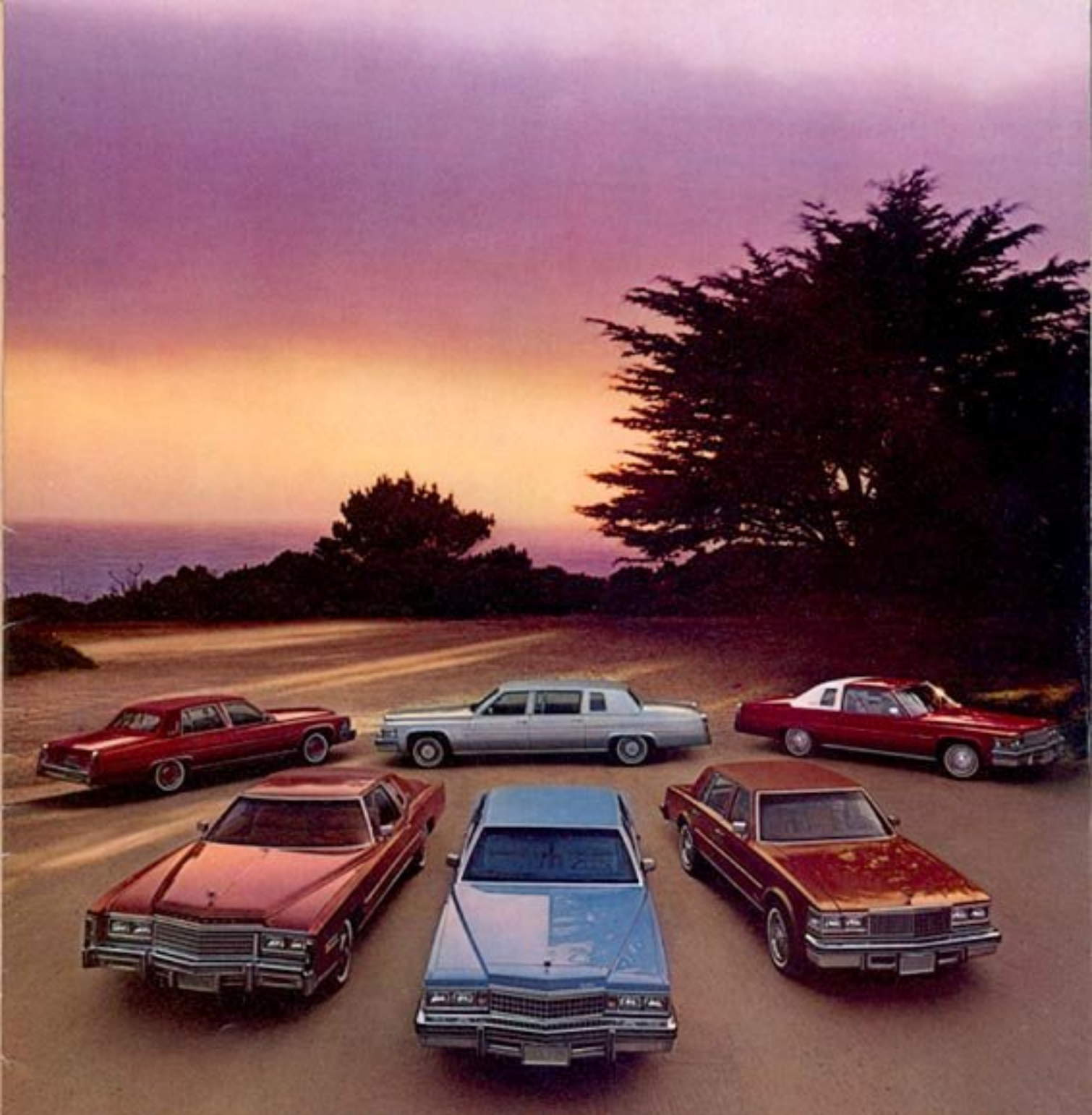


Cadillac 1978

Behind the great name . . . great cars.





Foreground, left to right: Eldorado, Sedan deVille, Seville by Cadillac. Background: Fleetwood Brougham, Cadillac Limousine and Coupe deVille.



