

THE 1967 STANDARD OF THE WORLD



The past year will unquestionably be one of the most exciting and memorable in the history of the Cadillac motor car. For this year marks the appearance of twelve impressive new Cadillac models . . . each a triumph of motoring distinction in its own right, each with its own dramatic appeal to those who appreciate the many rewards of luxury car ownership. Among these distinguished cars you'll discover the totally new and long-awaited Eldorado, the finest personal car the world has ever known. You'll be delighted to discover that, in addition to the styling changes apparent in the whole Cadillac family, Cadillac performance has never before been so responsive nor its many comforts so rewarding. Cadillac quietness and the inherent quality long associated with the Cadillac name are even more satisfying. In addition, you will discover outstanding evidence of Cadillac's traditional concern for the security of its owners and their passengers. Scores of safety and convenience features, many pioneered by Cadillac, contribute greatly to motoring pleasure and peace of mind. You are invited to visit your authorized dealer now. You'll surely agree that the standard of the World has never before been so impressively new . . . or so superbly Cadillac.



The name Fleetwood has, for years, earned the total respect and admiration of the luxury car world. And for 1967, it is certain to heighten its reputation among those whose motoring requirements are well beyond the ordinary. This most luxurious of all Cadillac series provides the widest and most tempting selection of models in its history: the Sixty Special Sedan, the Brougham, the Seventy-Five Sedan and Limousine, and for the first time, the exciting Eldorado—by every measurement the world's finest personal car.

These new Cadillacs offer a host of truly significant Cadillac advancements—the richest, most luxurious interiors in history . . . an impressive array of new fabrics, leathers, colors and finishes . . . a totally new, more generously padded instrument panel . . . an even smoother, more responsive Cadillac engine . . . improved Turbo Hydra-Matic transmission and variable ratio power steering . . . and a remarkable list of safety features including a new steering wheel with large, padded center and the new General Motors-developed energy absorbing steering column. Whichever model you select, it will be a motor car completely worthy of the distinguished wreath and crest that identify a 1967 Fleetwood by Cadillac.

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



Unmatched comfort
and spacious dignity

The Fleetwood Sixty Special Sedan, above, is the finest expression of Cadillac's dramatically new styling, with remarkable elegance of line and form. Its new forward-sweeping grille, flowing side contours and bold, clean rear design lend majesty to its exclusive longer length. Its sixteen exterior colors and five optional Firemist finishes are complemented by an impressive choice of twenty-one interiors in cloth, leather and cloth, or leather. 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, indeed, is Fleetwood excellence at its fullest. A distinctive padded roof, with wreath and crest and Brougham script embellishment instantly marks the car shown on the opposite page as the Fleetwood Brougham. The sleek horizontal lines of the new rear design are framed by a unique taillight assembly. This model offers a total of twenty-one cloth, cloth and leather, or leather choices. As on all Cadillac models, Turbo Hydra-Matic transmission, power steering, power brakes, cornering lights and a full complement of safety features are standard equipment.

FLEETWOOD BROUGHAM in optional Tropic Green Firemist with optional white sidewall tires



The interior shown at the left is one of the elegant selections for the Fleetwood Sixty Special Sedan. It is Medium Covert color Damascus cloth combined with leather trim. The soft, wide fold-down center armrest is standard, front and rear.



Shown at the right is the rear compartment of the Fleetwood Brougham. It combines black Diplomat design cloth and genuine leather. Some of the exclusive features of the Brougham are folding rear compartment footrests, two fold-down vanity trays on the front seat back and two individual swivel type reading lamps for the rear seat passengers.

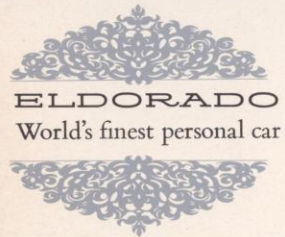
FLEETWOOD SEVENTY-FIVE SEDAN and LIMOUSINE in Sable Black with optional white sidewall tires



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. Five exclusive interior selections are available. The Limousine has a glass-partitioned, leather-upholstered chauffeur's compartment. A superbly tailored Landau top is optional on the Seventy-Five Sedan and Limousine. In addition, a padded vinyl top is optional with the standard roof design. Turbo Hydra-Matic transmission, power brakes, power steering, power front seat adjustment, power windows, automatic climate control and automatic level control make the Seventy-Five the most completely equipped of all luxury motor cars. The beautifully tailored interior shown at the right is Light Gray Devonshire cloth with richly embroidered inserts in the seat backs.



