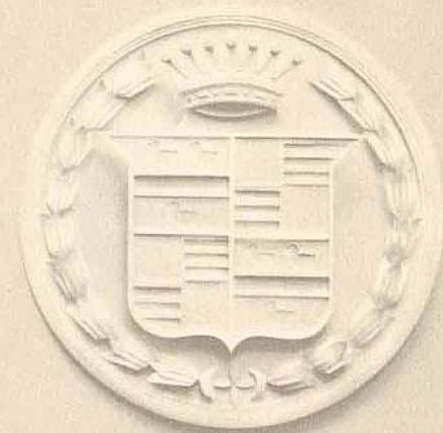


Nineteen Hundred Sixty-Two Cadillac



CADILLAC

NINETEEN SIXTY-TWO marks Cadillac's sixtieth year of motor car manufacture. Over that time, every car to bear the famed Cadillac name has been built to the standard "Craftsmanship a Creed—Accuracy a Law." ¶ Cadillac superiority has, in fact, been universally acknowledged. It is evidenced in such contributions to automotive progress as the first multi-cylinder engine; the first interchangeable parts; the first standard equipment closed bodies; the first electric starting, lighting and ignition; the first V-type, water-cooled, eight cylinder engine in America; the first chrome plating as standard equipment; and many others. As a result of strict control of quality, Cadillac was first to offer a comprehensive service policy on a nation-wide basis. ¶ Certainly no review of Cadillac's sixty years could ignore the superb workmanship of craftsmen whose only experience has been in excellence. Or the forward-looking engineers who have inspired the industry. Or the designers who have made Cadillac the most imitated motor car of all time. ¶ How well they have succeeded is eloquently revealed in Cadillac's unsurpassed international reputation. ¶ Today, Cadillac stands alone among fine cars in a realm of its own making. Its quality and desirability go unquestioned wherever motor cars travel. To more than a million owners, it is truly the "Car of Cars."



FOR SIXTY YEARS THE STANDARD OF THE WORLD

Cadillac presents the Masterwork of the Motoring Age

In all its distinguished history, Cadillac has never before created a motor car so finely crafted, so meticulously refined, so progressively engineered.

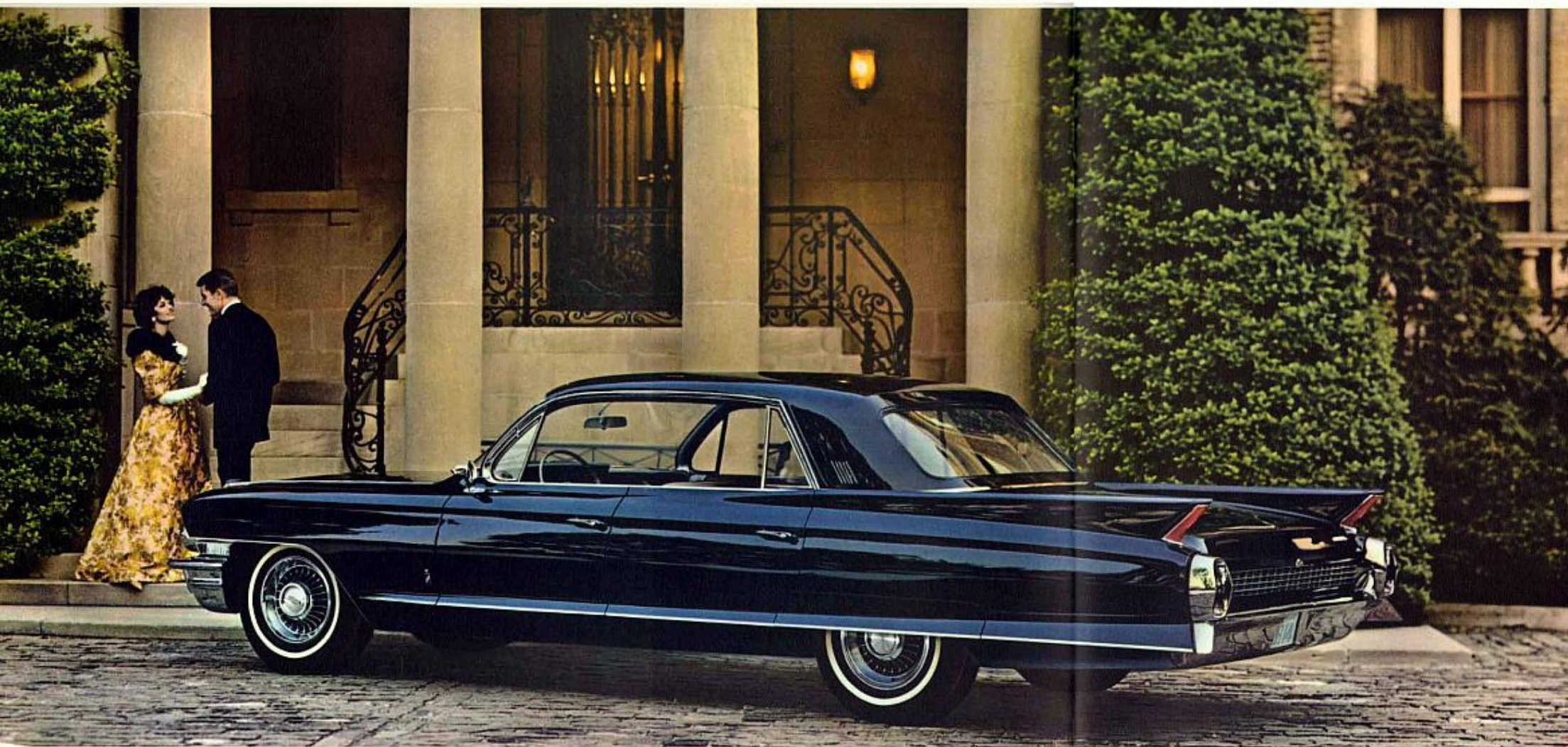
Cadillac for 1962 is actually a new achievement in automotive excellence.

