

1965 CADILLAC



So new...so right... so obviously Cadillac!

The 1965 Cadillac is the most dramatically new Cadillac in sixteen years. Its remarkable styling — elegant, majestic and impressive as never before—establishes this new car instantly as an all-time Cadillac great! And not only is it an inspiration to look at—it is a revelation to drive. A new concept of frame and suspension gives the car incredible steadiness and levelness of ride. And there is quiet—quiet beyond anything you imagined possible in a motor car. Cadillac's new and more spacious interiors are marvelously rich and luxurious. Cadillac owner or Cadillac admirer—you will find the motor cars described in this book to be the most distinctive in Cadillac history.



Standard of the World

A vintage Cadillac Fleetwood Brougham is shown in profile, parked on a rocky path. The car is a deep red color with a white pinstripe along the bottom edge. The background is a dense forest with a large, textured rock face on the left. A man in a dark suit and a woman in a colorful floral dress are standing near the front of the car, looking at something together. The car has "FLEETWOOD" written on the side panel and "724" on the license plate area.

CADILLAC FLEETWOOD SERIES

FLEETWOOD BROUGHAM

THE FLEETWOOD SERIES— A MASTERPIECE EVEN AMONG CADILLACS!

Wherever highways lead, the name Fleetwood is a hallmark of motoring elegance. And in 1965 the cars of the Fleetwood Series are far easier to recognize—and far more rewarding to own than ever before.

The Fleetwood Sixty Special and the Fleetwood Brougham option are given added distinction and roominess because of a new exclusive 133-inch wheelbase—3.5 inches longer than cars of other series. Their over-all length of 227.5 inches gives these entirely new cars a stature all their own. From the exciting Eldorado Convertible to the stately Seventy-Five Sedan and Limousine, all cars in this series are uniquely impressive in their styling and elegance.

The magnificent Cadillac Fleetwood interiors—exemplified by the Fleetwood Sixty Special front compartment shown below—are trimmed in the finest fabrics or leathers combined with hand-finished imported Tamo wood trim.

The beautiful brocade trim and the embroidery in the fabric



seat-back inserts are exclusive Fleetwood luxuries.

All 1965 Cadillacs feature chair height, deep-cushioned, contoured seating for added passenger comfort. Rear compartment space in the Sixty Special and Brougham has been increased. Front compartments are also newly spacious and luxurious. The floor tunnel has been dramatically reduced in size. Ease of entry and exit have been greatly improved.

The Sixty Special interior design, with its many choices, is typical of Fleetwood's new elegance for 1965.

The distinctive quality of Fleetwood interior appointments is made readily apparent by the door panels (*above*) with door pulls mounted over richly grained Tamo wood framed in chrome. The Wreath and Crest, identifying mark of the Fleetwood, is shown here mounted on the wood insert.



Power window controls on the armrest, and the power seat adjuster located at the left side of the front seat, are standard equipment on all Fleetwood models, except the Seventy-Five.

Closed models provide folding center armrests front and rear. The Eldorado Convertible offers a full width bench-type front seat or, optional at no extra cost, contoured bucket seats divided by a handsome padded console with a lighted compartment that can be locked. At the rear of the console, there is an outlet to direct heat to the rear compartment.

The gracious interiors of the Seventy-Five are described in a separate brochure which is available through your Cadillac dealer.

New three-speed windshield washer-wipers, standard on all models, are operated by a push-button control (*above right*) that is now illuminated for added nighttime convenience. The wipers themselves are relocated for improved coverage and added visibility.



Other driver conveniences include an inside remote control for the outside mirror and a three-position tinted glass rear view mirror.

The roof design of the new Brougham is a styling feature exclusive to this Cadillac option. The entire roof is padded and covered in a textured vinyl fabric set off by a twin beaded molding with color matching the top cover. The rear quarter panel of the roof is distinctively ornamented by the famed Fleetwood Wreath and Crest and the Brougham script (*above left*). This is typical of the many distinctive touches of this Fleetwood model.



