

Cadillac 1974

More than ever... America's Number One Luxury Car.



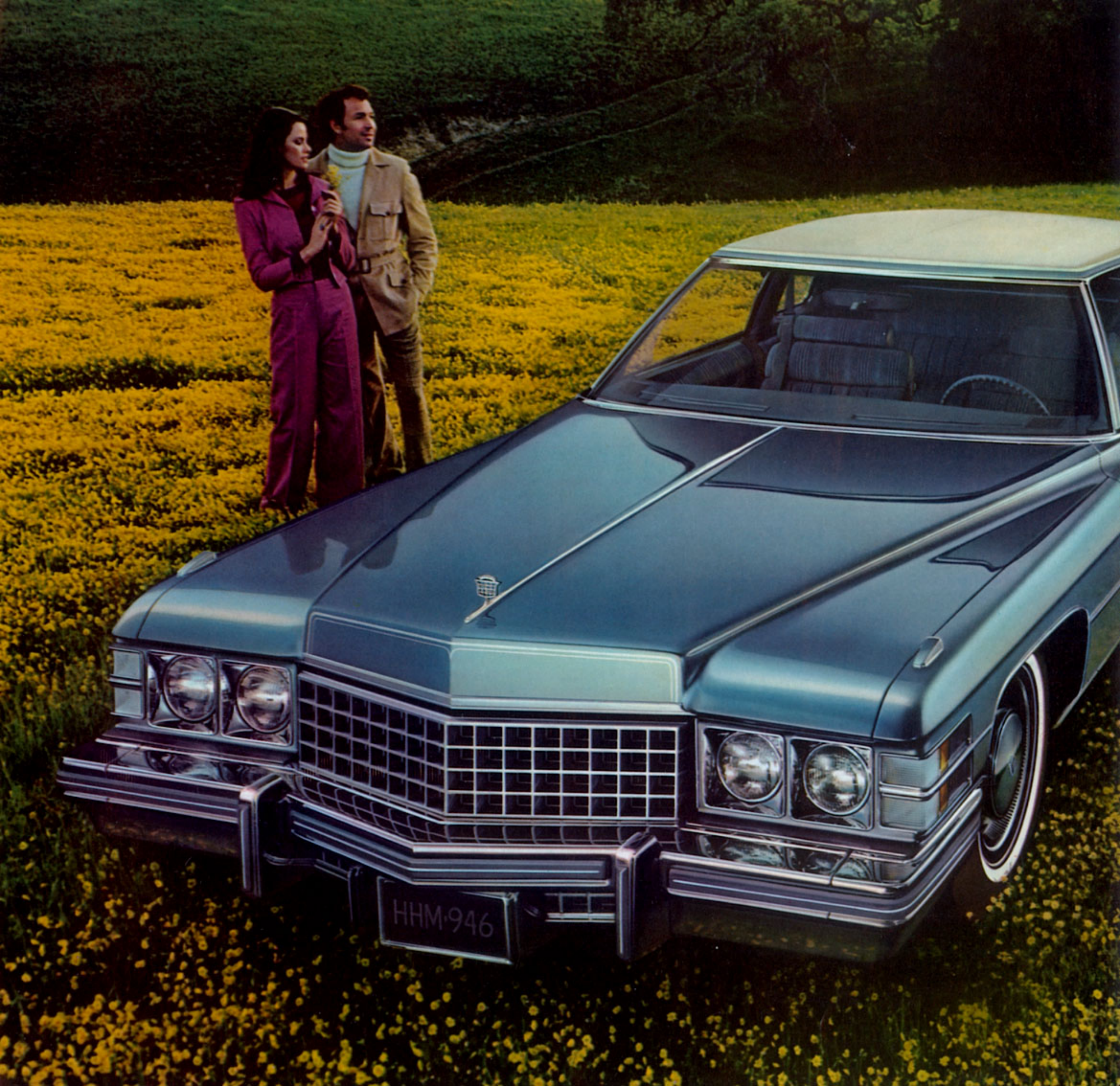
STAMER CADILLAC, INC.

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A vintage Cadillac limousine is parked in a field of yellow flowers. A man and a woman are standing in the background, looking at each other. The car is a dark color, possibly black or dark blue, and has a white roof. The scene is set in a field of yellow flowers, possibly a field of wildflowers or a similar field. The overall mood is romantic and nostalgic.

*A legend becomes
a lifestyle.*





Cadillac in the grand manner . . .

The Fleetwood Brougham

There are those who regard the Fleetwood Brougham of 1974 as one of the world's great sedans. If anything, this Brougham is even smoother in ride, even quieter, even more car than its illustrious predecessors. Of course, the remarkable ride is due in no small measure to its individually longer wheelbase. Yet, for all its size and stature, it is surprisingly easy to handle.

For all its elegance and comfort, it is a beautifully performing car. For all its luxury, it is a wonderfully wise investment. Standard features include a padded vinyl roof, Automatic Level Control, a Dual Comfort front seat and carpeted footrests. Luxuries you may add include opera lamps outside and both right- and left-hand lighted vanity mirrors inside. The Fleetwood Brougham is shown in available Terra Cotta Firemist with a Terra Cotta padded vinyl roof.



Even its long-time admirers will be delighted by what's happened inside the Fleetwood Brougham. Highlighted by a sweeping new instrument panel with a precision digital timepiece. To accent Cadillac's "soft-pillow" look and feel, there is an exciting new choice in upholsteries. New Morocco, for one—a substantial and ornate matelasse. Or you may order Medici, Cadillac's elegant crushed velour. A pleasant new touch for cloth-trim Broughams is incorporating seat fabric material in assist straps and door pulls. Soft and supple Sierra grain leathers are available in any of nine colors—including new Terra Cotta as shown.



Special Editions of Fleetwood

storage pockets and pull straps. Further, there is deluxe deep-pile carpeting—as well as carpeted floor mats. Outside, the car is identified by the jewel-like standup wreath and crest on the hood, as well as the "Brougham d'Elegance" script set into the sail panel of the padded elk grain vinyl roof. Another touch is the use of new turbine-type wheel discs. The 1974 Fleetwood Brougham d'Elegance—something very special in automotive luxury.

Brougham d'Elegance. This luxurious version of the Fleetwood Brougham which was such a success this past year returns with added touches of elegance. You may now select from any of four deluxe trim combinations featuring Cadillac's luxurious crushed velour called Medici—in Black, Dark Blue, Terra Cotta or Amber, as shown. (Notice the new pique stitch design for 1974). Medici is beautifully incorporated into trims on doors, seat back





Fleetwood Talisman. It is very simply our ultimate in individual luxury and comfort. Inside are four—and only four—seats for added personal comfort. Each individual seat features shirred trim inspired by fine European furniture. In addition, the front passenger seat has a reclining back. A lighted vanity mirror is standard. And, throughout the interior there is Medici, Cadillac's crushed velour that is available in any of four colors. Shown is Dark Blue. Between seats are Medici trimmed consoles—the front contains provision for an illuminated writing pad with pen and pencil, along with a lockable storage compartment. In the rear is a holder for a vanity mirror and so forth, with a storage bin. Sculpted laurel wreath moldings accent door pads and the instrument panel. And interior areas such as sail panels and pillars are covered with Medici. Other niceties include seat back pockets, assist straps and deep-pile carpet and carpeted mats. Outside it features a padded elk grain vinyl roof, special wheel discs, a standup wreath and crest on the hood, and "Fleetwood Talisman" script on the sail panel. Webster defines "Talisman" as "something producing apparently magical or miraculous effects." So does Cadillac.





