



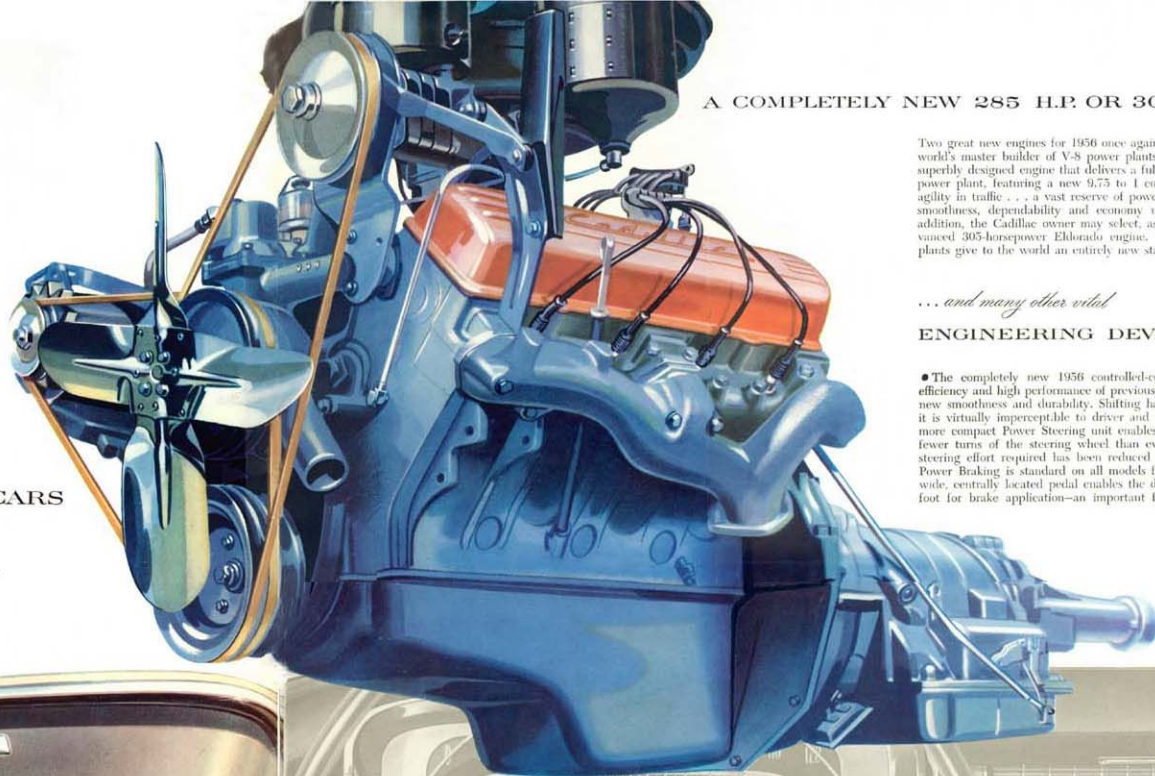
Cadillac

It is with a feeling of deep pride and satisfaction that we present to you the Cadillac cars for 1956. These magnificent new Cadillac creations represent a dramatic and significant "step forward" in Cadillac's unending search for automotive perfection. Every model has been advanced to a remarkable degree in both design and engineering—and, to add even greater luster to the Cadillac name, two completely new models have been introduced to the line. It is true, of course, that the 1956 Cadillacs have been designed for the varying preferences of discriminating Cadillac buyers—and that each has a personality and an individuality of its own. Yet you will find, as you journey through the pages of this folder, that all share a single standard of quality and value and engineering excellence. That standard will, without question, be the gauge against which the world's motor cars will be measured during the coming year. We hope that you will appraise each model carefully in making your own selection. And we feel certain that, as you do, you will find them *the most inspiring motor cars the world has ever seen!*

CADILLAC PRESENTS THE MOST INSPIRING MOTOR CARS
THE WORLD HAS EVER SEEN!

...featuring the finest performance in Cadillac history!

