-way power seat adjustment, offer an unusual opportunity to personalize your DeVille for your motoring pleasure. With all its eye-filling beauty, deep-seated luxury and built-in comfort, the Coupe deVille will unquestionably retain its popularity among discriminating motorists in the spirited seventies.



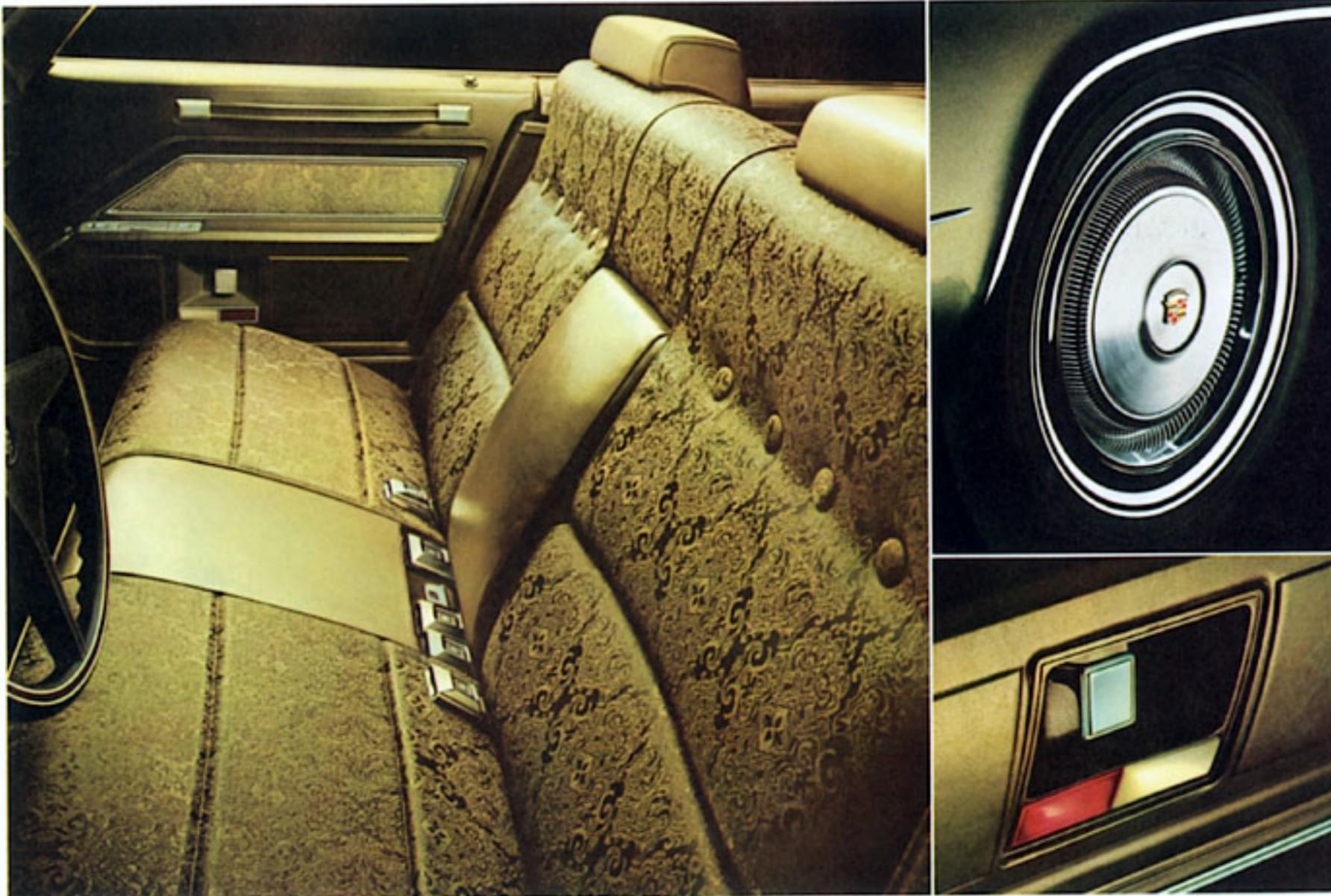
The comfortably upholstered leather interior of the Coupe deVille is available in Antique Medium Beige, as shown. There are eight other colors in leather, all equally attractive. Seven cloth selections, Dubonnet or Dynasty cloth-with-leather, give you a total of sixteen beautiful choices. On the front fenders is a new jewel-like winged crest design. The power window control and optional power door lock control are located on the door panel next to the driver.



HARDTOP SEDAN DE VILLE

In all the world, the Hardtop Sedan deVille stands preeminent in popularity among luxury car motorists. Its sweeping beauty combines the look of open-hearted roominess with the poised dignity that's the hallmark of every Cadillac. The elegance and comfort of its interior appointments are an invitation to experience the pleasures of motoring on the grand Cadillac scale. Its spirited performance is astonishing for a motor car of such magnificence.

It can be equipped with Automatic Climate Control for all-weather driving comfort, power door locks for convenience and protection, and a host of other Cadillac power assists and accessories for your pleasure. Like all Cadillacs, the 1970 Hardtop Sedan deVille is available in your choice of 21 tasteful exterior colors. This popular model typifies the spirited elegance that has made the Cadillac owner the most loyal of all—year after year.



Medium Gold Dynasty cloth-with-leather gives the Hardtop Sedan deVille interior, shown, its rich and elegant appearance. You can choose from two other colors in Dynasty cloth-and-leather, four in Dubonnet cloth-and-leather, and eight leather interiors. Bright new wheel discs have that solid Cadillac look. The lights in the doors add to your safety when entering and exiting.



DeVille Convertible in Nottingham Green Firemist with White top.

