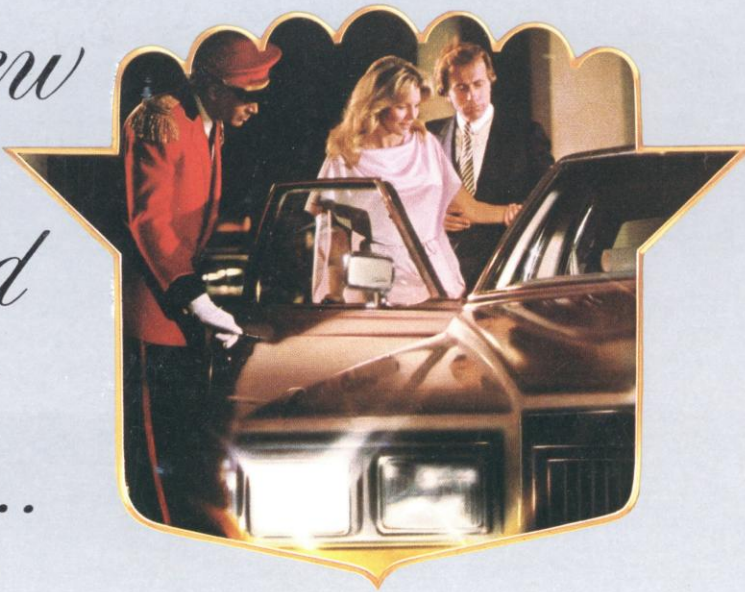


*A preview
of the most
advanced
Cadillacs ever
built...*



...including the distinctive, new *Seville* for the 80's.

*Fleetwood
Brougham
1980*

The Cadillac of Cadillacs.

From its new exterior styling to its spacious luxury interior, the 1980 Fleetwood Brougham continues in the proud Fleetwood tradition. Altogether fitting for the car is its new limousine style rear window for increased privacy.

Inside, almost every luxury feature is standard...including Twilight Sentinel and tungsten high beam halogen headlamps. (Fleetwood Brougham shown in Desert Sand Firemist with matching Elk Grain vinyl roof.)



Coupe de Ville 1980

Destined to be America's favorite luxury car again.

Long. Low. Lovely. And beautifully in tune with the times. Because the stylish new roof profile of the Coupe de Ville has an added benefit... permitting two more inches of rear seat legroom and better knee clearance than last year's counterpart. Another case in point: the new front end. Its aerodynamic design was fine tuned in a wind tunnel to minimize its drag coefficient. (Coupe de Ville shown right in Saxony Red with White Cabriolet vinyl roof.)



Sedan de Ville 1980

Family-size luxury that's right for the times.

The 1980 Sedan de Ville combines traditional Cadillac comfort with factors that can make it an exceptional value. Such as the most extensive corrosion protection in Cadillac history. And a list of standard features even longer than last year. Features available to the Sedan de Ville owner include an Astroroof, a three-channel garage door opener and an advanced theft deterrent system. (Sedan de Ville shown left in Steel Blue with matching Elk Grain vinyl roof.)

Eldorado 1980

BY CADILLAC

A great road car... a great luxury car.

Almost every system—every detail—contributes to the world-class status of Eldorado 1980.

Front-Wheel Drive.

Provides impressive traction in a wide variety of weather conditions. And since the floor is virtually flat with front-wheel drive, there's remarkable roominess, too.

Four-Wheel Independent Suspension.

Each wheel reacts independently to road variations for a smooth and confident Cadillac ride.

New 6.0 Liter Digital Electronic Fuel Injected Engine.

(5.7 Liter EFI for Calif.) This new Digital EFI engine is a Cadillac exclusive. Among the many sophisticated functions it performs... its digital microprocessor automatically

monitors barometric pressure, engine temperature, manifold pressure and other operating variables... even compensating for the aging of parts.

Four-Wheel Disc Brakes.

They automatically self-adjust with every application.

Electronic Level Control.

With this feature, a 1980 Eldorado automatically adjusts to changing loads.

Eldorado Biarritz.

Biarritz for 1980 is set off by an exclusive brushed stainless steel front roof. Further distinguishing this dramatic automobile is its sumptuous pillow-style interior, and more. (Eldorado is shown right in Colonial Yellow with matching Cabriolet vinyl roof. Also available are six exciting two-tone exteriors.)