The newly designed and larger glove box (*left*) is now centrally located within easy reach of both driver and passenger. Twin ash receivers and lighter are concealed behind the wood-covered panel above this compartment.

This Fleetwood luxury and beauty is interpreted in the widest variety of fabrics, leathers and colors offered in any series. Five exterior finishes created expressly for the Eldorado may also be ordered in other models.

The Sixty Special, the Brougham, the Eldorado Convertible, the Seventy-Five Sedan and Limousine—each has been created for those who can be satisfied with nothing but the finest.



FLEETWOOD ELDERADO CONVERTIBLE



FLEETWOOD SIXTY SPECIAL SEDAN



FLEETWOOD BROUGHAM



This is the Fleetwood Eldorado Convertible with perforated leather seat cushions and seat-back inserts. A choice of bucket or bench type seats is offered at no extra charge. Shown here in red is one of the Eldorado's eight beautifully crafted interior combinations.



Interiors of the Fleetwood Sixty Special and Brougham are available in five combinations of embroidered Danforth cloth, five choices of leather and Devon cloth, and at extra cost, seven leather combinations. Shown here is Devon cloth and matching leather.



The Fleetwood Sixty Special and Brougham offer Danforth cloth, shown here, in five colors with embroidered inserts. Perforated leather upholstery is optional at extra cost in seven combinations. The Brougham vinyl padded roof comes in white, black, blue and sandalwood.

CADILLAC De VILLE SERIES



HARDTOP SEDAN de VILLE

THE De VILLE SERIES— A NEW DIMENSION IN MOTORING EXCELLENCE

The dramatically modern styling of the 1965 Cadillac is luxuriously expressed in the De Ville Series.

The choice of models in this series is the widest in its price range—a coupe, a convertible, a hardtop sedan and a stylish new center pillar sedan that provides unusual interior spaciousness. Each of the De Ville models is identified by a bright, brushed chrome, cove belt molding that is distinctive to this series. This trim, together with the De Ville script on the rear quarter panel, makes these fine cars instantly recognizable.

The De Ville Series offers an extraordinary selection of body colors, interiors and optional equipment.

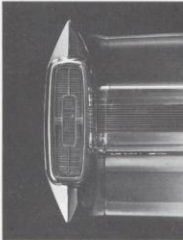
All De Villes are built on a wheelbase of 129.5 inches with an over-all length of 224 inches.

The gracious De Ville interiors include a variety of personal conveniences. An ash receiver and lighter combination (below)



is located in the center of the instrument panel. And there are two rear armrest ash receiver and lighter combinations and, in the closed models, two rear reading lamps.

As in all Cadillacs for 1965, there is a 340-horsepower engine that is even smoother and quieter than the superb engine that introduced true high performance to the luxury car field last year. A host of other engineering advancements gives the car extraordinary road stability and ease of handling.



Distinguishing every 1965 Cadillac is the smart rear fender and tail lamp assembly (above) which forms an integral part of the clean, smooth rear styling. Taillights, stoplights, backup lights and directional signal lights are framed in a single chromed housing that blends into the rear grille.



The cornering lights (left)

are an integral part of the front bumper design. They are now larger and have been redesigned to provide improved illumination.

The crown ornament at the top of the front fender houses the directional signal indicator. This enables the Cadillac driver to be fully aware of signal operation at all times without taking his eyes from the road—a distinct advantage in heavy traffic.



One of the most dramatic styling characteristics of the 1965 Cadillac is the curved side windows (left) of frameless glass, tightly sealed to keep weather out and comfort in. This contoured glass perfectly complements Cadillac's new side styling. The elegance and beauty of the frameless glass are even more apparent when a door is opened.

When the driver and his guests step into the luxury of a De Ville interior, like those on the opposite page, they enter a world of motoring elegance unique to this series.