ELDORADO in optional Atlantis Blue Firemist with optional white sidewall tires



Eldorado . . . dramatic blend of the best of two motoring worlds. 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. The Fleetwood Eldorado . . . the one car that must be seen to be believed, driven to be appreciated and owned to be fully enjoyed.



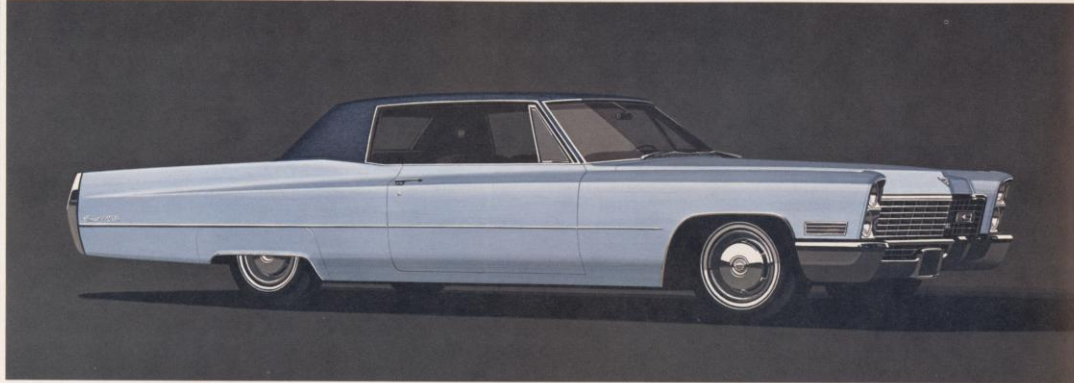
1. Striking new Dalmatian cloth distinguishes this Eldorado Strato bench seat.
 2. One of eighteen selections, this Eldorado interior features Dark Blue Darien cloth and vinyl in the Strato bench seats. Contoured bucket front seats are also offered.
 3. Retractable headlamp covers, matching the grille, conceal the lamp area when

not in use. 4. Dramatic exclusive rear deck design and unusually spacious, fully lined trunk distinguish Eldorado's tailored styling. Integrated taillights are visible from both the rear and the sides. The rear window glass area is uniquely sculptured and the roof conformation gives rear compartment privacy and comfort.

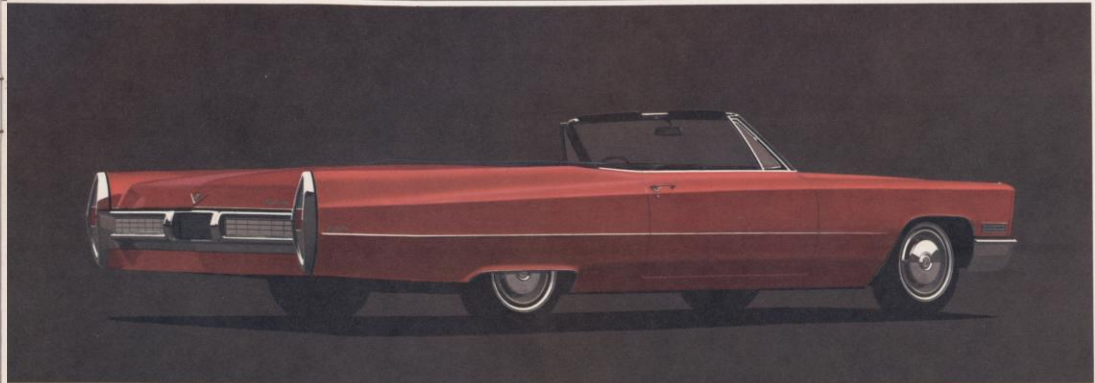


With its own distinctive exterior identification and with a wide selection of exclusive interiors, the Cadillac DeVille series for 1967 has a spirit unique among luxury cars. The most popular of all Cadillac series, it also offers the widest choice of models in its price range: the Coupe, the Sedan, the Hardtop Sedan and the Convertible. They are powered, as are all Cadillacs for 1967, by a highly refined and improved 340-hp V-8 engine. Teamed with Turbo Hydra-Matic transmission, it provides, according to automotive authorities, responsiveness that makes Cadillac a true "driver's car." Power steering, power brakes, power windows, power-adjustable front seat, heater and defroster, cornering lights and many other convenience and safety features are standard equipment. Improved variable ratio power steering reduces parking and cornering effort by as much as one third. A padded roof option adds to the overall beauty of DeVille closed models and further enhances the distinction of the car's roof and rear quarter styling. In the way it looks and the way it drives, the 1967 Cadillac DeVille series introduces a brand new measure of excitement to modern luxury motoring—in the manner only the Standard of the World could provide.

