

THE
LUXURY CAR
CHOICE
FOR '79



THAT'S CADILLAC!

WHAT MAKES A CADILLAC A CADILLAC

A tradition of leadership. For more than 75 years, calling something “the Cadillac of its field” has been one of the finest compliments you can pay a product. Today, as then, Cadillac stands as a symbol for excellence.

The image. Cadillac means many different things to different people. For some, it’s an integral part of the good life. For yet others, it’s simply an American standard for the world.

The car behind the image. Most people seem to accept the idea that a Cadillac is a superb luxury car. What surprises some people—including some car experts, also—are Cadillac’s other

credentials as a car. Its beautifully responsive engine. Its excellent suspension system. In short, its qualifications as a totally capable road machine.

A delight to drive. Here is a ride that is smooth but lets you retain the feel of the road. You are in command. Meanwhile, your Cadillac handles all the menial tasks for you (such as controlling the temperature and raising or lowering the radio antenna) so you can concentrate on your driving.

One tough automobile. Cadillac owners take great pride in caring for their cars, of course. Yet, they also take pride in putting Cadillac’s reliability and

stamina to the test. Because they know a Cadillac can take it.

Advanced engineering. Engineering has been a Cadillac strength since the days when Cadillac was pioneering laminated glass and self-starting. Today, examples abound. There are the electronic-fuel-injected engines (standard on Seville and Eldorado—available on the DeVilles and Fleetwood Brougham). There’s Trip Computer (available on Seville and Eldorado) that answers travel questions with a push of a button.

Cadillac means care. You can see it in the attention to detail on a Cadillac... feel it in the superb Cadillac ride.

A Word About Assembly, Components and Optional Equipment in these Cadillacs.

The Cadillacs described in this brochure are assembled at facilities of General Motors Corporation operated by Cadillac Division or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Cadillac products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Cadillac products and will provide the quality performance associated with the Cadillac name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.



Laser trimming of Electronic Control Unit for Cadillac's exclusive Electronic-Fuel-Injected Engines.



Effectiveness of Eldorado's new side window defoggers observed in Cadillac's Cold Room.



Cadillac Quality. It's one of the reasons Cadillac consistently has the highest repeat ownership of any U.S. luxury car make.

Total Cadillac Value. The value inherent in every 1979 Cadillac...when you buy it...when you drive it...and when you trade it is Total Cadillac Value. Cadillac 1979...an American standard for the world.



Finding and eliminating squeaks and rattles.