What makes a Cadillac a Cadillac.

It begins with a tradition of leadership. True for more than 75 years and still true today, calling something "the Cadillac of its field" is one of the finest compliments you can pay a product. Through the years . . . in each generation . . . there has been a Cadillac right for its day—a car that expressed success for its time.

The rewards. We are proud of Cadillac's tradition. But we are prouder yet of the practical rewards such leadership bestows upon Cadillac owners. In comfort, luxury and security. That's probably why Cadillac consistently leads all U.S. luxury car makes in repeat ownership.

Once you own a Cadillac, it is difficult to accept anything less.

It's even more alive today. The Cadillac tradition is even more alive today.

Most of all, it's craftsmanship and care. In the way the car is designed. Engineered. And built. You can see it in the attention to detail throughout a Cadillac. You can feel it in the comfort of the superb Cadillac ride.

And you can hear it in the words of praise from Cadillac owners.

Cadillac craftsmanship. Behind the great name . . . there's a great pride. The



special pride of the people who design and build the cars of Cadillac—and those who sell and service them. Simply stated, the great name carries with it a continuing commitment to the Cadillac tradition of quality. In the design studio . . . on the assembly floor . . . and in the dealer showroom.

Cadillac engineering. We don't talk much about the achievements of Cadillac engineering for the very simple reason that Cadillac owners take them for granted. A Cadillac should be beautifully engineered, they reason. And it is. And that's that. But automotive insiders are well aware of Cadillac's engineering prowess—from the days when Cadillac was pioneering laminated glass and self-starting to the present. Today, you can see examples in Cadillac's Electronic-Fuel-Injected

Engines (standard on Seville and available on the DeVilles and Brougham) . . . the way Cadillacs are engineered to help fight corrosion . . . and the advanced Cadillac Theft-Deterrent System you can order.

Total Cadillac Value. This is the value inherent in every 1978 Cadillac. When you buy it. When you drive it. And when you trade it. Cadillac represents a remarkably fine automotive investment . . . all things considered. Cadillac's consistently high resale value. Its comfort. That so many

luxury features are standard. That once you're in the club of Cadillac owners, it costs surprisingly little to stay in. Total Cadillac Value is everything that helps make Cadillac 1978 . . . an American Standard for the World.

What it means to own a Cadillac. It's the confidence in knowing you are driving one of the world's great cars. It's the security in the realization that with every Cadillac goes 75 years of engineering achievement. It's the feeling you get every time you drive your Cadillac.



Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

*Leading the way
with the new luxury.*

The new luxury is doing . . . doing your best to enjoy each new day more than the last. To aid you in this pursuit, Cadillac presents the 1978 Fleetwood Brougham . . . Coupe deVille . . . Sedan deVille . . . and Cadillac Limousines.

Each is superbly luxurious—yet designed for today's world. Lively. Responsive. Beautifully agile.

Distinctive all the way . . . from the handsome new grille . . . to the classic new tail lamps . . . to the splendid new interiors available. Cadillac 1978 offers the elegance, roominess, comfort and security that have long made Cadillac America's favorite luxury car.

Even more convenience. Six-way power seat controls for the driver are now in the door armrest for easier access. New seatback pockets provide handy storage on DeVilles and Brougham. And standard on all 1978 models is an AM/FM Signal-Seeking Stereo Radio with Scanner and

Disappearing Antenna . . . to automatically seek out beautiful music for you.



A superbly refined ride. For smoothness of ride and interior quiet . . .

Cadillac engineers have retuned the Brougham and DeVille body mounts and structure. New Electronic Level Control is standard on Brougham and Limousines—available on DeVilles.

With serviceability in mind. A prime example of this is the instrument panel. First is the one-piece foam-filled construction of the main section . . . to help reduce squeaks. Second is the front-mounted design of the gauges and radios . . . to permit easy service access.

Protection for your investment. To help assure structural integrity, micro-encapsulated epoxy-coated screws have been increased in key areas. Extensive measures to help fight rust include Zincermetal® panels and Bi-Metal (stainless steel on aluminum) moldings.