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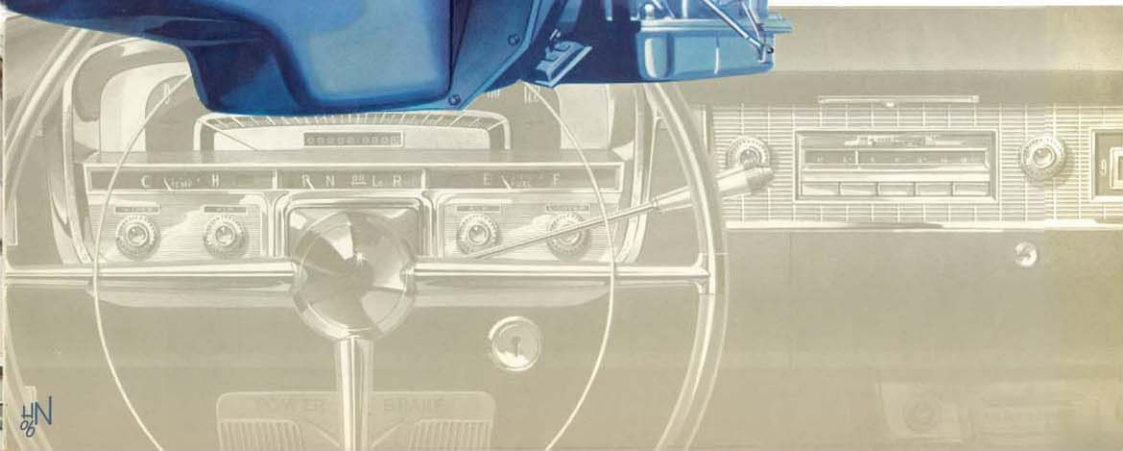


A COMPLETELY NEW 285 H.P. OR 305 H.P. ENGINE

Two great new engines for 1956 once again reaffirm Cadillac's position as the world's master builder of V-8 power plants. The first is a highly refined and superbly designed engine that delivers a full 285 horsepower. This remarkable power plant, featuring a new 9.75 to 1 compression ratio, provides amazing agility in traffic . . . a vast reserve of power on the highway . . . and infinite smoothness, dependability and economy under all operating conditions. In addition, the Cadillac owner may select, as an option on any model, the advanced 305-horsepower Eldorado engine. Together, these great new power plants give to the world an entirely new standard of automotive performance.

... and many other vital
ENGINEERING DEVELOPMENTS

• The completely new 1956 controlled-coupling Hydra-Matic adds to the efficiency and high performance of previous Cadillac transmissions a wonderful new smoothness and durability. Shifting has been refined to the point where it is virtually imperceptible to driver and passengers. • • • A new, lighter, more compact Power Steering unit enables the driver to turn and park with fewer turns of the steering wheel than ever before. . . . and the maximum steering effort required has been reduced by fifty per cent. • • • Cadillac Power Braking is standard on all models for 1956. A newly designed, extra-wide, centrally located pedal enables the driver to use either his right or left foot for brake application—an important feature of convenience and safety.



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The World-Renowned Cadillac SERIES SIXTY SPECIAL



Certainly, you could have no finer introduction to the beauty of the 1956 Cadillac line than to behold this magnificent model. It is the Sixty Special . . . long regarded as the perfect representative of Cadillac's incomparable beauty and quality. Appropriately enough, there is but one model in this world-renowned series . . . a four-door sedan which presents the 1956 Cadillac advancements with singular majesty and elegance. Its impressive dignity and bearing are immediately apparent from every angle. Frontal beauty has been enhanced by a newly crafted grille, available this year in either a rich gold or satin-finished aluminum . . .

the Cadillac name in gold script mounted on the grille . . . and a new, wider "V and Crest" emblem. A distinctive Crest and "Sixty Special" nameplate now adorn the front fenders . . . while the rear fenders feature Cadillac's new slip-stream styling—gleaming chrome contours that flow gracefully into the exhaust port extensions. Interiors may be furnished from a wide selection of patterned nylons, broadcloths, metallic nylons and fine leathers in gray, blue, beige or green. All this, together with the Sixty Special's limousine-length wheelbase and its great new engine, makes this Cadillac model unique in the world of transportation.