COUPE DE VILLE in Venetian Blue with optional white sidewall tires



DEVILLE CONVERTIBLE in Flamenco Red with optional white sidewall tires



An elegant opportunity
for individual expression

The Coupe de Ville, shown directly above, is one of the most popular of all Cadillacs, and its great new beauty and graciousness will make it even more a favorite of Cadillac enthusiasts. Its elegant new styling is highlighted by an exclusive new roof design with a classic upper rear quarter panel. Its long, low beauty is highlighted by a single sweeping contour from front to rear. For years, the De Ville Convertible, above right, has been the overwhelming choice of luxury convertible buyers. Now, for 1967, the reasons for choosing this exciting motor car are even more numerous and evident. Your first look promises action matched by no other car in its field. And you are surrounded by conveniences, comforts, fine details and precise craftsmanship found only in the Standard of the World.



The Coupe de Ville offers a selection of nineteen interiors in leather or cloth and leather. The interior shown at the left features the leather option in a rich, medium blue. Two cloth and perforated leather patterns are available, and leather bench or bucket seats are optional.

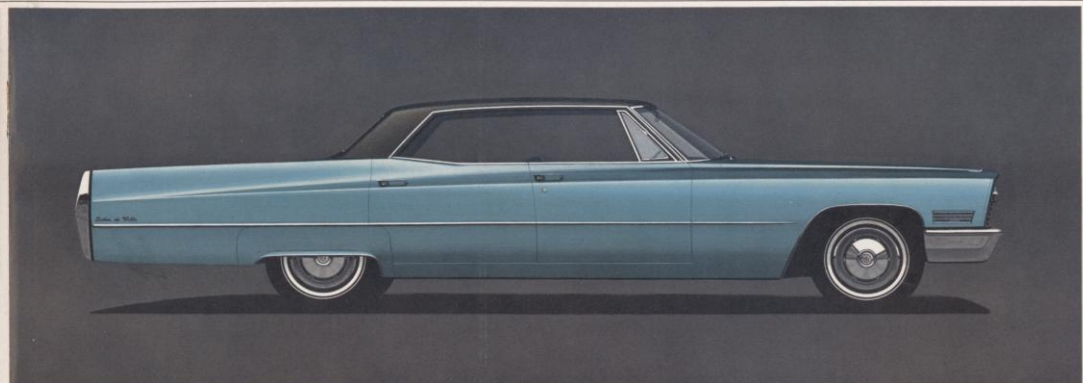


The glamour of the De Ville convertible is further dramatized by the excitement of its interiors. Thirteen leather interiors are offered when the bench seat is selected. Four leather interiors, including the black leather, shown at the right, are available with the bucket seat option. Leather is perforated to "breathe" for extra comfort.

SEDAN DE VILLE in Sudan Beige with optional white sidewall tires



HARDTOP SEDAN DE VILLE in Capri Aqua with optional white sidewall tires



No matter how significant the event, your journey there in a De Ville will be equally impressive. Its restful comfort, its distinctive elegance, its quiet dignity and its alert action are constant reminders that you are in possession of a truly remarkable type of motoring that only the Cadillac owner

