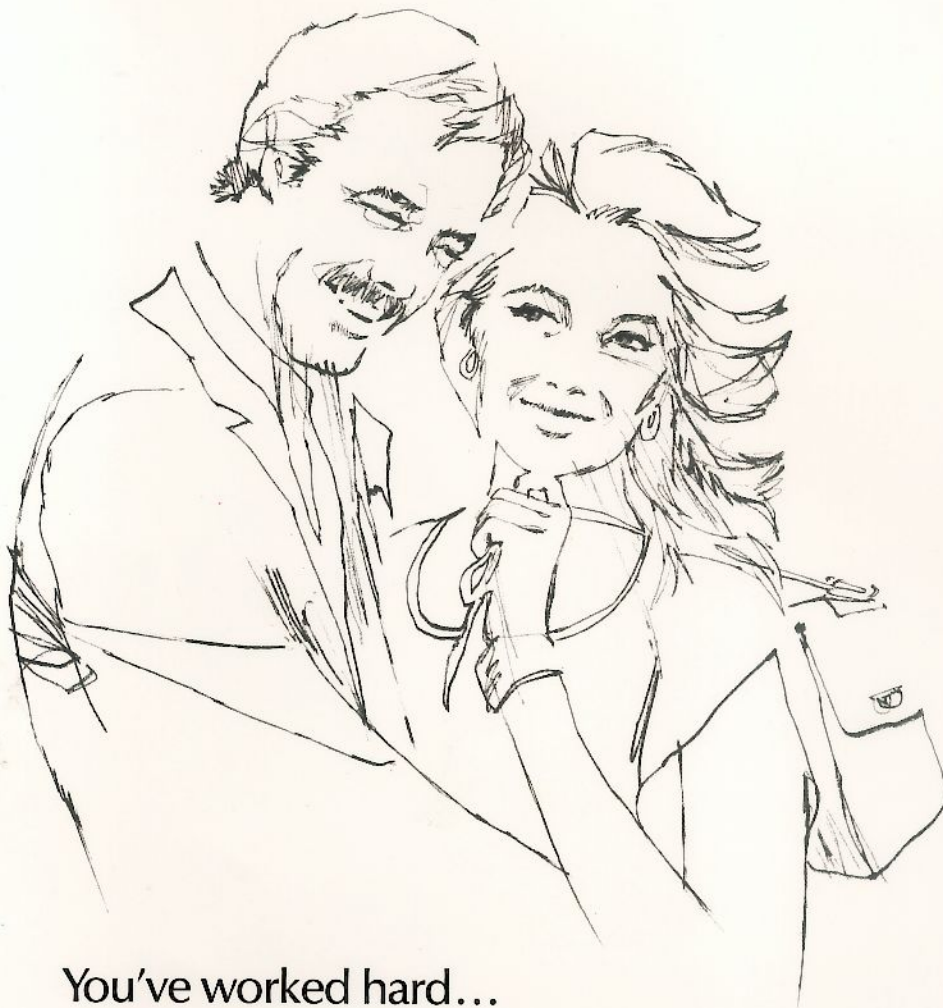


Cadillac 1982

With a remarkable new V8 power system.



Who deserves one more than you?



You've worked hard...

...to get where you are. And now you can afford the finer things in life. In cars, that's Cadillac.

The classic styling. The silky smooth ride. The solid comfort. The advanced technology. And those special Cadillac touches.

It's all there for 1982. Plus the magic... that special Cadillac feeling. Isn't it time you owned a Cadillac?



Seville...a remarkable automotive investment any way you look at it.

Since its inception, more Americans have chosen to own Seville than any luxury import model.

They've come to appreciate Seville's engineering excellence—from four-wheel independent suspension to electronic level control. They've discovered the exceptional roominess and legroom

of front-wheel drive. And Seville's superb ride. Plus an abundance of standard features that often cost extra on luxury imports (if they're offered at all).

With styling imitated but never equalled... Seville is an American standard for the world.

Best of all...it's a *Cadillac*





Eldorado 1982. Of such machines dreams are made.

It catches your eye. Not just once, but again and again. And something deep inside you says, "This is the car I want." Eldorado, 1982.

One of the world's best engineered cars, Eldorado has 15 years of front-wheel-drive experience behind it. Plus four-wheel disc brakes, four-wheel independent suspension, and not just one, but two on-board

computers to keep it running smoothly and comfortably.