Even the most casual inspection of this magnificent car will tempt you with its new grace and dignity of styling . . . the correctness of its every line and detail. The most luxurious, most lavishly appointed interiors in Fleetwood history will beckon you inside to the greatest comfort in motordom.

And when you accept your Cadillac dealer's cordial invitation to drive the "car of cars", you will discover a new world of driving pleasure.

For Cadillac's famed quiet is even more remarkable in 1962—with a smoother, quieter power plant . . . improved insulation . . . more finely crafted coachwork. Its safety is enhanced by a new Cadillac-developed, independently operating front and rear braking system . . . an exclusive new cornering lamp that lights your way around turns . . . a revolutionary new rear light assembly . . . and by many other advancements in this finest Cadillac in 60 years.

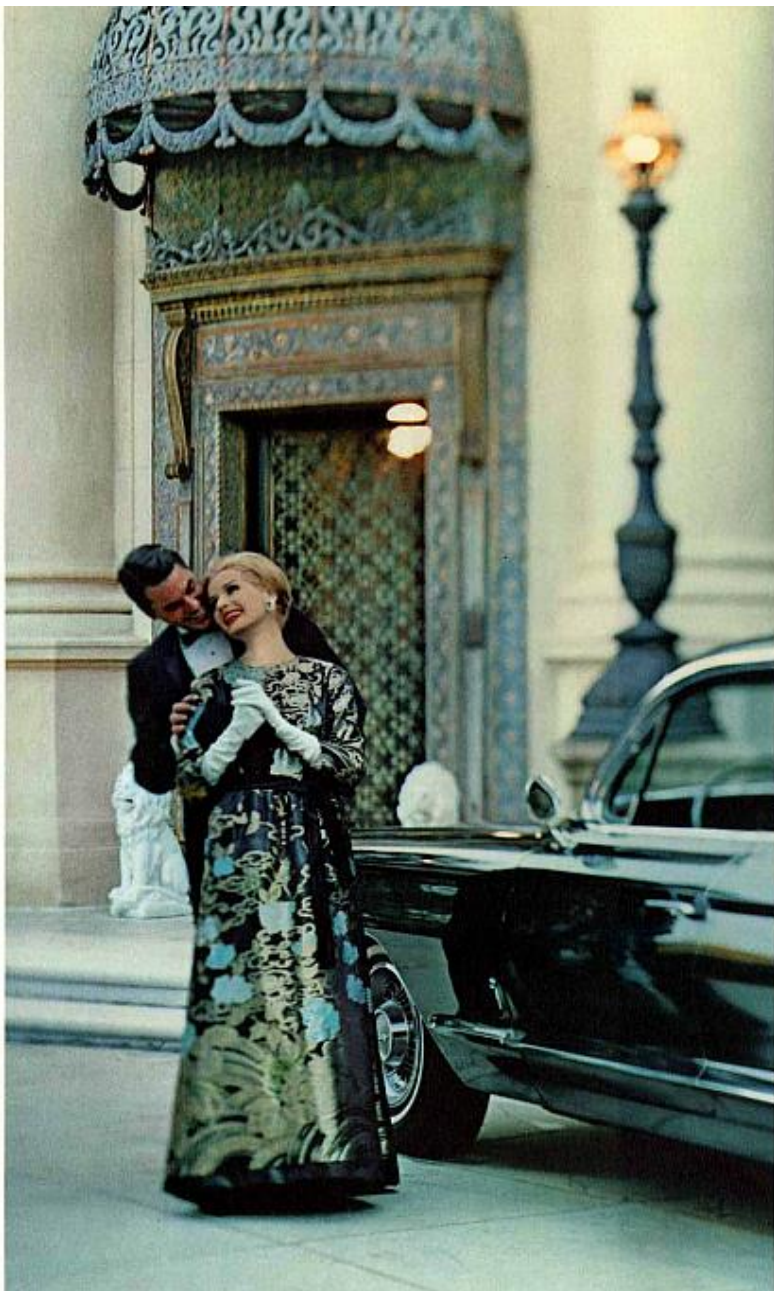
Indeed, you will find that in every aspect of motor car superiority, Cadillac for 1962 is truly the Masterwork of the Motoring Age.



