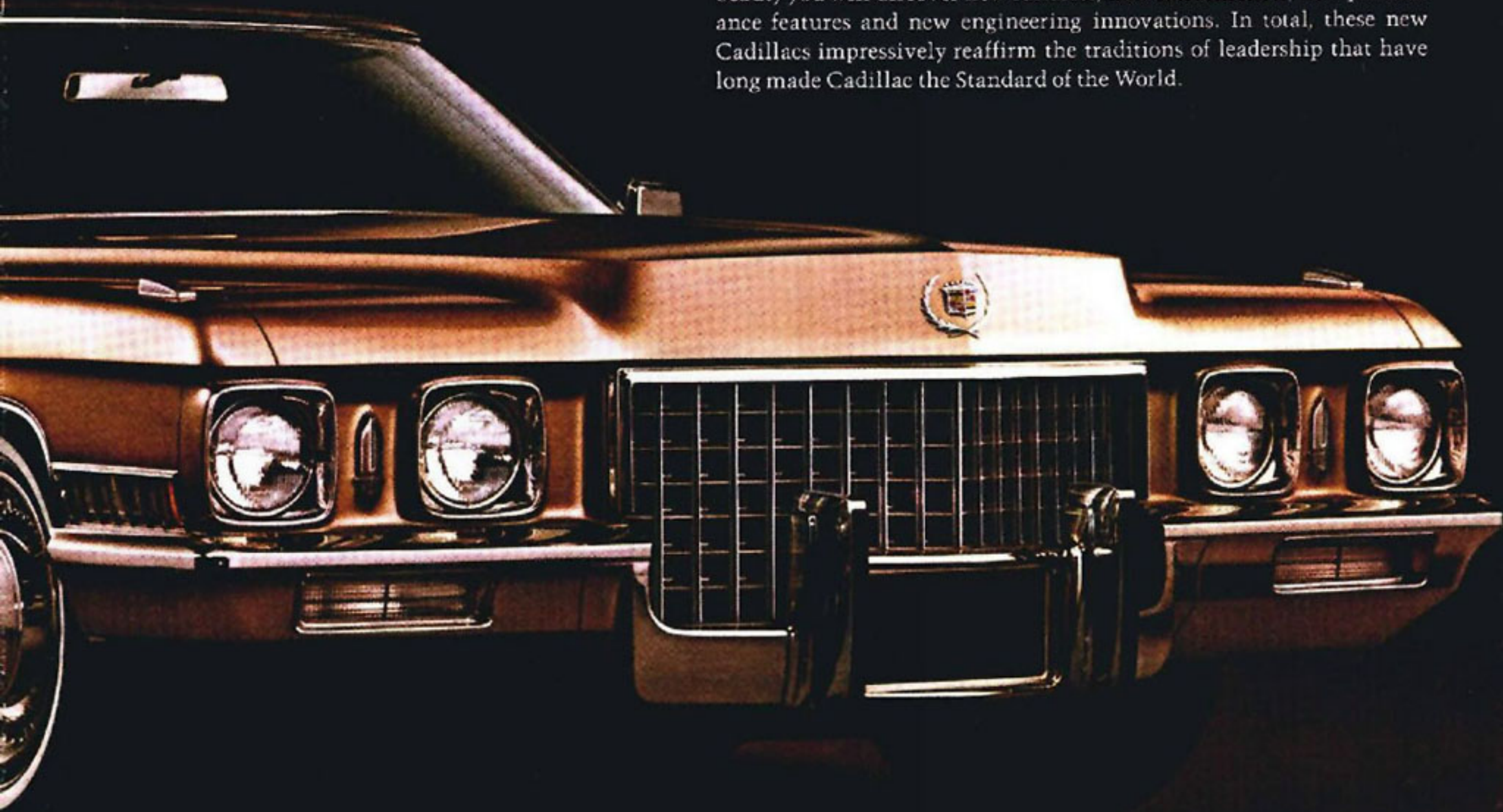


Cadillac

Introducing the New Look of Leadership.

Completely restyled for 1971, there's new boldness and excitement in each of the nine members of the distinguished Cadillac family, including a new addition, the elegant Eldorado Convertible. Beneath their sculptured beauty you will discover new luxuries, new conveniences, new performance features and new engineering innovations. In total, these new Cadillacs impressively reaffirm the traditions of leadership that have long made Cadillac the Standard of the World.