The flagships . . .

The Seventy-Fives

In size and spaciousness and stature, Fleetwood Seventy-Five is the ultimate choice.

Each automobile—the nine-passenger Sedan and Seventy-Five Limousine—is in many ways a world apart. The Seventy-Five Limousine, for example, is the only American production-built car specifically designed and built as a limousine. Chauffeur-driven or owner-driven, these cars inspire respect and admiration at business or social functions.

The ride: incredibly smooth.

And, for 1974, Cadillac has made it even quieter. Automatic Climate Control? There are two systems—one for the driver, another for the passengers. Shown is the Fleetwood Seventy-Five Limousine in Regal Blue Firemist with a Dark Blue padded vinyl roof.



Interiors are spacious, sumptuous and private. Available for both Sedan and Limousine is Medici, Cadillac's crushed velour that has proved so popular in the Fleetwood Brougham. Shown is Dark Blue. On special request, you may now specify the d'Elegance interior (in blue only) with deep-pile carpet and deluxe trims. For more conservative tastes, there is Potomac, a gray cord fabric. Also available is Morocco, an ornate matelasse in either Black or Medium Saddle with matching leather bolsters. There are full-width folding seats for three additional passengers and a passenger's control panel to raise or lower windows, turn on reading lights, work radio controls, activate Automatic Climate Control and, in the Limousine, raise or lower the glass partition for the chauffeur. For a distinctive appearance and added privacy, you may specify the Landau Top.



Our most elegant personal cars . . .

The Eldorado Coupe and Custom Cabriolet

These are our unique personal luxury cars—even more glamorous for 1974. The dramatic superfine grille, bolder striping and new wheel discs accentuate the classic Eldorado lines.

Available with or without sunroof, the Custom Cabriolet version features a padded elk grain vinyl roof haloed by a sheer chrome molding. Yet, Coupe or Custom Cabriolet, the most lasting pleasures of Eldorado come with the driving. With that superb combination of features that is the Eldorado experience—front-wheel drive, variable-ratio power steering, Automatic Level Control, that exclusive Eldorado engine. And a new rear stabilizer bar helps make the ride even smoother. Shown are the Eldorado Coupe in available Victorian Amber Firemist with an Amber roof, and the Eldorado Custom Cabriolet with sunroof.



Inside, new excitement and new choice await the Eldorado owner. Beginning with new colors and fabrics. Like Mohawk, a colorful three-toned fabric, shown in Medium Saddle with matching Saddle Meridian fabric for bolsters. Mohawk/Meridian combinations are also available in Black, Dark Blue, Medium Jasper, Medium Gold and Terra Cotta. Or you may specify leather upholstery in any of fourteen different trim combinations. And now the Eldorado owner may order Medici crushed velour in Dark Blue, Amber or Terra Cotta. Standard on Eldorado this year are the bold new instrument panel, a digital timepiece, and—when a radio is ordered—a power mast-type antenna. A space-saver spare tire is also available.



America's only luxury convertible . . .

The Eldorado Convertible

This one stands alone.

As an Eldorado, it has the maneuverability of front-wheel drive, variable-ratio power steering and Automatic Level Control—coupled with that exclusive Eldorado engine, quieter and more responsive than ever. As a convertible, it is a car unique unto itself . . . starting with the fact that it is the only luxury convertible built in the land. It even converts uniquely, with its ingenious inward-folding Hideaway Top. You may specify steel-belted radial tires, a High-Energy Ignition System and a Dual Comfort front seat. From its new superfine grille to its beautifully beveled rear deck, this is a unique driving experience. It is shown in available Cranberry Firemist.



The supple richness of soft Sierra grain leather is standard in the Eldorado Convertible. And to tie in with Cadillac's new array of exterior colors, you can choose from leathers in Dark Blue, Medium Jasper, Antique Light Sandalwood, Saddle, Gold, Terra Cotta, Scarlet, Black and, as shown, White. This year White leather is available with any of six different carpet colors—including Lime and Cranberry, to coordinate with these exciting new Firemist exteriors. The inward-folding Hideaway Top is a special delight. Up, it's smooth and taut. When it's lowered, the frame folds inward behind the seat to afford full-width seating for rear passengers. Also of special interest is the available hard boot that makes for easy installation and a neat, trim appearance.



A perennial favorite . . .

The Sedan de Ville

Year after year, this is the luxury sedan enjoyed by more motorists than any other. It appears likely the trend will continue. Sophisticated styling changes have tended to make the 1974 car look even wider, longer and lower. There's new smoothness and response and quiet under the hood. And inside . . . a new level of quiet provided in part by a network of interconnecting acoustical materials. The big story outside is color—with fifteen new colors, including three new nonmetallic colors (Jasper, Apollo Yellow and Conestoga Tan) that hint of the days of the great classic cars. Two things that haven't changed are four-door roominess and that great Cadillac ride (except to make it even smoother and quieter). New conveniences available include a windshield wiper system that can pause as long as ten seconds between wipes. Shown is the Sedan deVille in available Pharaoh Gold Firemist with a Gold padded vinyl roof.



New interior elegance has its own story to tell of Sedan deVille popularity and value. Beginning with a new design in instrument panels. Sweeping dramatically from side to side, it groups information for the convenience of the driver. Centered in the configuration is a new precision digital timepiece, also standard. Yet, you could be most impressed by the little touches of elegance. Such as the use of wood-grain vinyl in distressed pecan and "soft-pillow" design for door panels. An impressive new range of colors and materials is available for newly designed seats that use European-type hidden tie-downs. Including two striking fabrics—Maharajah, a multicolored pattern, and Mardi Gras, an exotic velour. Or, you may order leather in any of fourteen trim combinations, including Medium Gold as shown.



A quiet sensation . . .

The Coupe de Ville

There is first the styling. New. Elegant. Young.

Its beautiful new lines, highlighted by the private quarter window, further accent its youthful flavor. As does the new grille design.

There's finer engine performance . . . from start to stop. Then there is the quiet.

As do all '74 Cadillacs, the Coupe deVille features a new level of quiet—both inside and out.

Even less engine noise with high-damping engine mounts, a fan clutch and a muffler for air intake.

Inside the car, an acoustical network of sound-deadening materials—including double seals on doors—further reduces road vibrations and the amount of traffic noise entering the passenger compartment for 1974.

Shown lower is the Coupe deVille in available Persian Lime Firemist with an available White padded vinyl roof. Shown above in the same color is the Coupe deVille d'Elegance with a Cabriolet roof.