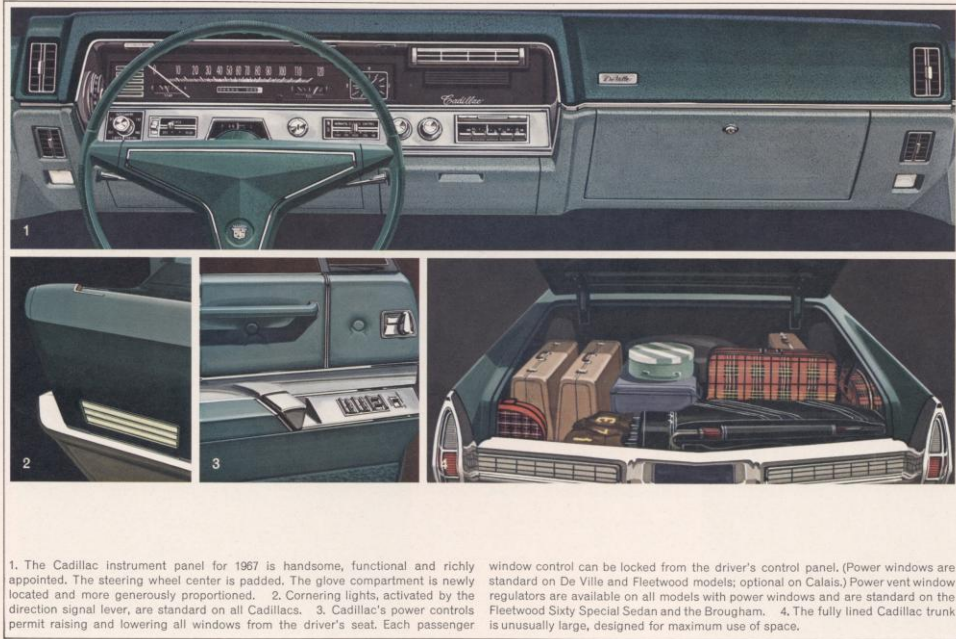
can really enjoy. Its meticulous attention to detail, its wide and rich variety of interior selections and the completeness of its appointments and conveniences are all outstanding evidence of the superb craftsmanship that has made Cadillac the internationally recognized Standard of the World.



The Sedan de Ville interior, shown at the left in Medium Beige Duchess cloth and leather, is one of seventeen leather or cloth and leather choices.



The Hardtop Sedan de Ville, shown at the right in Medium Aqua Darien cloth and leather, is available in a total of nineteen leather or cloth and leather choices, including two bucket seat options.



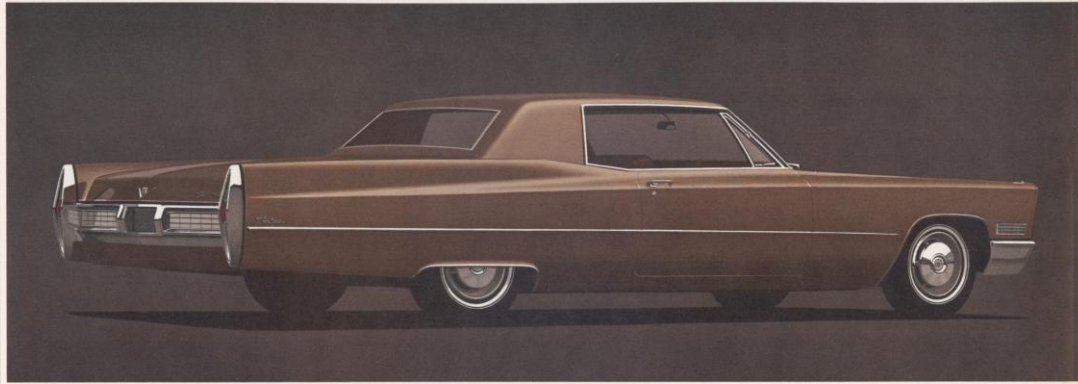
1. The Cadillac instrument panel for 1967 is handsome, functional and richly appointed. The steering wheel center is padded. The glove compartment is newly located and more generously proportioned. 2. Cornering lights, activated by the direction signal lever, are standard on all Cadillacs. 3. Cadillac's power controls permit raising and lowering all windows from the driver's seat. Each passenger

window control can be locked from the driver's control panel. (Power windows are standard on DeVille and Fleetwood models; optional on Calais.) Power vent window regulators are available on all models with power windows and are standard on the Fleetwood Sixty Special Sedan and the Brougham. 4. The fully lined Cadillac trunk is unusually large, designed for maximum use of space.