It even has a new "fuel used" monitor that can help you determine the most efficient route to and from work.

Eldorado. The dream machine for 1982.

Best of all...it's a *Cadillac*





ELDORADO TOURING COUPE

Created for the person who loves to drive.



The leather-wrapped steering wheel tightens under your grip as you turn toward the sky. Wide blackwall tires grip the pavement. And for a fleeting

moment, you, the road and your Eldorado become one.

If this is your kind of driving, the Eldorado Touring Coupe is your kind of car. With reclining front

bucket seats, Touring Suspension, wide blackwall tires and aluminum alloy wheels. Plus a front seat console, cloisonné hood ornament and red over black accent striping on a Sterling Silver finish. The Eldorado Touring Coupe. It's everything you've asked for. And more. Available only with HT 4100 DFI Power System.

Best of all...it's a *Cadillac*





A DeVille or Fleetwood Brougham that says quality at every turn.

For 80 years, Cadillac's unswerving quest has been for quality. A quest that continues in the 1982 Cadillac.

From the triple-sanded finish (once with water and twice with oil) to that superbly refined Cadillac ride, the quality comes standard on Cadillac 1982. Including anti-corrosion measures that involve over 100 specially treated areas.

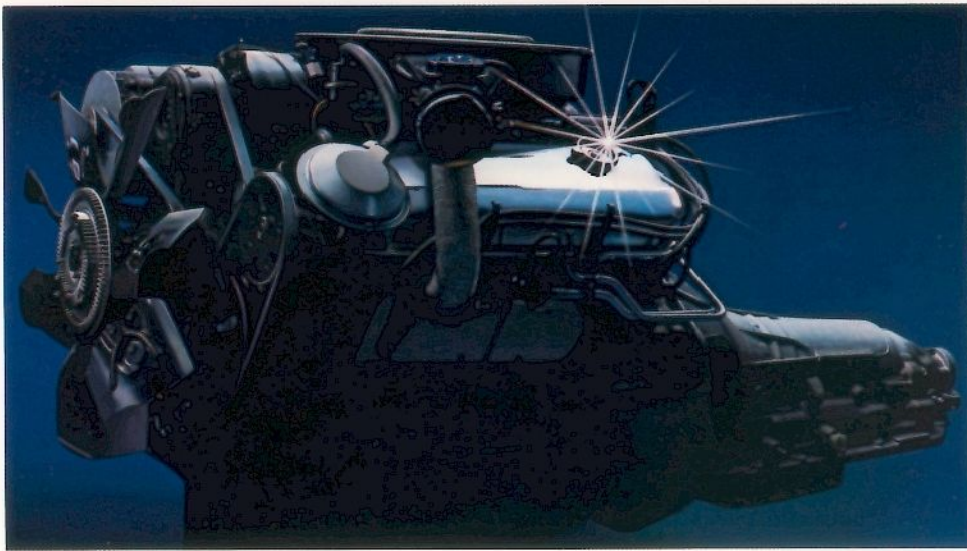
It's the big things—such as a final multi-phase "stress test" that every Cadillac must pass with a perfect 100% grade before it's shipped. And it's the less obvious quality touches such as triple plating of bumpers.

Today, as in 1902, Cadillac says quality.

Best of all...it's a *Cadillac*



The new HT 4100 Power System.



The V8 Diesel Cadillacs.

Unlike Diesel imports, the Diesel Cadillacs use a V8 engine with the balance and smoothness inherent in V8 design.

New this year, the Diesel Cadillacs include a four-speed automatic overdrive transmission to cut engine rpm by one-third at highway cruising speeds. Diesel Cadillacs also come standard with fuel line and engine block heaters for cold weather starting.

The V6 Cadillacs.

1982 Fleetwood Broughams and DeVilles can be equipped with a 4.1 liter V6 engine with automatic overdrive. And new for 1982, the V6 Eldorado and V6 Seville now come standard with automatic overdrive.

Only Cadillac has it.

From one of the world's most advanced engine plants comes the heart of this system—a new 4.1 liter V8 for power and smoothness. Its chrome-plated valve covers are just one indication of the painstaking attention to detail that goes into the construction of this all-new powerplant.

For impressive drivability, there's Digital Fuel Injection with automatic altitude compensation.

Mated to the V8 is a four-speed automatic transmission with overdrive that cuts engine rpm by one-third at cruising speeds.

There's even a Fuel Data Panel that can help you become a more efficient driver.

