



THE 1961 CADILLAC

For 1961, Cadillac has truly created a new inspiration for all motordom . . . an automobile of such superb design, such precise craftsmanship and such universal appeal that—as even the briefest examination will reveal—it could have come from no other source but the builder of the accepted Standard of the World.

Never before has a motor car so visually exciting and, at the same time, so meticulously engineered been presented for your inspection and approval.

Unmistakably Cadillac in stature and majesty, it nevertheless represents a totally new concept in fine car design. Its graceful silhouette reveals a more integrated body and increased head room, interior spaciousness and entrance room. Vision is virtually unlimited. And the crisp, sculptured design of front, rear and sides confers a distinction entirely new to motoring.

Among the dramatic engineering advancements may be counted an even finer, smoother-performing engine . . . a miraculous new front-suspension system . . . a lubrication-free chassis . . . and greatly increased maneuverability and handling ease.

By any criterion, this is the finest automobile ever created—a motor car to inspire the automotive world for years to come. For the most rewarding experience in motoring, accept your Cadillac dealer's cordial invitation to see and drive the 1961 Cadillac.



SIXTY-TWO COUPE PAGE FOUR

SIX WINDOW SIXTY-TWO SEDAN PAGE FIVE

SHORT DECK SIXTY-TWO SEDAN PAGE SIX

FOUR WINDOW SIXTY-TWO SEDAN PAGE SEVEN

FLEETWOOD SIXTY SPECIAL SEDAN PAGES EIGHT
& NINE

SIXTY-TWO CONVERTIBLE PAGE TEN

COUPE DE VILLE PAGE ELEVEN

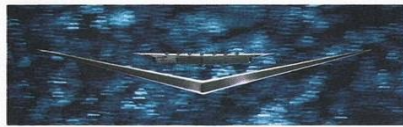
SIX WINDOW SEDAN DE VILLE PAGE TWELVE

FOUR WINDOW SEDAN DE VILLE PAGE THIRTEEN

ELDORADO BIARRITZ PAGE FOURTEEN

FLEETWOOD SEVENTY-FIVE SEDAN & LIMOUSINE
. PAGE FIFTEEN

ENGINE & CHASSIS PAGE SIXTEEN



Interiors as functional as they are luxurious make a vital contribution to the over-all impression of perfection which you receive on inspecting the 1961 Cadillac. The crisp, clean lines of the new instrument panel . . . the smaller, easier handling steering wheel . . . the lower front floor and tunnel . . . the new door safety lights . . . the new power window and seat controls . . . the incredibly beautiful colors and fabrics . . . all play key roles in making the 1961 Cadillac as delightful to drive as it is inspiring to behold.

SIXTY-TWO COUPE PAGE FOUR

SIX WINDOW SIXTY-TWO SEDAN PAGE FIVE

SHORT DECK SIXTY-TWO SEDAN PAGE SIX

FOUR WINDOW SIXTY-TWO SEDAN PAGE SEVEN

FLEETWOOD SIXTY SPECIAL SEDAN PAGES EIGHT
& NINE

SIXTY-TWO CONVERTIBLE PAGE TEN

COUPE DE VILLE PAGE ELEVEN

SIX WINDOW SEDAN DE VILLE PAGE TWELVE

FOUR WINDOW SEDAN DE VILLE PAGE THIRTEEN

ELDORADO BIARRITZ PAGE FOURTEEN

FLEETWOOD SEVENTY-FIVE SEDAN & LIMOUSINE
. PAGE FIFTEEN

ENGINE & CHASSIS PAGE SIXTEEN

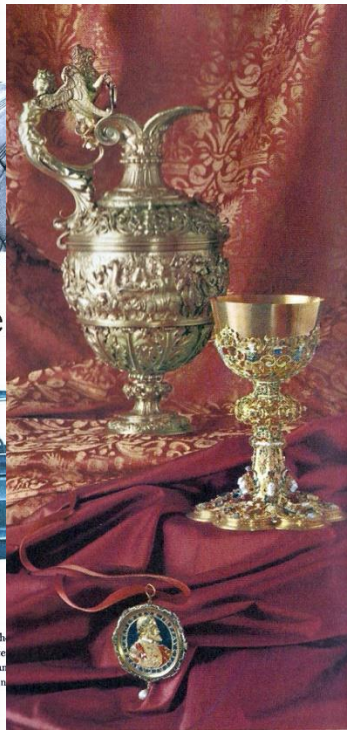


THE Sixty-Two Coupe



Brilliantly new in concept, the Sixty-Two Coupe offers an ideal introduction to the magnificently styled new Cadillac for 1961. A visual delight from its scintillating grille to the gracefully fluid lines of its rear deck and slim quarter panels, it is as rewarding to drive as it

is to behold. The selection of interior cloth, and in some cases, Florentine grain