As you can see, there's nothing quiet about the new colors and fabrics available in the Coupe deVille. Shown in Medium Jasper bordered by Jasper leather is Maharajah, a lovely new material with an ornate multicolored pattern. Maharajah is also offered in Dark Blue, Saddle, Gold and Terra Cotta. If you prefer, you may order new Mardi Gras, an exotic two-tone striped velour—the first velour offered in the DeVille series. Or you may specify leather in any of fourteen trim combinations. One interior feature of special interest is an elegant new courtesy lamp/assist strap combination located on the pillar between the door and rear quarter window. Everywhere you look—from the instrument panel to the light-switch knob—there is luxury.



Luxury of choice in action . . .

Special Editions of DeVille

There's a new dimension to DeVille for 1974 . . . in exterior distinctiveness and interior elegance.

D'ELEGANCE. This combination of interior and exterior luxury is available for both the Sedan deVille and Coupe deVille. A new "see-through" standup crest for the hood immediately identifies a DeVille d'Elegance, as does the "d'Elegance" script that appears on the sail panel behind the quarter window on both vinyl and nonvinyl roof versions for Sedan and Coupe. The series is further distinguished from standard DeVilles by accent striping on the hood, sides and rear deck. Inside, as you can see, d'Elegance is a combination of elegance and excitement. Immediately apparent is the effect of new two-toned Mardi Gras, the first velour offered for DeVille. Mardi Gras is available with matching leather in White-on-Black (as shown left), Medium Amber (shown right), Terra Cotta and Dark Blue. Elegant touches include deluxe door pads trimmed in Mardi Gras, storage pockets in the back of front seats, and deep-pile carpeting with color-matched carpet covered mats.





CABRIOLET. This exterior roof design for the Coupe deVille, pictured top right, has a sheer chrome strap, bordered with vinyl welts, that halos the entire backroof section. It is available with or without an electrically operated sunroof.

This means that you may now order any of the following special editions of DeVille:

Coupe deVille d'Elegance. This car combines the new styling of the Coupe with such exterior touches as the new DeVille standup crest and special striping with such interior luxury as velour trim and deep-pile carpeting.

Sedan deVille d'Elegance. Here is the four-door roominess of America's most popular luxury sedan mated with the luxury of d'Elegance.

Coupe deVille Cabriolet. This version with its dramatically styled roof accentuates the new look of Coupe deVille. The interior remains the same as the standard Coupe deVille.

Coupe deVille d'Elegance with Cabriolet roof. Available with or without an electrically operated sunroof, this car blends the luxury of d'Elegance with the flair of Cabriolet styling.





Most attractive values . . .

The Calais

Any way you look at them, the Calais Coupe and Calais Sedan represent extraordinary investments. There's the styling that tells you at a glance that these cars are Cadillacs.

There's that great Cadillac ride—even smoother and quieter in '74. There's the efficient and responsive Cadillac engine, the long wheelbase and the dozens of other standard Cadillac features that tell you these are true luxury automobiles.

Features like power windows, a precision digital timepiece and bumper impact strips—all standard. As is variable-ratio power steering that affords easy parking and cornering, while retaining feel of the road. And, you can individualize your Calais with such available features as steel-belted radial tires, a padded vinyl roof and an electrically-operated sunroof.

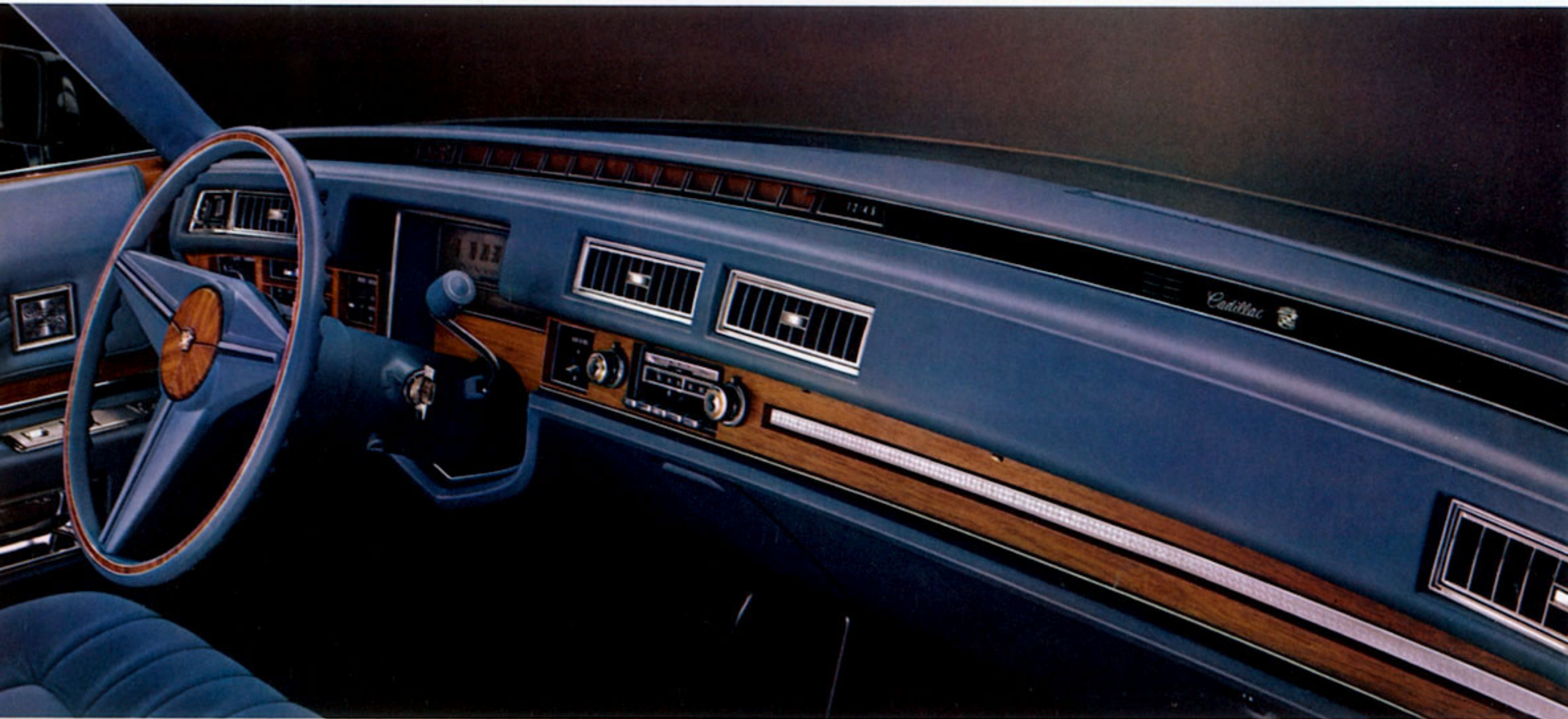
Shown are a Calais Coupe in Apollo Yellow and a Calais Sedan in Canyon Amber.



Inside, too, a Calais is clearly Cadillac. From the dramatic new instrument panel and handsome new steering wheel to the little touches of luxury—like "gold-on-silver" light-switch knobs and "soft-pillow" door panels. Even the high-beam light indicator with its silhouette of a crest reminds you what you're driving. Also standard are assist straps, cornering lights and a front center armrest. New for Calais this year is Mimosa, a multitoned and delicately ornate fabric. This lively departure for the series comes in Black, Dark Blue, Medium Jasper and, as shown, Medium Gold—each with matching vinyl bolsters. Available is expanded vinyl upholstery in either Antique Medium Saddle or Black.