The Cadillac Hallmarks. Cadillac is consistently a leader among U.S. luxury car makes in two of the most significant barometers of a car's real worth: resale value and repeat ownership.

Antique Light Boogie Florentine interior
in available Brougham d'Elegance.





FINE ARTS
GALLERY

Private
Showing



Fleetwood Brougham

The 1978 Fleetwood Brougham features the elegant refinements and luxurious roominess that make it a special kind of Cadillac for special people. To help provide a superb ride . . . new Electronic Level Control and Oversized Steel-Belted Radial Tires on Match-Mounted Wheels are standard. For smooth, fade-resistant stopping power . . . there are Four-Wheel Disc Brakes. Brougham styling refinements include new wreath and crest ornamentation on brushed chrome moldings, Elk Grain vinyl roof with Opera Lamps. And Color-Coordinated Wheel Discs. Inside, there's the luxury of 50/50 Dual Comfort Seats. New Door Pull-Handles. Individual Reading Lamps. And for 1978, Brougham offers a new available Stereo Radio with Tape Player and Digital Display of radio frequencies or time. (Fleetwood Brougham shown left in Mulberry with Dark Mulberry Metallic Elk Grain vinyl top.)

A world of tasteful elegance awaits you inside the 1978 Fleetwood Brougham. As shown above by this handsome interior in Mulberry Florentine velour. It's also offered in Light Gray, Black, Light Blue, Dark Green, Yellow and Light Beige. Or choose from 11 available interiors with leather in the seating areas. The Brougham's 50/50 front seats have six-way electric adjustment for driver and two-way manual adjustment for passenger . . . along with individual pull-down armrests. You can add to your Brougham's distinctiveness with an available Astrorooftop.







Coupe de Ville

Year-in and year-out, the Coupe de Ville leads the way as America's favorite luxury car. What's behind this tremendous acceptance? Consistently high resale value, for one thing. For another, there's the way DeVille combines superb luxury and Cadillac elegance with an overall design that's right for today's world. Also contributing to DeVille's success are standard features like Automatic Climate Control . . . Power Windows . . . AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Antenna . . . Six-Way Power Seat . . . and a new solid color stand-up crest up front. For an even greater measure of luxury, order your Coupe de Ville with a Sunroof. Wire Wheel Discs. Or 50/50 Dual Comfort Seats. (Coupe de Ville shown left in Carmine Red with available White Elk Grain Cabriolet vinyl roof.)

The 1978 DeVille interiors take on special beauty with available leather highlighting the seating areas. Shown is White leather with color-coordinated Dark Carmine carpeting. Other leather shades available are Antique Light Gray, Black, Antique Light Blue, Antique Dark Green, Antique Yellow, Antique Medium Saddle, Antique Light Beige, Dark Carmine and Antique Mulberry. Or choose from the nine selections offered in the new Random velour and the new Hampton woven cloth. For that final touch of luxury . . . order a new AM/FM Stereo Radio with Tape Player and Citizens Band . . . new Elk Grain vinyl roof . . . accent striping.





PACIFIC PRINCESS



Sedan deVille

The 1978 Sedan deVille is one of the most beautiful Cadillacs ever. Styling refinements for this year include a handsome new grille . . . distinctive new tail lamps . . . and attractive new wheel discs. You'll find Sedan deVille is also a beautiful luxury car to drive. With responsive performance and maneuverability. Not to mention four-door Cadillac roomness and comfort. All in all, it adds up to family-size luxury, elegance and value. Especially when you consider such DeVille features as the AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Antenna. Automatic Climate Control. Power Door Locks. Six-Way Power Seat Adjuster. All standard. There's also an Electronic-Fuel-Injected Engine available. (Sedan deVille shown in Sterling Blue with available Light Blue Metallic Elk Grain vinyl roof.)

DeVille interiors offer you the luxury of choice. Shown is all-new Hampton woven cloth in Light Blue. Also offered in Mulberry. Or if you prefer the look and feel of velour, choose a new Random interior in Light Gray, Yellow, Beige, Dark Green, Mulberry, Light Blue or Black. But that's not all. You may also select from 12 available interiors featuring Sierra Grain leather in the seating areas. Add to your driving pleasure with available Tilt and Telescope Steering Wheel. . . Cruise Control . . . Sunroof or Astorroof.