DEVILLE CONVERTIBLE

Freedom of spirit and a taste for luxury are combined magnificently in the 1970 DeVille Convertible. This long, low, brilliant motor car calls for a bright day, refreshing breezes and the open road as no other convertible does. Youthful styling—so expressive of the spirit of the seventies—is smartly complemented by a rich Sierra grain leather in ten color and carpet combinations. And the convertible's appearance reflects the vitality and agility of its

performance on the road. The anti-theft steering column lock (a feature of all Cadillacs) is especially important to convertible lovers. Stereo radio, Dual Comfort seat and—now available for the first time on the convertible—the rear-window De-fogger, all add immeasurably to the pleasure of driving the only luxury convertible built in America. Without a doubt, it's the most exciting way to enter the spirited seventies.



The DeVille Convertible interior is shown in a stunning combination of White Sierra grain leather and Nottingham Green carpeting. There are nine other leather-and-carpeting combinations, each as dramatic as the one you see. As in all DeVille models upholstered in leather, the DeVille Convertible interior features the rich look of oriental tamo wood in door and instrument panels.



Sedan deVille in Corinthian Blue with White vinyl roof.

SEDAN DE VILLE

The distinctiveness of its bearing, its solid riding comfort and the respect that it inspires have earned wide esteem for the Sedan deVille. Its pleasing proportions are complemented by its six-passenger spaciousness and plentiful headroom. Elegance and luxury abound inside, in the fine fabrics and leathers, and in numerous conveniences, such as a power-operated front seat. Behind the wheel, you immediately sense that you have a masterful motor car

at your command. The spirited responsiveness of its big engine and the easy handling that Cadillac's variable-ratio power steering affords make any kind of driving a most relaxing experience. Truly a distinguished motor car—with fine taste, meticulous craftsmanship and refinements apparent everywhere—the Sedan deVille expresses the spirit of the seventies as only Cadillac can, and reflects beautifully the discernment of its owner.



One of four Dubonnet cloth-and-leather interiors available in the Sedan deVille, this Medium Blue color has wide appeal. Three combinations of Dynasty cloth-and-leather are equally elegant. With six leather interiors available, you have a total of thirteen attractive choices. Wide, soft, center armrests in both front and rear seats add to complete passenger comfort. The smart new elongated taillights project more light for added visibility.



Calais Coupe in Adriatic Turquoise.

CALAIS COUPE

The most practical way to discover Cadillac luxury and distinction is with the Calais Coupe. It possesses all of Cadillac's uncompromising excellence, yet competes in price with cars of lesser stature that do not come equipped with many of the Calais standard features. The striking beauty of its styling, its long wheelbase, its elegant interior, and its numerous conveniences mark the Calais unmistakably as a Cadillac. All this, together with the smooth

and spirited power of the great 472 V-8 engine, Turbo Hydramatic transmission, variable-ratio power steering, and power front disc brakes give you the driving pleasure for which Cadillac has long been famous. You can enjoy this Cadillac luxury in a color to suit your taste, and personalize your 1970 Calais with a wide variety of Cadillac options and accessories. What a wise and wonderful way to get into the spirit of the seventies!



The interior of the Calais Coupe is shown in optional Sierra grain vinyl, available in Black or Antique Medium Beige. For a beautiful patterned interior, you can choose from six combinations of Dorian cloth with Sierra grain vinyl trim.



Calais Hardtop Sedan in Byzantine Gold.

