



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.

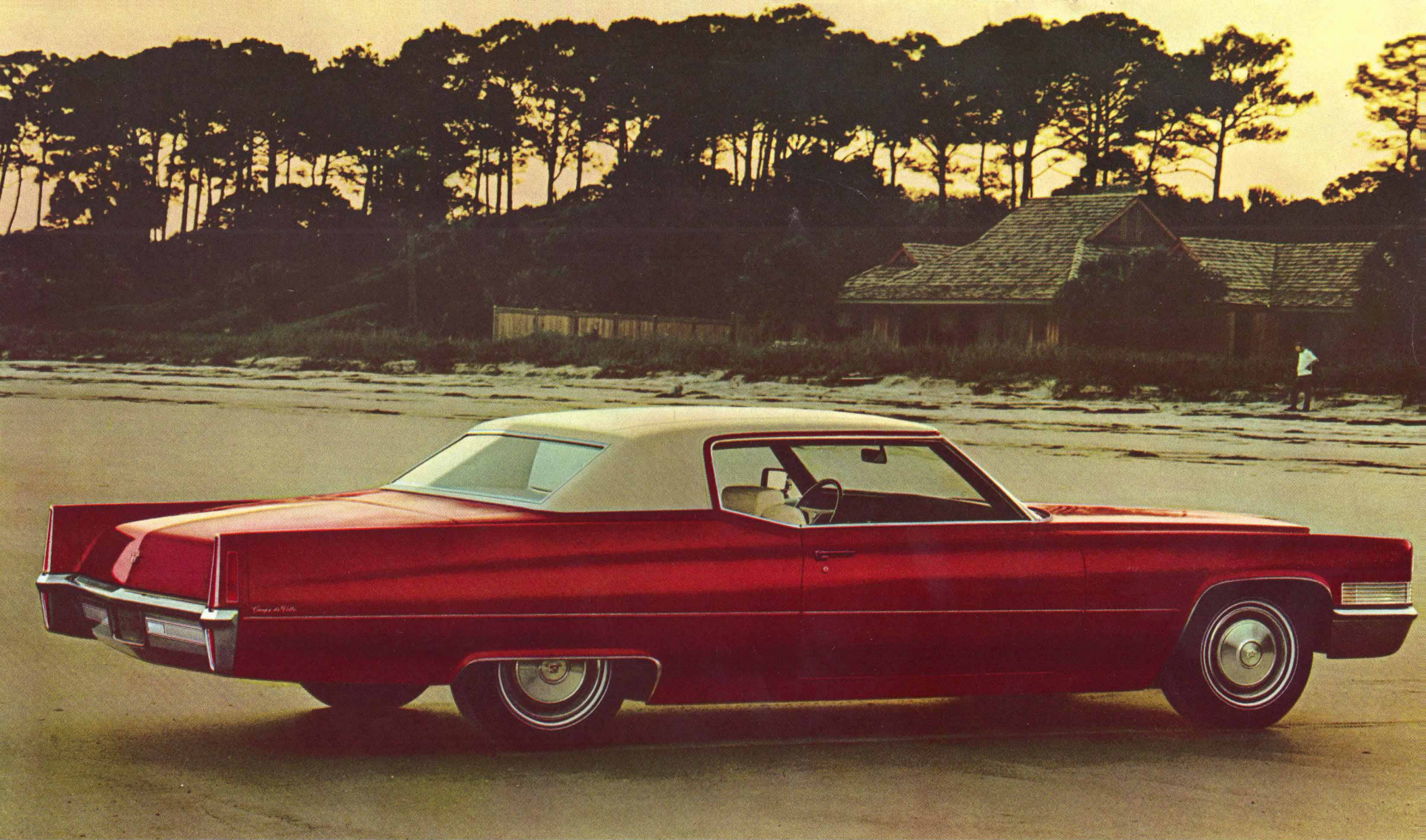
FLEETWOOD ELDORADO



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.



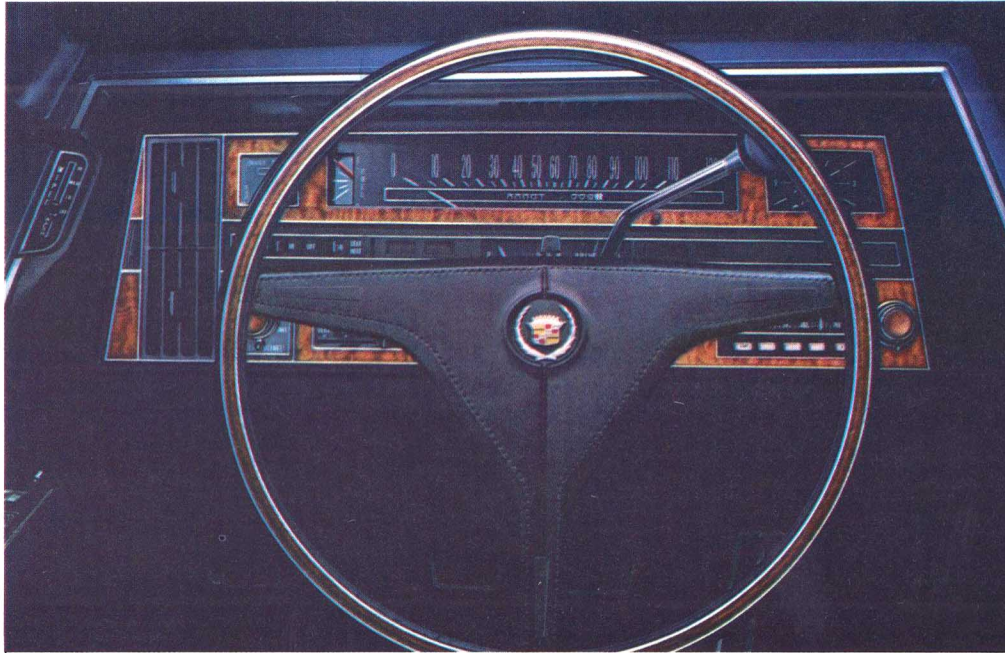


Hardtop Sedan deVille in Bayberry with Dark Bayberry vinyl roof.

**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
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 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



MARK OF EXCELLENCE

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