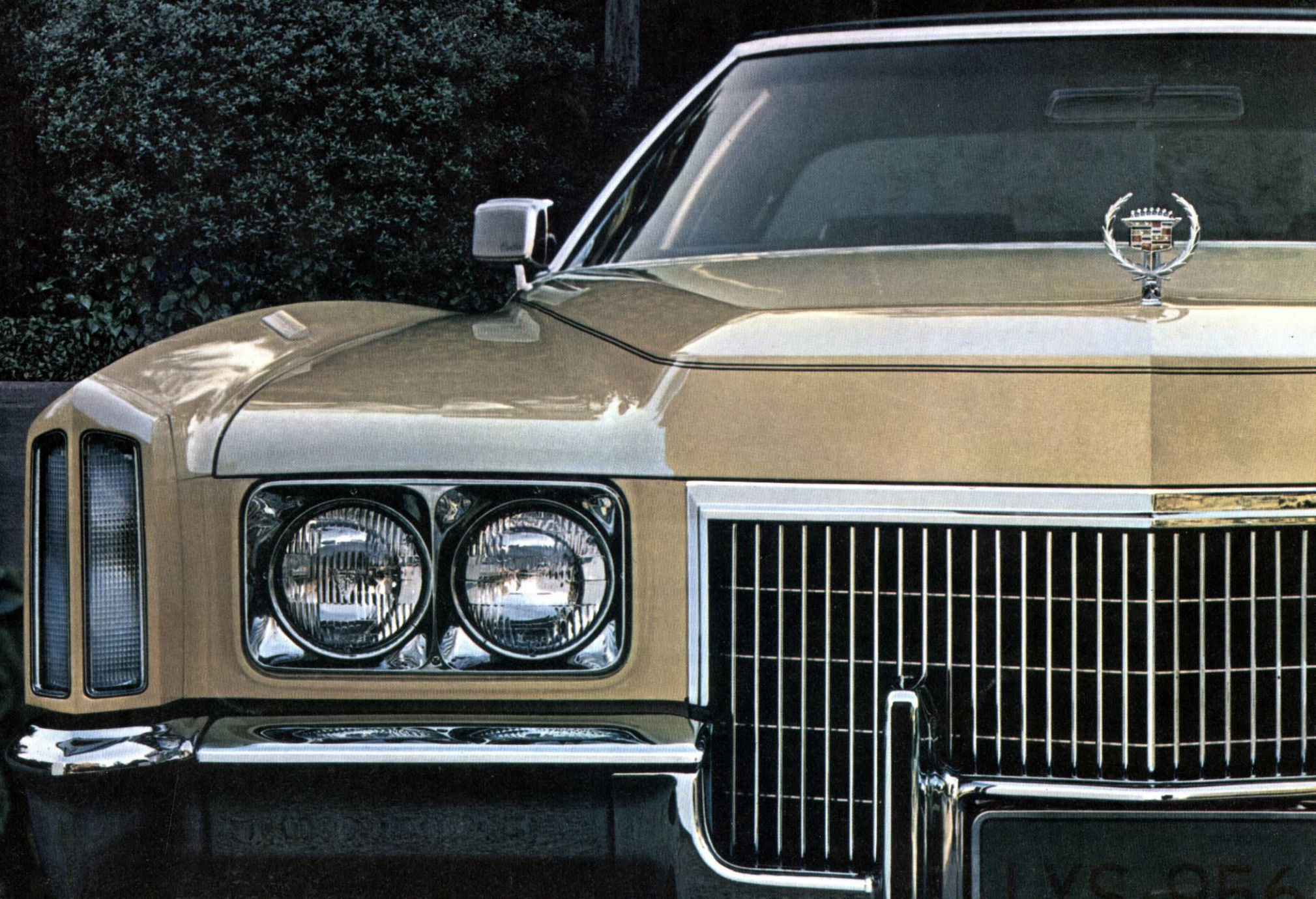


If a car looks like a leader...





rides like a leader...



