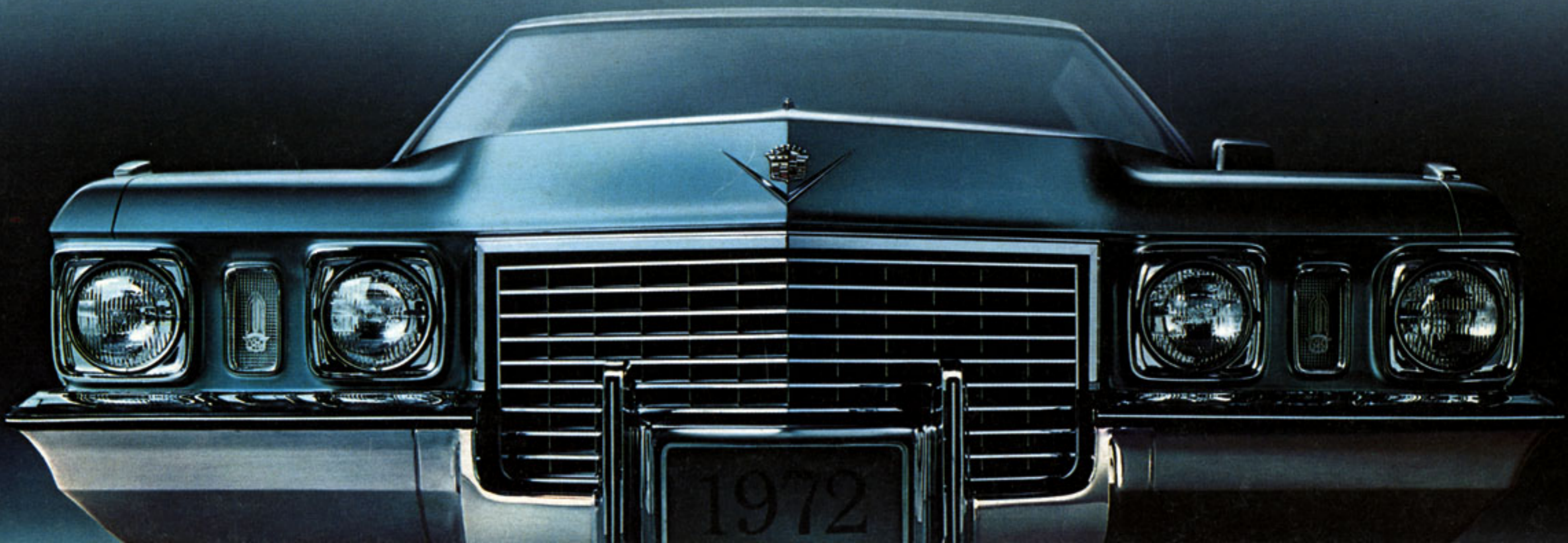


*Out of a
Tradition
of Excellence*

Cadillac 1972





The Brougham

This is Cadillac in the grand manner. You can see it in the bold new sweep of its grille, in the classic turn of its padded vinyl roof line and in the handsome exterior opera lights that are available to add a special touch of elegance.

You can feel it in the way it rides and handles—even smoother, even more responsive for 1972.

And you can hear it in the sound of silence that greets you once you are under way.

The Fleetwood Brougham. Along with the magnificent Fleetwood Seventy-Five Limousine and nine-passenger Sedan, it is truly the epitome of Cadillac elegance and dignity.



FLEETWOOD SIXTY SPECIAL BROUGHAM
IN PALOMINO FIREMIST AND DARK BROWN PADDED VINYL ROOF
WITH A CLASSIC CADILLAC ROADSTER.



Luxury abounds within the Brougham. With rich, Sierra grain leather upholstery in any of nine colors (Saddle is shown). Or, if you prefer, elegant new Matador Cloth in any of four colors. Or a combination of Matador Cloth and leather. Or Minuet Cloth, a new fabric available in

any of three colors. Or the new Medici Beige crushed velour. Standard luxuries include rear-seat reading lights, Automatic Level Control, and the Dual Comfort front seat with one set of controls for the driver's section and another for the wider, passenger section.