The De Ville Convertible, Hardtop Sedan and Coupe are available with bucket seats and a roomy, locking, padded center console. There are eleven convertible interior color combinations with perforated leather in seat and seat-back inserts. Sedans and coupe offer eight fabric and leather combinations. Seven perforated leather combinations are available at extra cost.



All metalwork both inside and outside the car is crafted with Cadillac perfection. The completely new grille (above right), for instance, combines bright and satin finished chrome and is highlighted by the famous Cadillac script. Concealed behind the grille is the optional Guide-Matic headlamp control photo cell.

This same attention to detail is evident in every aspect of the car's design. Even the accelerator and power brake pedals, shown above, are framed in bright chrome and are relocated for greater convenience, comfort and less foot travel.

The instrument panel has also been redesigned (see page 16). Controls are better located and better illuminated. This new instrument panel is coved to provide more knee room for front compartment passengers.

The four models of the De Ville Series truly represent a new dimension in motoring excellence.



COUPE de VILLE



De VILLE CONVERTIBLE



HARDTOP SEDAN de VILLE



SEDAN de VILLE



This De Ville Convertible interior is bronze leather, one of eleven interior color combinations. Front bucket seats with padded console are available at extra cost. Convertible tops are available in white, black, blue, green and sandalwood.



Hardtop Sedan de Ville fabric and leather interiors are offered in eight color selections. Seven perforated leather combinations, available in bench or bucket seats, are extra-cost options. Shown is honeycomb weave Drummond cloth.



The Sedan de Ville offers the same interior fabric and leather selections as the Hardtop Sedan de Ville shown at left. The fabric illustrated here is random weave Delta cloth in midnight blue, a combination of extraordinary richness.

CADILLAC CALAIS SERIES



CALAIS COUPE

THE CALAIS SERIES— ELEGANT NEWCOMER TO THE FINE CAR WORLD

A brilliant combination of Cadillac quality and practicality, the new Calais Series represents a new standard of value for the Standard of the World.

Available in a coupe and two sedans, the Calais Series introduces a new measure of luxury, comfort, and performance surpassing even the famous Series Sixty-Two which it supersedes.

The Cadillac Calais is priced favorably with many models of smaller and less distinctive cars . . . and represents the most practical path to the unsurpassed pleasure and pride of Cadillac ownership.

All Calais interiors reflect Cadillac's new spaciousness and incorporate that degree of comfort only Cadillac can provide. Seats are deeply cushioned and their higher backs give easy-chair restfulness. Calais luxury appointments include rear corner reading lights, courtesy lights, front and rear ash receivers and lighters (front only on coupe), electric clock, built-in visor vanity mirror and folding center armrests. The center armrest is



located in the front seat in the coupe and in the rear seat in sedans. Fabric patterns, interior design and trim all display Cadillac's superb craftsmanship. Soft, loop pile carpeting further enhances comfort and beauty.

The dramatic interiors shown on the opposite page are indicative of the new Calais glamour and graciousness.

The Cadillac Calais is distinguished by the same new styling that characterizes all Cadillacs. The new vertical headlamps (left) are an identifying feature of this new styling and emphasize the wider, lower front end look.

The same unity of design extends from its new grille, through its gracefully sloping windshield and new roof line, to its impressive rear appearance. Even the sculptured grace of the door handles (right) shows Cadillac's meticulous attention to detail.

This new Cadillac styling is given maximum expression by a brilliant range of sixteen colors—all available on the Calais Series.

Calais models provide the same outstanding performance



as do all 1965 Cadillacs. The famous Turbo Hydra-Matic transmission is now standard equipment for the first time on this most modestly priced Cadillac series.

In combination with an all new drive line, an advanced suspension system and a wider tread, this new power team introduces a new world of quiet, smoothness, stability and handling ease.



In addition, every new Calais model provides as standard equipment power brakes, power steering, heater and defroster, Cadillac's exclusive triple braking system, cornering lamps and backup lamps . . . together with many unique Cadillac styling features such as the beautiful new wheel covers (left). Available at extra cost are Cadillac's exclusive new smaller diameter, wider tread, triple-line whitewall tires.