The HT 4100 Power System is standard across a full line of 1982 Cadillacs . . . DeVilles, Fleetwood Broughams, Seville and Eldorado.

Engine Availability for 1982 Cadillacs.

| Engine | Order Code | Availability |
|--|------------|--|
| 4.1 Liter V8 HT 4100 DFI | LT8 | Standard for Fleetwood Broughams, DeVilles, Eldorado and Seville. |
| 4.1 Liter V6 | LC4 | Credit Option for Fleetwood Broughams, DeVilles, Eldorado and Seville. |
| 5.7 Liter Fuel- Injected Diesel V8 | LF9 | Available for Fleetwood Broughams, DeVilles, Eldorado and Seville. |
| 6.0 Liter V8-6-4 Digital Fuel Injection | L62 | Standard for Limousines. |

Information regarding available options and components is available from your Cadillac dealer.

A WORD ABOUT ENGINES: Some Cadillacs are equipped with engines produced by other GM divisions, subsidiaries, or affiliated companies worldwide. See your dealer for details.

Plus all the things that make a Cadillac a Cadillac.

It's comfort and roominess.

In today's crowded, hectic world, it's increasingly important to have a car you can feel comfortable in. A car with enough room to stretch your legs. A car with enough trunk space to hold luggage for six pas-



sengers. A car that lets you relax and enjoy the drive. In today's busy world, it's nice to know that Cadillac still has all the roominess and comfort that you want—and expect—in a luxury car.

It's that silky smooth Cadillac ride.

Remember your first ride in a Cadillac? How you hardly even knew you were moving, it was so quiet and smooth? It's still that way. Maybe even better than you remember. The front springs on the 1982 DeVilles and Fleetwood Broughams have been "softened" and body mounts revised for greater isolation from the road. While both the 1982 Eldorado and Seville feature all-new shock absorbers, revised body mounts and more for an even softer ride than last year. The rear springs in Seville are also new for 1982.

It's those special Cadillac conveniences available such as Memory Seat that remembers how tall you are.

Simply adjust the six-way power driver's seat to the position you find most comfortable. Press the "set" button, then one of the two numbered recall buttons, and this Cadillac feature memorizes the position you've selected. The other recall button can then be used to make the seat move to the full "back" position for easy entrance and exit, or you can use it to memorize your spouse's favorite driving position. When it's your turn to drive, all you need to do is press your recall button and the seat will automatically move to the position you've previously chosen.



It's great engineering advancements such as a Fuel Data Panel that can help you become a more efficient driver.

Standard on all vehicles equipped with the HT 4100 DFI Power System, the Fuel Data Panel can tell you how many miles per gallon you are getting instantaneously, your average miles per gallon, your esti-



It's pride of ownership that keeps you coming back Cadillac after Cadillac.

Nothing describes the feeling that comes from purchasing a new Cadillac better than "pride of ownership." It's one of the main reasons that seven out of ten people who buy Cadillacs traditionally stay with Cadillac. And, it's one of the factors that makes Cadillac an American standard for the world.

It's dedication to reliability and durability.

Perhaps the most important reason for buying a Cadillac is the confidence you feel when you drive one. Confidence in the solid substance that surrounds you. Confidence in the advanced technology. And confidence in Cadillac's dedication to reliability and durability.

mated range and the amount of fuel used. Not only can this information help you drive more efficiently, it can also help you determine the most efficient routes to take.



Most of all, it's quality.

A case in point...

...are the triple-plated bumpers on the 1982 Cadillacs. This greatly simplified overview illustrates the 10 major steps each and every bumper goes through before being sent to final assembly:



1. Bumper components are welded together (rather than bolted).
2. The weld seams are polished, and the quality of the welds inspected. Excess metal is removed, then...
3. The full bumpers are polished on wheels of emery-coated cotton, then finely buffed with a wheel of sisal, a hemp-like material.
4. They are inspected for polishing quality, then...
5. They are plated in a copper solution and hand-buffed to a mirror-like finish.
6. They are inspected again for buffing quality.
7. Then plated with four different types of nickel for durability, and buffed once more.
8. A coating of chrome is then applied (and buffed again, if necessary).
9. The bumpers are then inspected under special indirect lighting (for optimum visibility).
10. Once they have passed final inspection, aluminized wax is sprayed on the backside for additional corrosion protection in necessary areas and then sent to final vehicle assembly.

And that's just the bumper!

Everywhere you look, you see the benefits of Cadillac Value Engineering.

From the mirror-like finish on Cadillac bumpers to the highly organized "harness" of wires on the new HT 4100 DFI Power System, the 1982 Cadillac incorporates simplified maintenance, greater structural integrity and lasting value. Such as the headlamp housing on Seville and Eldorado, for example. It used to be constructed of seven major stampings held together by threaded fasteners. In 1982, it is installed as a single unit.



That Cadillac fit and finish.

The previously mentioned single-unit headlamp housing helps to improve the alignment of front end parts. For DeVilles and Fleetwood Broughams, new shims in the rear bumper assembly help



to improve its alignment to the rear quarter panel. And the paint finish on every DeVille, Fleetwood Brougham, Seville and Eldorado is not only wet-sanded prior to painting, it is oil-sanded *twice* after the four coats of paint have been baked on. This double sanding with oil helps to remove minute particles and surface imperfections. Double oil-sanding is one of those "little steps" that helps make it a Cadillac.

The durability of over 100 anti-corrosion measures.



Pre-coated metals are used extensively for critical areas such as doors and lower body exterior panels. The entire body is dipped in electrically charged paint primer to form a magnetic-like adhesion. Critical areas of metal to metal contact are protected with gaskets or bi-metal moldings. Doors are sealed with Plastisol to help protect against moisture. Waxes and sealers are used extensively throughout the car. Plastisol is used on the outer rocker panel to guard against stone chipping. And the list goes on and on, because Cadillac means enduring quality.

Passing the 78-step "stress test."

Every 1982 Cadillac equipped with the standard HT 4100 DFI Power System has to pass a 78-step "stress test" before it leaves the assembly line.



Key electronic components and systems of every new Cadillac with digital fuel injection are checked, first by a computer on the line, then in a test where the car is put up on a set of rollers and run in simulated driving conditions. Idle Speed Control, the Fuel Control System, Cruise Control, the Speed Sensor, they're all checked right on the assembly line to help assure Cadillac customers of a car that runs right. And the full record of every Cadillac's performance during the test is recorded for future reference. The computer linkup also makes 46 tests on all Cadillacs equipped with the V6 engine.

An even tougher test...time.

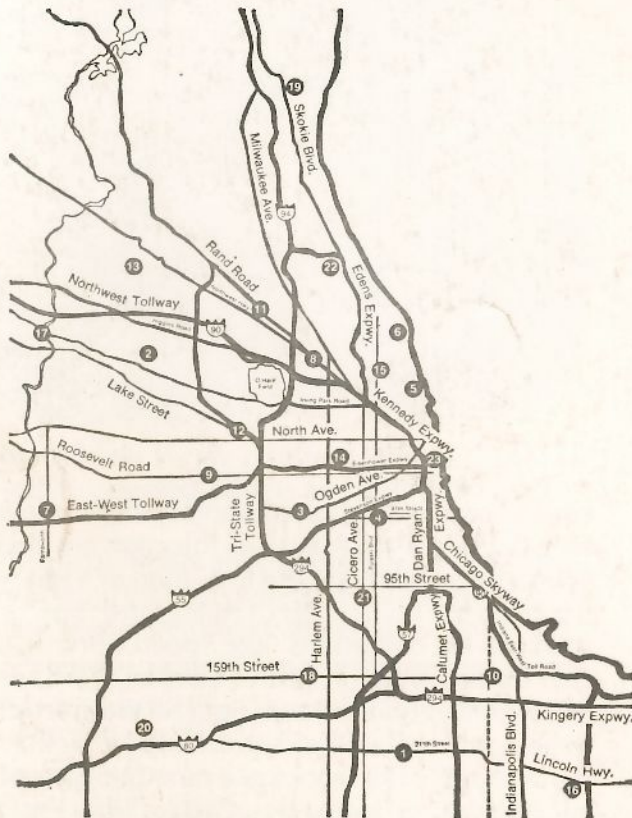
Perhaps the strongest testimony of the kind of quality Cadillac builds is Cadillac's traditionally high resale value among U.S. luxury cars. Quality. It's one of the main reasons Cadillac has been America's number one choice in luxury cars for the last 34 consecutive years.

The Cadillac Commitment.

We believe that when you buy or lease a Cadillac, you deserve to be treated like a Cadillac owner. And when you take your car in for service, you have the right to expect the type of consideration traditionally reserved for Cadillac owners. We intend to keep that tradition alive.

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Best of all...it's a *Cadillac*