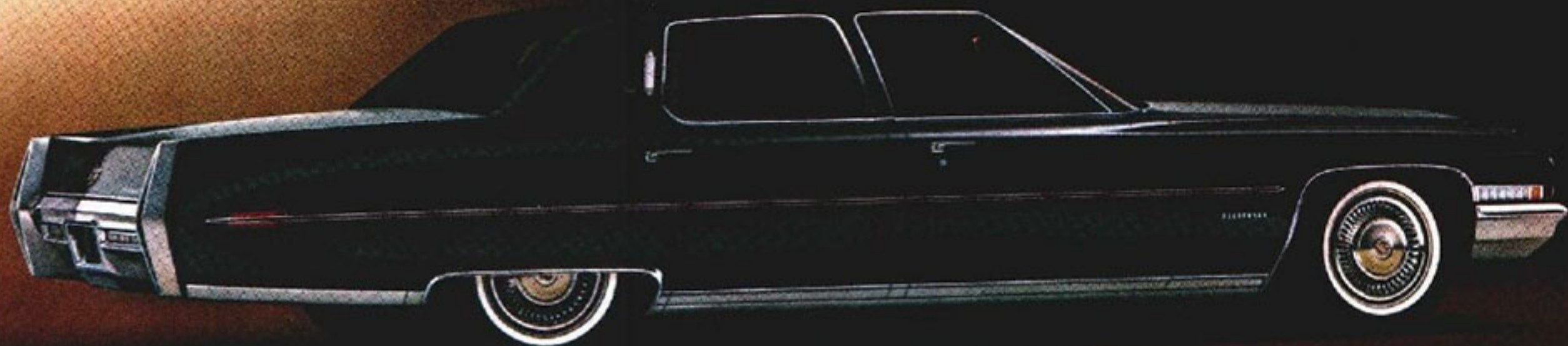
1971



FLEETWOOD SIXTY SPECIAL BROUGHAM

The Fleetwood Brougham epitomizes the elegance, luxury and dignity that have long been hallmarks of Cadillac. The new padded vinyl top is molded and carried smoothly to the body contour line. The windows are now almost flush with the classic roof line and newly sculptured side contours. And available in 1971 are distinctive new exterior opera lights. Inside, you will discover greater spaciousness, rich new fabrics and leathers and a beautiful new instrument panel. And with its longer wheelbase, Dual Comfort front seat, Automatic Level Control plus a wide array of comfort and convenience features, you are assured of a ride that is unmatched for smoothness and relaxation.

Fleetwood Sixty Special Brougham in Oxford Gray with Black padded vinyl top.



FLEETWOOD SEVENTY-FIVE

The Fleetwood Seventy-Five nine-passenger Sedan and Limousine are the most aristocratic of all Cadillacs. The only limousines built in the land that are specifically designed as limousines, their extraordinarily long wheelbase provides an incredibly smooth ride. Inside there's a total concern for comfort and privacy. The limousine has a glass partition which encloses the chauffeur's compartment, to give added privacy to rear-seat passengers. There are separate Automatic Climate Control systems for driver and rear-seat passengers. Automatic Level Control keeps the Seventy-Five level, even with a full load. And an AM/FM signal-seeking stereo radio is available. All good reasons why the Seventy-Fives are held in unmatched esteem in the social and business worlds.

Fleetwood Seventy-Five Limousine in Empire Maroon Firemist with Black padded vinyl roof.



FLEETWOOD ELDORADO COUPE

For 1971, Eldorado comes to you completely restyled—from its proud new standup crest to its beautifully beveled rear deck. With its distinctive individuality, Eldorado is unquestionably the world's most elegant personal car. The distinctive new coach windows—an Eldorado exclusive—add to its classic, personal car appearance. Beneath all that luxury is a new frame, new suspension and longer wheelbase for a smoother ride. And with its exclusive 8.2 litre V-8 engine, front-wheel drive, improved variable-ratio power steering, Automatic Level Control, front disc brakes and, if you wish to order, Track Master (Cadillac's computerized rear wheel skid-control braking system), Eldorado offers driving pleasure of the first magnitude. Discover the one car that stands unique in the world of personal luxury motoring. Eldorado by Cadillac.

Fleetwood Eldorado Coupe in Bavarian Blue Firemist with Dark Blue padded vinyl roof.