FLEETWOOD SIXTY SPECIAL BROUGHAM

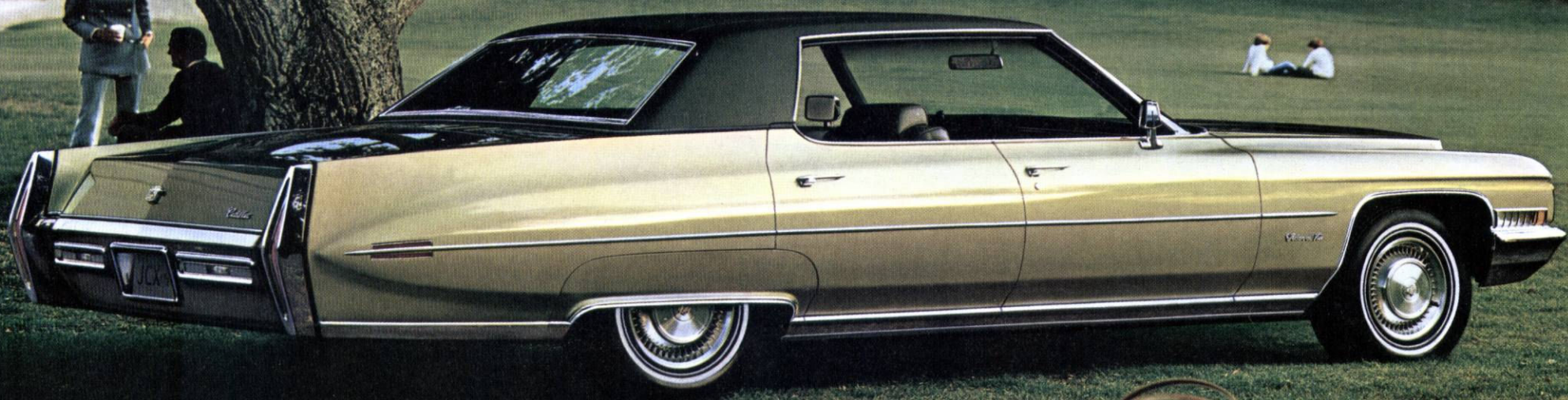


acts like a leader...





lasts like a leader...



SEDAN DE VILLE



and holds its value like a leader...



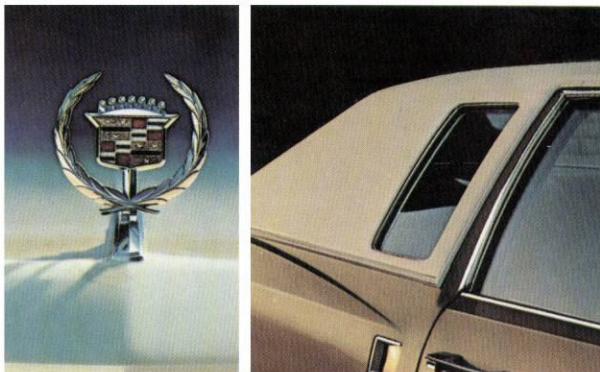


it must be the leader.

*Cadillac*

It must be the car that will give you the greatest measure of driving enjoyment and owner satisfaction. Any way you look at it, the 1971 Cadillac has to be the finest automobile ever built.

**Styling.** It's all-new and all-Cadillac, a carefully created combination of styling continuity and contemporary flair. The classic Cadillac look is accented by such styling innovations as the jewel-like stand-up crest of the Eldorado, the new coach windows in the Eldorado Coupe and the sleek, new roof line of the Brougham.



**Comfort.** Cadillac leadership makes itself felt, too. New fabrics and leathers are as beautiful to the touch as they are to the eyes. A longer wheelbase and new suspension system mean an even smoother, softer, quieter ride. One of the features you

can order is Automatic Climate Control, pioneered by Cadillac. You set it to the temperature you desire. It then automatically cools you in the summer, warms you in the winter and dehumidifies the car, too.



**Convenience.** Everything is easier in a Cadillac. The new instrument panel is artfully curved to make it easier to see the gauges at a glance. New door-sill design makes entry even easier. Dual comfort front seats with two sets of controls (standard on the Brougham and available on DeVille models) make comfort an individual affair, as well it should be. Available luxuries include the Tilt and Telescope steering wheel that adjusts for both height



and reach for driver comfort and convenience—and swings up for easier exit and entry. Cruise Control that enables you



to preselect your road speed with a touch of the finger. A right-hand outside mirror adjustable from inside the car. And power door locks which, on a coupe, include an automatic seat back release that is activated when either door is opened.