The new luggage compartment is more generously proportioned and more functionally arranged for maximum capacity and better luggage arrangement (see picture below).



On all Cadillacs, the sleek new lines of the rear quarter panel, shown at left, culminate in the new chromed taillight assembly. On this series it is accented by the chromed Calais script.

The Cadillac Calais name—a brilliant newcomer to the fine car world—is surely destined to establish a new measure of automobile value in performance, luxury and pride of ownership.

Why not visit your Cadillac dealer and learn how easy it is to become a Cadillac owner?

Once you see one and drive one, you'll be on your way to a lifetime of Cadillacs. For it's a fact that Cadillac owners are the most loyal in the world.

Come to think of it—once you know Cadillac would anything less ever fully satisfy you?



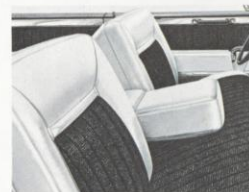
CALAIS COUPE



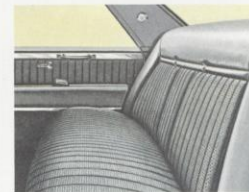
CALAIS HARDTOP SEDAN



CALAIS SEDAN



The Calais Coupe interiors are available in seven combinations of cloth and coated fabric. In addition to the Delhi cloth, shown here, a fine pin-stripe Delmar pattern may be selected.



This Calais Hardtop Sedan interior combines gray Delhi cloth with gray coated fabric bolsters. This combination is one of seven offered, a range of choice to satisfy the most demanding taste.



The Calais Sedan interior choices are identical to the other two models. Illustrated here is turquoise Delmar cloth, a subtle two-tone pin-stripe pattern, also available in blue and green.

OPTIONS & ACCESSORIES





COMFORT CONTROL. Combines heating and air conditioning in a single unit. A dial permits setting of interior temperature as easily as with a home thermostat. Once set, the temperature is automatically maintained regardless of changes in the weather or the season.



CRUISE CONTROL. Permits dialing of desired speed. Cruise Control is entirely disengaged by turning off ignition or manual "off" switch. It can be temporarily disengaged by touching the brake pedal. A new ruby colored light indicates when the system is in automatic operation and a new lighted dial illuminates the numerals.



POWER CONTROLS. Provide remote adjustment of windows and ventilator panes. Consult your dealer about which controls are standard equipment on the particular model of your choice.

MAKE YOUR DRIVING MORE ENJOYABLE AND YOUR CADILLAC MORE PERSONAL

Cadillac provides as standard equipment Turbo Hydramatic transmission, power steering, power brakes, cornering lights, retractable front seat belts, heater and defroster and, on most models, power seats and windows.

Cadillac also offers the finest choice of accessories and options in the luxury car field.

With the introduction of Comfort Control last year, three out of every four Cadillac owners selected this wonderful, exclusive temperature control system. For 1965, it has been improved for even more precise control and still more efficient operation. See description and illustration at top of opposite page.

The new Cadillac Automatic Level Control, standard on the Fleetwood Series, except the Seventy-Five and available on other models, compensates for load conditions in the rear compartment or luggage compartment. This assures that the car maintains its fine handling characteristics, more accurate headlamp aiming and holds its designed road clearance regardless of load variations.

Some of Cadillac's most popular accessories and options are shown and described on these pages.

For example, new for 1965 is the exclusive Tilt and Telescope Steering Wheel, shown on the right, providing personal comfort never before offered in a motor car.

A new power door lock system is new to the industry and exclusive to Cadillac.

Other popular accessories and options that are not shown include: Controlled Differential (provides more positive traction on slippery road surfaces) . . . Four-Way Bucket Seat Power Adjustment . . . Guide-Matic (power headlamp control) . . . Soft Ray Glass . . . Door Edge Guards . . . White Sidewall Tires.