The Eldorados

They look to be exactly what they are: the world's most elegant personal cars. Even more glamorous for 1972. With a number of design innovations, highlighted by a massive new grille and hood accent stripes.

Here are the only luxury cars with both front-wheel drive and an 8.2 litre V-8 engine, the world's largest production passenger car engine.

Variable-ratio power steering and Automatic Level Control are standard. And you can order a Dual Comfort front seat as well as Track Master, Cadillac's skid-control braking system. As a coupe or as the only luxury convertible built in America, this is motoring pleasure of the first magnitude.

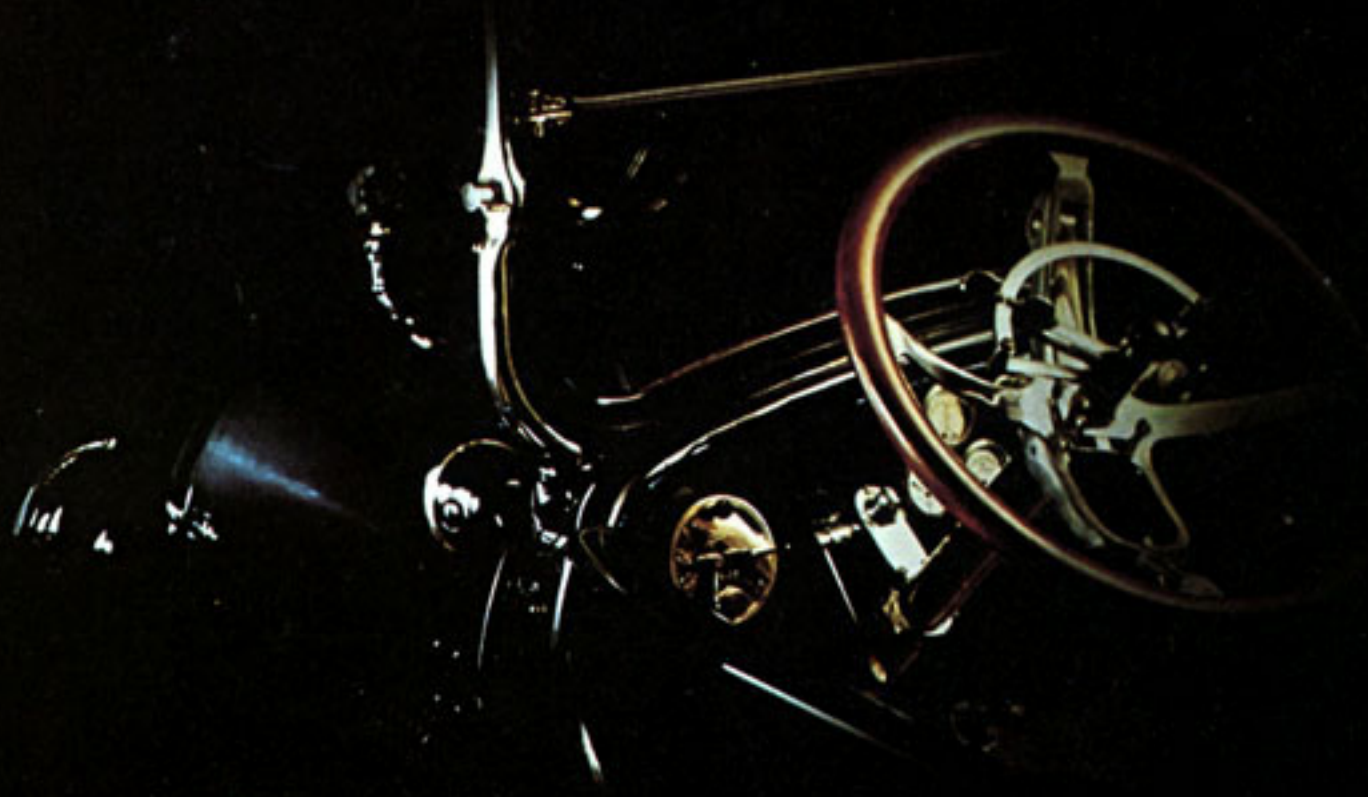


FLEETWOOD ELDORADO COUPE IN BALMORAL GREEN FIREMIST
AND WHITE PADDED VINYL ROOF
WITH A 1913 CADILLAC TWO-PASSENGER ROADSTER.



