

Cadillac
presents
the class of '73.





Fleetwood Brougham



Special even in the special world of Cadillac. The Brougham of 1973 is Cadillac in the grand manner—with luxury everywhere. In its spirited new styling. In its sheer spaciousness. In its total commitment to elegance and comfort. In the remarkable smoothness of its ride, due in no small measure to its individually longer wheelbase. In its exquisite appointments. In the dozens of niceties that tell you this is one of the most regal of sedans—like a Dual Comfort front



seat and carpeted footrests. In the luxuries you may add—like steel-belted radial tires and, for a special touch of elegance, exterior opera lights. And you may select from 21 rich exterior colors (19 of them new for 1973)—any of seven colors for the padded vinyl roof. Small wonder so many owners leave a standing order for each year's new model of the Brougham. Shown is a Brougham in available Oceanic Teal Firemist with a White padded vinyl roof.

Every detail whispers luxury. The Dual Comfort front seat. The gorgeous new interiors—highlighted by Cadillac's new "soft-pillow" door panels. And accented further by an exciting new choice of upholsteries. There is new Magi, a lustrous matelasse in any of four colors. Soft and supple Sierra grain leathers are available in any of nine colors. Or you may order

Medici, a crushed velour now available in Dark Blue (as shown), Maize and Taupe, as well as Beige. Added luxuries available include a deluxe trim package that includes deep-pile, two-toned shag carpeting, rubber-backed floor mats for the front and rear, and shirred elastic pockets on the back of the front seats.





The Eldorados



Here are our most elegant personal cars—Eldorado Coupe and Eldorado Convertible, only luxury convertible built in America. Even more glamorous and exciting for 1973. The grille—bolder, more massive. The more horizontal hood further accents the jewel-like standup crest. There's new hood striping. New rear deck design throughout. And new side design, highlighted by the return of the lighted wreath-and-crest circular rear side marker. Eldorado is



unique. The only one with front-wheel drive, Automatic Level Control and an 8.2 litre engine. Variable-ratio power steering is also standard. The convertible even converts uniquely. With its inward-folding Hideaway Top. And you may order steel-belted radial tires and an electronic theft-deterrent system. Shown is the Eldorado Coupe in available Saturn Bronze Firemist with White accent stripes and a White padded vinyl roof.

Comfort matches elegance inside Eldorado. With a Dual Comfort front seat available in both coupe and convertible. With appliques with a carved wood effect in a Spanish filigree. With a wide choice of upholstery materials—including Manchester, a handsome houndstooth pattern fabric in Medium Beige, as shown, and six other colors. Leather upholstery (stan-

dard in convertible) is also available in twelve different color trim combinations. And then there is the Eldorado Custom Cabriolet, a very special personal car. Available with or without a sunroof, this limited-edition version of Eldorado features a backroof crowned with a rich, padded elk grain vinyl covering haloed by a sheer chrome strap.





The DeVille Series



Everything seems to point to the continued reign of the Sedan deVille and Coupe deVille as the most popular of them all—the luxury car models enjoyed by more motorists than any others. Start with the stunning new styling—the massive new grille, the majestic hood, the beautiful way Cadillac has incorporated its new front bumper system. Even the wheel discs are new, understated and elegant. A vinyl roof center seam makes it possible for you to order the wider



sunroof panel for your DeVille. One thing that hasn't changed is that great Cadillac ride (except to make it even better with redesigned body mounts and the use of Teflon piston rings in shock absorbers for more consistent ride control). Luxuries you may add include a lighted vanity mirror, lamp monitors and a Dual Comfort front seat. Shown is the Sedan deVille in available St. Tropez Blue Firemist with a Dark Blue padded vinyl roof.

Added touches of luxury inside have their own story to tell of DeVille value and popularity. The "soft-pillow" door panels over a base of rosewood vinyl. New, larger pull straps anchored by escutcheons with a chrome scrollwork insert (see inset). A handsome new Cadillac clock with Roman numerals and set between raised scrolls. A fully illuminated windshield

wiper control. And many more. A beautiful new multi-textured weave known as Medallion cloth is offered in Dark Blue, as shown, Dark Taupe, Dark Jade and Black. Also available is Mirabelle, a sophisticated fabric in Dark Teal, Medium Beige and Medium Maize. Or, if you prefer, you may order leather in any of twelve trim combinations.