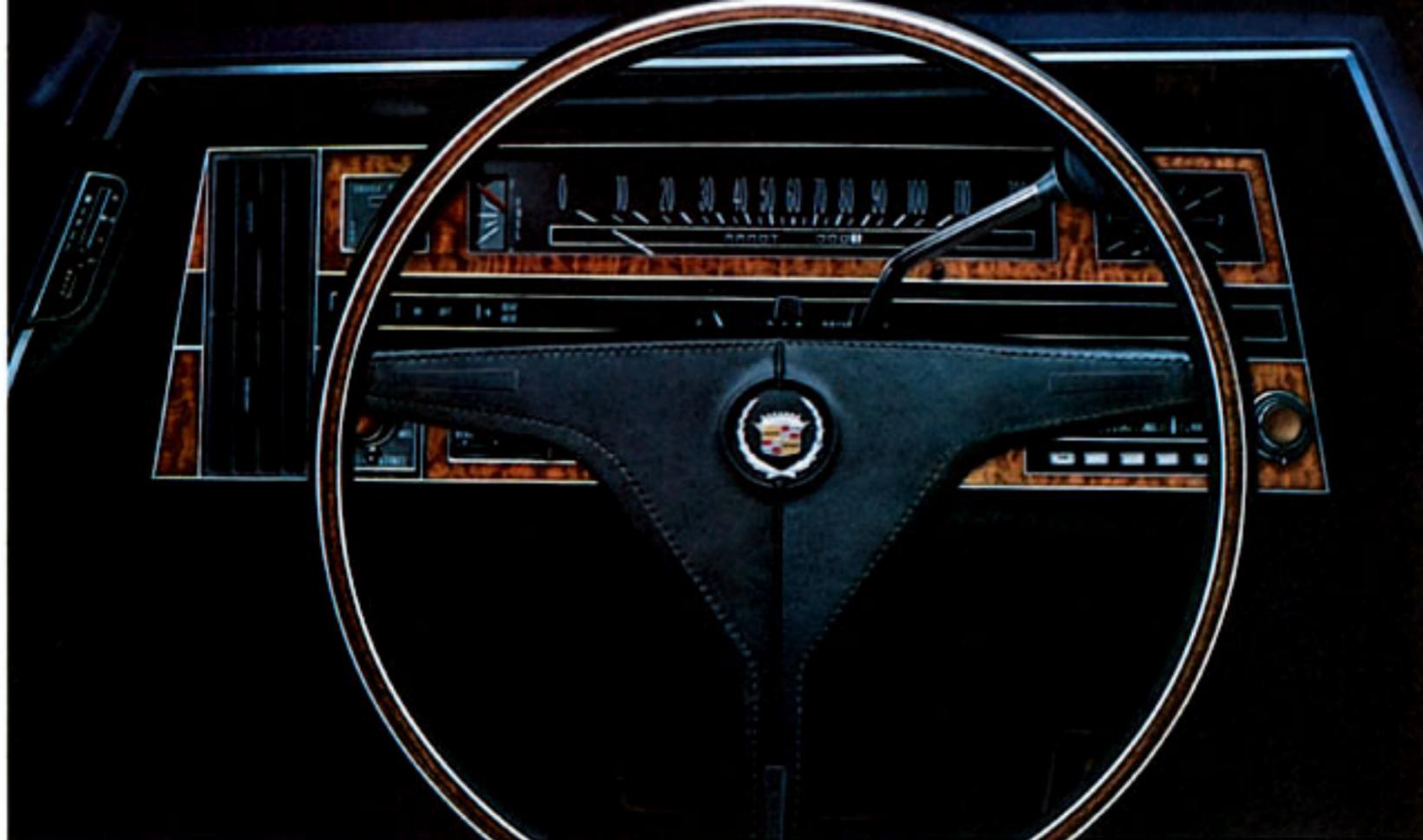
CALAIS HARDTOP SEDAN

Though the investment required for the Calais is the most modest of any Cadillac series, it returns a full quota of Cadillac pleasure and value. The fine fabrics and many luxurious appointments—such as center armrests and tailored door panels—display the same high regard for craftsmanship as in the most sumptuous Cadillac models. Its performance, because it comes from the same great 472 V-8 engine, is uniquely Cadillac. Numerous convenience

features, customarily at extra cost on lesser cars, are standard on Calais—features such as the electric clock, remote-control outside mirror and the automatic parking brake release. In original cost, in economy of operation, in long-lasting value, you'll find that the 1970 Calais is an extraordinary investment in motoring pleasure. And because it is a Cadillac, it returns a larger proportion of that investment than any other car built in the land.



The Calais Hardtop Sedan interior, shown in Medium Gold Dorian cloth with Sierra grain vinyl trim, has all the appeal of Cadillac elegance, as have the five other colors in this material. Equally luxurious are the soft, all-vinyl interiors in Black or Antique Medium Beige.



Luxuries to pace the Spirited Seventies

CADILLAC RADIOS

All Cadillac radios for 1970 include both AM and FM for maximum choice of station selection. Five pushbuttons are provided for favorite stations. The new antenna is concealed within the windshield thus eliminating the fender mast.

AM/FM SIGNAL SEEKING STEREO RADIO

The ultimate in listening pleasure with four-speaker stereo sound. Signal seeking tuning bar will even select "stereo only" if desired.

AM/FM SIGNAL SEEKING RADIO

Each successive touch on the signal seeking tuning bar brings in the next station within range, automatically, without manual tuning. Especially appreciated when traveling beyond range of familiar stations.

AM/FM RADIO

A masterpiece of modern electronics in power and performance. Provides full-fidelity sound through front and rear speakers.



STEREO TAPE PLAYER

Permits you to select the music of your choice reproduced with the full fidelity of your Cadillac radio. The readily available 8-track stereo cartridges offer a complete range of musical preference. Simply inserting the cartridge activates the stereo tape player. Controls are provided to regulate volume, tone and balance between front and rear speakers.

RADIO FOOT-CONTROL SWITCH

Available with either of the Cadillac signal seeking radios. You may change stations by a tap of your toe on the floor-mounted switch.

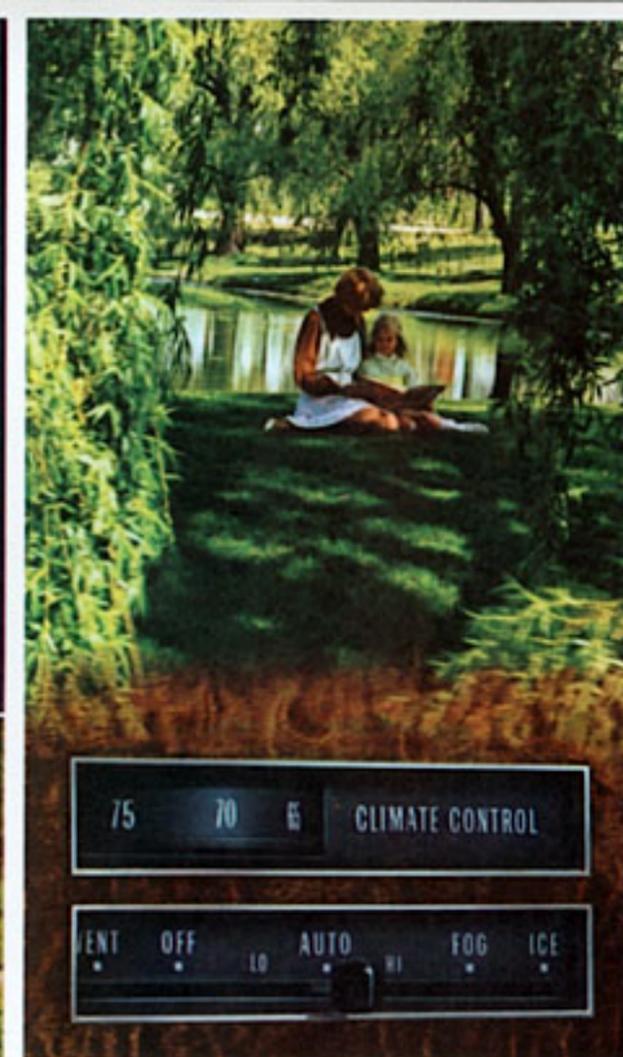
CRUISE CONTROL
A touch on the fingertip control, and your Cadillac will automatically maintain your preselected speed without need of keeping your foot on the accelerator. Convenient and restful.