The silver-gilt ewer is a triumph of Roman craftsmanship, 17th C., and bears the inscription, "Materiam superabat opus" ("The work transcends the material"). The chalice, a gift of J. P. Morgan to the Metropolitan Museum of Art, is of gold and enamel (German, about 1609). Pendant of Charles V is of gold enamel and heliotrope. It is Italian, about 1550. All these pieces are from the Metropolitan Museum of Textiles.



ROSE CAMBERA CLOTH WITH FLORENTINE VINYL

THE SIX WINDOW Sixty-Two Sedan



Displayed to perfection in the elegant Series Sixty-Two Sedan, the crisp new Cadillac silhouette makes this an automobile of surpassing beauty. A masterpiece of styling and craftsmanship, its reliability, roominess and safety make it the perfect family motor car, as well. A

handsome new instrument panel, completely new exterior trim and many other improvements make vital contributions to its unquestioned appeal. The interior fabrics, conceived and crafted in the Fleetwood tradition of excellence, are identical with those in the Coupe.



BLACK CHILTON CLOTH, WHITE FLORENTINE VINYL

The B-flat trumpet is a 16th Century reproduction of one in the Museo Civico, Verona, Italy. The flute is porcelain and dates from about 1760. The instrument with peacock feathers is a Mayuri from Northern India. The wooden violin case is German and dates from the 18th Century. The portrait is by Francois Hubert Drouais. All of the pieces are from the Metropolitan Museum of Art. The fabrics are from the Scala-mandi Museum of Textiles.



THE SHORT DECK Sixty-Two Sedan



Another sparkling example of Cadillac craftsmanship at its finest is this new body style, a virtual twin of the Sixty-Two Sedan already described. Differing only in shorter over-all body length, it features the same trim lines and generously proportioned interior, the same

wonderful riding qualities. Alert and responsive to the final degree, it achieves a peak of maneuverability unequalled even among cars which do not approach it in size or distinction. Superbly favored in the luxury of its appointments, it is a radiant addition to the Cadillac family.

WINDOW Sixty-Two Sedan



and passengers in enjoy greater motor- a gracefully curved ent riders, vision is

unexcelled, comfort complete. To own and drive this imaginatively conceived automobile is to enjoy a new experience in land transportation. And it is an exceptional value, as well, for it is as practical as it is beautiful. Interior fabrics are the same as those in other Sixty-Two models.



THE SHORT DECK **Sixty-Two**

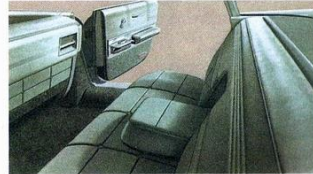


Another sparkling example of Cadillac craftsmanship at its finest is this new body style, a virtual twin of the Sixty-Two Sedan already described. Differing only in shorter over-all body length, it features the same trim lines and generously proportioned interior, the same

wonderful ride it achieves a pleasure do not approach of its appointments



Gold-mounted moss agate bowl is thought to be North Italian, 17th C. It is from the Museum Silver Shop, as are the English agate goblets and the French agate knife. From A. La Vieille Russie, the nautilus shell, mounted in gilded silver, and the smoky topaz vase. Lohmeyer covered dish is from A. J. van Duysteren. The Van Dyck portrait of Queen Henrietta Maria of England is from the Hammer Collection. The fabric comes from Scalmantré.



GREEN CAMBRICA CLOTH WITH FLORENTINE VINYL

THE FOUR WINDOW **Sixty-Two Sedan**



Virtually surrounded by crystal-clear glass, driver and passengers in this highly styled version of the Sixty-Two Sedan enjoy greater motoring pleasure than they have ever known before. With a gracefully curved rear window that literally envelops rear compartment riders, vision is

unexcelled, comfort complete. To own and drive this imaginatively conceived automobile is to enjoy a new experience in land transportation. And it is an exceptional value, as well, for it is as practical as it is beautiful. Interior fabrics are the same as those in other Sixty-Two models.