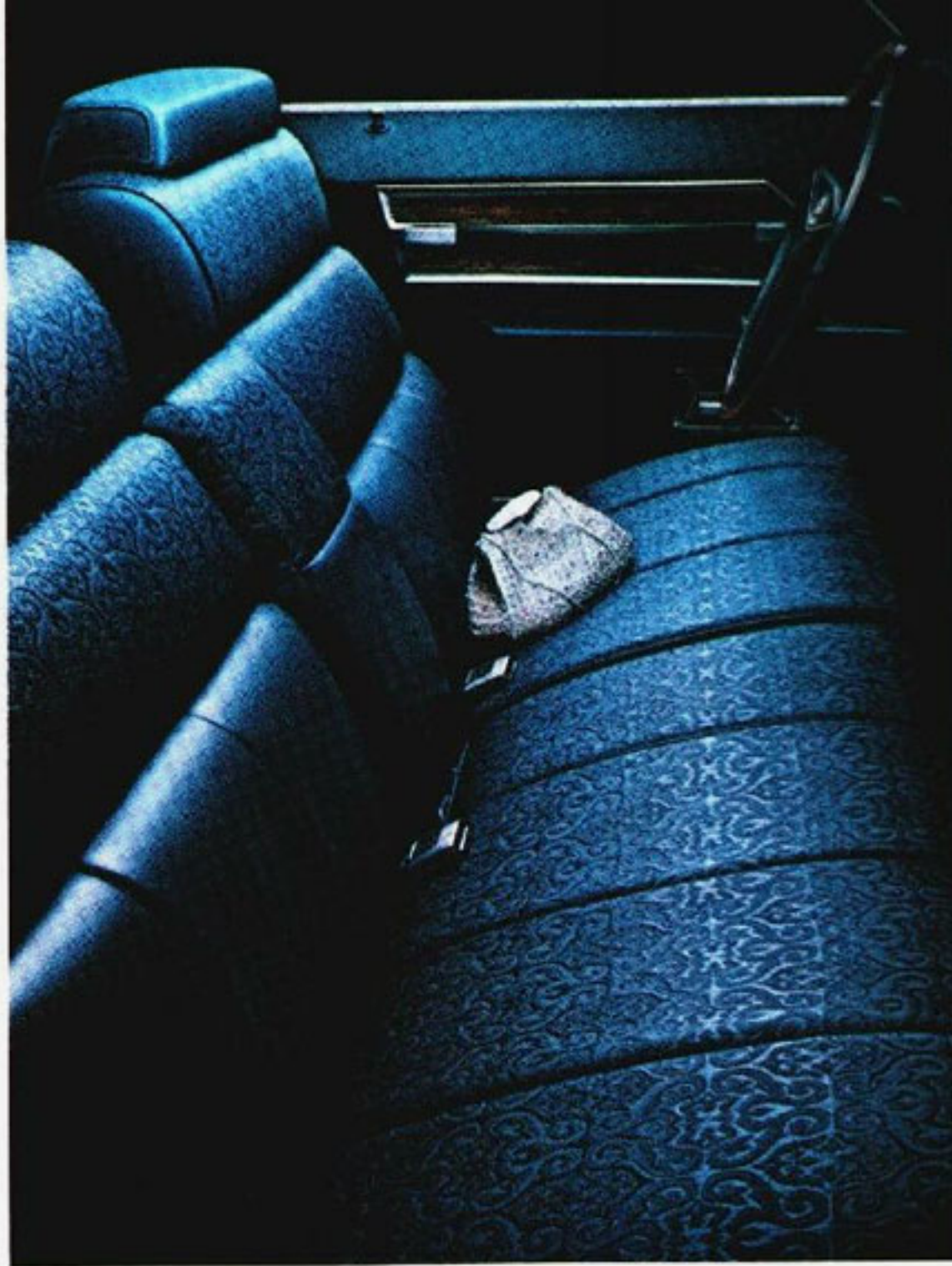


FLEETWOOD ELDORADO CONVERTIBLE

There is now, for the very first time, an all-new companion model to the elegant Eldorado Coupe—the youthful and glamorous Eldorado Convertible. The only luxury convertible built in America, this exciting personal car comes equipped with another new Cadillac feature: an inward-folding Hideaway Top, which folds behind the seat when lowered, providing full-width room for three passengers in the rear seat. But behind the wheel of this long, graceful automobile is where you fully appreciate its many qualities—like the richness of soft, pliable Sierra grain leather upholstery, the spirited performance of its 8.2 litre V-8 engine, improved variable-ratio power steering and front-wheel drive. Only Eldorado combines such tasteful individuality and youthful sportiness in one great personal car.