DUAL COMFORT SEAT
This passenger-proportioned front seat (shown center right) provides separate adjustment for driver's section and wider passenger's section. Standard on Brougham, available on Convertible, Coupe deVille, Hardtop Sedan deVille and Sixty Special. A six-way, power-seat adjustment is available for driver and passenger sections, permitting horizontal, vertical and angle adjustment.



AUTOMATIC LEVEL CONTROL
Helps keep car level for best appearance and excellent handling. Standard on Fleetwoods and available on all other models. Automatically compensates for passengers and luggage compartment loading.



CLIMATE CONTROL
You'll enjoy the ultimate in motor car cooling and heating with Cadillac Automatic Climate Control. So automatic is its operation that, with a single setting of the thermostat dial, the interior of your Cadillac will remain uniformly comfortable even if you drive from desert heat to mountain snow. Air conditioner outlets are spaced and designed for maximum individual passenger comfort. Cooling and heating are achieved with a maximum volume of air delivered at lower velocity for exceptionally quiet operation. Standard on Fleetwood Seventy-Five models is a dual Climate Control system permitting independent temperature control for front and rear compartments.

TWILIGHT SENTINEL
Turns driving lights on and off as required by lighting conditions. Permits leaving headlamps and either cornering lamp lighted for up to 90 seconds to light your way from the car.



GUIDE-MATIC
Automatically dims the headlamps of your Cadillac at the approach of oncoming cars . . . returns them to bright beam after passing.



POWER DOOR LOCKS
Electric control switch on each front door (except Limousine) locks and unlocks all doors for added peace of mind. When Coupes are so equipped, folding seatback locks release automatically when either door is opened.



TILT AND TELESCOPE STEERING WHEEL
Adjusts up and down, and telescopes in and out. Swings up at the touch of a lever for easier exit and entrance (shown center left).

REMOTE-CONTROL TRUNK LOCK
The convenience of releasing the deck-lid lock simply by pressing a button in the glove compartment is especially appreciated in inclement weather. When the deck lid is lowered, the power mechanism takes over and locks it securely. A red indicator light on the instrument panel is illuminated whenever the deck lid is unlatched.

Additional exclusive Cadillac accessories available through your authorized Cadillac dealer: Cushion Covers • Floor Mats • Right-hand Outside Rearview Mirror • Litter Box / Tissue Dispenser • Compass • Trunk Mat • Spare Tire Cover • Trumpet Horn • Outer Rear-seat Shoulder Belts • Child Safety Seat • Infant Safety Carrier • License Frames • Door-edge Guards • Remote Control for Trunk Lock Release • Rear-window De-fogger • Front License Filler Plate.

Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Fleetwood finishes, white sidewall tires, vinyl and leather interiors, Automatic Level Control, Power Door Locks, Tilt and Telescope steering wheel, Cruise Control, Twilight Sentinel, Automatic Climate Control, Six-way Seat Adjuster and vinyl tops. Many additional options are described on this page. See your Cadillac dealer for complete availabilities and prices.



SAFETY FEATURES

In 1970, all Cadillacs feature an impressive array of General Motors safety, theft-deterrent and convenience equipment items. Notable among these are: Energy absorbing steering column • Seat belts with pushbutton buckles for all passenger positions • Shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles) • Two front-seat head restraints • Passenger-guard door locks with forward-mounted lock buttons • Four-way hazard warning flasher • Dual master cylinder brake system with warning light and corrosion-resistant brake lines • Folding front seatback latches • Three-speed windshield wipers and washers • Dual-action safety hood latches • Remote-control outside rearview mirror • Backup lights • Side marker lights and reflectors • Parking lamps that illuminate

with headlamps • Energy absorbing instrument panel • Padded sun visors • Reduced-glare instrument panel top, inside windshield moldings, steering wheel hub and windshield wiper arms and blades • Wide-view inside day-night mirror (vinyl edged, shatter-resistant glass and deflecting support) • Directional signal control with lane-change feature • Safety armrests • Thick laminate windshield • Soft, low-profile coat hooks • Padded front and intermediate seatback tops • Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Starter safety switch • Safety wheel rim • Safety door latches and hinges • Safety steering wheel • Contoured windshield header (except convertibles) • Bias-belted fiberglass tires and tire-tread wear indicators.

STANDARD EQUIPMENT

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

CADILLAC TURBO HYDRA-MATIC TRANSMISSION provides instant, smooth response at all speeds, with proven dependability.

CADILLAC VARIABLE-RATIO POWER STEERING affords almost effortless parking and cornering and, in highway travel, retains a reassuring feel of the road. (Fixed-ratio on the Seventy-Five models.)

CADILLAC DUAL POWER BRAKES for smooth, straight stops; require less pedal effort. Front disc brakes standard.

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

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 de-fogger are standard on the Seventy-Five Sedan and Limousine.)

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 on Fleetwood Limousine.

ASHTRAYS, two front and two rear all models, except Seventy-Five models, which have four rear, two in each armrest.

AUTOMATIC LEVEL CONTROL, standard on all Fleetwood models.

CIGARETTE LIGHTERS, front, two.

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

CLOCK, electric

FRONT SEAT ADJUSTMENT, two-way power-operated, horizontal only (except Calais), plus driver's side only on Brougham Dual Comfort seat.

GLOVE BOX with positive opening and locking feature that eliminates pushbutton.

LIGHT, front ash receiver.

LIGHTS, backup, dual except Eldorado, one in fuel filler door.

LIGHTS, cornering.

LIGHTS, rear compartment.

LIGHTS, reading, Brougham (adjustable).

LIGHTS, courtesy (automatic).

LIGHTS, directional indicators.

LIGHTS, front and rear side markers, "ON" with headlamps.

LIGHT, glove box (automatic), map.

LIGHT, luggage compartment (automatic).

LIGHTS, in door panels for safety warning when door is opened (reflectors only in Calais models).