The Beautiful Cadillac SERIES SIXTY-TWO COUPE

The Series Sixty-Two Coupe is, historically, Cadillac's most perfect blending of quality and practicality. And never has this been truer than for 1956. Most assuredly, the car has never been as beautiful as it is today. Its interiors are far more luxurious . . . offered in four combinations of nylon and gabardine and in three choices of nylon and Elascofab. And its performance—highlighted by the great new Cadillac engine—is far more thrilling. And yet, with all this exceptional beauty and luxury and performance, the Series Sixty-Two Coupe is again the lowest-priced model in the entire Cadillac line. Here, indeed, is an ideal selection for any motorist who wants to combine fine quality with unusual practicality.



The Spectacular Cadillac ELDORADO BIARRITZ

In the two years since the Eldorado was first introduced by Cadillac, it has won itself a unique place in the hearts of motorists everywhere. Though the Eldorado name originally designated only the convertible model, it will include for 1956 both an open and a closed car. The first of these—the spectacular Biarritz—is a true achievement in advanced design and engineering. Its high-sweeping fender lines . . . its beautiful grille and rear bumper assembly . . . its unique “disappearing top” . . . its special “Sabre-Spoke” wheels . . . its special hood ornament . . . its chrome ribbed saddle molding . . . and its many special color options . . . give it a beauty all its own. To add still greater glamour, the Biarritz is available with gold wheels and a gold grille. And the Biarritz is as thrilling to drive as it is to see. It is powered by a special 305-h.p. Cadillac engine, and offers Cadillac’s most advanced features of engineering throughout. In every way, it is a true masterpiece of Cadillac craftsmanship.



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The Exclusive New Cadillac ELDORADO SEVILLE

An inspiration to behold . . . a revelation to ride in . . . an education to drive—this is the fabulous Eldorado Seville. A new and exclusive addition to Cadillac’s royal family of motor cars, the Seville is, in the truest sense, a “dream car” in actual production. It bears all of the unique Eldorado styling characteristics . . . including the famous high-sweeping rear fenders, “Sabre-Spoke” wheels, and the optional gold grille and wheels. A special grained Vicodec hardtop roof provides a crowning touch of glamour. Its interiors are luxurious and gracious almost beyond description . . . and the performance of its special 305-h.p. engine offers the final reward of the industry’s finest engineering. Deliberately designed and manufactured as the most exclusive motor car of our time, the Eldorado Seville represents Cadillac’s highest achievement in automotive quality and craftsmanship.



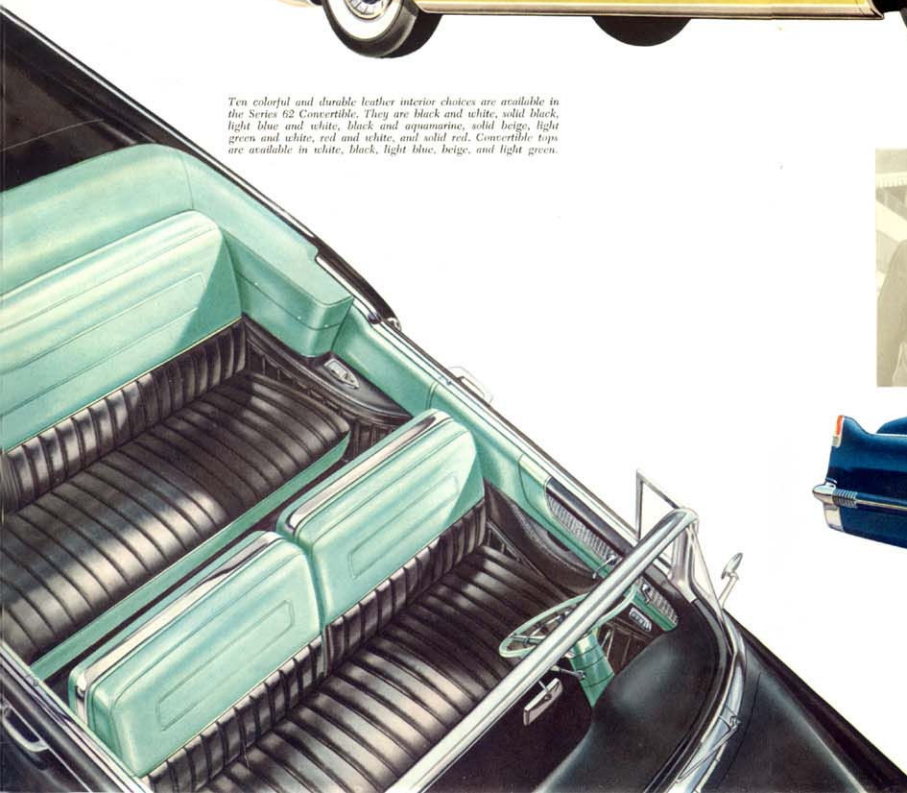
The specially designed interiors of the Eldorado Biarritz and Seville feature solid blue, black, green or red leather; and blue, black, green or red leather with white. The Seville is also available in leather combined with beautiful nylon fabrics.