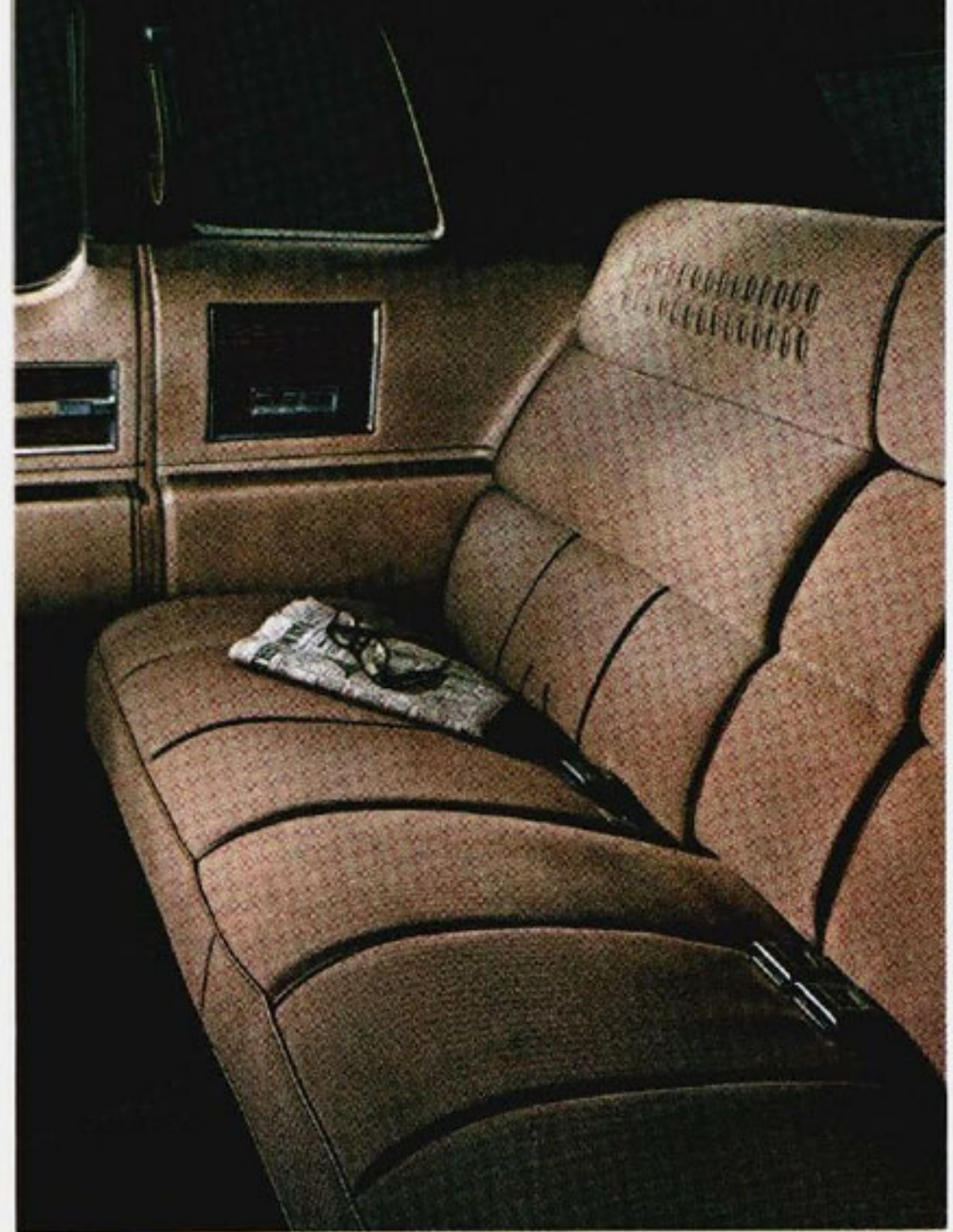
Fleetwood Eldorado Convertible in Pewter Firemist.