*The standard story of
Cadillac superiority*

One of the pleasures of Cadillac ownership is how many meaningful features come as standard equipment on a Cadillac. Of course, their number depends upon the specific model you select. Yet, as you will see on the following pages, many of the features provided as standard on some models are available on others.

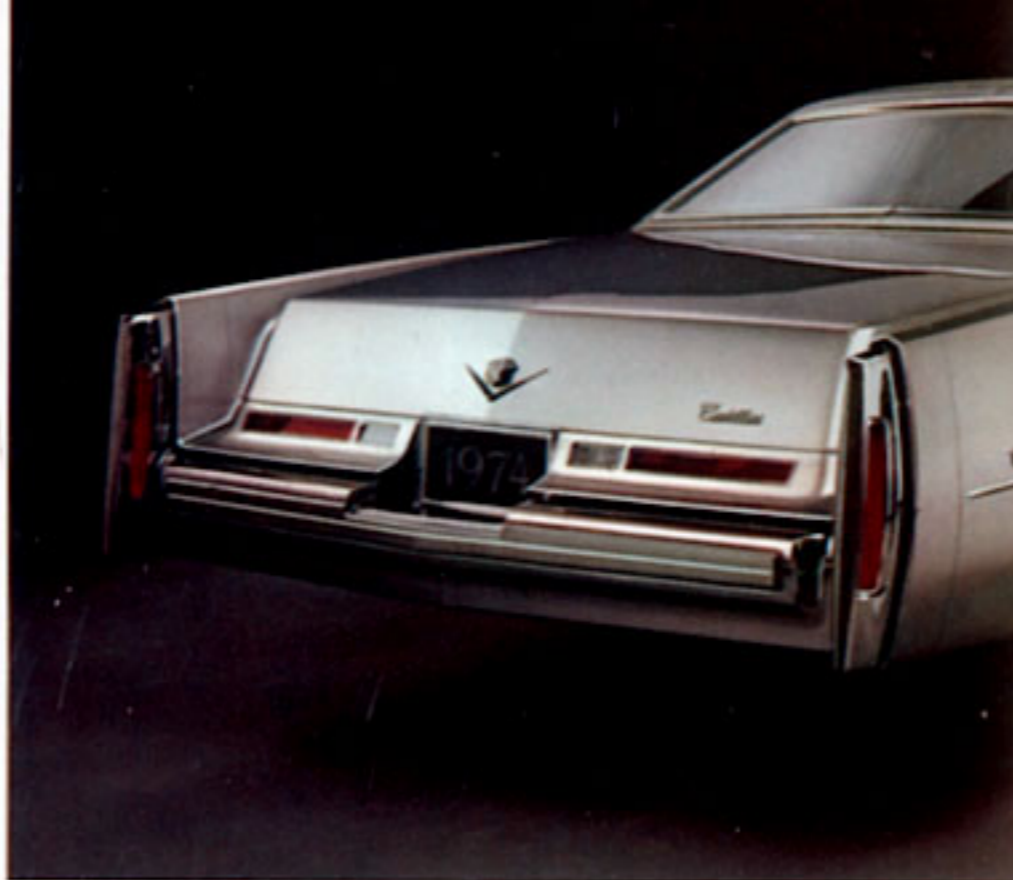


New Instrument Panel. A new concept in instrument panel design has given a definite lap-of-luxury look to every 1974 Cadillac, while attaining an extremely high degree of organization. The fuel gauge and numerous warning lights have been grouped into a band across the upper portion of the instrument panel. This year's standard timepiece, a precision digital clock, is in the information band as well, in the exact center of the car. The more immediate driving functions (speedometer,

transmission indicator and turn signal lights) are contained in a luxurious chrome housing over the steering column; and the center pad area contains four air-conditioning outlets, each with its own shut-off control. To the extreme left of this center pad is the windshield wiper/washer control. All other controls are located within easy reach in a lower wood-grain vinyl panel. The radio is as convenient for the front passenger to reach as for the driver.



New Bumpering Systems. Cadillac design engineers have created front and rear end designs of extraordinary beauty. All 1974 Cadillac bumper systems (front and rear) are designed to cushion minor impacts. And all 1974 Cadillacs have new white-



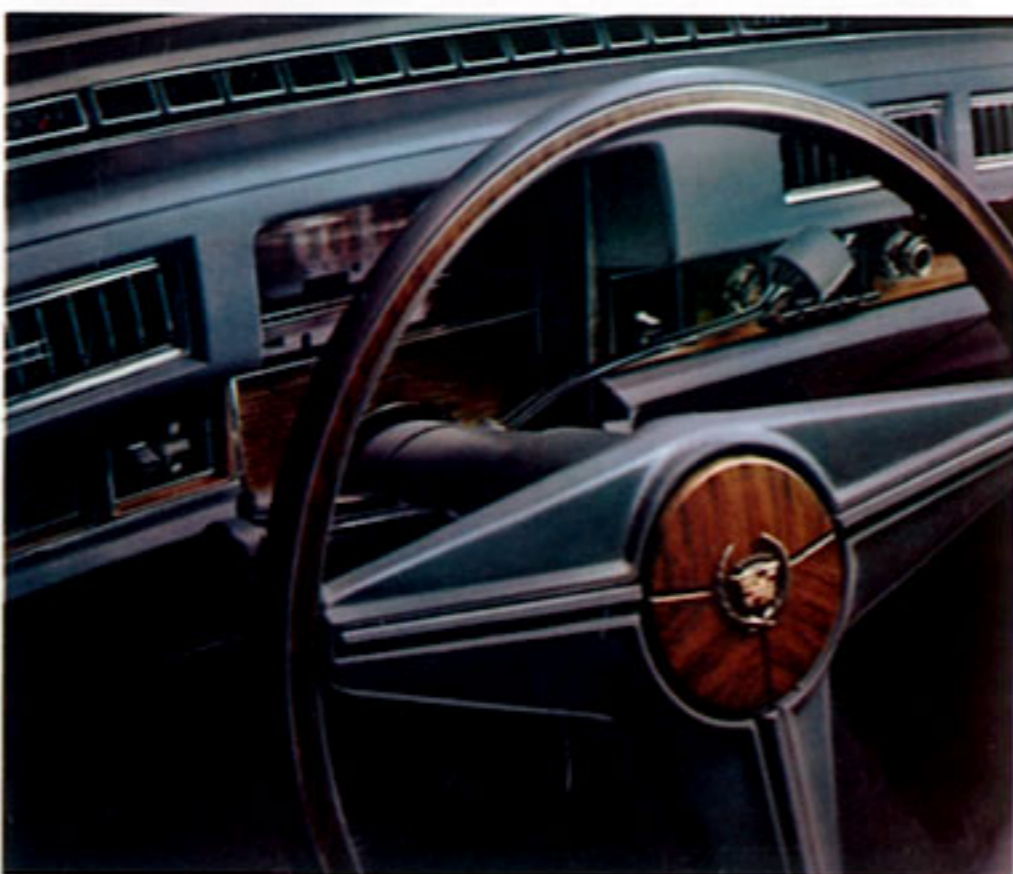
on-gray bumper impact strips and color-keyed flexible urethane filler material. The use of such material adds appreciably to the attractive exterior design of all 1974 Cadillac models—especially in the areas adjacent to bumpers.