The Exciting Cadillac SERIES SIXTY-TWO CONVERTIBLE



It is doubtful if any other Cadillac model can claim a more devoted group of owners than the exciting Cadillac Convertible. And never before has the car more richly deserved this loyalty than for 1956. Long, low and elegant, the convertible is one of the most spectacular of Cadillac's models. Like all 1956 Cadillacs, its rear fender silhouette is accentuated this year by a chrome molding extending along the top and across the taillight housing. And the exhaust ports—which form a graceful extension of the slip-stream design—are now horizontal, oval-shaped openings. These features, together with new, wider "V" and a lower placement of the license plate, provide greater visual width and lowness. The 1956 Convertible, of course, incorporates all of Cadillac's foremost engineering achievements.

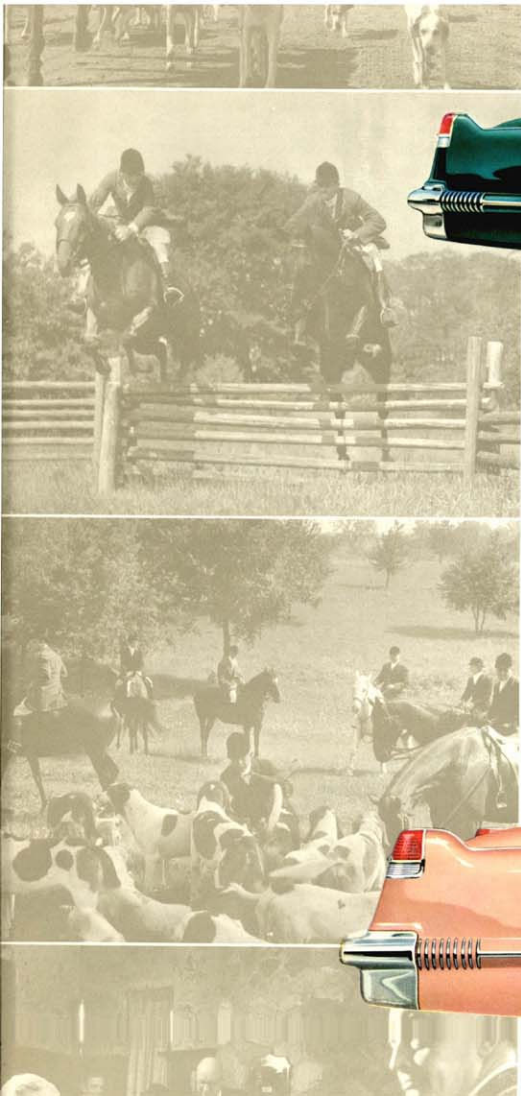
Ten colorful and durable leather interior choices are available in the Series 62 Convertible. They are black and white, solid black, light blue and white, black and apurmarine, solid beige, light green and white, red and white, and solid red. Convertible tops are available in white, black, light blue, beige, and light green.



If the average motorist were asked to name the one most luxurious and distinguished motor car in the world, the odds are that he would think first of the Cadillac Series Seventy-Five. And with good reason. For nowhere else can these qualities be found in such great abundance—especially in this latest version of this famous Cadillac creation. The interiors of the Series 75 eight-passenger Sedan and Imperial Limousine establish a new high in motor car luxury. Rich Bedford corals and wool broadcloths are elegantly tailored with consummate care and skill. The 75 Limousine features an electrically operated glass partition between the front and rear compartments and the front seat is furnished in either black or blue leather. Add to all this the unrivaled distinction of the Cadillac 75 and you know why it is the choice of discerning motor car owners.