Inside, comfort matches elegance. With a Dual Comfort front seat now available in both coupe and convertible. One set of controls for adjustment of the driver's section and another for the wider, passenger section make comfort an individual affair. Select from leather or two new fabrics.

The Hideaway Top on the convertible is unique. When it's lowered, the frame folds inward, behind the seat, for full-width seating in the rear. Available is a new two-piece hard boot that is easy to install and provides a neat, trim appearance.



The DeVille Series

These are the most popular Cadillacs of them all—the luxury car models enjoyed by more motorists than all others. It's not hard to see why. The Sedan deVille and Coupe deVille are all Cadillac and all luxury. With a massive new grille. With engineering innovations that mean an even smoother ride—even better handling.

Coupled with roominess and brightly appointed interiors. Everything seems a little more convenient and comfortable. And you can equip your DeVille with a Dual Comfort power front seat and power door locks.

DeVille. The popular choice.



SEDAN DE VILLE IN PROMENADE GOLD
AND WHITE VINYL ROOF
WITH A 1918 CADILLAC V-8 PHAETON.



The inside story of the DeVilles is one of more luxury and comfort for 1972. In addition to two new fabrics—Majesty Cloth in any of four colors and Medley Cloth in any of three—you may choose leather in any of twelve combinations, including White leather with Dark Jade carpet.

Little things you'll appreciate are softer head restraints, a jeweled finish on chrome highlights inside the car, rosewood vinyl for door inserts and the instrument panel, softer and more comfortable seating and bright molding on the back of front seat backs and side panels.



The Calais Series

This is the easiest step up to the pride and pleasure of Cadillac ownership. Calais Coupe and Calais Sedan. Yet, because they are Cadillacs, you can be sure there is no stinting on styling, comfort or convenience.

They have everything that makes a Cadillac a Cadillac.

Including the big Cadillac engine that operates efficiently on no-lead and low-lead fuels that reduce exhaust pollutants, or on regular gasoline.

The same long wheelbase. The dozens of standard features such as power windows and front disc brakes. And, of course, the infinite care in manufacture that characterizes all Cadillacs.



CALAIS COUPE IN SUMATRA GREEN WITH
A 1914 CADILLAC FIVE-PASSENGER TOURING CAR.



The look of luxury is everywhere in the Calais series. In the new Mayfair Cloth upholstery fabric, that comes with vinyl bolster, in any of six colors. Or in expanded vinyl upholstery, an added luxury, available in either Antique Saddle or Black, as shown here. It also shows in the many other

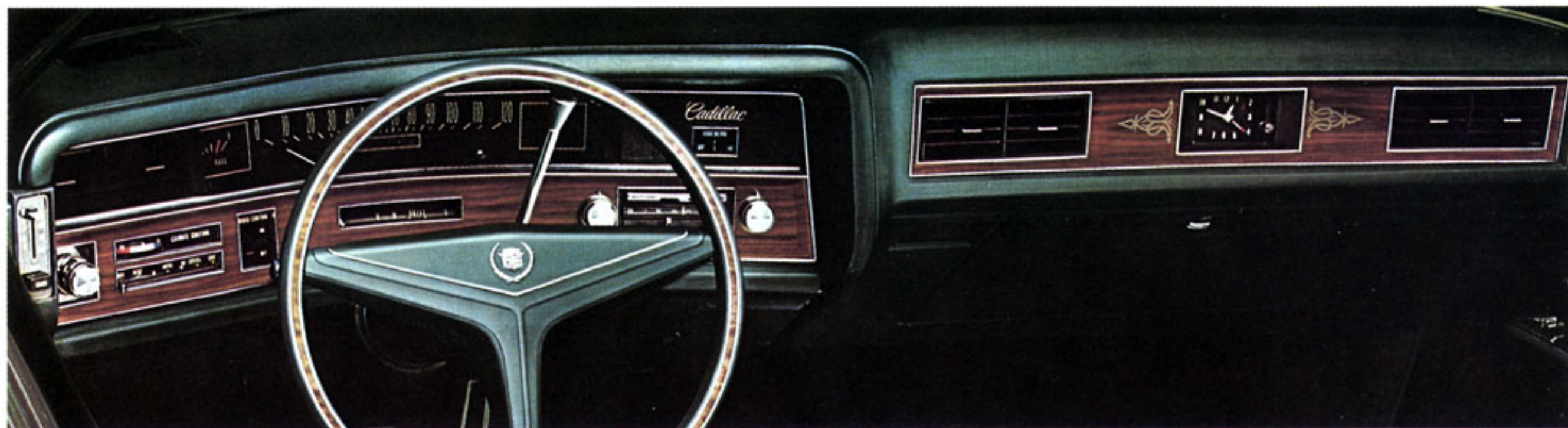
luxury features available for your added pleasure. And you can see it in the many extra touches that tell you this is Cadillac—such as a front center armrest, an electric clock, power windows, a remote-control outside mirror, an inside hood release and even a cover for the spare tire.