BLUE CAMBRIDGE CLOTH AND FLORENTINE LEATHER



THE Fleetwood Sixty Special Sedan



In the triumphant Fleetwood Sixty Special Sedan for 1961, Cadillac designers have achieved new luxury, spaciousness and good taste, combined in a supreme expression of the stylist's craft. The special treatment of the rear quarters lends this sumptuous automobile a

subtle aura of distinction never quite captured by any but Cadillac. Substantial beyond question, yet gracefully ethereal in aspect, the Sixty Special is an ideal blend of classical beauty and the performance characteristics of tencorene. Interior fabrics include fine-textured

Cambridge cloth in blue, sandalwood or green with matching Florentine leather bolster trim; black Cambridge cloth with white Florentine leather bolster trim; gray, fawn, turquoise or rose Crestwood cloth with matching bolsters; or gray or fawn broadcloth throughout.

The teapot, stand, cream pitcher, sugar bowl and urn are all by Paul Revere, Jr., about 1790. The coffee pot is by Ephraim Brasher of New York City. The pipe, by an unknown Dutch craftsman, is from the early 18th Century. The cardinals and snuffers were designed by Joseph Lowrey, Philadelphia. The porcelain, from the Metropolitan Museum of Art (in an other piece shown), is by the American Mary Cassatt. Fabrics from Scaumondel.





METALLIC RED FLORENTINE LEATHER

The parade helmet and shield of silver with chased mountings of bronze were created for Louis XIV. The tournament book, bound in tooled Morocco, is German and dates from 1529. The rapier is a composite piece, the blade being Italian (1585) and the hilt German (1600). Portrait is of Sir John Shurley, painter unknown (English, late 16th C.). Spur is French (1490). All are from the Metropolitan Museum of Art. Fabrics from Scalamandré.



THE Sixty-Two Convertible



As fresh and stimulating as a sunlit summer day, the newest Sixty-Two Convertible is the perfect answer for those who would combine superb comfort and beauty with the spirit of adventure. Sleek, slim and graced with new sculptural side paneling, the Sixty-Two Convertible for 1961

is a true masterpiece of symmetry and balance . . . an invitation to the open highway that few are able to resist. Eight interior color selections, all with rich Florentine leather, include black, blue, sandalwood, saddle, green and red . . . plus white with either black or metallic red bolsters.



THE Coupe de Ville

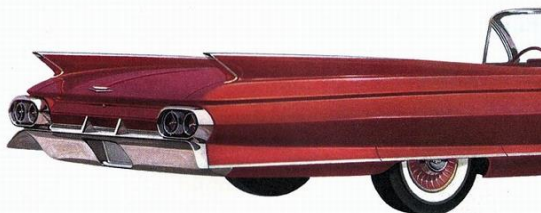


The Coupe de Ville is unrivalled in the world of luxury cars. Its road comfort

which anticipate your every wish. The 1961 Coupe de Ville offers eight interior choices: gray, fawn or green Covington cloth; black or turquoise Coronel cloth; blue, sandalwood or rose Gromwell cloth . . . all with Florentine leather bolster trim of appropriate shades.



THE Sixty-Two Convertible



As fresh and stimulating as a sunlit summer day, the newest Sixty-Two Convertible is the perfect answer for those who would combine superb comfort and beauty with the spirit of adventure. Sleek, slim and graced with new sculptural side paneling, the Sixty-Two Convertible for 1961

is a true masterpiece of open highway travel, all with rich Florentine green and red . . .



The lace blouse hanging over the portrait is Belgian and was worn by a cardinal at the coronation of Charles X of France in 1824. Embroidered chest panel is 18th Century French. Embroidered bag is 17th Century English. Bag is French, 19th Century. Lace border and strip are Italian, 17th Century. Portrait is by the Dutch Michiel van Meereveld (1567-1641). All pieces are from the Metropolitan Museum of Art. Background fabric is from Schlemmer.