The Cadillac Calais series provides a full measure of Cadillac distinction, luxury, performance and long lasting value—yet is priced favorably with many cars of lesser stature. All three Calais models have the same wheelbase and the same impressive overall length as the DeVille series. All include as standard equipment: Turbo Hydra-Matic transmission, power steering, power brakes, heater and defroster, cornering lights, the same great V-8 engine that powers all other Cadillacs, and all of Cadillac's many unexcelled safety features. Convenience appointments include electric clock, ash receiver lights, courtesy lights, automatic glove compartment and trunk lights, map light, remote control outside mirror, door panel warning reflectors, electric three-speed windshield wipers and washers, wheel covers and many other unique Cadillac features. Each distinctive model—the Coupe, the Sedan and the Hardtop Sedan—is readily identified by both the Cadillac and Calais scripts. Once you see and drive any of the superb Calais models for 1967, you will agree that here, indeed, is an automobile that represents a truly extraordinary investment in motor-ing pleasure and value. Your authorized Cadillac dealer invites you to visit him soon and see for yourself.

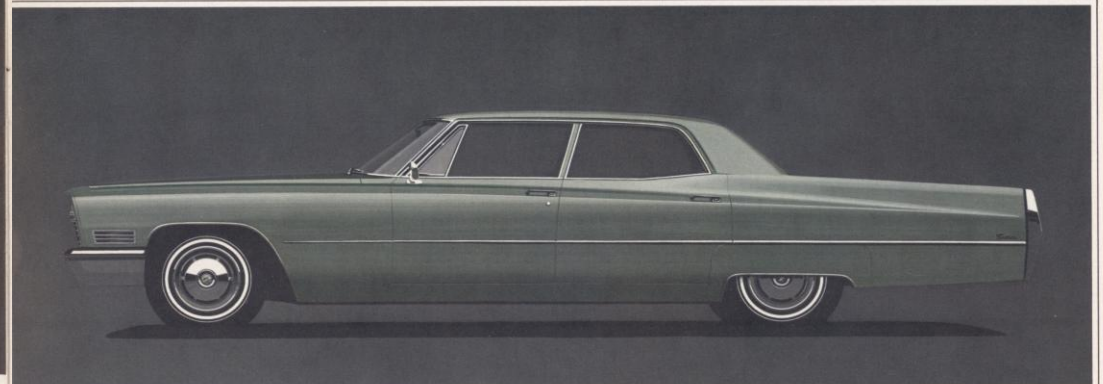
CALAIS COUPE in Doerskin with optional white sidewall tires



A practical investment
in fine-car distinction

The three models of the Calais series, including the handsome Coupe shown above, represent a remarkable investment in Cadillac craftsmanship, engineering leadership, luxury and safety. These majestic motor cars are beautiful examples of why Cadillac owners are the most loyal in the world. In original cost, dependability and economy of operation, the Calais models are a wise choice. And, like all Cadillacs, they traditionally return more of your investment in trade than any other car built in the land. Calais interiors reflect typical Cadillac spaciousness and incorporate the full degree of comfort that only Cadillac can provide. The dramatic interiors shown on the opposite page are indicative of the new Calais glamour, graciousness and inviting comfort.

CALAIS SEDAN in Pinecrest Green with optional white sidewall tires



Typical of Calais luxury is the Coupe interior shown at the left in Sandalwood color vinyl with a rich leather texture.



The Calais Sedan interior shown at the right is in the exclusive Calais Duet pattern cloth with vinyl trim. The Calais offers a choice of eight interior selections in cloth and vinyl combinations or all vinyl with the look of leather.

CALAIS HARDTOP SEDAN in Persian Ivory with optional white sidewall tires



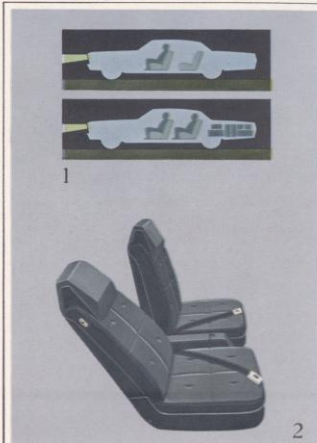
The Cadillac Calais series is distinguished by the same sleek styling that characterizes all Cadillacs. The forward-sweeping grille is framed by vertical twin headlights. Side contours flow unbroken from front to rear and terminate in elegant Cadillac rear quarter design incorporating Cadillac's dramatic taillight styling. And, like all Cadillacs for 1967, the Calais is available in sixteen standard and five optional Firemist exterior colors. A brilliant combination of traditional Cadillac quality and craftsmanship, the Calais represents an unusual standard of value for the Standard of the World.