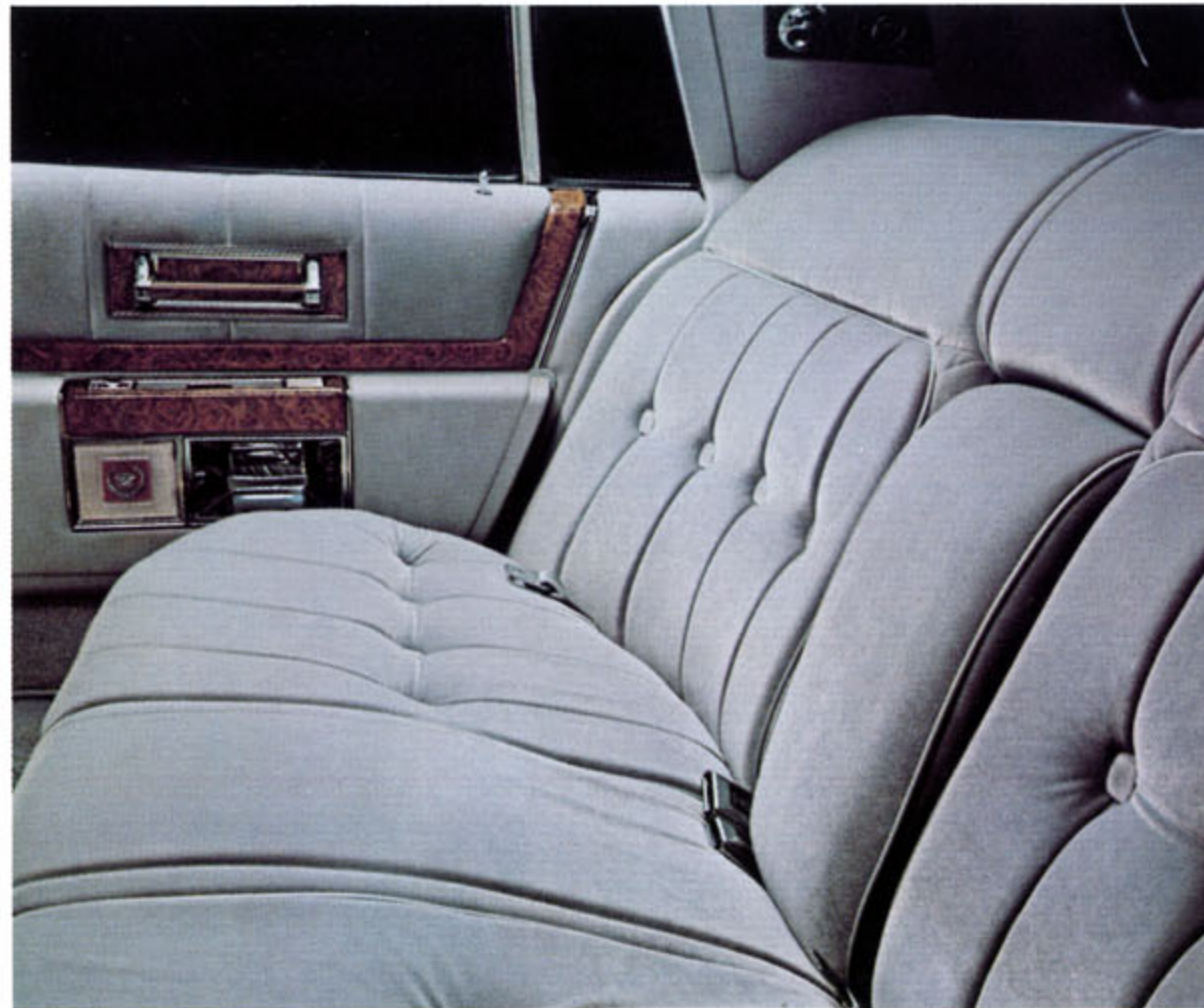


FLEETWOOD BROUGHAM

Executive size in luxury

From the elegant exterior to the spacious interior, the 1979 Fleetwood Brougham is truly one of the world's great sedans.

Outside, a new grille accentuates the classic Cadillac front. Inside, a refined suspension and new body mounts help provide a superb Cadillac ride. A handsome new steering wheel complements the instrument panel. 45/55



Interior comfort and elegance blend together in a peaceful harmony of texture and color. Shown above is new Slate Dante knit cloth with color-coordinated carpet. Other available interiors include genuine leather for the seating areas in a selection of 11 shades. Add a touch of romance and distinction to your Fleetwood Brougham with the available Astrorooft (will reduce headroom).

dual comfort front seating (seats three people), individual reading lamps, armrests, four-wheel disc brakes and the available electronic-fuel-injected engine all contribute to the pleasure of driving Fleetwood Brougham. A special kind of Cadillac ... for special people. (Fleetwood Brougham shown in Slate Firemist with matching roof.)



COUPE DE VILLE

America's first choice in luxury cars

For 1979, America's favorite luxury car—Cadillac Coupe deVille—features subtle refinements designed to please the most discerning car owner. Like new seat belt chimes that courteously urge you to buckle up. New digital display AM/FM stereo radio. A new dome light with dual spot map lamps. Even new electrically controlled outside mirrors are



New patterns and colors highlight the Coupe deVille interior. Comfort never looked so beautiful as in the Antique Dark Aqua leather in seating areas shown above. Ten other shades of leather are also available, while for a more traditional look, there is Durand knit cloth in six color variations.

available. All this along with automatic climate control...power windows...six-way power seat...and the superb Cadillac ride. You can add to the excitement of your 1979 Coupe deVille with one of seven available two-tone exteriors. (Coupe deVille shown in Biscayne Aqua Firemist and Atlantis Aqua with Elk Grain Cabriolet vinyl roof.)



SEDAN DE VILLE

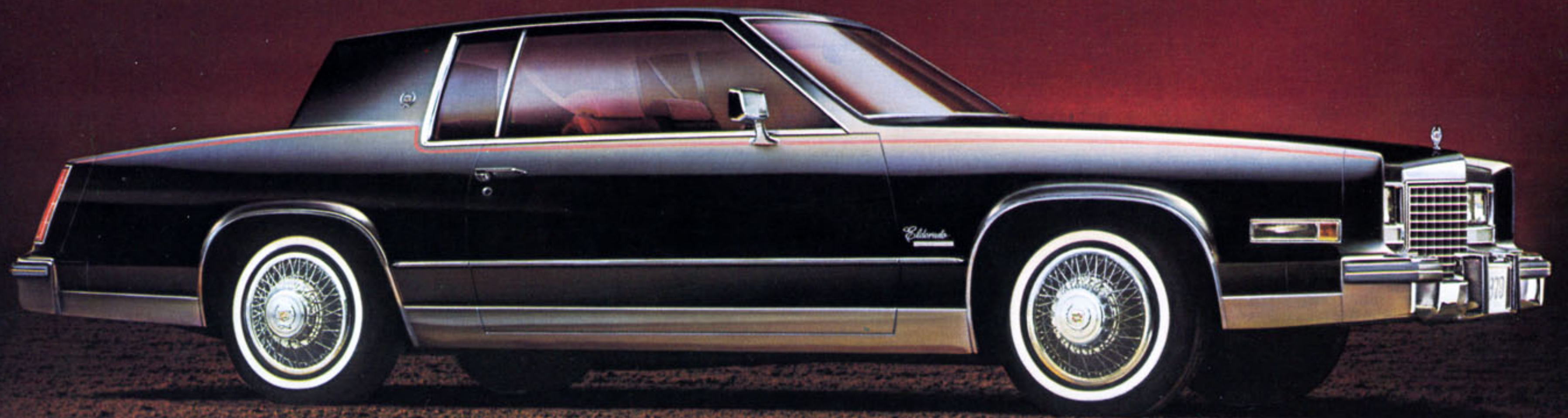
Full family luxury... Total Cadillac Value