Cadillac Limousines

Refined coachwork. Luxurious privacy. These are the hallmarks of the Fleetwood Limousine and Fleetwood Formal Limousine. As Flagships of the Cadillac fleet, they are especially designed and engineered to serve with distinction. Chauffeuring corporate officers. Escorting dignitaries. Greeting clients and guests. And all the other tasks they perform so well. The Fleetwood Limousine offers seating for eight. In the Fleetwood Formal Limousine, a divided 45/45 Front Seat with Black Leather seating area is standard . . . as is a sliding glass partition separating driver and passenger compartment. Two additional fold-down seats are standard on both Limousines. And, for easy entrance and exit, there are large rear door openings. (Fleetwood Limousine shown in Platinum with Silver Metallic Elk Grain vinyl roof.)

Inside . . . there's a relaxed, private world . . . with rich upholstery in Light Gray Florentine velour, as shown. Also offered in Black or Dark Blue. The Automatic Climate Control System can be operated by the driver—or rear passengers can set a desired temperature and operate power windows from the Dual Accessory Control Panel. Rear passenger radio controls are available. Included as standard is an AM/FM Signal-Seeking Stereo Radio with Scanner and Automatic Power Antenna. New Electronic Level Control. Opera Lamps. And a padded Elk Grain vinyl roof. A Landau roof is available by special order.





Anique Dark Green Random velour in DeVille d'Elegance.

Special Editions

DeVille d'Elegance. This very special edition features luxurious pillow-style seats in a handsome new Random velour. Choose from fabric colors including Antique Dark Green, Antique Light Beige, Antique Light Blue and Antique Dark Mulberry. Upper doors and front seatback assist straps are also of matching Random velour. Plush, high pile carpeting flows across the floor and part way up the door. Included are 50/50 Dual Comfort front seats, "DeVille d'Elegance" script on the glove box door, three roof-mounted assist straps and door pull handles. The exterior is accented with hood, door and deck-lid striping and side moldings with vinyl inserts to match the exterior color. Opera Lamps and "d'Elegance" insignia behind the rearmost side windows complement your model choice.

Cabriolet. Here is a dramatic roof design available for Coupe DeVille. A handsome chrome accent strip sets off the distinctive Elk Grain vinyl top. Cabriolet beauty is further enhanced by decorative Cadillac crests and a handsome French seam around the rear window. Select from 16 coordinated colors.



Cabriolet Roof in White Elk Grain for Coupe DeVille

Brougham d'Elegance. This expression of elegance includes contoured pillow-style seats trimmed in sumptuous Florentine velour. Offered in Antique Light Gray, Antique Light Blue, Antique Dark Green, Antique Light Beige and Antique Dark Mulberry. Doors are trimmed in Florentine velour . . . as are door pull straps and front seatback assist straps. Also available for '78 is the luxury of Medium Saddle Leather for seating areas. Standard features include 50/50 Dual Comfort front seating . . . deep, plush pile carpeting for the floor and the lower portions of the doors. Deluxe vinyl front and rear floor mats are covered in the same carpet. Three above-door passenger assistance grips and "Brougham d'Elegance" glove box door script distinguish the interior even more. Outside touches include "d'Elegance" insignia . . . distinctive accent stripes . . . turbine-vented wheel discs or a choice of standard wheel discs.



Brougham d'Elegance interior with Available Medium Saddle Leather

Limousine Landau. Exquisite Landau Bar treatments are available by special order for either the Fleetwood Limousine or Fleetwood Formal Limousine. Further choices include a Full Landau Roof or Landau Cabriolet. Both feature handsome Elk Grain vinyl.



Limousine with Landau Cabriolet Roof

The luxury is standard on a Cadillac.

Many things contribute to Total Cadillac Value. Among these is the number of luxury features that are standard on Fleetwood Brougham, Coupe deVille, Sedan deVille and Cadillac Limousines.



Functionally coordinated instrument panel.



Push-to-reset trip odometer.