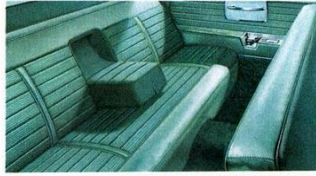
GRAY COVINGTON CLOTH AND FLORENTINE LEATHER

THE Coupe de Ville



Seeking new horizons in design for motion, the Cadillac Coupe de Ville for 1961 bespeaks an attention to craftsmanship that is unrivalled in the automotive field. Its extraordinary grace and charm are complemented by the marvelous Cadillac riding qualities and over-the-road comfort

which anticipate your every wish. The 1961 Coupe de Ville offers eight interior choices: gray, fawn or green Covington cloth; black or turquoise Coronel cloth; blue, sandalwood or rose Cromwell cloth . . . all with Florentine leather bolster trim of appropriate shades.



TURQUOISE CORDUROY CLOTH AND FLORENTINE LEATHER

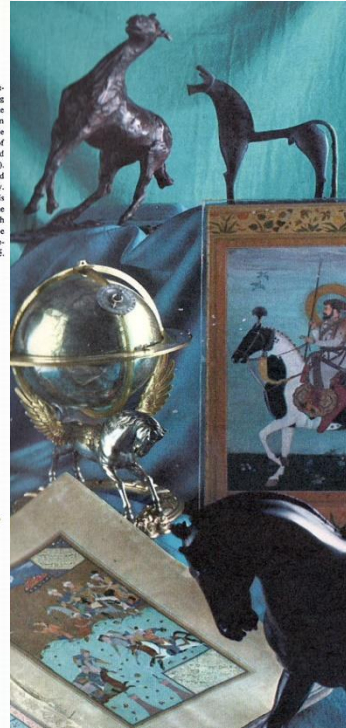
From the Metropolitan Museum of Art: The rearing bronze horse is by Degas. The smaller horse is Greek from the 8th Century B.C. The astronomical globe, a gift of J. P. Morgan, is by Gerhard Emmoser of Vienna (1579). The painting of horse and rider is Indian, 17th Century. The polo game manuscript is Persian, 16th Century. The bronze horse profile is 17th Century Florentine in the style of Antonio Susini. Fabrics are from Scalamanfré.

THE SIX WINDOW Sedan de Ville



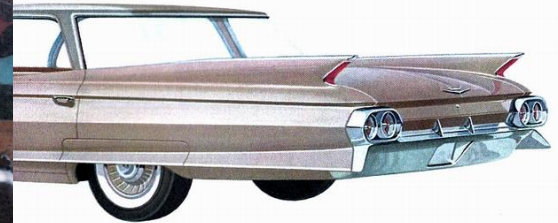
A brilliant new interpretation of a traditionally exciting Cadillac body style, the 1961 Sedan de Ville sets new standards for dramatic styling and elegance. Advanced engineering features . . . gracefully fluid lines . . . inspired fabric design . . . all contribute to a total concept of

automotive perfection. From the leading edge of the hood and front fenders—designed to form a single, crisp horizontal line—to the gently tapered rear fins, it is a car to win the admiration of the motoring world. Interior selections are the same as those in the Coupe de Ville.



LEATHER

SIX WINDOW Sedan de Ville



ed in this version of car for devotees of hours line mars the feature—exterior or

interior—fall to fit ideally into the over-all design and engineering scheme. An automobile of noble bearing, it has an aristocratic flair that sets it apart from all other motor cars. Interior selections are, of course, identical in all three of the distinguished de Ville creations.



THE SIX WINDOW Sedan de Ville



A brilliant new interpretation of a traditionally exciting Cadillac body style, the 1961 Sedan de Ville sets new standards for dramatic styling and elegance. Advanced engineering features . . . gracefully fluid lines . . . inspired fabric design . . . all contribute to a total concept of

automotive performance. The fenders—designed to taper rearward—blend into the world. Interior selections



From the Museum Silver Shop comes the 18 karat gold coffee set, with gold and agate tray by Tiffany. The collection of antique Tiffany vases is from Elliot Nassau. The modern Lalique glasses in gold are from A. J. van Drogen. The portrait of Isabella d'Este, Duchess of Mantua, was painted by Sir Joshua Reynolds, and this work was produced from an engraving made in the year 1786. The fabric is from the Scandinavian Museum of Textiles.