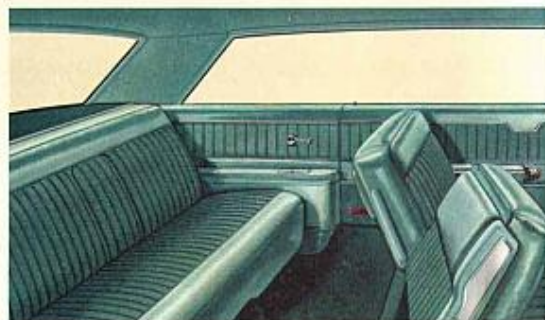
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DOWNHS ON PAGES 4 AND 6 BY GUSTAVE TASSELL, DOWNHS
ON PAGES 2, 8, 10 AND 14 BY SOPHIE DE SAKS FIFTH AVENUE.



The Sixty-Two Coupe features a wide selection of interiors including black, sandalwood, maize and laurel Cotillion cloth with matching or harmonizing coated fabric; blue, turquoise or green Cromwell cloth with coated fabric; and gray Copley cloth and coated fabric. Carpeting, instrument panel and garnish moldings are in matching or harmonizing colors.



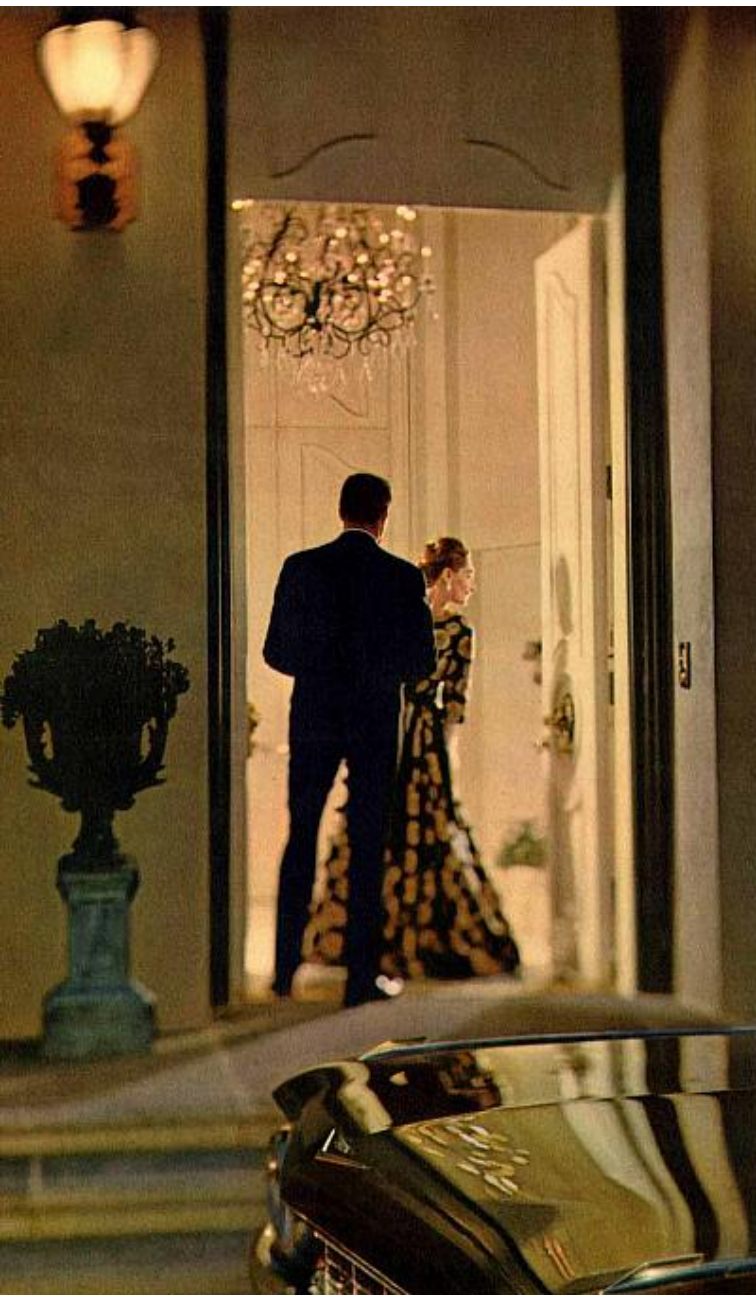
For sixty years the Standard of the World