Functionally Coordinated Instrument Panel—Driver-only controls on the left . . . information band across the top . . . and the center area for shared controls.

Automatic Climate Control—Heating/cooling/dehumidifying system maintains the temperature you select . . . designed so the compressor operates only when necessary.

New Electronic Level Control—New electronic height sensor signals a motor-driven compressor . . . to automatically adjust to changing loads to help keep car level. Instrument panel "Level Air" light indicates compressor is on. Standard on Brougham and Limousines, available with DeVilles.

Power Steering—Easy parking and cornering.
Cornering Lights—Project light from the side of the car when turning at night.

New driver's power-seat control location.



New tail lamp design.





Cornering lights and lamp monitors.



Quartz Digital Clock.



Automatic Climate Control.

Disc Brakes—Four-wheel disc brakes are standard with Fleetwood Brougham. Self-adjusting front-wheel disc and rear-wheel drum brakes with DeVilles and Limousines.

Steel-Belted, Wide-Whitewall Radial Tires—Built to GM specifications. Oversized H-Series tires are standard on Brougham and Limousines.

Lamp Monitors—Show if major or secondary outside light systems are functioning.

Power Windows—Can be operated individually or with master control on driver's door armrest.

AM/FM Stereo Radio with Signal-Seeker and Scanner—This four-speaker system offers rich stereo reception and tuning convenience. (Please see Radio Selection page for descriptions of all radios available.)

Automatic Power Antenna—If desired, power antenna can be left at a preselected height without retracting.

Six-Way Power Seat Adjuster on Driver Side—Adjusts front seat forward, back, up, down and tilts forward or back. Standard on Fleetwood Brougham, DeVilles and Fleetwood Limousine. Control on door armrest.

Dual Comfort Seats—50/50 standard on Fleetwood Brougham, available on DeVilles. They allow separate adjustment for driver and front passenger. Available for the passenger's side is a power reclining seat with a six-way power adjuster. Power Recliner is also available for driver side.

Accent Stripping—Choice of 18 colors. Standard on Limousines, available on DeVilles and Fleetwood Brougham.

High-Energy Ignition System—No points, ignition condenser, cam and rubbing block.

Soft Ray Glass—All models.

Three-Speed Wipers and Washers—"Mist" position available for single-wipe action.

Opera Lamps—Standard on Fleetwood Brougham and Limousines, available on DeVilles.

Freedom® Battery—Never needs water.

Cadillac-Size Trunk—With standard Stow-away Spare Tire (optional selection for Limousines) and new, compact rechargeable CO₂ inflator.

Also standard are: Quartz Digital Clock • Push-To-Reset Trip Odometer • Inside Hood Release • Automatic Parking Brake Release • Color-Keyed Litter Container • Remote Control Left-Side Mirror (Also Remote Control Right-Side Mirror on Limousines) • Washer Fluid Low-Level Indicator Light • Center Armrests • Sunshade Vanity Mirror • Automatic Transmission.

Spacious Cadillac-size trunk



Features Available

Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

Theft-Deterrent System—Sounds horn repeatedly and flashes all exterior lights when door, hood or trunk integrity is violated.

Electronic-Fuel-Injected Engine—Designed to offer quick response, fast starting, smooth engine idle and few scheduled maintenance operations. Not available on Limousines.

AstrorooF—Laminated and tinted Safety-glass panel (six complementary tints) lets the sunshine in even when closed. Adjustable sunshade. (This feature will reduce headroom.) Not available on Limousines.

Sunroof—Similar to AstrorooF, except electrically powered panel is not transparent. (This feature will reduce headroom.) Not available on Limousines.

Vinyl Roof—Sixteen available colors in Padded Elk Grain.

Automatic Door Lock System—Locks all doors automatically when the shift lever is moved to a forward drive position.

New Electronic Level Control—Automatically and electronically adjusts car to changing loads. "Level Air" light on instrument panel indicates when leveling function is occurring. Standard on Brougham and Limousines, available on DeVilles.

Illuminated Entry System—Pushing front door handle button illuminates door lock keyholes and turns on inside courtesy lights.