Introducing
Seville
for the 80's.

First American car with
Diesel as standard.





Seville for the 80's.

So distinctive of line, so advanced in technology...
it sets a new American standard for the world.

A masterwork of classical and contemporary elements.

Virtually every feature you might desire is present, from front-wheel drive to four-wheel independent suspension. Plus more interior room than its predecessor, with considerably more trunk space.

The first American car with Diesel as standard.

Among the world's great cars, only Seville gives you the choice between a standard 5.7 liter Diesel V8 or Cadillac's exclusive 6.0 liter gasoline-powered V8 engine with Digital Electronic Fuel Injection... or 5.7 liter EFI in California... at no additional cost. In California, Diesel engine not available at time of printing.

Perhaps the most distinctive car in the world today.

Outside, Seville's brilliant new profile... a styling tour-de-force.

Inside, 40/40 Dual Comfort front seating is tailored for two in select shades of Heather knit cloth.

The most elegant of Sevilles.

Shown on preceding pages... the Seville Elegante in Sable Black and Sheffield Gray Firemist. With a sweeping French curve that accentuates the bold new contour. Chrome-plated wire wheel covers at no extra cost. Seating areas and steering wheel trimmed in leather. (Light Beige leather shown at left.) And more. Available in a choice of three exterior color combinations.

A new American standard for the world.

Seville for the 80's. An automobile that blends the classic beauty of yesterday with the technology of tomorrow.

Special Editions for 1980

Brougham d'Elegance

For 1980, the Brougham d'Elegance is immediately defined by a new limousine-like rear window and D'Elegance script designation. Inside, you may select a standard knit or available genuine leather (shown) for the seating areas with standard pillow-style 50/50 Dual Comfort seats (seat three people). Additional comforts and nuances abound.

DeVille d'Elegance

The ultimate expression of DeVille luxury features pillow-style seating of soft Venetian velour for 1980. There's also the relaxing feel of 50/50 Dual Comfort front seating (seats three people). All this and more serve notice that this is a unique expression of luxury.

Cabriolet

Available only for Coupe DeVille, this dramatic roof treatment combines a gleaming chrome crossover roof molding with a selection of 15 available colors of Elk Grain vinyl.



Diesel Power for Cadillac

Standard for Seville... Available for Eldorado, DeVilles and Fleetwood Brougham.

Seville is the first American production car with a Diesel V8 engine as standard equipment. Diesel power is also available for the 1980 Eldorado, Fleetwood Brougham and DeVilles. Unlike most Diesel imports, the engine used for Cadillac is a 5.7 liter V8 with the balance and smoothness of V8 design.

No spark plugs, no carburetor, no distributor—no conventional ignition system to tune up. The Diesel Cadillac saves you the time and expense of ever servicing or replacing these items. Of course, the Diesel engine will require regular maintenance such as an engine oil and oil filter change at 3,000 mile intervals.

Impressive acceleration for a Diesel. It's a V8... and with a high power-to-weight ratio. The dynamic balance of V8 design also contributes to smoothness of operation.

A difference in starting procedures. When you turn the ignition key to on, an amber light will tell you to "WAIT"... while the high-wattage glow plugs heat the combustion pre-chambers. This time will vary depending on the coolant temperature—approximately 6 seconds at 0°F.

Diesel Fuel Directory. In the glove compartment you will find a directory listing nearly 5,000 Diesel fuel locations in the U.S. and Canada.

Cadillacs are equipped with GM-built engines produced by various divisions.
See chart below or your dealer for details.

Engine	Order Code	Displacement (cubic inches)	Availability
6.0 Liter 4-Bbl. Carb. V8 (A)	L61	368	Standard for Fleetwood Brougham, DeVilles and Limousines.
6.0 Liter Digital EFI V8 (A)	L62	368	Standard for Eldorado. No-cost option for Seville. (Except Calif.)
5.7 Liter EFI V8 (A)	L49	350	In California, standard for Eldorado and no-cost option for Seville.
5.7 Liter Fuel-Injected Diesel V8 (B)	LF9	350	Standard for Seville. Available for Eldorado, DeVilles and Fleetwood Brougham. Not available in Calif. at time of printing.

(A) Produced by GM-Cadillac Motor Car Division (B) Produced by GM-Oldsmobile Division



Plus everything
that makes a Cadillac
a Cadillac.