LAMINA WOOD CROWELL CLOTH AND FLORENTINE LEATHER

THE FOUR WINDOW Sedan de Ville



The deceptively simple styling approach employed in this version of the Sedan de Ville for 1961 has resulted in a motor car for devotees of perfectly ordered elegance. Just as no single superfluous line mars the pure beauty of its profile, neither does any one feature—exterior or

interior—fail to fit ideally into the over-all design and engineering scheme. An automobile of noble bearing, it has an aristocratic flair that sets it apart from all other motor cars. Interior selections are, of course, identical in all three of the distinguished de Ville creations.



TOPAZ OSTRICH GRAIN AND FLORENTINE LEATHER

The jewels in the foreground and the gold and diamond case are from Van Cleef and Arpels, as is the tiara of the Empress Marie Louise—a gift at the baptism of her son, the King of Rome, in 1811. The gold and yellow enamel snuffbox by Fabergé and the antique gold pin are from A La Vieille Russie. The painting is by Elisabeth Vigée-Lebrun (1755-1842) and it comes from the Wildenstein Galleries. Fabric from Scalamandré Museum of Textiles.



THE Eldorado Biarritz



Rarely, and only to a supremely fortunate few, there comes an automobile the very sight of which summons forth visions of distant mountains, pounding surf and soft Southern skies. Such a car is the 1961 Eldorado Biarritz, beyond question the most beautiful convertible ever

created. This superbly crafted motor car makes every journey memorable, every arrival a special occasion. Interiors, styled in ostrich grain leather with Florentine leather trim, are available in tones of sandalwood, nautilus blue, white, topaz, jade, mauve, black or metallic red.

Wood Seventy-Five SEDAN AND LIMOUSINE



the American
ights of dignity
enger Sedan or
our wisdom as

well as your taste. Passenger compartments are styled in gray or fawn wool broadcloth; gray, fawn or dark gray Calais cord with matching broadcloth bolsters and trim. The chauffeur's compartment of the Limousine may be trimmed in black, gray or fawn Florentine leather.

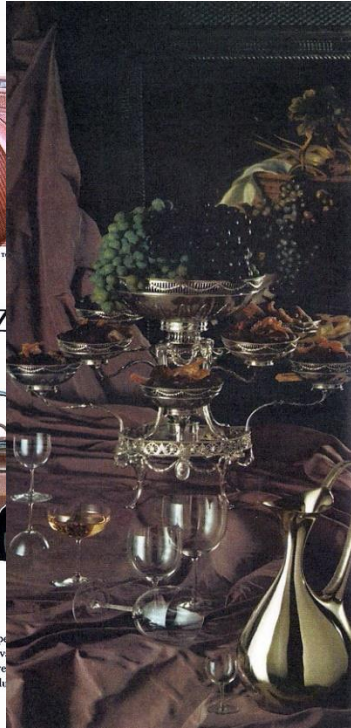


THE Eldorado Biarritz



Rarely, and only to a supremely fortunate few, there comes an automobile the very sight of which summons forth visions of distant mountains, pounding surf and soft Southern skies. Such a car is the 1961 Eldorado Biarritz, beyond question the most beautiful convertible ever

created. This superb, every arrival leather with Florentine wood, nautilus blue



From the Museum Silver Shop comes the silver centerpiece, used as a centerpiece on distinguished tables during the period of George III. The exquisite set of "Bremmel" glasses is from Baccarat and Portland. The lovely silver pitcher in the foreground is an outstanding creation of George Jensen. The painting is by Abraham van Beyeren and it was loaned by the famed Hammer Collection. The silk fabric comes from the Scandinavian Museum of Textiles.



GRAY CALAIS CORD AND BROADCLOTH

THE Fleetwood Seventy-Five SEDAN AND LIMOUSINE



Justly famed as the most distinguished automobile on the American scene, the Fleetwood Seventy-Five achieves new heights of dignity and stature in 1961. Whether you choose the nine-passenger Sedan or the Limousine, you will possess a car that compliments your wisdom as

well as your taste. Passenger compartments are styled in gray or fawn wool broadcloth; gray, fawn or dark gray Calais cord with matching broadcloth bolsters and trim. The chauffeur's compartment of the Limousine may be trimmed in black, gray or fawn Florentine leather.