Illuminated Vanity Mirror—Sunshade vanity mirror on the passenger side illuminates when cover is raised.

Fuel Monitor System—Color-coded lights on instrument panel indicate when fuel consumption is relatively efficient or inefficient—and another light when fuel supply is low.

Dual Comfort 80/80 Front Seats—Standard on Brougham, available on DeVilles.

Power Recliner Passenger Seat—Including Six-Way Power Seat Adjuster, available on all 80/80 Dual Comfort front seats.

Power Recliner Driver Seat—Available on all Dual Comfort 80/80 front seats.

Power Recliner—For passenger seatback on notchback type seats on Coupe deVille and on Sedan deVille with available leather for the seating areas.

Opera Lamps—Available on DeVilles, standard on Fleetwood Brougham and Limousines.

AM/FM Stereo Radios with Signal-Seeking, Scanning, Tape-Playing and CB Capabilities—See Radio Selection page for complete availability.

New Wire Wheels—Authentic, with chrome-plated, long-laced spokes. Cadillac crest on hub. Incorporates locking device. Not available on Limousines.

Wire Wheel Discs (with locking device) or Turbine-Vaned Wheel Discs—Both have handsome brushed chrome area with ornamentation.

Cruise Control—Electronic Cruise Control includes both "Resume" and "Advance" features, offering desirable flexibility for speed selection and alteration.

Rear Window Defogger—Electric grid type.

Twilight Sentinel—Automatically turns lights on and off in response to outside lighting conditions. (Also turns lights off after an adjustable time delay.)

Guide-Matic Headlamp Control—Automatically dims lights at night with approach of oncoming cars, then returns lights to bright.

Controlled Cycle Wiper System—Delay feature adjusts wiping action for light rain or other special conditions. Includes momentary "mist" position.

Heavy-Duty Ride and Handling Package—Provides added firmness. (Special order.)

Limited-Slip Differential—Directs power to the rear wheel having better traction.

Power Trunk Lock—With ignition on, a light touch of trunk lock button located inside glove box causes the trunk to open. Also includes quiet pull-down closing feature.

Tilt and Telescope Steering Wheel—Swings up for easy entry/exit. Also slides and adjusts in or out for individual driver comfort. Standard on Fleetwood Formal Limousine.

Interiors with Leather in Seating Areas—Twelve trim combinations available. (Except Limousines.)

Remote Control Right-Side Mirror—Standard on Limousines.

Illuminated Outside Thermometer—On base of left-side mirror. Responds to ambient temperatures.

Firemist Paints—These paints offer rich color, deep luster and high gloss. Six colors.

Carpeted Rubber Floor Mats—Available for front and rear passenger compartments.

Accent Striping—Standard on Limousines.

Door Edge Guards

License Plate Mounting Provision—No-charge feature.

Front and Rear License Frames

Trumpet Horn

80-Amp Generator—Standard on Limousines. (Included when Electronic-Fuel-Injected Engine is ordered.)

Trunk Mat

Passenger Power Seat Adjuster—Six-way control for passenger-side when 80/80 seats are ordered. Not available on Limousines.

Tilt and Telescope Steering Wheel.



AstrorooF.



Wire Wheel Discs



New Authentic Wire Wheels



Twilight Sentinel and Guide-Matic



Lighted Vanity Mirror.