The Distinguished Cadillac SERIES SEVENTY-FIVE





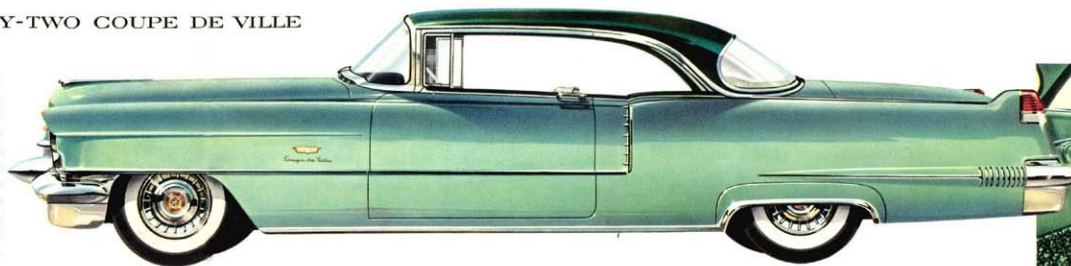
The Distinguished Cadillac SERIES SIXTY-TWO SEDAN

Long a favorite among Cadillac families the world over, the Series Sixty-Two Sedan is destined this year to etch itself still deeper in the affections of its owners. The car is now far more exciting in appearance . . . with its new slip-stream rear fender styling . . . its brilliant new grille assembly . . . and its wonderful new color combinations. The car is also far finer in luxury—with its new interiors of blue, beige, green or gray Heathers-tone nylon and gabardine . . . or Frost-pattern nylon paired with white Elascofab. And it is far more rewarding in performance—with its many great new engineering advancements. In every way, it brings a new measure of comfort and satisfaction to family motoring.

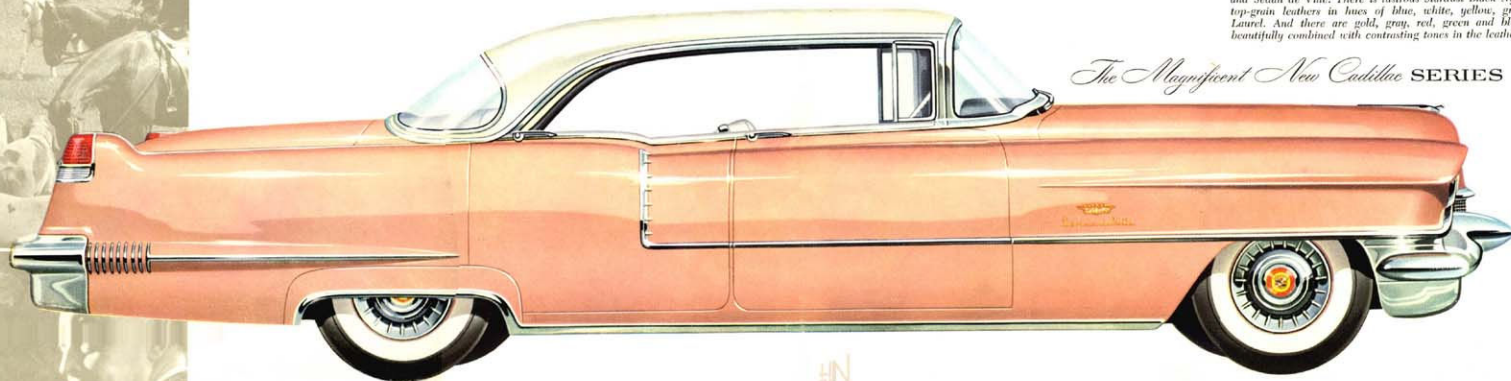


The Glamorous Cadillac SERIES SIXTY-TWO COUPE DE VILLE

In no other single model do Cadillac's new styling and luxury come to more brilliant life than in the glamorous Coupe de Ville. Its low, sweeping lines . . . its graceful contours of roof and hood . . . and its feeling of space and openness . . . give this model a truly enchanting beauty. From the smart accent of its new fender crest and nameplate to its new slip-stream rear fender styling, it is truly an inspiration to behold. And inside there are fabrics and appointments and luxuries to excite the most veteran Cadillac owner. In combination with Cadillac's dynamic new performance, this new beauty and luxury make the Coupe de Ville one of the most dramatic of all 1956 Cadillacs.