Engine and Chassis SPECIFICATIONS

The highly refined Cadillac engine delivers brilliant performance and proven dependability. There is extra driving pleasure and extra safety, too, in the assured response which greets the lightest touch on the accelerator pedal. And there is equal satisfaction and wonderful peace of mind in the silent, effortless performance, hour after hour at turnpike speeds. The Cadillac chassis, for 1961, provides many new features certain to be a source of increased satisfaction and driving pleasure. There is improved steering for greater maneuverability. Newly refined braking for shorter, straighter stops and new suspension system advancements assure even greater quietness and comfort.

STANDARD POWER EQUIPMENT ON ALL MODELS

CADILLAC POWER STEERING makes parking . . . maneuvering in traffic . . . and highway travel an easy and effortless pleasure.

CADILLAC POWER BRAKES enable the driver to bring the car to a quick, safe stop with gentle pressure from either foot.

CADILLAC HYDRA-MATIC DRIVE provides eager, smooth response as it automatically shifts gears for the driver.

ACCESSORIES

CADILLAC CRUISE CONTROL permits the driver to maintain a constant speed of travel automatically . . . reduces fatigue and is an aid to increased fuel economy. It also serves as a speed warning device for restricted speed zones.

POWER WINDOWS AND SEATS (available on all models) are convenience items you will want to have on your favorite Cadillac. They are standard at no extra cost on most body styles.

THE CADILLAC GUIDE-MATIC power headlamp control dims all four headlights of your car as other cars approach thus reminding oncoming drivers to dim their own headlights in return. This automatic headlamp beam control is an additional aid to safe, nighttime motoring.

POWER DOOR LOCKS permit the driver and front seat passenger to lock and unlock all doors automatically at the touch of a switch.

CADILLAC AIR CONDITIONING lets you ride in the cool comfort you enjoy in your air-conditioned office or home. It also dehumidifies and removes dust, pollen and smoke.

E-Z-EYE GLASS reduces eyestrain by eliminating annoying glare. It filters out radiant heat, helping to keep the car interior cool.

THE CADILLAC RADIO produces rich, full tones and long-range reception unique in a motor car radio. Tuning is automatic at a finger touch. The two-speaker system is supplied at no extra cost. Antenna is electrically operated.

CADILLAC HEATING SYSTEM is unusually efficient and simple to operate. It provides warm air to both front and rear compartments, as well as heated air to the windshield for defrosting.

CADILLAC FOG LAMPS provide illumination close to the surface of the road. They contribute greatly to safer driving in adverse weather.

ENGINE: Eight-cylinder, overhead, 90° V-type; bore 4.0"; stroke 3.875"; displacement 390 cu. in. Engine mounted in rubber at three points. Compression ratio 10.2 to 1.

PISTONS: Aluminum alloy, slipper type to reduce friction surfaces and permit seating between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear on cylinder walls. Beveled contour in piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifolding; mechanical fuel pump; polyurethane air filter; intake silencer; automatic choke.

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

ELECTRICAL SYSTEM: 12-volt.

GASOLINE TANK CAPACITY: 21 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Low Range and Reverse.

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Ratio is 2.94 with an optional 3.21 axle. A 3.21 axle is provided on air-conditioned models. On Series 75 models, ratio is 3.30 with 3.17 optional. New controlled differential, optional at extra cost, directs power to wheel having better traction.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil-type springs. New 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, lined front and rear drums. Effective brake lining area, 211.8 sq. in., 233.72 sq. in. on Series 75 models.

PARKING BRAKE: Servo or true auxiliary brake since it will not lock in position with engine running and car in gear.

STEERING: Cadillac Power Steering standard equipment. New over-all steering ratio of 18.2 to 1, and increased turning angle from 36° to 38½° for faster response and shorter turning diameter.

FRAME: Cadillac tubular-center X frame has new front frame members permitting a lower front floor for increased seat height and head room.

TIRES: Low-pressure, 4-ply, tubular. Size—8.00 x 15 (Series 75); 6-ply, size—8.20 x 15). White sidewall tires*, size 8.00 x 15, optional at extra cost.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

TREAD: Front and rear, 61".

WHEELBASE: 129.5" except Series 75, 149.75".

OVER-ALL LENGTH: 222" except Series 75, 242.3", and Series 62 Short Deck Sedan, 215".

*Standard on Eldorado Biarritz.

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 in dimensional models.

LITHO IN U.S.A.