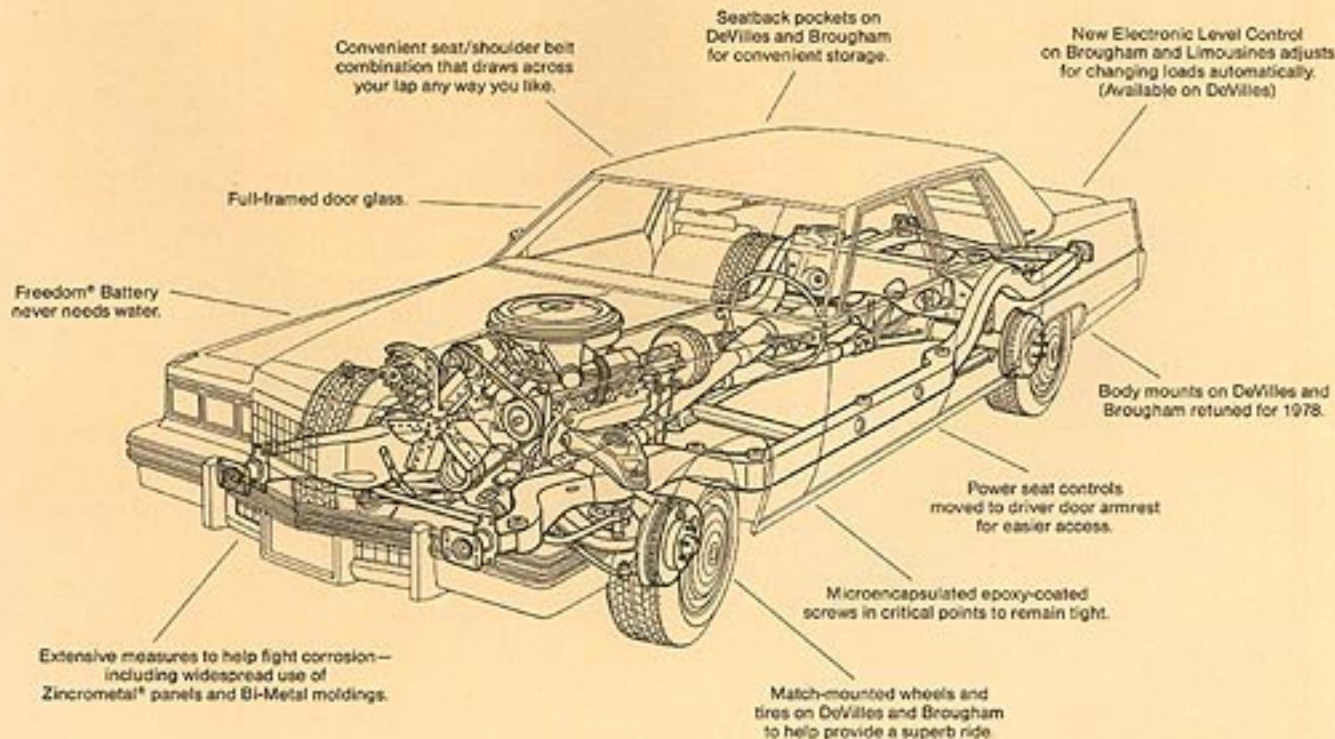
Power Recliner Seat

The quality is standard on a Cadillac.

Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

To Cadillac engineers . . . every detail is significant. Their concern can be found in abundant evidence on the cars they create. For instance, the DeVilles and Brougham boast match-mounted wheels and tires . . . for reduced deflection and increased rolling smoothness. There's a convenient seat/shoulder belt combination

that draws across your lap anyway you like. And for 1978, Cadillac engineers have retuned the body mounts and structure of the DeVilles and Brougham . . . for smoothness of ride and interior quiet. Such meticulous attention to detail is what helps make a Cadillac a Cadillac.







Eldorado

Here is the classic Cadillac with front-wheel drive and a flair all its own. And what a superb automobile it is. A car of unmistakable luxury... and impressive roadability. Snow. Sleet. Rain. That's when you appreciate the pulling action of Front-Wheel Drive—in combination with new Electronic Level Control and Four-Wheel Disc Brakes. As well as the added front-seat roominess that Front-Wheel Drive brings with a flat front floor. Eldorado 1978... the legend lives. Choose the classic Coupe, the available Cabriolet (shown left in available Canyon Copper Firemist with White Elk Grain vinyl roof) or the available Custom Biarritz.

Inside, you'll find luxury and sportiness to complement that roominess for driver and front-seat passenger. Beginning with a compelling variety of interior colors and materials. You may select Halifax, a tasteful knit with a quality feel—in any of four colors. Or Random, an elegant velour—in any of three colors. Also available are interiors with soft, supple Sierra Grain leather for the seating areas—in 12 combinations. Or, for a special touch, they are available in dramatic two-tones in three color combinations, including Mulberry shown above. Two-tones are available only when Dual Comfort front seats are ordered.