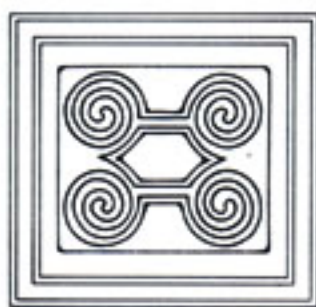




The Calais Series



The Calais Sedan and Calais Coupe represent an extraordinary investment, any way you look at it. The beautiful new styling tells you at a glance that this is a Cadillac. And the ride—all Cadillac and smoother than ever with Teflon piston rings in shock absorbers. There's the big Cadillac engine, the long wheelbase and the dozens of other standard Cadillac features that tell you these are true luxury cars. Features like power windows. Variable-ratio power steering



that automatically adjusts to the kind of driving you're doing. Turbo Hydra-matic transmission. Power disc front brakes. And there's Cadillac dedication to quality and all that means in lasting value and high resale. And, of course, you can individualize your Calais with such additional luxuries as lamp monitors, steel-belted radial tires, Automatic Climate Control and an electronic theft-deterrent system, to name a few. Shown is a Calais Coupe in Laredo Tan.

Everything inside a Calais tells you this is a Cadillac. From the "soft-pillow" door panels to the artfully curved instrument panel to the little niceties you expect in a Cadillac. Niceties like an electric clock, a front center armrest, cornering lights, assist straps and a remote-control left-

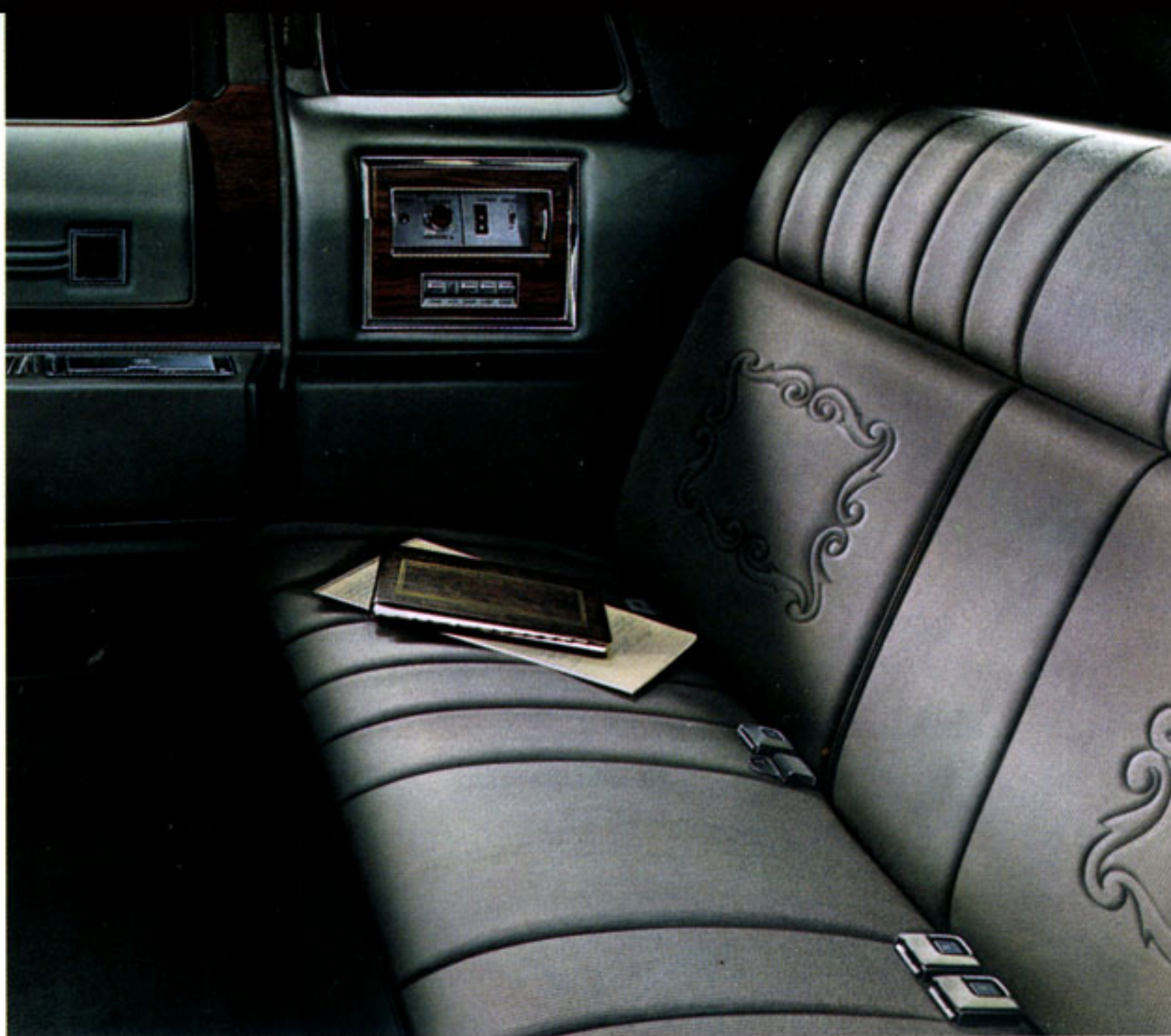
side mirror—all standard. And the luxury shows in the choice of upholstery fabrics. There's Mayfair Cloth in any of six colors with matching vinyl bolsters. And, there's expanded vinyl upholstery available in either Black or Antique Saddle, as shown here.