With its family-size luxury and four-door convenience, the 1979 Sedan deVille combines contemporary styling and traditional Cadillac comfort. With standard features that include power door locks, six-way power seat, automatic climate control and new digital display AM/FM stereo radio. Available features such as an electronic-fuel-injected



Inside Sedan deVille there's luxury for today . . . and tonight. A Dark Cedar Durand knit interior is shown above. Other available interiors include Venetian Velour (with the d'Elegance option) and a selection of 11 shades of leather for seating areas. For added convenience, order Cadillac's Twilight Sentinel, which remembers to turn your lights on at the brink of dusk.

engine, tilt and telescope steering wheel and a choice of Astrorooftop or Sunroof. Plus new conveniences like seat belt chimes that courteously urge you to buckle up, refined body and suspension mounts, and a new dome light with dual spot map lamps. (Sedan deVille shown in Cedar Firemist with matching Elk Grain vinyl roof.)



ELDORADO

The new breed of luxury

This new breed of Eldorado is unique in features. World-class in engineering.

Cadillac in luxury. It's everything you expect of

Eldorado — with front-wheel drive, electronic level control, four-wheel disc brakes and automatic climate control. Plus

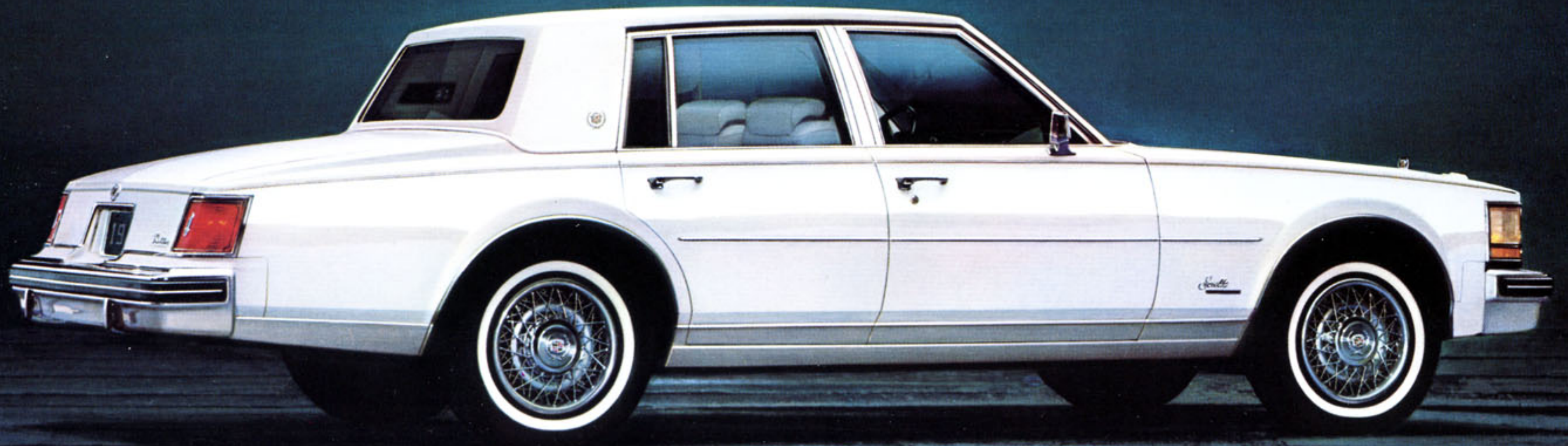
new four-wheel independent suspension and electronic fuel injection.

More legroom and headroom — front and rear



Inside Eldorado, there's a new breed of luxury. Starting with new 50/45 Dual Comfort front seats (seat two people). Leather seating areas are available in 11 shades, including Dark Carmine shown. Or select a pillow-style interior in new Dante knit cloth in any of six colors. New AM/FM electronically tuned stereo radio features signal seeker, scanner and digital display of radio frequencies and time of day. Since the floor is flat with front-wheel drive, there's added roominess. At least once in a lifetime, everyone should drive a great car like this.