MIRROR, outside, with inside remote control on left. (Right side, manual, on Seventy-Five models, available on other models.)

OIL FILTER, full-flow.

REAR VENT WINDOWS, power-operated rear quarter windows on Eldorado.

VISOR VANITY MIRROR, right side.

WINDSHIELD WASHER AND WIPERS, concealed, three-speed with glare-reducing wiper arms, tandem articulated on driver's side 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 to 1.

NEW ELDORADO V-8 ENGINE: Displacement, 8.2 litres. 400-HP. Torque, 550 ft.-lbs. Compression ratio, 10 to 1. Bore, 4.30. Stroke, 4.304.

PISTONS: Aluminum alloy, slipper-type cam, ground to reduce friction surfaces and permit nesting between crankshaft counterweights.

CARBURETOR: Quadrajets four-barrel downdraft with equalized manifold, mechanical fuel pump, dry-type air filter, improved automatic choke. Controlled combustion system reduces hydrocarbons in exhaust.

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

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

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

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 gear (low, intermediate or high).

REAR AXLE: New, heavier, stronger rear axle and differential. Ratio is 2.93 to 1 (3.07 to 1 on Eldorado), 3.15 to 1 axle ratio on Seventy-Five models. Available (except Eldorado) is the Controlled Differential, which directs power to the rear wheel having better traction.

FRONT SUSPENSION: New 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. (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 feature; composite finned rear drums; disc front. Split hydraulic master cylinder provides for independent operation of front and rear brakes.

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 in drive with engine running.

STEERING: Cadillac variable-ratio power steering is standard equipment (fixed-ratio on Seventy-Five models). Overall steering ratio of 16.6 to 1 (except 18.2 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 is boxed in its entire length. Eldorado has a frame especially designed for its front-wheel drive and front and rear suspension systems.

TIRES: Low-pressure, size L78 x 15, bias-belted, fiberglass, tubeless, on all models. Black sidewalls, standard; white sidewalls optional, at extra cost.

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, 63" (Eldorado, 63.5" front 63" rear).

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

OVERALL LENGTH: 225" (Fleetwood Sixty Special and Brougham 228.5", Fleetwood Seventy-Five 245.3", Eldorado 221").

ADDITIONAL BODY COLORS not shown on cars illustrated include: Patina Silver, Cotillion White, Phantom Gray, San Mateo Red, Sable Black, Glenmore Green, Sauterne, Dark Walnut, Monarch Burgundy, Regency Bronze Firemist and Chateau Mauve Firemist.

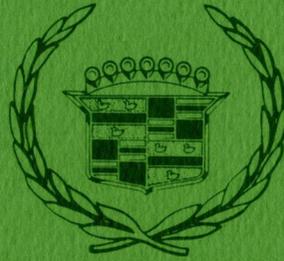
NOTE: Richly textured vinyl is provided in certain areas of leather-trimmed Fleetwood and DeVille models.

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

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.



MARK OF EXCELLENCE





FLEETWOOD
SEVENTY-FIVE
by Cadillac





FLEETWOOD SEVENTY-FIVE

Most Impressive of the World's Luxury Cars

The Cadillac Fleetwood Seventy-Five nine-passenger Sedan or Limousine offers splendor and greatness unmatched in all of motordom. No other motor cars are more respected at business and social occasions.

None are so luxuriously appointed for comfort, convenience and privacy.

The only limousines built in the land designed specifically as limousines, the majestic Seventy-Fives have a long 149.8" wheelbase and more than 20 feet overall length. There's remarkable spaciousness in the passenger compartment—room to relax in comfort and conduct your business in privacy. Automatic Climate Control keeps passengers comfortable in any kind of weather. (There's a separate system for the driver.) Automatic Level Control helps keep the car level even with a heavy load. In addition, a glass partition in the Limousine encloses the chauffeur's compartment, affording an unusual degree of privacy for rear-seat passengers.

With all this luxury, comfort and convenience, it's completely understandable why the Seventy-Fives are regarded in the business community and the social sphere as the most impressive of motor cars. . . why you'll find them to be a most practical and rewarding investment.



FLEETWOOD SEVENTY-FIVE

A close look at greatness

Big 472 V-8 engine with 375 horsepower and 525 foot-pounds of torque, smoothly and quietly delivers an astonishing responsiveness for a motor car of such magnificence. Yet there is an ample reserve to power all the Seventy-Five's luxury accessories and convenience features.

Cadillac Turbo Hydra-matic Transmission provides instant, smooth response at all speeds, and with proven dependability.

Cadillac Power Steering affords almost effortless parking and cornering and, in highway travel, retains a reassuring feel of the road.

Cadillac Dual Power Brakes for smooth, straight stops. They require less pedal effort. Front disc brakes are standard.

Automatic Climate Control provides separate systems for driver and passenger compartments—keeps car comfortable even if you drive from desert heat to mountain snow.

Automatic Level Control helps keep car level for best appearance and excellent handling. Automatically compensates for passengers and luggage compartment loading.

Automatic Cruise Control (available) maintains any preselected speed without need of keeping your foot on the accelerator.

Twilight Sentinel (available) turns driving lights on and off as required by lighting conditions. Permits leaving headlamps and either cornering lamp lighted for up to 90 seconds to light your way from car.

Guide-Matic (available) automatically dims headlamps at the approach of oncoming cars . . . returns them to bright beam after passing.

Tilt and Telescope Steering Wheel (available) adjusts up and down, and telescopes in and out for relaxed driving. Swings up at the touch of a lever for easier entrance and exit.



Five elegant interiors are available in the Seventy-Fives. Finely textured Divan cloth, shown in Medium Blue, can also be obtained in Light Grey and Medium Beige. Or you can select Decordo cloth or Dumbarton cloth with leather. *Full-width folding seats* accommodate three passengers. *Rear controls* in the Limousine permit you to raise or lower the windows, turn on the reading lights, activate the Automatic Climate Control, tune the radio and raise or lower the glass partition.