Dual Comfort Front Seats. (Standard on Fleetwood Brougham and available on Eldorado and DeVilles.) One set of seat adjustment controls for the driver's section, and a separate set for the wider passenger section.



New Digital Clock. This 1974 precision digital timepiece has high reliability and accuracy. It can be easily seen by the driver and all passengers in the car because it is located high in the center of the instrument panel.



New Steering Wheel. A newly designed steering wheel blends beautifully with the all-new instrument panel. Distressed pecan wood-grained vinyl inlay adds warmth to the design. Note the band of warning lights in the upper portion of the instrument panel.



Cornering Lights. For added convenience when driving at night, these lamps project a beam of light from the side of the car to illuminate the roadside and road signs when making a left or right turn. They're located on the side of each front fender and blend beautifully with the front end design of every 1974 Cadillac. The directional turn signal lever will activate them whenever the headlamp switch is on.



Power Windows (all models). For owners with smaller children, there is also included an override control at the driver's position. "Soft-pillow" design incorporates thickly padded door panels.



Litter Container. Designed to look appropriate in your Cadillac, this attractive litter basket is color-keyed to the interior and holds plenty of litter without encroaching on front passenger legroom.

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

Three-Speed Wipers and Washers (all models). Four jet washer streams. "Mist" position for single-wipe action. Illuminated controls. Delayed action feature for light rains is now available.

Automatic Parking Brake Release (all models).

Center Armrests. Number depends on model.

Courtesy Lights (all models).

Carpeted Footrests (Fleetwood Brougham and Seventy-Fives).

Remote-Control Left-Side Mirror (all models). Also, right-side mirror standard on Seventy-Five series.

Automatic Level Control (all Fleetwood models).

Turbo Hydra-Matic Transmission (all models).

Visor Vanity Mirror (all models).

Interior Touches of Luxury. Typical is the use of distressed pecan wood-grain vinyl panels in all Cadillac models.

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

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

Dual Power Brakes with Disc Brakes in Front (all models).

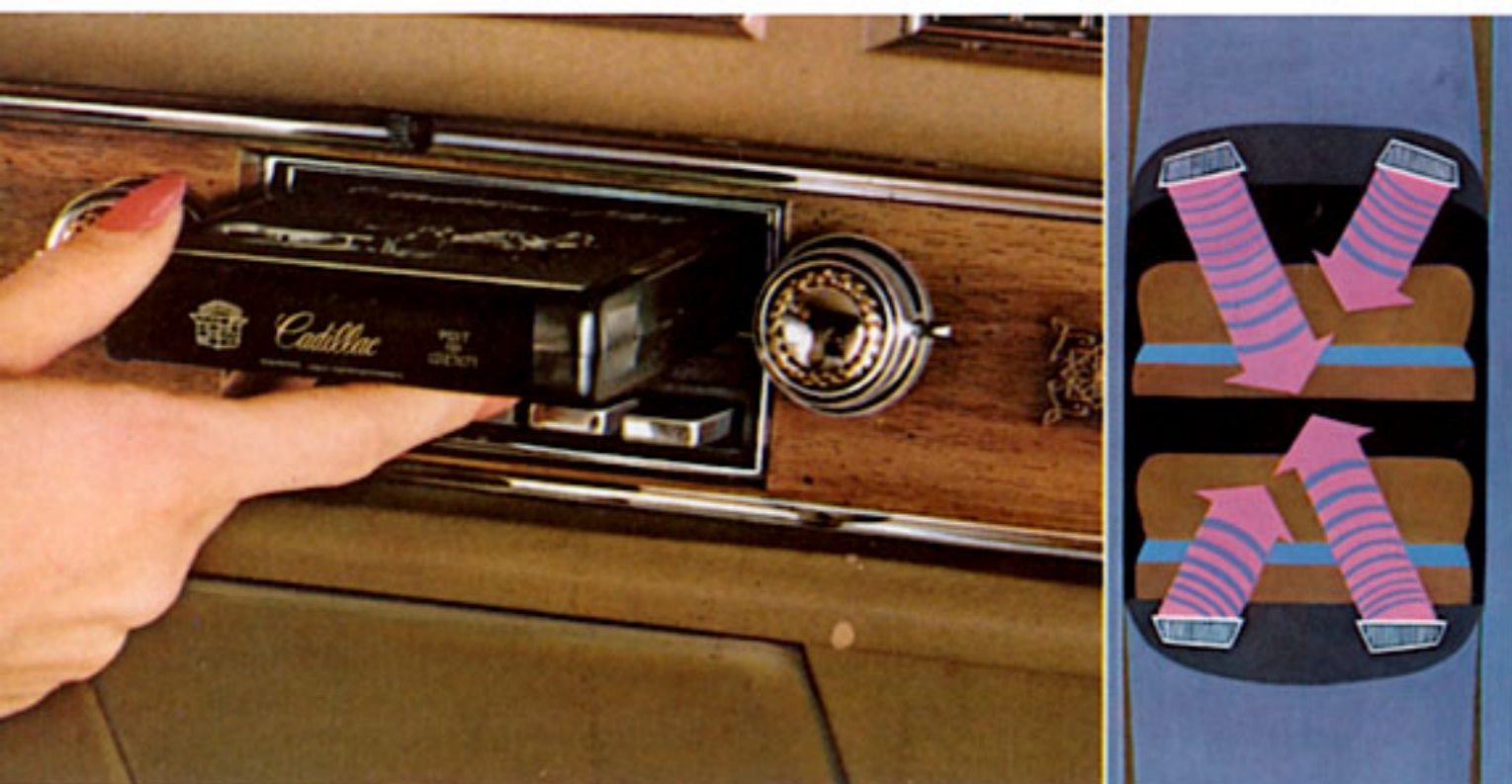
Lighters. Two in front all models. Four in rear of Seventy-Fives—others two in rear except Calais.

Assist Straps (all models). For easy entry and exit. Larger straps for 1974, color-keyed with cloth upholstery in Cadillacs with cloth interiors.

Engine Performance. Both Cadillac and Eldorado engines incorporate a host of advancements in 1974 for finer performance . . . from start to stop. There's a new "fast burn" combustion chamber and a new camshaft for smoother, quieter, more efficient operation . . . a choke reindexer to provide quick starting . . . a choke to supply the engine with cooler air from outside the engine compartment. This—combined with modifications in the suspension system—results in a rolling smoothness that is Cadillac at its best.