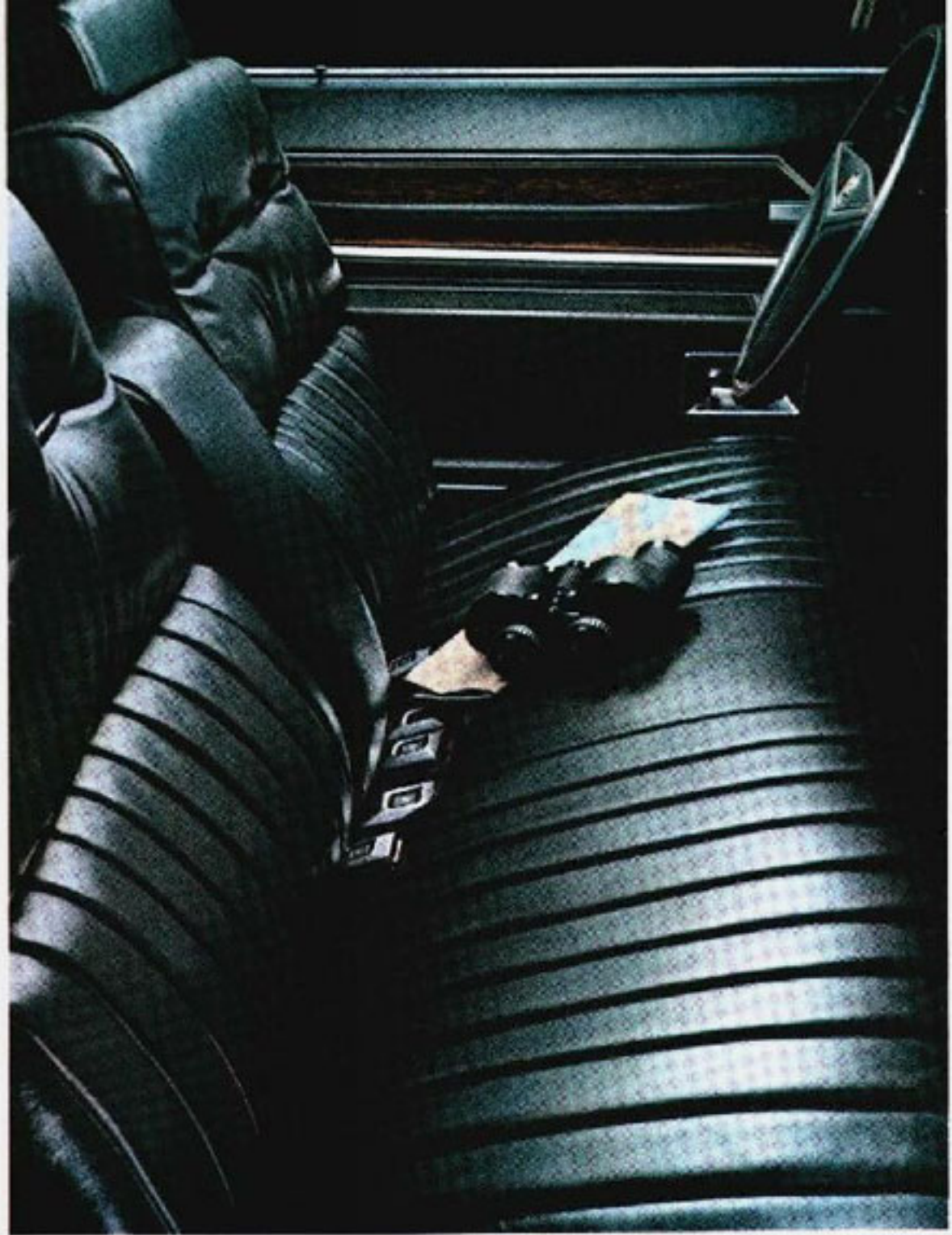
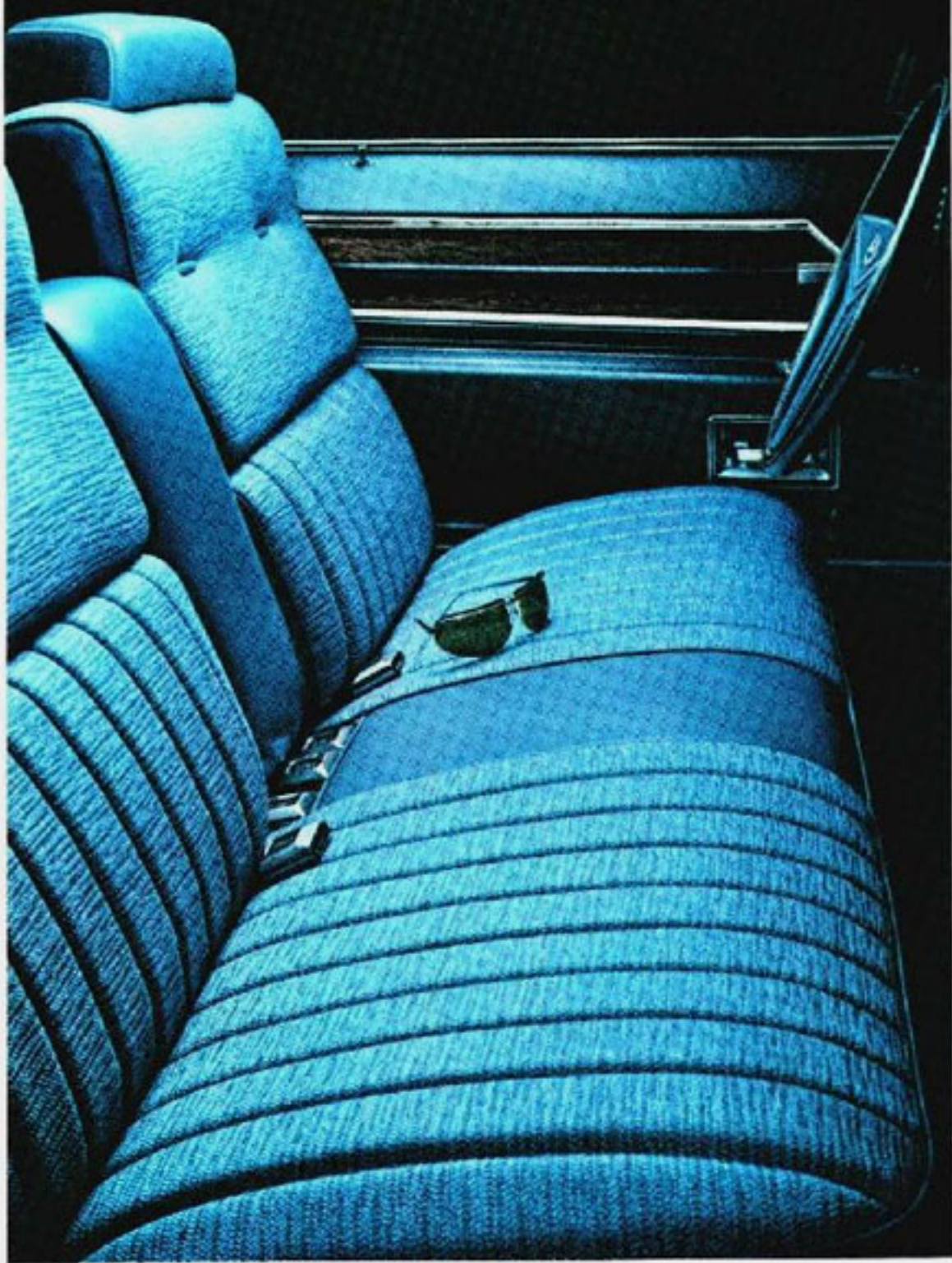
FLEETWOOD SIXTY SPECIAL BROUGHAM INTERIOR