Options & Accessories



Included previously in illustrations or text are the following items of equipment which are available at extra cost depending on model selection: white sidewall, Firemist finishes, special interiors, Landau and vinyl tops and bucket seats. Other available options and accessories are described on the following two pages. See your Cadillac Dealer for complete availabilities and prices.



Personalize your Cadillac
for greater motoring pleasure

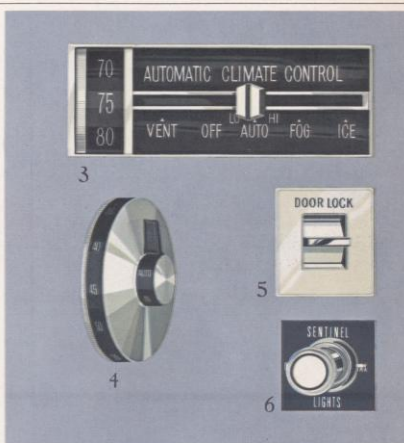
No luxury car built offers a wider or more attractive selection of options and accessories than Cadillac. In addition to all its standard equipment, Cadillac caters still further to your individual needs and desires with an array of special conveniences to make each Cadillac the most personalized car possible.

1 Automatic level control, standard on Fleetwood models, and available on De Ville and Calais models, keeps the car level, even when fully loaded. Appearance, handling and headlamp aim are maintained, and "bottoming" is reduced on bumps, steep ramps and driveways.

2 With bucket seats, you may also select a reclining right front seat with adjustable headrest. The reclining seat is also available on the Eldorado with bench seat.

3 Automatic climate control maintains a preselected temperature automatically. The system can be bypassed by a new vent position for filtered outside air.

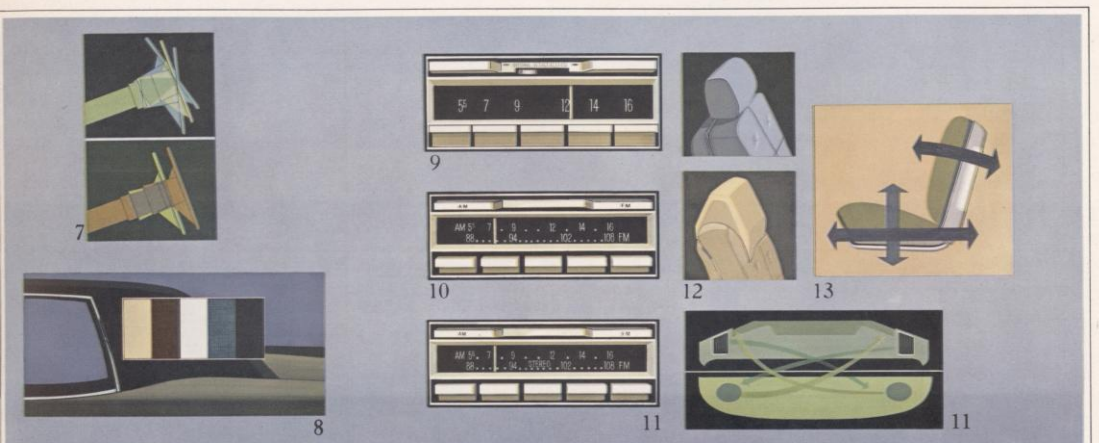
4 Cruise Control permits setting and maintaining a desired speed without using the accelerator pedal. It also acts as a speed reminder by a gentle back pressure to the accelerator when selected speed is reached.



5 All doors can be locked or unlocked from either front door, a feature especially appreciated by Cadillac families.

6 Twilight Sentinel automatically turns lights on and off according to light conditions and can be set as you leave the car to keep lights on up to ninety seconds, for a path of light at night.

7 Tilt and Telescope steering wheel adjusts in four directions for personal comfort and swings up for easier entry and exit.



8 A padded vinyl roof is standard in five colors on the Brougham and available on De Ville closed models, the Seventy-Five series and the Eldorado.

9 The Cadillac AM Radio has superb tone with wide bass or treble adjustment. Sound may be directed through front or rear speaker or both. Tuning is manual by pushbutton, or automatic with signal bar selector.