The Landau top, available on the Fleetwood Seventy-Five Limousine, adds elegance and dignity to this magnificent motor car, and provides privacy for rear-seat passengers. *Two folding footrests* offer additional convenience. Rich, deep-pile carpeting, which blends with seat upholstery, also enhances passenger comfort. *A glass partition* in the Limousine encloses the leather-upholstered chauffeur's compartment, permitting rear-seat passengers to conduct their business in privacy.

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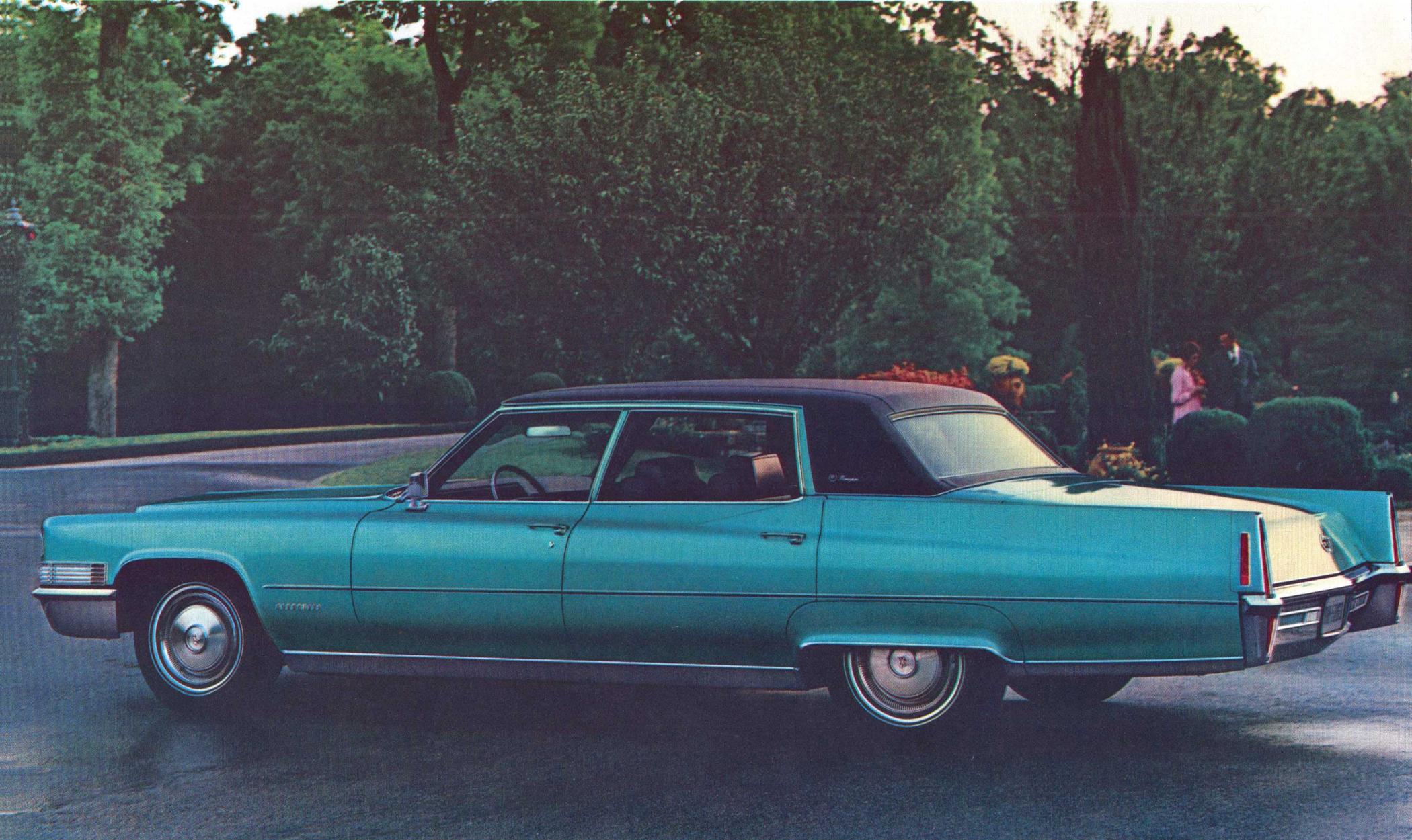


CADILLAC 1970

THE SPIRIT OF THE SEVENTIES. Cadillac proudly introduces eleven magnificent choices of motoring pleasure for the spirited seventies. Five of them are shown in this brochure. Each brilliant new 1970 Cadillac heralds the beginning of a motoring life-style anticipated for a great new era. The clean, contemporary styling clearly looks to the future and distinguishes Cadillac from all other fine cars. The richly appointed interiors are a new measure of taste and elegance. Power is smooth and quiet with a plentiful reserve for all the advanced accessories and convenience you expect in a Cadillac. But nothing expresses the spirit of the seventies more vividly than the new and exciting 1970 Eldorado. Its exclusive new V-8, with a displacement of 8.2 litres (500 cubic inches), offers a responsiveness that leaves the sixties far behind, yet speaks quietly about its remarkable performance. Each new Cadillac model clearly shows that Cadillac engineers, stylists and craftsmen have once again met the challenge of leadership and created the Standard of the World with the distinction and vitality that fully satisfy the demands for excellence in a new era. Your Cadillac dealer would be most happy for you to discover why there is no more magnificent way to experience motoring's spirit of the seventies than to view the world from behind the wheel of a brilliant and luxurious new 1970 Cadillac.



The Brougham interior is shown in Medium Turquoise Dumbarton cloth-and-leather.



Fleetwood Brougham in Lucerne Aqua Firemist with Black padded vinyl roof.