*To express your
individuality*

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



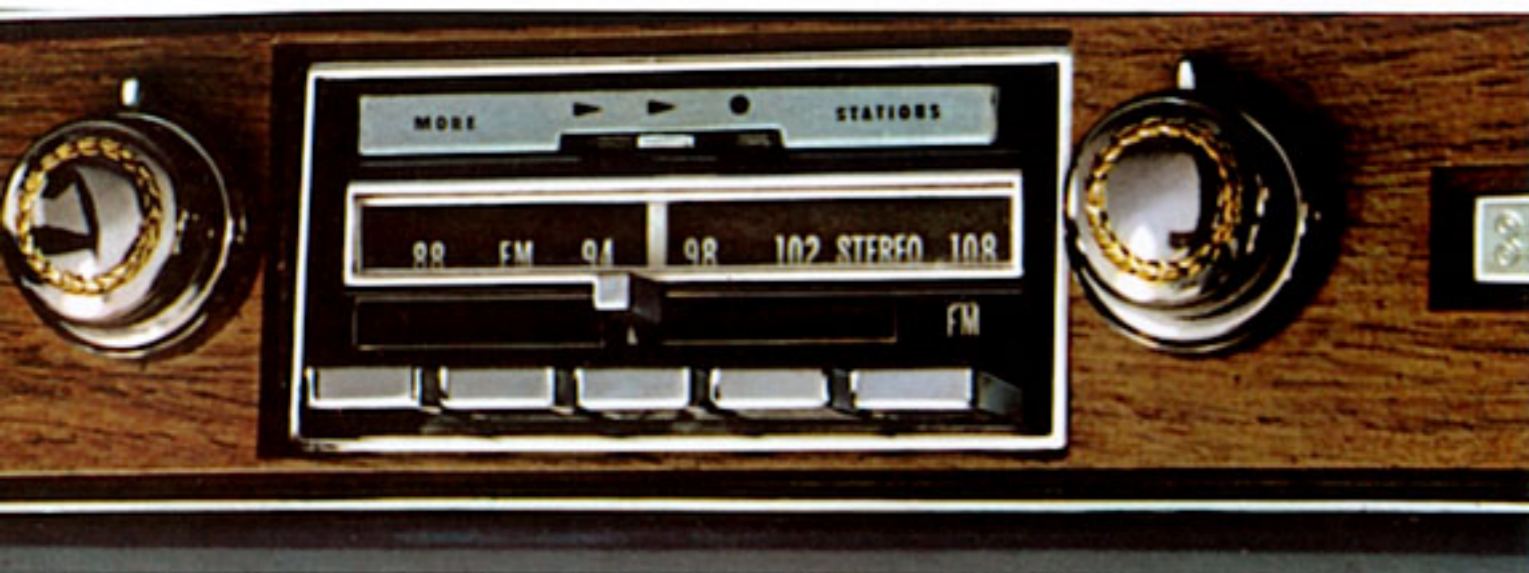
Stereo with Tape Deck. This AM/FM pushbutton stereo with integral 8-track tape player has set an exceptionally high standard of sound fidelity and styling for car radios. Its cross-fire design incorporates a total of four speakers, diagonally opposed within the passenger compartment, to give listeners a superb stereo effect. The speakers are positioned so that the windshield and rear window act as acoustic bandshells.



Special Wheel Disc. (Standard on the Fleetwood Brougham d'Elegance and Fleetwood Talisman.) Available on Fleetwood Brougham and Seventy-Fives. Also available (without wreath around Cadillac crest) on DeVilles and Calais.



Cruise Control. A touch of this control at the tip of the directional turn signal lever allows you to maintain a selected speed without using the accelerator pedal. Unit automatically disengages when you apply brakes or turn off ignition.



Signal Seeking Stereo Radio. This exclusive AM/FM model with four speakers and cross-fire design can seek out and find the available stereo radio stations for you. Your touch is its command, either by hand or with available dealer installed foot switch. (For the Fleetwood Seventy-Fives, Cadillac offers the signal-seeking stereo with control from the passenger compartment.) There's also an AM/FM pushbutton unit available, equipped with three monaural speakers—two front- and one rear-mounted.

Power Antenna. Standard when a radio is ordered. Automatically rises to a preselected height when you turn on the radio—recedes into the fender when the radio or ignition is turned off.



Electrically Operated Sunroof. Simply flick a control switch on the instrument panel, and a roof panel slides open overhead to let in the sunshine. It is available on the Fleetwood Brougham, on the Eldorado Coupe with vinyl roof and DeVilles with vinyl roofs, also Calais when vinyl roof is ordered.



Twilight Sentinel. Automatically turns driving lights on or off in response to light conditions. Also lets you leave headlamps and either cornering lamp on to light your path from the car. Automatically turns them off. A reminder buzzer sounds if manual headlight switch is left pulled out when ignition is off.



Automatic Trunk Lock Release. A control button inside the glove compartment releases the trunk lid. And when the lid is brought to a nearly closed position, the power trunk lock latches it securely again. There is also a warning light on the instrument panel to indicate when lid is unlocked.



Lighted Vanity Mirror. Available on sun visors for both driver and passenger sides (passenger side only on Convertible). Raising the protective cover turns on lamps, one on each side of the mirror. Selector switch for high- or low-intensity light. Tilted, makes an excellent map light. Right-hand version is standard on Talisman.



Controlled Cycle Wiper. New for 1974. Adjustable delayed action for light rain (up to 10-second intervals between wipes).



Automatic Climate Control. Set this heating / cooling / dehumidifying system to the temperature you want, and a hidden sensor controls it to help keep you comfortable.



Tilt and Telescope Wheel. This adjustable steering wheel can be tilted up or down and moved backward or forward to accommodate driver's height and reach. Swings up for easy entry and exit.



Track Master. This computerized skid-control system automatically pumps your brakes and maintains rear-wheel rotation for improved control during severe braking situations.



Steel-Belted Radial Tires. Available on all models. Benefits include improved tread life and road hazard protection.

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

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

High-Energy Ignition System. It's a complete ignition system in a single unit: a magnetic impulse distributor, a high-energy coil and integrated-circuit electronics. This advanced ignition design eliminates points, condenser, cam and rubbing block. The results are more energy, improved performance and increased reliability.

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

Love Seats. General Motors safety engineers have designed and built two special protective seats (one for infants, one for children under 40 lbs.) to be used in conjunction with your Cadillac's seat belts. The seats are made of lightweight, high-impact polypropylene with thick foam padding, are easy to use and can be conveniently stored in the trunk. (Not factory installed.)

Automatic Level Control. Automatically adjusts to changing loads, to help keep the car level for a trim appearance and excellent handling. (Standard on Fleetwoods.)

Leather Interiors. (Standard on Eldorado Convertible, expanded vinyl available on Calais). Cadillac offers fourteen different leather trim combinations for 1974, including new combinations of white leather with either Lime or Cranberry carpeting to complement these new exterior colors. The leather interior includes genuine leather on seat cushions and back inserts.

Outside Thermometer. Mounted on the base of the left-side mirror, it indicates the outside temperature to the driver at a glance.

Trailer Package. This factory-installed grouping of heavy-duty equipment, for towing trailers between 2,000 and 6,000 pounds loaded, is available for all models except Seventy-Fives.

Power Door Locks. A touch of the finger on this electrical control in the power grouping locks and unlocks all doors. On coupes, it includes an automatic seat back release that is activated on the side the door is opened.