10 AM-FM Radio adds the enjoyment of fine FM and features two speakers, automatic frequency control and an automatic antenna which is standard with all Cadillac radios.

11 The Cadillac AM-FM Stereo Radio brings you the full richness of stereo FM. Two speakers in front and two in the rear are cross-balanced—left front with right rear and right front with left rear—for true stereo sound for driver and passengers.

12 Adjustable front seat headrests are available for both bench type seat, above, and bucket seats, below.

13 Six-way power seat control gives horizontal, vertical and angle adjustment for maximum comfort.

Additional popular accessories not shown include: electrically heated front seat warmer (rear seat on Seventy-Five models); Guide-Matic power headlamp dimmer; remote control trunk lock; Controlled Differential for more positive traction on slippery roads; rear window de-fogger; Soft Ray glass; door edge guards; white sidewall tires; radio foot control switch; exclusive Cadillac cushion covers and Cadillac-designed contoured floor mats.

For advice concerning equipment and accessories for the Cadillac of your choice, consult your authorized dealer.

Major Standard Equipment on all Models

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

CADILLAC DUAL POWER BRAKES . . . for smoother, straighter stops with minimum 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.* Automatic climate control heating and air conditioning is standard on the Seventy-Five Sedan and Limousine.

CADILLAC POWER STEERING. Variable ratio affords almost effortless parking and cornering . . . and in highway travel it retains a reassuring feel of the road. (Variable ratio is not on the Seventy-Five series).

*All models except the Seventy-Five series may be ordered without this item at reduced cost.

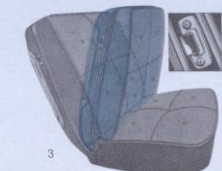
As Always, Cadillac Is Unexcelled in Motoring Safety Features

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.

And, of course, there are many other safety and convenience features not illustrated. For example, Cadillac's triple braking system keeps front or rear brakes individually operative if one pair should fail. A red tailtale 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 on the outboard sides for optional front shoulder straps. Wise motorists teach children to always use their seat belts and insist that adult passengers do so. 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 soft large diameter knobs, and front and rear door handles are inoperative when passenger-guard door lock buttons are depressed.



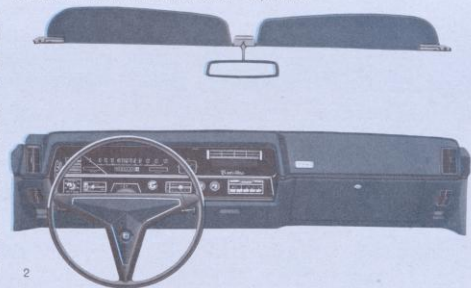
The direction signal has been redesigned with a special hold position for easier lane-change signaling that cancels out the signal on moderate turning. The other position is for cornering. Indicators are on the top of the fenders for ready visibility.



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.



1. New energy absorbing steering column, developed by General Motors, is designed to compress on impact and is standard with the regular and optional Tilt and Telescope steering wheels. Both steering wheels have large padded load-distributing centers.
2. The redesigned instrument panel is heavily padded and also reduces glare. Knobs are of minimum length with flat surfaces. Sun visors are softly padded.
3. Folding front coupe seats or bucket seats automatically lock firmly in place and can be released only by individual manual pushbutton controls.
4. The hazard warning system, activated by a control on the instrument panel, flashes front directional lamps and rear stop lamps to warn oncoming drivers when you are moving slowly or stopped at the roadside.



Engine and Drivetrain

1967 Cadillac's standard 368-cu-in. V-8 engine provides 170-hp and 250-torque. Turbo Hydra-Matic automatic transmission, 3-speed manual transmission, 4-speed manual transmission.

Wheelbase: 116.0 in. (Sedan, Coupe, Limousine)

Weight: 4,000 lbs. (Sedan, Coupe, Limousine)

Minimum Turning Circle: 30.0 ft. (Sedan, Coupe, Limousine)

Maximum Speed: 130 mph (Sedan, Coupe, Limousine)

0-60 mph: 10.0 sec. (Sedan, Coupe, Limousine)

100-0 mph: 10.0 sec. (Sedan, Coupe, Limousine)

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Exterior and Interior

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Performance and Handling

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Options and Accessories

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Wheelbase: 116.0 in. (Sedan, Coupe, Limousine)

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SPECIFICATIONS