Your dealer will be pleased to demonstrate these and many others. You will find him extremely helpful in your selection of a Cadillac to fit your personal needs and tastes.

Below are additional body color selections not shown on the cars illustrated on the previous pages.



POWER DOOR LOCKS: Appreciated by women and important when children are in the car. All doors automatically lock when the power locking knob on either front door is depressed. All doors are automatically unlocked in any one of three ways: by lifting either front knob, by opening a front door from the inside, or by unlocking a front door from the outside with a key.



TWILIGHT SENTINEL: Automatically turns lights on at dusk or under poor light conditions. Automatically turns lights off at sunrise or when light conditions improve. Headlamps and a selected cornering lamp may be left on up to a minute and a half by setting a delayed action lever, thus providing a path of light from the car.

SIX-WAY POWER SEAT: Provides horizontal, vertical and angle seat adjustment. The Six-Way feature is standard on the Eldorado and available on other models with bench type seats. This option has long been a favorite with those who wish to personalize their Cadillac driving position.



NEW TILT AND TELESCOPE STEERING WHEEL: This exclusive Cadillac option telescopes in and out three inches with a simple fingertip control that locks it in any position. It also tilts to the desired position. This multi-adjustment provides a wide range of positions to offer the most personal comfort for every driver in the family. It also permits a relaxing change of position to help relieve the monotony of long travel . . . and can be easily changed while the car is in motion.



RADIO: Available in either AM or AM-FM. The AM-FM set offers automatic frequency control and both manual and push-button tuning. The AM set provides manual, push-button and signal seeking tuning. Both sets include remote control antenna and front and rear adjustable speaker control.

CHASSIS AND ENGINE FEATURES FOR 1965

In engineering and in styling, the 1965 Cadillac is the newest Cadillac in history.

A completely new perimeter type frame gives the car better balance and stability, a lower center of weight and greater torsional rigidity. An improved body mounting system, together with scientifically applied insulation, makes this the quietest Cadillac ever built.

Cadillac's 340-H.P. engine, which introduced true high performance to the luxury car field, offers the greatest power to engine weight ratio in the industry.

Cadillac's remarkable Turbo Hydra-Matic transmission is now standard on all models. Among its many major improvements are the introduction of a dual driving range, more positive downhill braking, and livelier performance at suburban speed levels.

Cadillac's exclusive True Center drive line, incorporating a new one-piece propeller shaft and two constant velocity joints, adds to the car's quietness.

Cadillac's new sonically balanced exhaust system, based on an entirely new principle of design, results in the quietest operation of all time.

A totally new suspension system gives an incredible new levelness and steadiness to Cadillac's famed ride.

Cadillac continues to offer the industry's only true triple braking. There are independent front and rear braking systems, together with a foot-operated parking brake that can be used as an emergency brake while the car is in motion. All four brake drums are finned for better cooling and are self-adjusting.

All in all—the performance of the 1965 Cadillac is so new and so outstanding that it must be experienced to be fully appreciated.

MAJOR STANDARD EQUIPMENT ON ALL MODELS

CADILLAC POWER STEERING . . . affords almost effortless parking, cornering and highway travel and retains a reassuring feel of the road.

CADILLAC TURBO HYDRA-MATIC automatic transmission . . . provides instant, smooth response and proven dependability.

CADILLAC POWER BRAKES . . . for smooth, straight-line stops with a minimum of effort.

CADILLAC HEATER AND DEFROSTER . . . directs an even flow of controlled warm air to both front and rear passengers, helps keep windshield free of fog and ice.*

*All models may be ordered without this item as an option at reduced cost.