Fleetwood Seventy-Fives

Our ultimate—the Fleetwood Seventy-Five nine-passenger Sedan and the Seventy-Five Limousine, only American-built model specifically designed as a limousine. In prestige. No other cars are so luxuriously appointed—none more respected at business and social occasions. In comfort. Interiors are spacious, sumptuous and private (with a glass partition for the chauffeur in the limousine). The ride: incredibly smooth. Automatic Level Control is standard as well as two Automatic Climate Control systems—one for the driver and another for passengers. In luxury. With full-width folding seats for three additional passengers; remote-control mirrors for both left and right sides; and a passenger's control panel that responds to a touch to raise or lower windows, turn on reading lights, activate Automatic Climate Control and, in the limousine, raise or lower the glass partition for the chauffeur. Shown is the Fleetwood Seventy-Five Limousine in Sable Black with a Black padded vinyl roof.



An understated elegance pervades the Seventy-Five interiors, as shown by handsome new Potomac, a grey cord fabric to compliment the taste of the more conservative owner. Available also is Medici in Beige. Or there is Magi, a lustrous matelasse in either Black or Dark Blue with matching leather bolsters.



A source of special delight is how many meaningful items are standard equipment on a Cadillac.

CADILLAC BUMPER SYSTEMS. Cadillac offers new, improved bumper systems for 1973.

INTERIOR TOUCHES OF LUXURY. Typical is the use of rosewood vinyl panels in all but the Calais.

LITTER CONTAINER (all models).

FRONT PASSENGER READING LIGHT (Brougham).

"SOFT-PILLOW" DOOR PANELS (all models).

SINGLE CENTER DOOR SEAM (Brougham). For simpler, more attractive design.

THE CADILLAC INSTRUMENT PANEL. Gauges are particularly easy to see—controls easy to reach.

ELECTRIC CLOCK (all models).

VARIABLE-RATIO POWER STEERING (Fixed-ratio on Seventy-Fives). Affords effortless parking and cornering, while retaining feel of the road.

DUAL POWER BRAKES WITH DISC BRAKES IN FRONT (all models).

TURBO HYDRA-MATIC TRANSMISSION (all models).

DUAL COMFORT FRONT SEAT (Standard on Brougham and available on Eldorado and DeVilles). One set of controls for driver's section and another for the wider, passenger section.

CORNERING LIGHTS (all models). Activated by the turn signal lever, they project a beam of light from the side of the car for added convenience at night.

POWER WINDOWS (all models).

THREE-SPEED WINDSHIELD WIPERS AND WASHERS (all models). Four jet washer streams. "Mist" position for single wipe action. Illuminated controls.

VISOR VANITY MIRROR (all models).

COURTESY LIGHTS (all models).

CARPETED FOOTRESTS (Brougham/Seventy-Fives).

LIGHTERS. Two in front all models. Four in rear of Seventy-Fives—others two in rear except Calais.

REMOTE-CONTROL LEFT-SIDE MIRROR (all models). Right-side mirror standard on Seventy-Five series.

ASSIST STRAPS (all models). For easy entry/exit.

AUTOMATIC LEVEL CONTROL (all Fleetwood models).

AUTOMATIC PARKING BRAKE RELEASE (all models).

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

CENTER ARMRESTS. Number depends on model.



New Cadillac bumper systems. ▲



▲ Front passenger reading light (Brougham).



Single center door seam (Brougham). ▲

Rosewood vinyl corner panel. ▼



▼ The Cadillac instrument panel.



A source of added pleasure

is the array of luxuries you can order.

EIGHT RADIO SYSTEMS. Including Cadillac's exclusive AM/FM signal-seeking stereo radio.