Standard in great detail

One of the things that delights Cadillac owners year after year is how many luxury items, offered at extra charge on some other cars (if they are

offered at all), are standard equipment on a Cadillac. One glance at the artfully curved instrument panel is enough to tell you that attention to detail is an

integral part of every Cadillac. Gauges are particularly easy to see. Controls are especially easy to adjust as you drive.



DUAL COMFORT FRONT SEAT (Standard on the Brougham and available on Eldorado and DeVille models). Makes comfort an individual affair.

VARIABLE-RATIO POWER STEERING. (Fixed ratio on Seventy-Fives) Affords almost effortless parking and cornering.

DUAL POWER BRAKES WITH DISC BRAKES IN FRONT (all models). For smooth, straight stops.

FLOW-THRU VENTILATION (all models).

TURBO HYDRA-MATIC TRANSMISSION (all models).

CORNERING LIGHTS (all models). Project a beam of light from the side of the car to illuminate the roadside and road signs at night.

POWER WINDOWS (all models). For greater convenience.

ASHTRAYS. Four in all models.

CADILLAC BUMPER SYSTEMS. The front bumper has been moved forward $\frac{3}{4}$ " to increase yield strength, the distance the bumper yields to force and returns. Another standard feature is the use of vertical rubber impact-absorption inserts and polyvinyl chloride impact strips on front bumper guards to lessen damage in parking or minor collisions. Horizontal impact strips on front and rear bumpers are available at added cost.

THREE-SPEED WINDSHIELD WIPERS AND WASHERS (all models).

GLOVE BOX (all models).

REAR-SEAT READING LIGHTS (Brougham).

VISOR VANITY MIRROR (all models).

COURTESY LIGHTS (all models). All types.

CARPETED FOOTRESTS (Brougham and Seventy-Fives).

LIGHTERS. Two in front for all models. Two in rear of all models except Calais—one in rear of each Eldorado armrest and four in rear of Seventy-Fives.

REMOTE-CONTROL LEFT-SIDE MIRROR (all models).

Right-side mirror standard on Seventy-Fives.

ELECTRIC CLOCK (all models).

ASSIST STRAPS (all models). For ease of entry and exit.

AUTOMATIC LEVEL CONTROL (all Fleetwood models).

AUTOMATIC PARKING BRAKE RELEASE (all models).

Brake automatically releases when transmission is placed in "drive" or "reverse" with engine running.

HEATER AND DEFROSTER (Automatic Climate Control and rear-window de-fogger are standard on the Seventy-Five models).

CENTER ARMRESTS. Front and rear on DeVilles and Fleetwood Sedans, front only on Eldorado and Calais models, rear only on Limousine.