FLEETWOOD BROUGHAM



The spirit of the seventies is nowhere more magnificently stated than in the majestic Fleetwood Brougham. Distinctive even among Fleetwood models, its padded vinyl roof and commanding 133-inch wheelbase give it a uniquely regal stature. The spacious interior surrounds you with plush fabrics and Sierra grain leathers accented by the rich look of oriental tamo wood. Additionally, an abundance of luxuries—such as Dual Comfort front seat, Automatic Level Control and, now available, Cadillac's exclusive Signal Seeking Stereo Radio—make the Brougham the most elegant expression of the spirited seventies. Wherever you drive in the 1970 Fleetwood Brougham, you'll enjoy luxury on the grand Cadillac scale and the excellence of your taste will be rewarded by the admiration accorded this supreme achievement in motoring.

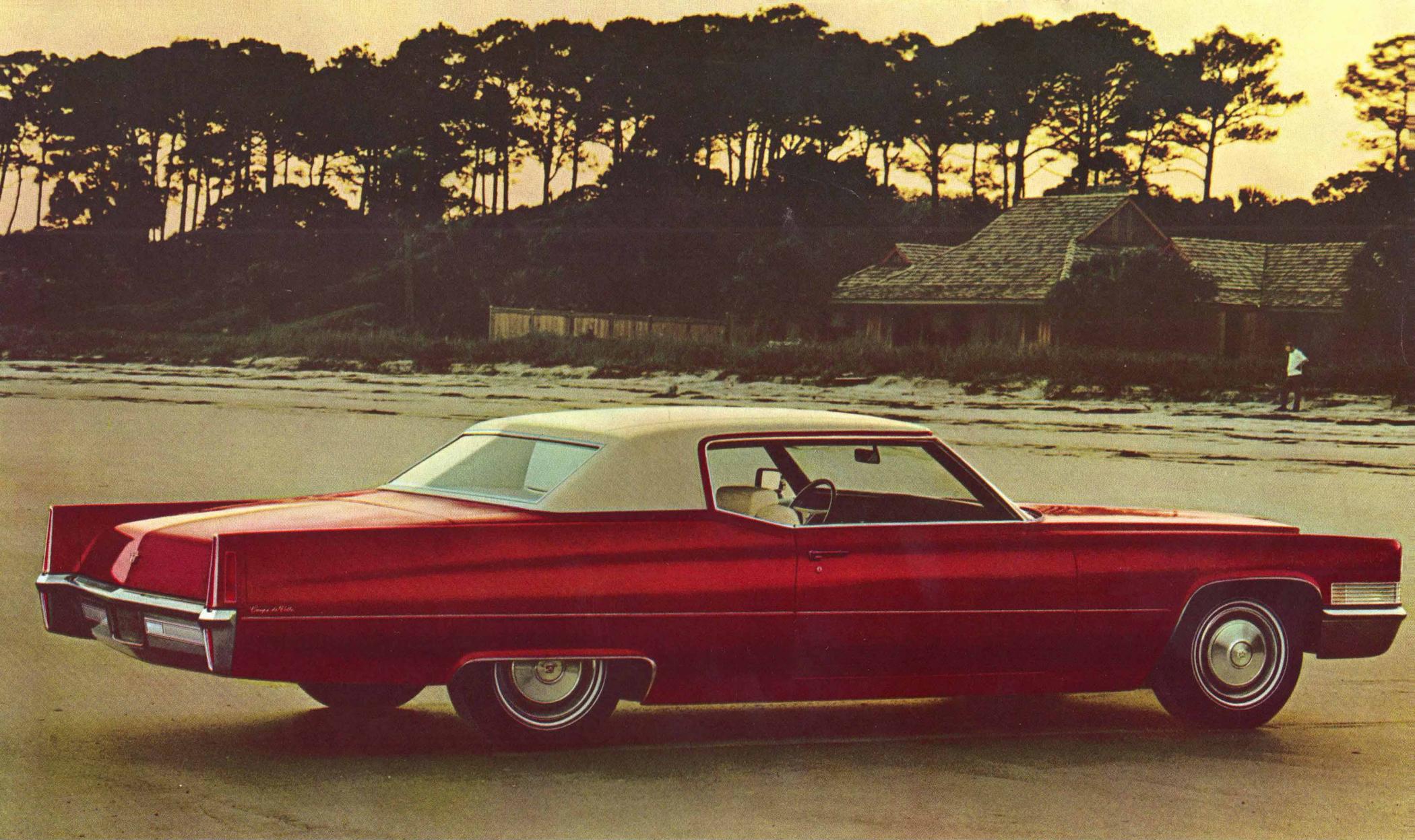
FLEETWOOD ELDORADO



Purposefully built to be the world's finest personal car, the Fleetwood Eldorado is designed for the motorist who desires unusually spirited performance, individual styling and all the elegance for which Cadillac is renowned. Its boldly sculptured beauty gives it a distinction that marks it for greatness. The luxury of its interior appointments tells you that Eldorado is unmistakably Cadillac in every detail. Eldorado's exclusive, new 8.2 litre V-8 engine (500 cubic inches), by far the largest engine to power a production passenger car, makes the spirit of the seventies come alive with rare excitement. Performing in concert with steady-traction front-wheel drive, precise variable-ratio power steering and Automatic Level Control, Eldorado will captivate you with a kind of driving pleasure unmatched anywhere in the world.

Fleetwood Eldorado in Cinnamon Firemist with Dark Brown padded vinyl roof





Coupe deVille in Briarwood Firemist with Light Beige vinyl roof.

**COUPE
DE VILLE**



The youthful beauty of its design, complete with all its Cadillac elegance and dignity gives the Coupe deVille wide appeal among luxury car buyers. There are many exciting ways in which it captures the spirit of a whole new era of luxury motoring . . . in the grace and style of its lines, the spaciousness of its interior, the relaxing comfort of its ride, the smooth responsiveness of its 472 V-8 engine, the deftness of its handling. A choice of 21 exterior colors plus a wide array of accessories such as Power Door Locks with automatic seat back releases, and Tilt and Telescope steering wheel, offer an unusual opportunity to personalize your DeVille. With all its eye-filling beauty, deep-seated luxury and built-in comfort, the Coupe deVille will unquestionably continue its popularity among discriminating motorists in the spirited seventies.

DEVILLE CONVERTIBLE



Freedom of spirit and a taste for luxury are combined magnificently in the 1970 DeVille Convertible. This long, low, brilliant motor car calls for a bright day and the open road as no other convertible does. Youthful styling—so expressive of the spirit of the seventies—is smartly complemented by a rich Sierra grain leather in any of several choices of colors. And the convertible's appearance reflects the vitality and agility of its performance on the road. The anti-theft steering column lock (a feature of all Cadillacs) is especially important to convertible lovers. Signal Seeking Stereo Radio, Dual Comfort seat and the new rear-window de-fogger are yours to specify in the only luxury convertible built in America. Without a doubt, the most exciting way to enter the spirited seventies is behind the wheel of this inspiring automobile.

DeVille Convertible in Nottingham Green Firemist with White top.



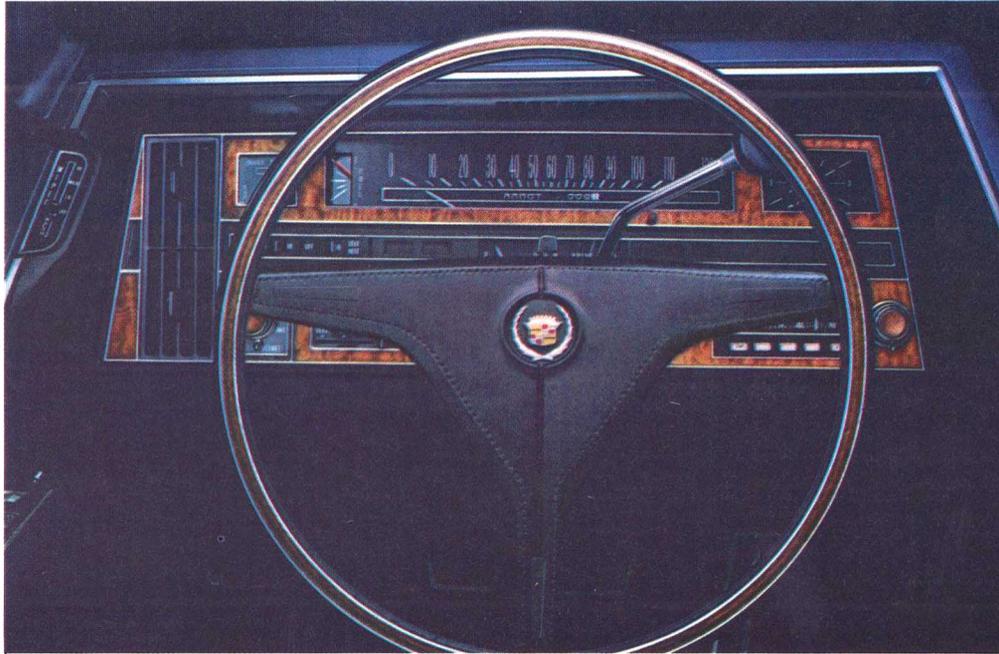


Hardtop Sedan deVille in Bayberry with Dark Bayberry vinyl roof.

**HARDTOP
SEDAN
DEVILLE**



In all the world, the Hardtop Sedan deVille stands preminent in popularity among luxury car motorists. Its sweeping beauty combines the look of open-hearted roominess with the poised dignity that's the hallmark of every Cadillac. The elegance and comfort of its interior appointments are an invitation to experience the pleasures of motoring on the grand Cadillac scale. Its spirited performance is astonishing for a motor car of such magnificence. It can be equipped with Automatic Climate Control for all-weather driving comfort, power door locks for convenience and protection, and a host of other Cadillac power assists and accessories for your driving pleasure. Truly a distinguished motor car, the Hardtop Sedan deVille typifies the spirited elegance that has made the Cadillac owner the most loyal of all—year after year.



Luxuries to pace the Spirited Seventies

AM/FM SIGNAL SEEKING STEREO RADIO
 AM/FM SIGNAL SEEKING RADIO
 AM/FM RADIO
 CRUISE CONTROL
 DUAL COMFORT SEAT
 AUTOMATIC LEVEL CONTROL
 TWILIGHT SENTINEL

GUIDE-MATIC HEADLAMP DIMMER
 TILT AND TELESCOPE STEERING WHEEL
 POWER DOOR LOCKS
 STEREO TAPE PLAYER
 RADIO FOOT-CONTROL SWITCH
 AUTOMATIC CLIMATE CONTROL
 REMOTE-CONTROL TRUNK LOCK



Additional exclusive Cadillac accessories available through your authorized Cadillac dealer: Cushion Covers • Floor Mats • Right-hand Outside Rearview Mirror • Litter Box/Tissue Dispenser • Compass • Trunk Mat • Spare Tire Cover • Trumpet Horn • Outer Rear-seat Shoulder Belts • Child Safety Seat • Infant Safety Carrier • License Frames • Door-edge Guards • Remote Control for Trunk Lock *Release* • Rear-window De-fogger • Front License Filler Plate.



Included previously in illustrations or text are the following items of equipment, which are available at extra charge, depending on model selection: Firemist finishes, white sidewall tires, vinyl and leather interiors, Automatic Level Control, Power Door Locks, Tilt and Telescope steering wheel, Cruise Control, Twilight Sentinel, Automatic Climate Control, six-way seat adjuster and vinyl tops. Many additional options are described on this page. See your Cadillac dealer for complete availabilities and prices. 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.

Cadillac '70