The elegant Dante Cloth, a richly detailed matelasse upholstery, is used in combination with leather. Shown in Dark Blue, it is available in four other colors. You can also choose an interior of Daphne Cloth in any one of four colors, or a Sierra grain leather upholstery in any one of ten colors. Door inserts and matching instrument panel are accented with the rich look of oriental tamo wood.



FLEETWOOD SEVENTY-FIVE INTERIOR

Luxurious Daphne Cloth, a new fabric embellished with pique stitching scrollwork, is shown in Medium Beige. It is also available in subdued Medium Gray. Or, you can select the combination of Dante matelasse cloth and leather upholstery, in Black or Dark Blue. The chauffeur's seat in the limousine is done in finely piped Black Leather.



FLEETWOOD ELDORADO COUPE INTERIOR

Dorado Cloth, a smartly tailored luxury fabric, is available in Medium Blue, as shown, and in Black, Dark Jade or Maize. Dalton Cloth, a smooth rich fabric in Dark Blue, Medium Aqua, Beige or Heather also makes an elegant upholstery. Or you can select a soft, pliable leather upholstery in any one of ten beautiful colors.

FLEETWOOD ELDORADO CONVERTIBLE INTERIOR

Soft, pliable leather upholstery, shown here in Antique Pewter, is available in a total of ten beautiful colors. The others are Medium Aqua, Black, White, Dark Blue, Antique Sandalwood, Antique Saddle, Maize, Carmine and Antique Jade. Door inserts and matching instrument panel feature the rich look of oriental tamo wood.

COUPE DE VILLE

Long a great favorite among fine-car owners, the completely restyled Coupe deVille for 1971 is a youthful and beautiful way to enjoy Cadillac luxury and leadership. Its tasteful appointments and deep-seated comfort are matched by the quality of its performance and ease of operation. The body, chassis, engine and brakes have been engineered to give you a smoother, quieter, more confident ride. And for even greater driving pleasure, you can add Automatic Climate Control, Cruise Control, Tilt and Telescope steering wheel, your choice of three radios including the new AM/FM stereo radio with integral tape player, plus many other Cadillac convenience innovations. Only when you experience driving the DeVille will you realize why Cadillac owner loyalty is the highest in the land.

Coupe deVille in Casablanca Yellow with Dark Brown vinyl roof.

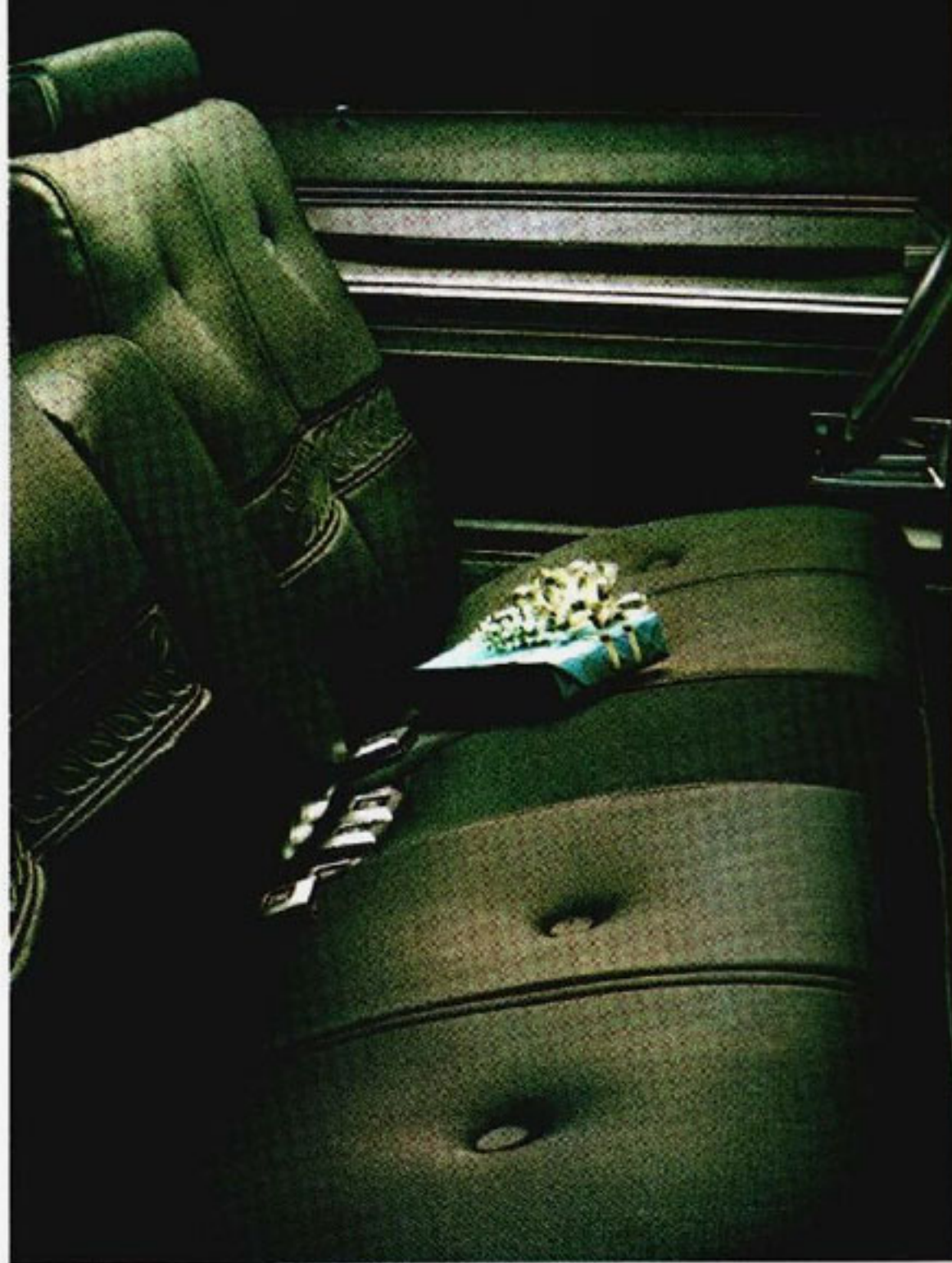


SEDAN DE VILLE

The most popular of all Cadillacs, the Sedan deVille is enjoyed by more motorists than any other single luxury model in the world. There are many reasons why this tradition will continue in 1971. Its distinctive lines mark it unmistakably as a Cadillac. Four-door roominess and an elegantly appointed interior welcome you to a world of supreme motoring luxury. For added comfort and convenience, you will appreciate Cadillac's new flow-thru ventilation system and lower profile seat backs. You can equip your DeVille with a Dual Comfort front seat, power door locks and new lamp monitors. All this plus Cadillac's spirited performance makes driving the DeVille a most relaxing experience. In any of Cadillac's twenty-one colors, the DeVille is an excellent choice and clearly reflects your sound judgment.

Sedan deVille in Sausalito Green Firemist with Dark Green vinyl roof.





COUPE OR SEDAN DE VILLE CLOTH INTERIOR

Debonaire Cloth with leather and vinyl trim makes a very handsome interior. Shown in Jade, this fabric is available in Dark Blue and Medium Beige. You can also select a Dunbar Cloth interior in any one of five colors. The upper door inserts, with matching instrument panel insert, are a new Florentine-textured metal, exclusive to the DeVille series.



COUPE OR SEDAN DE VILLE LEATHER INTERIOR

The rich, Sierra grain leather upholstery, shown in White, is dramatically set off with Black carpet and instrument panel. It is available in eleven other trim combinations: White with Blue, White with Carmine, Medium Aqua, Black, Antique Pewter, Dark Blue, Antique Sandalwood, Antique Saddle, Maize, Carmine and Antique Jade.

CALAIS COUPE & SEDAN

The Calais is the easiest step to Cadillac ownership. It has true Cadillac luxury throughout plus the big 472 V-8 engine. And there's no stinting on conveniences. Features such as power windows, variable-ratio power steering, power front disc brakes and Turbo Hydra-matic transmission are standard. And you can individualize your Calais with a wide variety of accessories and tasteful colors. All things considered, the Calais is an extraordinary investment in luxury motoring.



Calais Coupe in Adriatic Turquoise.



Calais Sedan in Duchess Gold.

CADILLAC LUXURIES FOR YOUR PERSONAL PLEASURE



With the totally redesigned, more gracefully curved instrument panel, you can clearly see all the important gauges, including the newly available windshield washer fluid level warning light and the slightly canted new electric clock. You can easily reach the light switch, windshield wiper control, the larger glove box and the repositioned ashtray. Similarly, such available features as the radio of your choice, Cruise Control, Automatic Climate Control and the illuminated rear-window defogger switch are easy to adjust as you drive.



THREE CADILLAC RADIOS. Choose from an AM/FM radio, an AM/FM signal-seeking stereo radio and an all-new AM/FM pushbutton stereo radio with an integral eight-track tape player. All Cadillac radios feature a new ten-station tuner, which permits selection of both an AM and an FM station with each of the five pushbuttons.



STEREO TAPE PLAYER. Available with the AM/FM pushbutton radio or the AM/FM signal-seeking stereo radio is an eight-track cartridge tape player that's installed under the instrument panel.



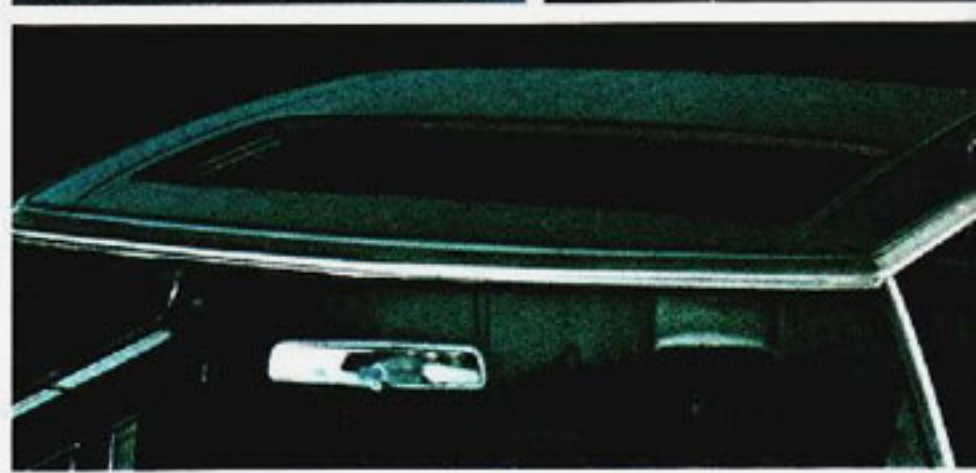
AUTOMATIC CLIMATE CONTROL. This combined heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, your choice of interior temperature.


DUAL COMFORT SEAT. This passenger proportioned front seat provides separate adjustment for the driver's section and the wider passenger section. It is standard on the Brougham, available on DeVille models.

LAMP MONITORS. Front monitors tell the driver whether the headlights, parking lights and front turn signals are functioning properly. A rear lamp monitor tells whether the tail light and stop light/turn signals are functioning. The lamp monitor system includes a special warning light on the instrument panel to tell you when windshield washer fluid level is low.

CRUISE CONTROL. A touch on the fingertip control located at the tip of the directional turn lever, and your Cadillac will automatically maintain any preselected speed without using the accelerator pedal.

ELECTRICALLY OPERATED SUNROOF. You can, by activating a control switch on the instrument panel, open a panel in the roof. Available on the Fleetwood Brougham and on Eldorado Coupe and DeVille models equipped with vinyl roofs.



Cadillac 

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, Cruise Control, Twilight Sentinel, Automatic Climate Control, right-hand, remote control, outside rearview mirror, lamp monitors and vinyl tops. Many additional options are described on these pages. See your Cadillac dealer for complete availabilities and prices.

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