OTHER STANDARD EQUIPMENT

Your Cadillac provides, as standard equipment, a number of items offered as extra-cost items on most other cars. Among them are:

AIR CLEANER, dry-pack

ARMRESTS, center front and rear on De Ville, Fleetwood and Seventy-Five Sedans; front only on Convertible models and Calais Coupe; rear only, Calais Sedans and Limousine

CIGARETTE LIGHTER, center front

CIGARETTE LIGHTERS, rear (two) except Calais Coupe

CLOCK, electric

FRONT SEAT ADJUSTMENT, power operated (except Calais)

LIGHT, front ash receiver

LIGHTS, backup (dual)

LIGHTS, cornering

LIGHTS, rear compartment

LIGHTS, courtesy (automatic) and map (75 only)

LIGHTS, directional signal

LIGHT, glove box (automatic)

LIGHT, luggage compartment (automatic)

MIRROR, glare-proof, rear view, flip-type; 3-way, Soft Ray in Eldorado and Fleetwood Sixty Special Sedan

OIL FILTER, full-flow

OUTSIDE MIRROR, left side, inside remote control

REFLECTORS, door panels, safety warning (illuminated in Eldorado, Fleetwood Sixty Special Sedan and De Ville models)

SEAT BELTS, front, retractable

VENTILATOR WINDOWS, power operated on Fleetwood Sixty Special Sedan, Brougham and Eldorado

VISOR VANITY MIRROR

VISORS, dual sun

WHEEL DISCS

WINDSHIELD WASHER AND COORDINATOR

WINDOW REGULATORS, power operated (except Calais)

WHITENALL TIRES, 9.00 x 15 (set of five) standard on Eldorado

SPECIFICATIONS

ENGINE: Eight-cylinder, 340-H.P., overhead, 90° V-type; bore 4.13"; stroke 4.0"; displacement 429 cu. in. Max. torque 480 ft.-lbs. Engine housed 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. Two compression rings, one oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Newly contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifold; mechanical fuel pump; dry type air filter; automatic choke.

LUBRICATION: Full pressure. Full-flow oil filter standard.

ELECTRICAL SYSTEM: 12-volt, 13-plate battery. High capacity 42 amp. generator (35 amp. air cond. cars and Fleetwood Seventy-Five).

GASOLINE TANK CAPACITY: 26 gallons.

TURBO HYDRA-MATIC: Fully automatic, torque converter type with variable stator. Converter multiplies engine torque for increased driving thrust at rear 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 an optional 3.21 axle available. The 3.21 axle is provided on air-conditioned models. On Fleetwood Seventy-Five models, ratio is 3.36 with 3.77 optional. The controlled differential, optional at extra cost, 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.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil type. Rubber bushings for quieter, softer ride.

BRAKES: Cadillac Power Brakes with self-adjusting shoes; finned front and rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes, assuring one set working in the event of failure of either set.

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.

STEERING: Cadillac Power Steering standard equipment. Over-all steering ratio of 18.2 to 1 and 38½° turning angle for fast response and short turning diameter.

FRAME: New perimeter frame is fully boxed its entire length with hidden bulkheads for extra torsional control. (Tubular X-frame on Fleetwood Seventy-Five)

TIRES: Low-pressure, 4-ply, tubeless. Size 8.00 x 15 (Fleetwood Seventy-Five: Black or white, 6-ply, size 8.20 x 15). White sidewall tires size 9.00 x 15, optional at extra cost, except standard on Eldorado.

CORNERING LIGHTS (Standard Equipment): On the side of front fenders, activated by directional signal lever when headlamp switch is on. Project a powerful beam of light from the side of the car, thus illuminating roadside and road signs for extra convenience at night.

TREAD: Front and rear, 62½" (Fleetwood Seventy-Five, 61").

WHEELBASE: 129.5" (Fleetwood Sixty Special Sedan and Brougham, 133"; Fleetwood Seventy-Five, 149.75").

OVER-ALL LENGTH: 224" (Fleetwood Sixty Special Sedan and Brougham, 227.5"; Fleetwood Seventy-Five, 243.8").

SOME OF THE ABOVE SPECIFICATIONS DO NOT APPLY TO THE FLEETWOOD SEVENTY-FIVE. CONSULT YOUR DEALER.

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.