SAFETY FEATURES

Seat belts with pushbutton buckles for all passenger positions
Shoulder belts with pushbutton buckles—driver and right front passenger (except convertible)
Two front-seat head restraints
Energy absorbing steering column
Passenger-guard door locks, with forward-mounted lock buttons
Safety door latches and hinges
Folding seat-back latches
Energy absorbing padded instrument panel and front seat-back tops
Contoured windshield header (except convertible)
Thick laminate windshield
Padded sun visors
Safety armrests
Safety steering wheel
Cargo-Guard (except limousine)
Side-guard beams
Contoured full roof inner panel (except convertible)
Side marker lights and reflectors
Parking lamps that illuminate with headlamps
Four-way hazard warning flasher
Backup lights
Lane-change feature in direction signal control
Windshield defrosters, washers and three-speed wipers
Wide-view, inside day/night mirror (vinyl-edged, shatter-resistant glass and deflecting support)
Outside rearview mirror
Dual master cylinder brake system with warning light
Starter safety switch
Dual-action safety hood latches
Anti-theft ignition key warning buzzer
Anti-theft steering column lock
Inside, hood-latch release



For your added pleasure

Cadillac offers an inviting array of luxury features and accessories you can order to individualize the car of your choice and to add to your motoring pleasure. No other luxury car can be more personally yours.



THREE CADILLAC RADIOS. Select from any of three radios with marvelous fidelity. The AM/FM unit with front and rear speakers. The exclusive AM/FM signal-seeking stereo radio with four speakers. Or the AM/FM pushbutton stereo radio with an integral eight-track tape player and four speakers.

RADIO FOOT CONTROL. This unit, only available with the signal-seeking radio, permits you to change stations with the tap of the toe.



REMOTE-CONTROL RIGHT-SIDE MIRROR. Standard on both the Seventy-Five Sedan and Limousine. Available on all other models.

AUTOMATIC CLIMATE CONTROL. Set it to the temperature you desire, and this combined heating and cooling unit—with even greater capacity for 1972—



automatically cools you in the summer and warms you in the winter. In addition, it dehumidifies the passenger compartment.

TRAILERING PACKAGE. For towing trailers weighing between 2,000 and 6,000 pounds loaded. Consult your Cadillac dealer for details.

TRACK MASTER. This computerized, rear-wheel, skid-control braking system is now available on all Cadillac models.

TWILIGHT SENTINEL. This unit automatically turns your driving lights on or off in response to light conditions. It also allows you to leave headlamps and either cornering lamp on for up to 90 seconds to light your path from the car.



CRUISE CONTROL. Automatically maintains any selected speed without using the accelerator pedal.

TILT AND TELESCOPE STEERING WHEEL. Adjusts for height and reach. Swings up for entry/exit.

LAMP MONITORS. Show if headlights and other major lights are functioning. Includes system to monitor windshield washer fluid.

SIX-WAY POWER SEAT ADJUSTER. Moves front seats forward, back, up, down and tilts forward or back.

ELECTRICALLY OPERATED SUNROOF. By activating a control switch on the instrument panel, you can automatically open a panel in the roof.

POWER DOOR LOCKS. A touch of the finger on this electrical control in the power grouping locks and unlocks all doors.

REMOTE-CONTROL TRUNK LOCK. Pressing a control button in the glove compartment releases and raises the trunk lid.

AUTOMATIC LEVEL CONTROL. This system automatically adjusts to changing loads, to keep the car level. Standard on Fleetwood models and available on all others.

*After 70 years,
the Standard of the World
still stands alone.*

When you set out—year after year, for 70 years—
to create the finest luxury cars in the world,
the inevitable happens.

You create a legend. A legend of automotive superiority
in all its facets. Of styling that is at
one time classical and contemporary. Of infinite care
in design and manufacture. Of ever greater
measures of comfort and convenience. Of ever higher
levels of owner pride, prestige and lasting value.

And, in so doing, you create a legacy.

A legacy of automotive greatness.

That legacy is Cadillac 1972.

The legend lives on.



AS AN ELEGANT TOUCH FOR OUR 70TH ANNIVERSARY,
THE INTERIOR OF THE BROUGHAM IS
AVAILABLE IN A CRUSHED VELOUR CALLED MEDICI BEIGE.



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.