Ten elegant interior trim selections are available in the 1956 Coupe de Ville and Sedan de Ville. There is lustrous Stardust Black Nylon combined with top-grain leathers in tones of blue, white, yellow, green and Mountain Laurel. And there are gold, gray, red, green and blue Metallic Nylons beautifully combined with contrasting tones in the leather bolsters and trim.



The Magnificent New Cadillac SERIES SIXTY-TWO SEDAN DE VILLE

And here is a completely new Cadillac creation, introduced this year as a magnificent companion to the world-famous Coupe de Ville. The Sedan de Ville brings to its owner all the comfort, spaciousness and convenience of a four-door model, yet retains all of the brilliance and spirit of the coupe design. The interior furnishings of the Sedan de Ville incorporate all the styling artistry that characterizes the name "de Ville." Bright and brushed chrome metalwork, roof bows, and door and seat moldings add a special accent of brightness and drama. Here, unquestionably, is a motor car destined to achieve as unique a position in the motoring world as its glamorous running mate—the Coupe de Ville.

NEW

*We Cordially Invite You
to Inspect and Drive*
**THE 1956 CADILLAC
OF YOUR CHOICE!**



SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type, bore 4.0", stroke 3.625", displacement 365 cu. in. Engine mounted in rubber at three points. Brake horsepower 285 at 4600 RPM. Compression ratio 9.75 to 1. Eldorado engine, 305 horsepower at 4700 RPM.

PISTONS: Aluminum alloy, slipper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear; on cylinder walls; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; oil-bath type air cleaner; intake silencer; automatic choke. Two 4-barrel carburetors on Eldorado engine.

LUBRICATION: Full pressure. Oil filter, standard equipment on all models.

ELECTRICAL SYSTEM: 12-volt lighting and ignition.
GASOLINE TANK CAPACITY: 20 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. New controlled fluid coupling replaces multiple disc clutch on forward gear set for smoother shifts, while retaining previous Hydra-Matic efficiency and performance. Provides two Drive Ranges, Lo Range and Reverse.

REAR AXLE: Hypoid, semi-floating. Differential housing offset to provide straight-line drive. Ratio is 3.07 with a 3.36 axle provided on Eldorado engine installations and Series 75 models and optional on all other models.

FRONT SUSPENSION: Cadillac Independent Kneec-Action. Helical coil type springs.

REAR SUSPENSION: Hotchkiss drive. Rear springs are 5-leaf, semi-elliptic, 56½" long, 2½" wide (Series 75: 6-leaf).

BRAKES: Cadillac Power Brake system standard equipment. Low pedal type with master brake cylinder and vacuum power cylinder in one unit. Effective

brake lining area 221.96 sq. in., 233.64 sq. in. on Series 75 models.

STEERING: Cadillac Power Steering standard equipment with an over-all steering ratio of 19.5 to 1.

FRAME: X-type, reinforced side bars with deep X-member junction.

TIRES: Low-pressure, 4-ply, tubeless. Size—8.00 x 15 (Series 75: 6-ply, size—8.20 x 15). White sidewall tires (8.20 x 15)", optional at extra cost.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

SABRE-SPOKE WHEELS*: Heavy-gauge steel and aluminum. Optional at extra cost.

WHEELBASE: 60 Special, 133"; Series 62, 129"; Series 75, 149.75".

OVER-ALL LENGTH: 60 Special, 225.9"; Series 62 Coupe, Convertible, Coupe and Sedan de Ville, 221.9"; Series 62 Sedan, 214.9"; Eldorado Seville and Biarritz, 222.2"; Series 75, 235.7".

*Standard on Eldorado Seville and Biarritz.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION