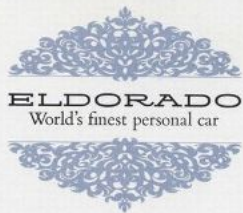




*1967 Cadillac
Fleetwood*



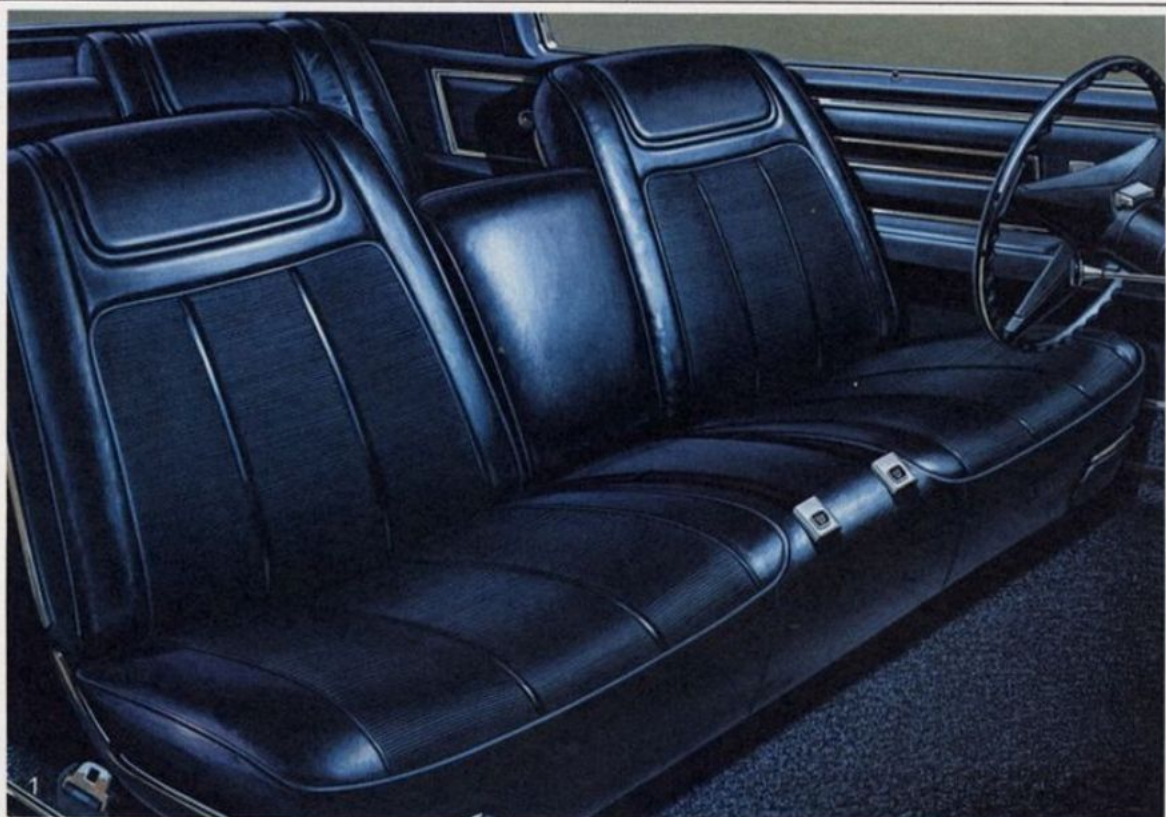
ELDORADO in optional Atlantic Blue Frontist with optional white sidewall tires



This is the Fleetwood Eldorado... dramatic blend of the best of two motoring worlds! For this brilliant new Cadillac combines the spirit and action of a true performance car with the comfort and five-passenger spaciousness of a true luxury car. It represents a whole new luxury car concept—yet its Cadillac identity is dramatically evident in a grille of striking simplicity and in its overall look of dignity and distinction. Eldorado seems poised and ready to go, with its long spectacular hood, its daring roof lines and its sweeping rear deck styling. Eldorado is the first motor car in the world to combine the precision of front wheel drive with the maneuverability of variable

ratio power steering and the balance of automatic level control. Eldorado interiors are especially luxurious. Unobstructed floors permit unusual room for all passengers; a unique ventilation system provides a draft-free flow of air throughout the car; and its quietness and smoothness assure a wonderful measure of Cadillac motoring pleasure. Here is the car for those who want new spirit and action in their luxury cars. The Fleetwood Eldorado... the car that must be seen to be believed, driven to be appreciated and owned to be enjoyed.

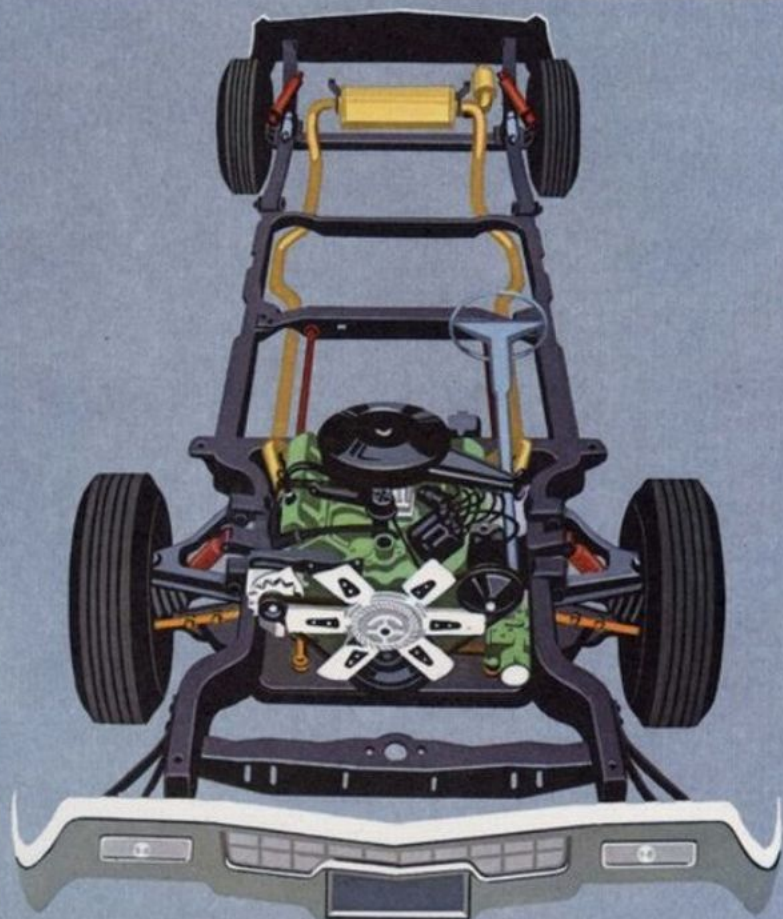




1. Eldorado's unobstructed floors permit unusual comfort for both front and rear passengers. One of eighteen selections, this Eldorado interior features Dark Blue Darien cloth and vinyl in the Strato bench seats. Contoured bucket front seats are also offered. 2. The Cadillac instrument panel for 1967 is handsome, functional and richly appointed. The steering wheel is softly padded. The glove compartment is newly located and more generously proportioned. 3. Handsome new wheel discs, designed to provide a cooling flow of air to the brakes, are an exclusive styling feature. 4. Striking new Dalmatian cloth distinguishes this Eldorado Strato bench seat. 5. Retractable headlamp covers, matching the grille, conceal the lamp area when it is not in use.



Cadillac Is Unexcelled in Motoring Safety Features



Eldorado is the first car in the world to offer the precision of front wheel drive with the disciplined maneuverability of variable ratio power steering and the balance of automatic level control.

For years, Cadillac's advanced engineering has provided a constantly increasing number of motoring safety and convenience features—in addition to the car's inherent quality, stability, quietness and handling. For 1967 the list is even more impressive than ever.

New energy absorbing steering column, developed by General Motors, is designed to compress on impact and is standard with the regular or optional Tilt and Telescope steering wheels. Both steering wheels have large, padded load-distributing centers.

The redesigned instrument panel is heavily padded and also reduces glare. Knobs are of minimum length with flat surfaces. Sun visors are softly padded.

Folding front coupe seats or bucket seats automatically latch firmly in place and can be released by individual manual pushbutton controls.

The hazard warning system, activated by a control on the right side of the steering column, flashes front direc-

tional lamps and rear stop lamps to warn drivers when you are moving slowly or stopped at the roadside.

Cadillac's triple braking system keeps front or rear brakes individually operative if one pair should fail. A red tell-tale light warns of malfunction of either system. Brakes are self-adjusting each time the car is reversed. In addition, the foot-operated parking brake operates separately as a true emergency brake and releases itself whenever the car is in any drive position with the engine running.

Front and rear seat belts, retractable on the outboard sides, are standard. Anchors are provided for center seat belts. Closed models have anchors installed on the outboard sides for optional shoulder straps.

Windshield wiper-washers are adjustable to three speeds, and arms are glare-reducing.

Manual window and vent handles, shift lever and turn signal lever have large diameter, soft plastic knobs. Front and rear door handles are inoperative when passenger-guard door lock buttons are depressed.

The direction signal has been redesigned with a special position for easier lane-change signaling. The other position is for turning. Indicators are on the top of the fenders.

Cadillac safety engineers are constantly striving to keep Cadillac motoring the most reassuring motoring in the world. You can help them—and yourself—by driving courteously, keeping alert and obeying all traffic regulations.



Eldorado's exclusive new ventilating system permits elimination of front ventipanes, for a sleek appearance, and at the same time provides a draft-free flow of outside air—at all levels and for all passengers—with windows closed.



FLEETWOOD SIXTY SPECIAL SEDAN in Baroque Gold with optional white sidewall tires



Fleetwood
SIXTY SPECIAL SEDAN



The Fleetwood Sixty Special Sedan is the finest expression of Cadillac's dramatically new styling. Its new forward-sweeping grille, its side contours that flow from front to rear in a single unbroken line and bold, clean rear design lend majesty to its exclusive longer length. Sixteen exterior colors and five optional Firmitist finishes are offered with an impressive choice of twenty-one interiors in cloth, leather and cloth, or leather. Shown here is Medium Covert color Damascus cloth combined with leather trim. A generous selection of power assists, including power operated vent windows, front and rear, automatic level control and many other convenience features are provided as standard equipment. Here, certainly, is Fleetwood excellence at its fullest.





FLEETWOOD BROUGHAM is optional. Tropic Green Finest with optional white sidewall tires.



Fleetwood
BROUGHAM



A distinctive padded roof with wreath and crest and Brougham script embellishment, marks this instantly as the Fleetwood Brougham. The sleek horizontal lines of the new rear design are framed by a dramatic new taillight assembly. Many interior appointments are exclusive to this model, which offers a total of twenty-one cloth, cloth and leather, or leather choices. The Brougham's finely crafted interiors provide folding rear compartment footrests, two fold-down vanity trays mounted in the backs of the front seats and two individual swivel reading lamps for rear seat passengers. The interior shown combines black Diplomat cloth and genuine leather. As on all 1967 Cadillac models, Turbo Hydra-Matic, power steering, power brakes, cornering lights and a full complement of safety and convenience features are standard.



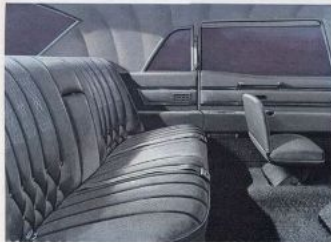


FLEETWOOD SEVENTY-FIVE SEDAN and LIMOUSINE in Satin Black with optional white sidewall tires.



Fleetwood
SEVENTY-FIVE

The distinguishing characteristics of Cadillac's new styling are nowhere more clearly evident than in the Fleetwood Seventy-Five Sedan and Limousine. The wheelbase is 149.8 inches, and the overall length is 244.5 inches. This most luxurious of all Cadillacs seats nine with full-width folding auxiliary seats for three persons in the rear. The Limousine has a glass-partitioned leather-upholstered chauffeur's compartment. Turbo Hydramatic transmission, power brakes, power steering, power front seat adjustment, power windows, automatic climate control and automatic level control make the Fleetwood Series Seventy-Five models by far the most completely and superbly equipped of all luxury motor cars.



Five exclusive interior selections are available. The beautifully detailed interior shown at the far left is Light Gray Devonshire cloth with richly embroidered seat back inserts.

Shown left, above, is the superbly balanced Landaux top, optional on the Seventy-Five Sedan and Limousine. In addition, a padded vinyl top is optional with the standard roof design.

Below, left, is the rear control panel which permits the occupant to raise or lower windows, turn on reading lamps, tune radio and activate automatic climate control.

PERSONALIZE YOUR CADILLAC FOR GREATER MOTORING PLEASURE.

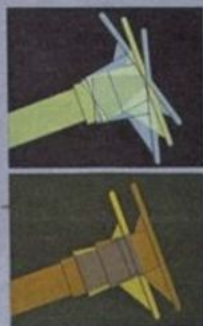
In addition to all its standard equipment, the Fleetwood series caters still further to the discriminating motorist with an array of options and accessories to make his new Cadillac the most personalized car he has ever owned.

1. Twilight Sentinel turns lights on and off according to light conditions and can be set to leave lights on up to ninety seconds for a path of light at night.
2. Cruise Control permits setting and maintaining a desired speed without using the accelerator pedal. It also acts as a speed reminder by a gentle back pressure to the accelerator when selected speed is reached.
3. Tilt and Telescope Steering Wheel adjusts in four

directions for personal comfort and swings up for easier entry and exit.

Among the other popular Cadillac accessories your dealer can demonstrate are automatic climate control (standard on Seventy-Five models); AM Radio, AM-FM Radio or AM-FM Stereo Radio; automatic door locks; six-way power front seat; front seat headrests; Guide-Matic power headlamp dimmer and controlled differential for better traction on slippery roads (not available on Eldorado).

For advice concerning equipment and accessories for the Cadillac of your choice, consult your authorized dealer. He is an expert at helping you make your new 1967 Cadillac Fleetwood individually yours.



SPECIFICATIONS

Engine: Eight-cylinder, 340 HP, overhead, 90° V-type; bore 4.13", stroke 4.0"; displacement 429 cu. in. Max. torque 480 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

Pistons: Aluminum alloy, slipper type, to reduce friction surfaces and permit nesting between crankshaft counterweights. New top compression ring inverted to pump oil upwards rather than down, one wide oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

Carburetor: New Quadrajet four-barrel downdraft with equalized manifold; mechanical fuel pump; dry type air filter; new automatic choke.

Lubrication: Full pressure, Full-flow oil filter standard.

Electrical System: 12-volt, 13-plate battery. High capacity 42 amp. generator (55 amp., air conditioned cars).

Gasoline Tank Capacity: Approximately 26 gallons; Eldorado, approximately 24.

Turbo Hydra-Matic: Fully automatic, improved torque converter type with variable stator (except Seventy-Five). Converter multiplies engine torque for increased driving thrust to drive wheels during acceleration in any gear (low, intermediate or high).

Rear Axle: Hypoid. Differential housing offset to provide straight-line drive. Ratio is 2.94 with a 3.21 axle available (3.21 only on Eldorado). The 3.21 axle is standard on all air-conditioned models and the Seventy-Five models. Available (except Eldorado)

is the controlled differential, which directs power to rear wheel having better traction.

Front Suspension: Spherical joint with Cadillac independent, helical-coil-type springs. Rubber mounted strut rods and rubber bushings absorb impacts and isolate road noise. (Torsion bar suspension on Eldorado.)

Rear Suspension: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride. (Single leaf springs with two horizontal and two vertical shock absorbers on Eldorado.)

Brakes: Cadillac power brakes with self-adjusting shoes; finned front and composite finned rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes. (Front disc brakes available on Eldorado.)

Parking Brake: Serves as true auxiliary brake . . . will not lock in position with engine running and car in gear . . . can be operated as a foot emergency brake while car is in motion. Automatically releases when transmission is in any drive range with engine running.

Steering: Cadillac variable ratio power steering is standard equipment (except on Seventy-Five). Energy absorbing steering column. Overall steering ratio of 16.7 to 1 (except 18.2 on Seventy-Five models and 16.3 on Eldorado) and 38½" turning angle provide fast response and short turning diameter.

Frame: The entire length of the perimeter frame is fully boxed in, with hidden bulkheads for additional torsional rigidity. Eldorado has a frame especially designed for

its front wheel drive and front and rear suspension systems.

Tires: Low pressure, 2-ply tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Five on which the size is 8.20 x 15, 4-ply. Black sidewalls are standard on all models. White sidewalls may be selected on all models.

Cornering Lights: (standard equipment) On the side of front fenders, activated by directional signal lever when headlamp switch is on. Project a beam of light from the side of the car, thus illuminating roadside for extra convenience at night.

Tread: 62.5". (Eldorado 63.5", front; 63", rear.)

Wheelbase: Fleetwood Sixty Special Sedan and Brougham, 133"; Fleetwood Seventy-Five, 149.75"; Eldorado, 120".

Overall Length: Fleetwood Sixty Special Sedan and Brougham, 227.5"; Fleetwood Seventy-Five, 244.5"; Eldorado, 221".

Additional Colors not shown on cars illustrated include: Grecian White, Regal Silver, Summit Gray, Marina Blue, Admiralty Blue, Sherwood Green, Venetian Blue, Capri Aqua, Pinecrest Green, Persian Ivory, Sudan Beige, Doeskin, Flamenco Red, Regent Maroon, and, as options, Olympic Bronze Firemist, Crystal Firemist and Ember Firemist.

Note: Where leather is used, it is combined with richly textured vinyl in heavy wear areas.

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION
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.



Included previously in illustrations or text are the following items of equipment which are available at extra cost depending on model selection: white sidewall tires, Firemist finishes, special interiors, Landau & vinyl tops and bucket seats.