— than its '78 counterpart. More usable trunk space. More luxury... with Cadillac's Twilight Sentinel. Illuminated entry system. Even side window defoggers. All standard. But you may choose to own it simply because it's so beautiful. The Classic Coupe is shown in Sable Black. Also available are the Cabriolet, Biarritz and exciting two-tone exteriors.



SEVILLE

One of the world's great cars

Again for 1979... Seville stands among the world's great cars. It shares its body and suspension system with no other car. And Seville offers you a choice of engines... the standard electronic-fuel-injected V8 or the available fuel-injected diesel V8. (See separate diesel



Complementing the Seville interior, Sierra Grain leather for the seating areas is available in 11 colors. Antique Light Blue is shown. A combination of sumptuous new Dante and Roma fabrics graces the standard Seville interior in six color choices. Also select from either the standard Tuxedo Grain padded vinyl roof or the sleek metal top available at no extra charge.

section for details.) Four-wheel disc brakes, electronic level control and automatic climate control are but a few of the abundant standard features you'll enjoy with Seville. (Seville shown in Cotillion White with matching Tuxedo Grain vinyl roof.)

SPECIAL EDITIONS

Eldorado Biarritz

The ultimate Eldorado. Its Cabriolet roof is set off by an exclusive new brushed stainless steel treatment. A wide chrome molding crosses over the roof and continues to the front fenders. New cast aluminum wheels. Accent stripes. Opera lamps. "Biarritz" script. And more. (Biarritz shown in Saxony Red with White Elk Grain vinyl roof, one of six combinations available.)



DeVille Custom Phaetons

The Cadillac Custom Phaeton Coupe and Sedan reflect the excitement reminiscent of the classic Cadillac convertibles. Brushed chrome moldings with flush-mounted opera lamps and Cadillac crest... sporty convertible-like roof treatment... "Phaeton" script designation... and more... identify it immediately as a Cadillac Special Edition. (Custom Phaeton Coupe shown in Western Saddle Firemist with Dark Brown roof. Sedan shown in Cotillion White with Dark Blue roof.)



DeVille and Brougham D'Elegance

Very special editions with pillow-style seating. Plush, Tangier carpeting abounds. Also included are three roof-mounted assist straps for passenger convenience (except Coupe). Outside embellishments include accent stripes to enhance the profile, while opera lamps (Coupe and Fleetwood Brougham only) and a handsome script designation serve notice that this is indeed a unique expression of luxury. (DeVille d'Elegance shown with Light Blue Venetian Velour interior.)



Seville Elegante

Elegante combines the superb qualities of Seville...with elegant refinements you might expect only on custom-crafted automobiles. The lustrous two-tone exterior finish is distinguished by accent striping and full-length side molding. Chrome-plated wire wheels with long-laced spokes are, of course, standard. As are numerous other Elegante features.

Diesel Available now for Seville and Eldorado...available later in the model year for Fleetwood Brougham and DeVilles.

Why a diesel for Cadillac? The time is right...for cars that combine the timeliness of a diesel...with Cadillac comfort and convenience. Diesel power will be available at the beginning of the 1979 model year for Eldorado...will continue to be available for Seville...and is planned as an available power source for Fleetwood Brougham and DeVilles later in the model year. Unlike most other diesel engines, the one

used for Cadillac is a V8. A fuel-injected 5.7 litre diesel...with the balance and smoothness of V8 design.

Your choice of power sources. Cadillac offers you a choice of engines: a standard gasoline-powered V8 for Fleetwood Brougham, DeVilles and Limousines... an available electronic-fuel-injected V8 for Fleetwood Brougham and DeVilles... a standard electronic-fuel-injected V8 for Seville and Eldorado or an available 5.7 litre fuel-injected diesel-powered V8.

These Cadillacs are equipped with
GM-built engines produced by various divisions.
See your dealer for details.

Trip Computer

Cadillac brings you the first computerized, multi-function information system for any production automobile. Available for Seville and Eldorado, Trip Computer reports directly to you by means of a digital display in the instrument panel. It is also first with digital display for the speedometer and fuel gauge. You operate the Trip Computer keyboard much the same way as you operate a calculator. Ask your Cadillac dealer for a demonstration of Trip Computer.

THE
Cadillac
COMMITMENT

When you buy or lease a Cadillac, you have every right to expect — to demand — excellence.

And that is the intent of Cadillac
and Cadillac dealers.

We are totally committed to the pursuit of
quality and excellence.

We know that people who drive Cadillacs
and those who ride in them
will be satisfied with nothing less.