OUTSIDE THERMOMETER. New this year.

AUTOMATIC CLIMATE CONTROL. Automatically cools you in the summer and warms you in the winter.

ELECTRICALLY OPERATED SUNROOF.

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

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

LIGHTED VANITY MIRROR. New for the lady.

LAMP MONITORS. Show if lights are functioning.

POWER DOOR LOCKS.

TWILIGHT SENTINEL. Turns your driving lights on or off in response to light conditions. Allows you to light your path from the car at night.

STEEL-BELTED RADIAL TIRES. Available for all series except the Fleetwood Seventy-Fives.

REMOTE-CONTROL TRUNK LOCK.

REMOTE-CONTROL RIGHT-SIDE MIRROR. Standard on the Seventy-Fives. Available on all other models.

SIX-WAY POWER SEAT ADJUSTER.

DELUXE ROBE AND PILLOW. Robe and matching occasional pillow are fashioned from Medici crushed velour.

TRAILERING PACKAGE. For towing trailers between 2,000 and 6,000 pounds loaded.

TRACK MASTER. A computerized, rear-wheel skid-control system.

REAR-WINDOW DE-FOGGER. Electric. Standard on Seventy-Fives. Available on all other models.

AUTOMATIC LEVEL CONTROL.

THEFT-DETERRENT SYSTEM. This electronic system sounds horn and flashes exterior lights if security of vehicle, trunk or engine compartment is violated.

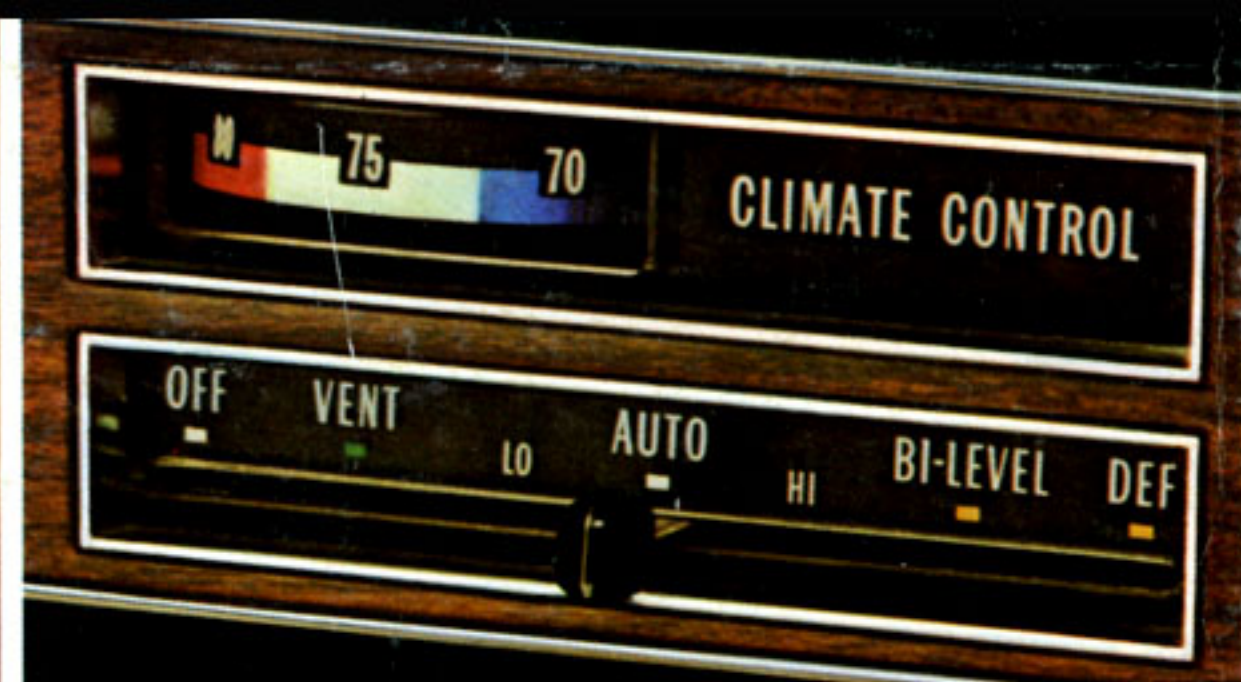
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Cadillac



▼ Outside thermometer.

▲ Lighted vanity mirror.



Exclusive signal-seeking stereo radio. ▼

Automatic Climate Control. ▲



▼ Electrically operated sunroof.



▼ Twilight Sentinel.