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

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

Firemist Paints. A special series of acrylic paints renowned for their extreme richness of color, deep luster and high gloss. You may choose from six Firemist colors for 1974—all of them new, including Lime and Cranberry.

Lamp Monitors. Front fender monitors show if low- and high-beam headlights, parking lights and front turn signals are functioning. Monitor visible through rearview mirror shows if taillight, stop light and turn signals are functioning. Another monitoring system shows when windshield washer fluid is low, by means of a warning light on the instrument panel.



Cadillac 1974

Safety Features

OCCUPANT PROTECTION

Seat belts with pushbutton buckles for all passenger positions • Two front combination seat and shoulder belts for driver and right front passenger (with reminder light and buzzer, inertia reel and starter interlock) • Two front seat head restraints • Energy-absorbing steering column • Passenger guard door locks • 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 and console door latch impact security • Smooth contoured door and window regulator handles • Soft, low-profile window control knobs, coat hooks, dome lamp • Automatic locking front and rear outboard seat belt retractors • Shoulder belt anchorages for rear seat outboard occupants • Pressure lock radiator cap • High-strength front seat anchorages & 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 • Back-up lights • Lane change feature in direction signal control • Windshield defrosters, washer and three-speed wipers with mist position and illuminated controls • Wide-view inside day/night mirror (vinyl edged, shatter-resistant glass and deflecting support) • Remote control outside rearview mirror (both driver side and passenger side mirrors on Seventy-Five Series) • Dual master cylinder brake system with warning light • Starter safety system (mechanical lockout) • Dual action safety hood latches (front opening hoods) • Improved bumper systems • 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 • Illumination of windshield wiper and washer, heater and defroster controls • Flame arresting battery vent caps

ANTI-THEFT

Anti-theft ignition key warning buzzer • Anti-theft steering column lock • Inside hood latch release • Anti-theft key system (one key for ignition only, other key for glove compartment, doors and trunk) • Visible vehicle identification • Tamper resistant odometer with telltale feature • Theft-deterrent system (available at added cost)

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 8.25 to 1.

ELDORADO ENGINE: Eight-cylinder, 90° V-type. Bore 4.30, stroke 4.304, displacement 500 cu. in. Compression ratio 8.25 to 1.

FUEL: All 1974 Cadillac engines are equipped with advanced exhaust emission control systems, and are designed to operate efficiently on unleaded or low-lead fuels of at least 91 Research Octane. In addition to the lower exhaust emissions attainable, there are benefits in longer life for your spark plugs, exhaust system, and other engine components. If these unleaded, low-lead gasolines are not available, any leaded 91 Research Octane or higher regular grade fuel containing 0.5 grams, or less, of lead per gallon should be used.

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

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

ELECTRICAL SYSTEM: 12-volt, 15-plate battery. Side terminals. Flame arrester battery vent caps. 42-amp. generator. 80-amp. on all Seventy-Fives. 63-amp. on all other air-conditioned cars. Generator has integral regulator.

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 added dependability and long life. Independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings help absorb impacts and help isolate road noise. Spindle has an integral hub and rotor. (Torsion bar suspension on Eldorado.) Shock absorbers have Teflon piston rings to give consistent ride, handling.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type. Large rubber bushings for quiet, soft ride. New rear stabilizer bar on Eldorado to further improve rolling smoothness.

BRAKES: Cadillac power brakes with self-adjusting feature; composite finned rear drums; disc front. Split hy-

draulic 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 fast response and high-capacity pump is standard equipment (fixed-ratio on Seventy-Five models). Overall steering ratio of 17.8 to 1 (except 19.5 to 1 on Seventy-Five models and 16.1 to 1 on Eldorado). 38.5 turning angle provides short turning diameter.

FRAME: Perimeter frame with heavy-gauge boxed side rails.

TIRES: Low-pressure, size L78-15 bias-belted, fiberglass, tubeless tires on all models. White sidewalls are available. Steel-belted radial tires, size LR78-15 with white sidewalls, are available on all models. 1974 Cadillacs equipped with "GM Specification steel-belted radial tires" provide a desirable combination of important tire performance characteristics. These include handling, ride, tread life, endurance, hazard resistance as well as significant improvement in traction on wet and snowy roads.

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 63.5", rear 63.3" (Eldorado, front 63.7", rear 63.6").

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

OVERALL LENGTH: 230.7" (Fleetwood Sixty Special Brougham 233.7", Fleetwood Seventy-Five 252.2", Eldorado 224.1").

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

Cadillac offers, at additional cost, a number of accessories and equipment, many of which are shown in photographs throughout the catalog and may be also described on the two pages entitled "To express your individuality."

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

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*...Cadillac
is the quality car
that makes sense for today.*



The way it starts.

You begin to sense it as soon as you take the wheel . . . this could be the start of something great. And it is! Fast, dependable starting that comes from such advancements as Cadillac's new combustion chamber, new camshaft, choke reindexer and a snorkel to send outside air to the engine. Just one reason why the '74 Cadillac is making a lot of sense these days to value-conscious buyers—like yourself.



*What long-time Cadillac owners
are saying about the
mileage and
performance of their
1974 Cadillacs.*

Peter I. Hurtig
Atlanta, Georgia



My '74 Sedan deVille drives as good as any car I've ever had . . . in spite of the emissions control . . . in spite of the fact I use regular gas. It just performs beautifully. I think the engine, especially, is smoother this year. And the pickup seems a little better. To my mind, it's ridiculous to look at another make if you're in this particular price range."

James Roth
Oak Brook, Illinois



Yes, I'm happy with Cadillac's fuel economy. While I'm not a garage man, I just know this '74 Coupe deVille runs better than previous Cadillacs we've had. It starts better and it's noticeably quieter. Value for value, when you're spending that kind of money I think Cadillacs are on top."

H. Davidson
Los Angeles, California



"I believe Cadillac has made considerable progress in the performance of their '74 cars. The handling of my Coupe deVille is just beautiful. Very simple, very easy driving. And surprising as it may seem—and I'm saying this sincerely—I'm receiving better performance mileage-wise than I have on my other cars. I certainly don't refill my tank as frequently as I did before."

Mrs. Erias R. Byrd
Dallas, Texas



"I'm very satisfied with the fuel economy I get with my '74 Sedan deVille. I can fill up on Monday morning and ride all week . . . and not fill up until the next Monday morning. And that includes driving back to the school where I teach for meetings and things. If I buy another car, I'll buy a Cadillac."

Oscar B. Abbott
Lawndale, California



"I'm like a few other Cadillac owners I've talked to . . . when I see my car needs gas, I pull in and buy some. But I think I can say we're getting better gas mileage with the '74 than with our previous Cadillacs. And we've owned Cadillacs straight through from 1959. We've noticed a smoother ride this year . . . the car just performs beautifully."

Lawrence A. Lentol
Huntington Station, New York



"I hesitated in purchasing my '74 Coupe deVille because I had a '70 Cadillac Brougham and, needless to say, anyone who's driven a Brougham knows it's a very good riding car. But I was surprised at the steady, solid ride of the Coupe. It responds very well. And I think it handles much better. We're driving to Florida soon and I have no hesitation at all. Cadillac is the only car to take."