**Performance.** In every way, a Cadillac acts like the leader. The proven 472-cubic-inch V-8 is amazingly responsive—on regular gasoline or on the new no-lead and low-lead fuels that reduce exhaust pollutants. Variable-ratio power steering adjusts to the



driving situation—for a better feel of the road in straight-ahead driving and easier parking. Speaking of performance, the 8.2 litre V-8 in the Eldorado is the world's largest production passenger engine.

**Reliability.** Cadillac's first concern is for your driving peace of mind—and it shows. It shows in such obvious things as front-wheel bumper guards that help prevent damage in parking. It shows in Cadillac's superior oil economy, which results from the fact that engine cylinder walls are among the most precisely honed in the industry. It shows in the host of safety features that are an integral part of every Cadillac—from side-guard door beams to



easy-to-use seat and shoulder belts. It shows in Cadillac's emission control program that has reduced hydrocarbon emis-

sions by 80% and carbon monoxide emissions by 65% since 1960. And it shows in the many thoughtful extras available to



you, such as lamp monitors that tell you whether your headlights, rear lights and turn signals are functioning properly. Coupled with the lamp monitoring system is a warning light that lets you know when your windshield washer fluid is low.

**Luxury.** There is luxury everywhere. In the incredible quietness inside a Cadillac. In the beautiful, standard appointments that are so often extra on other cars. In the many luxury features you can order—from



a signal-seeking AM/FM stereo radio (a Cadillac exclusive) to an electrically operated sunroof.

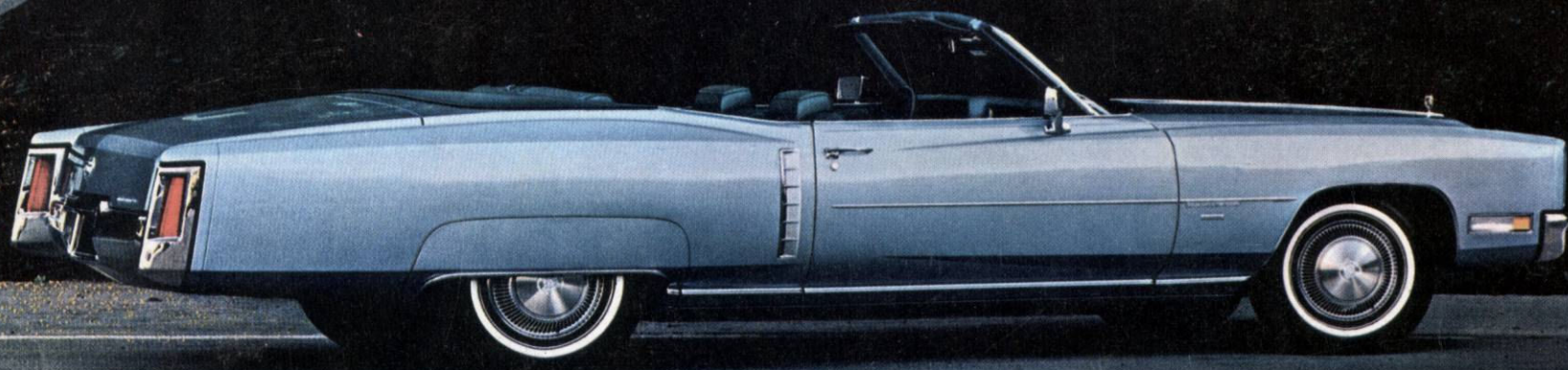
**Choice.** The first luxury you enjoy with Cadillac is the luxury of choice. There are nine models from which to choose—more than all other U. S. luxury cars combined.


**Value.** It comes as no surprise then that all the things that make owning a Cadillac such a delightful experience also make it an outstanding motoring investment. For you will discover that this great car is in such demand by motorists who want to own a Cadillac, but are not quite ready for a new one, that you're likely to receive a surprisingly high return at resale. In fact, a Cadillac traditionally returns a larger portion of original investment than any other car built in the land.

Cadillac is the leader—any way you look at it. And now is the time to look at it.







The Leader  any way you look at it.