The quest continues.

Through the years, Cadillac has earned for itself an exclusive place... a solitary niche... in the pantheon of the world's truly fine automobiles. Cadillac's outstanding attributes are many. Classic styling. Renowned comfort. Innovative engineering. Exacting craftsmanship. Superb luxury. But the hallmark of Cadillac's reputation has always been—and will always be—an unwavering quest for quality.

A legend is born.

Back at the turn of the century, Cadillac stood the infant auto industry on its axle. By being the first American car to win the Dewar Trophy... perhaps the most coveted award of the early automotive world. A few years later, Cadillac became the first and only car in the world to ever win this most prestigious award twice.

Right for then... right for now.

In each generation, there has been a Cadillac right for its day. A car that expressed success for its time. Today, there are the magnificent new 1980 Cadillacs. Cars of classic Cadillac elegance through and through. Yet, engineered for the demands of today's driving. These are luxury cars you can feel good about owning... and driving.

Beauty follows function.

More than beautiful, Cadillac's unmistakable styling has its practical rewards as well. The restyled Fleetwood Brougham and DeVilles, for example. With a more formal roofline that helps increase rear seat roominess... a handsome new grille that helps increase aerodynamic efficiency... and tungsten halogen high beam headlamps.

Advanced automotive electronics.

There is Cadillac's exclusive new Digital Electronic Fuel Injected Engine with Self-Diagnosis

—a computerized system that helps eliminate guesswork from servicing. (This advanced engine is standard on Eldorado, except California... available at no extra charge on Seville.) Another exclusive new electronic innovation: Cadillac's available three-channel garage door opener that provides for separate operation of as many as three different doors and gates.

Cadillac means care.

You can see it in the superb attention to detail throughout a Cadillac. Like the deep lustrous paint finish. Cadillac's quality appearance is further enhanced by its triple-plated bumpers. During manufacturing, Cadillac completely buffs every one of its bumpers... twice. Those Cadillac touches: little things that help make a big difference.

A Word About Assembly, Components and Optional Equipment in these Cadillacs.

The Cadillacs described in this brochure are assembled at facilities of General Motors Corporation operated by Cadillac Division or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons to produce Cadillac products with different components or differently sourced components

Quality that endures.

The 1980 Cadillacs have the most extensive corrosion protection in Cadillac history. Cadillac's unprecedented protection includes over 100 specially treated areas on every model. All these extensive measures to help your new Cadillac retain its classic beauty.

Total Cadillac Value.

Cadillac represents a remarkably fine automotive investment, all things considered. There's Cadillac resale value. Its sheer comfort and pleasure. Its many standard luxury features. That once you're in the club of Cadillac owners, it may cost less than you expect to stay in. Total Cadillac Value is everything that helps make Cadillac 1980... an American standard for the world.

than initially scheduled. All such components have been approved for use in Cadillac products and will provide the quality performance associated with the Cadillac name. With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. **Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.**

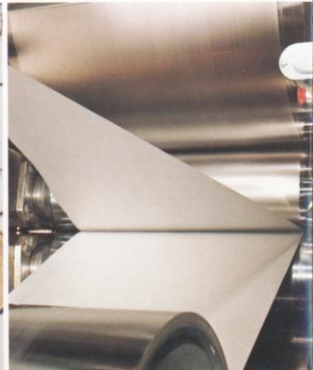
Evaluating Cadillac's refined suspension system for 1980.



Buffing of Cadillac's triple-plated bumpers.



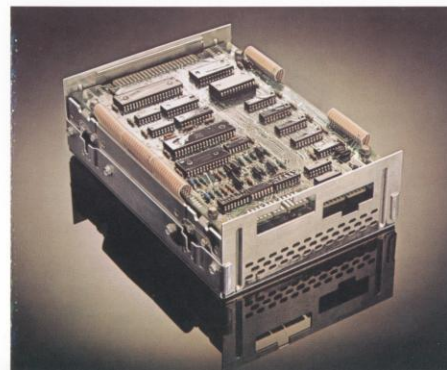
Manufacturing bi-metal moldings for corrosion protection.



Cadillac... only two-time winner of Dewar Trophy for automotive excellence.



Versatile computer on Cadillac's exclusive Digital Electronic Fuel Injected Engine with Self-Diagnosis.



Wind Tunnel testing for aerodynamic efficiency.



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.

