



Cadillac

Three distinctive expressions of the Standard of the World - the Fleetwood...the DeVille...the Calais

There are four body styles in the De Ville series: The Coupe de Ville (shown right), the Convertible, the Hardtop Sedan de Ville and the spacious Sedan de Ville.

The Cadillac deVille—a new expression of excitement for the Standard of the World

With the widest choice of models in its price range and an extraordinary selection of body colors and interiors, the Cadillac De Ville series offers the luxury car buyer an unusual opportunity for self-expression. Coupling the most efficient and advanced engine in the industry with a new smoother and more responsive automatic transmission, the De Ville brings a new high degree of action to the luxury field. And the De Ville's

youthful approach to fine car motoring is further enhanced by interior elegance unique to this series. There is an unusual complement of power controls and an unsurpassed variety of personal conveniences. In every detail of styling, engineering and craftsmanship, the De Ville series represents a superb new presentation of the Standard of the World . . . and strengthens its reputation for quality wherever highways lead.



LEFT: All 1965 Cadillac De Ville models are distinctively identified by a coved, bright chrome belt molding. RIGHT: De Ville power operated windows and power front seat adjustment are standard equipment. BELOW RIGHT: Cruise Control, available on all Cadillac models, allows you to dial your desired cruising speed and maintain it without using the accelerator pedal. BELOW: De Ville closed models have folding armrests front and rear and the interiors are more impressive than ever in fine fabrics, leathers and appointments. Bucket seats are available on the Convertible, Hardtop Sedan and Coupe.



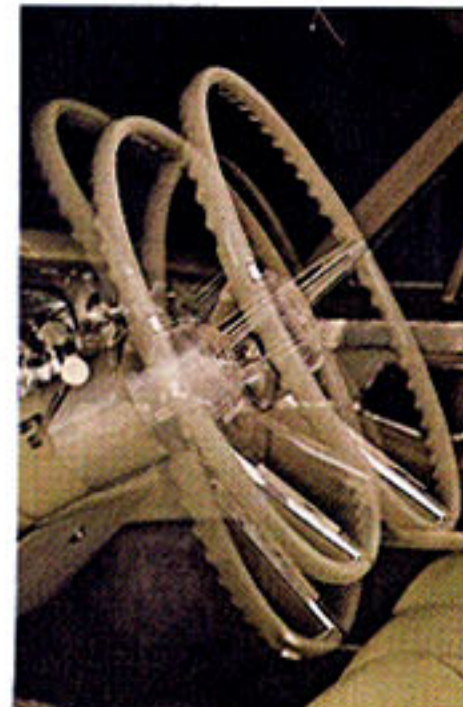


LEFT: All rear lights are housed in a chromed unit designed as an integral part of Cadillac's wide and distinctive rear styling. RIGHT: Typical of Fleetwood luxury is this beautiful brocade trim and embroidery in the fabric seat-back inserts of the Brougham, the Sixty Special Sedan and the Seventy-Five Sedan and Limousine.



The Cadillac Fleetwood – a new expression of elegance for the Standard of the World

The Fleetwood series for 1965 is the greatest achievement in motoring luxury that Cadillac has ever offered. The Brougham option and the Sixty Special Sedan are made more spacious by an exclusive new, longer 133 inch wheelbase and 227.5 inch over-all length. A high-performance engine, new Turbo Hydra-Matic transmission and new suspension design bring dramatic new comfort, quietness and agility to the luxury car field. In addition to a full complement of power equipment, the Fleetwood series features the new Automatic Level Control (except the Seventy-Five Nine-passenger Sedan and the Limousine) which automatically compensates for load variations in rear compartment and trunk to maintain its designed road clearance and handling qualities. The selection of Fleetwood fabrics, leathers, colors and its array of appointments for personal convenience is the most extensive of all Cadillacs. The Fleetwood is, indeed, a masterpiece among Cadillacs.



ABOVE: Available on all Cadillacs is this exclusive new steering wheel that telescopes as well as tilts for maximum individual comfort. LEFT: With Comfort Control you merely set a desired temperature and a combined heating and air conditioning unit maintains it automatically regardless of weather changes.



There are four body styles in the Fleetwood series: the Brougham (shown left), the Sixty Special Sedan, the Eldorado Convertible and the Seventy-Five Sedan or Limousine.

The Cadillac Calais— a new expression of value for the Standard of the World

The brilliant new 1965 Calais series is roomier, more luxurious and more vigorous in action than its famous predecessor, the Sixty-Two series. Lowest priced of Cadillac's three series, the Calais represents your easiest route to Cadillac ownership. With all the engine and chassis features of other Cadillacs, and with Turbo Hydra-Matic transmission, power brakes and steering and many other conveniences as standard equipment, the Calais series is a most unusual value in fine cars. Its long 129.5 inch wheelbase and 224 inch over-all length provide traditional Cadillac comfort and spaciousness. Its styling and craftsmanship say Cadillac and Cadillac alone. Before you buy any new car, drive a Cadillac Calais—a practical and wonderful way into the Cadillac world.



TOP RIGHT: No matter how heavily you load Cadillac's spacious trunk and regardless of the number of passengers, new Automatic Level Control, available on all DeVille and Calais models, keeps the car at its designed normal road clearance. ABOVE: Calais interiors feature a rich selection of both fabrics and colors, and provide a folding rear armrest in Sedans and a front armrest in the Coupe. BELOW RIGHT: Twilight Sentinel turns lights on and off automatically according to light conditions and can be set to leave lights on for 90 seconds to light your way from the car. BELOW: New roomier bin-type glove box is now centrally located for greater convenience.



There are three body styles in the Calais series: the Hardtop Sedan (shown right), the Sedan and the Coupe.





Excitingly new to
look at...and truly
thrilling to drive

Even your most studied approval of Cadillac's distinctive styling and luxury features leaves you with only a part of Cadillac's wonderful story for 1965. Once you take command of the newest of all Cadillacs you will discover a sureness of control you have never experienced before in a motor car. Response is as quick as a wish. A

wider tread and a new frame and suspension system provide a smooth, solid levelness of ride that can only be described as the "Cadillac feel." And no car is more carefully engineered nor more solidly built. This is, beyond a doubt, an all-time great from Cadillac. See your authorized dealer soon—before the week is out.

Standard of the World

Cadillac



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