Sol Blumenthal
Atlanta, Georgia



"This is my 12th Cadillac and I think the performance of this '74 Eldorado is noticeably better than any previous ones I've owned. Acceleration is very good. It's amazingly quiet, considering the power it has. And I feel it's as comfortable and luxurious a car as is offered on the American market."

Sam S. Novarro
Covina, California



"I haven't put too many miles on it yet, but right now I think this Eldorado Coupe is by far the best Cadillac I've ever had. It's beautiful. It's my first Eldorado and I've noticed an improvement in handling with the front-wheel drive. And I get as much mileage with my Cadillac as I do with another full-size car I own."

Joan Mendelsohn
Northbrook, Illinois



"It starts easily. You don't have to pump the gas pedal. You don't have to start and restart it. And the acceleration is nice and even. It's great."

Ben Fingar
Lynbrook, New York



"I've owned Cadillacs since 1947 and I think I would say this '74 Eldorado Coupe is one of the smoothest and best performing cars I've ever had. It starts fast. Hugs the road well. And I like the way the car accelerates—absolutely smoother than last year's. We're very happy with it."

James Wallace
Lisle, Illinois



"When I get off from work, I like to be comfortable. So I find my '74 Cadillac very enjoyable. It has a lot of power . . . if you want to pass, you can do so very easily. I think it handles better than in previous years. And you don't really get tired on trips."

Norbert Flores
Sunland, California



"Taking everything into consideration, I think it's worth sacrificing a little bit of mileage you might get from a smaller car for the ride and the comfort and the quietness of a Cadillac. The performance of my '74 Coupe deVille thus far has been very good. It runs just fine mechanically . . . no problems."

Sol Blecher
Des Plaines, Illinois



"I recently drove this car from Chicago to St. Louis and back, and I tell you I set it on Cruise Control . . . and I came home and I didn't even feel tired. It's a very smooth riding, easy handling car. The pickup is good. And I want to tell you, this car you can't even hear the motor!"

John G. Greggo, Jr.
Franklin Square, New York



"We went upstate with the car not long ago . . . we have the '74 Coupe deVille . . . and it handled beautifully. Acceleration was very good. Also, I used regular gas and found it performs just as well."

Rev. Hoyt Thomas
Atlanta, Georgia



"I had a chance of getting a Cadillac or another luxury car. But after test driving them both, I took the Cadillac. I liked the performance of it better. It's got plenty of power and it idles good. In fact, one fellow got in with me recently and said the motor wasn't running—he couldn't hear it. But it was."

The way it performs.

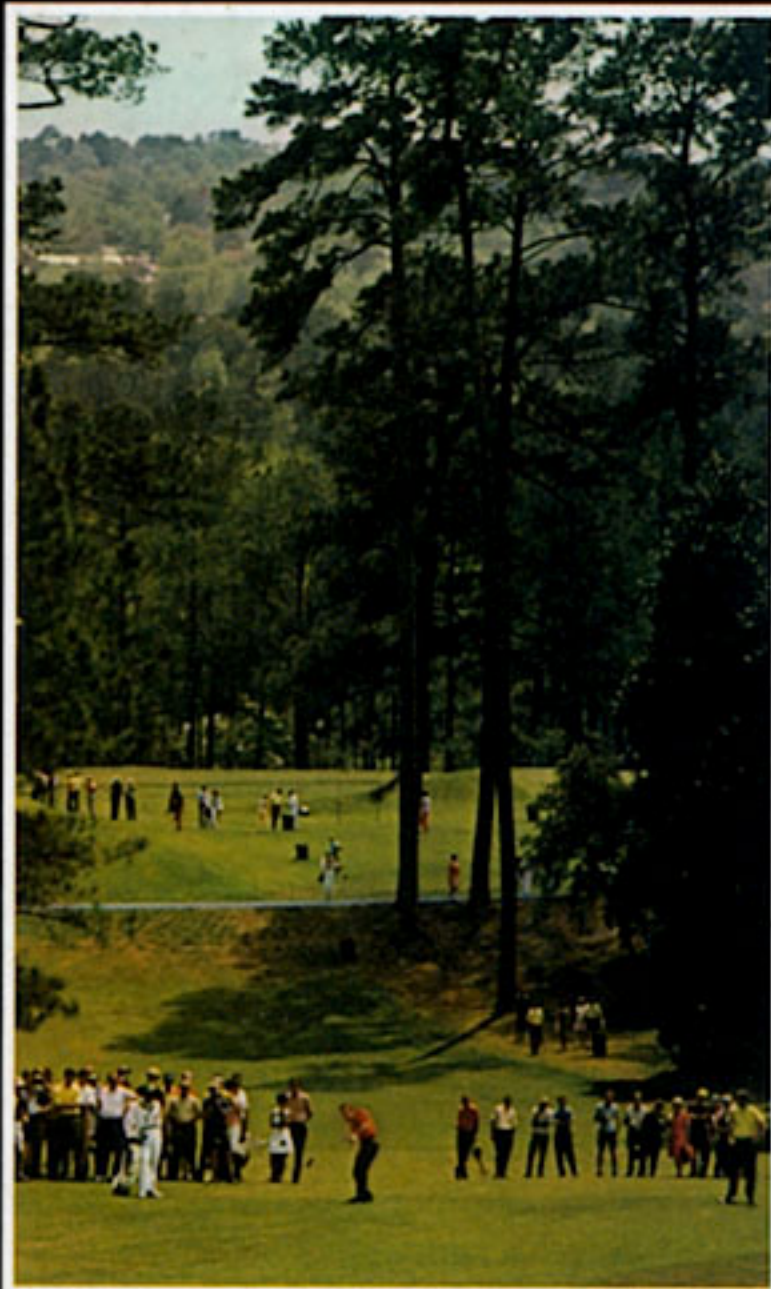
The response at driveaway: sure and smooth. The handling: easy, true to the road. And if you judge a car's efficiency by the number of passengers it carries in comfort and security, the '74 Cadillac is impressive. On low-lead or no-lead fuels, too.



The way it rides.

Experience it once and you'll know why some feel this is the smoothest riding car in Cadillac history. Quiet, too. Thanks in part to a virtual network of acoustical materials inside the car—including double seals on the doors.

*Cadillac brings you
the finest in viewing, too.*



The Masters

For the sixth straight year, Cadillac is proud to bring you the most awaited golf event of them all — live and in color from the Augusta National Golf Club, April 13, 14 on CBS-TV.



The Triple Crown

Can last year's amazing Triple Crown feat by Secretariat be duplicated? Watch the Kentucky Derby, May 4; the Preakness, May 18; and the Belmont Stakes, June 8 on CBS-TV and find out. Brought to you by Cadillac.



The Network News

To keep you informed, Cadillac brings you the CBS Evening News with Walter Cronkite; the ABC News with Howard K. Smith and Harry Reasoner; and the NBC Nightly News with John Chancellor.

*One visit . . . and you'll know
why we're so anxious
to have you drive the '74*



Cadillac