The most modestly priced of all Cadillacs, the Sixty-Two Coupe has introduced thousands of motorists to Cadillac luxury and stature. Actually priced lower than many models of less illustrious cars . . . and in every way crafted with the same excellence that distinguishes the most luxurious Cadillac . . . the Sixty-Two Coupe includes as standard Hydra-Matic transmission, power steering, power brakes and heater. Like all Cadillacs, it features the exclusive new cornering light (left) that guides you around turns more safely. This popular model typifies the superb quality that is yours only in Cadillac for 1962.

The Sixty-Two Coupe



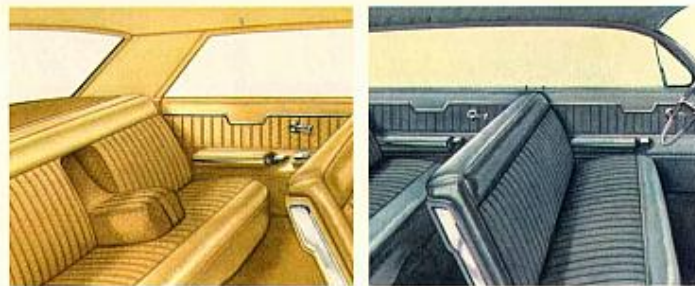


Designed expressly for those metropolitan motorists who would be satisfied with nothing less than Cadillac elegance and distinction, the popular Four Window Town Sedan* is reduced in over-all length. Yet it retains the full wheelbase, interior roominess and trim styling of the Sixty-Two Sedan . . . and provides maneuverability not found in many lesser cars.

A trimmer, sleeker silhouette marks the distinguished Series Sixty-Two Six Window Sedan. Here is an ideal family car . . . in the true Cadillac tradition. Its craftsmanship is unsurpassed . . . its performance and reliability unquestioned. And its correct and lasting styling has made it, like all Cadillacs, the most enduring, rewarding investment in the luxury field.

*215" Over-all Length

Beauty that inspires — Value that endures



The spacious Sixty-Two Sedan interiors combine cloth and fabrics in fine tailored luxury. Rear seat armrest is standard.

Eight color combinations and three luxurious cloth patterns are available on Sixty-Two Sedans. Carpets harmonize.



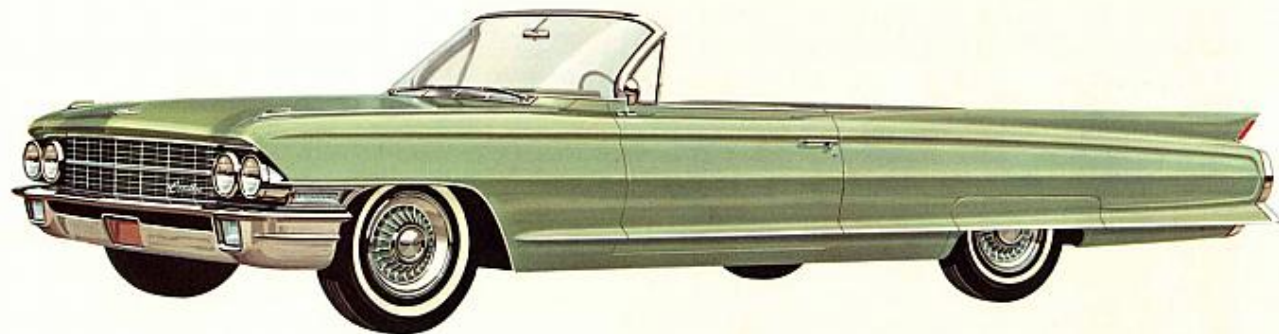
The Town Sedan FOUR WINDOW SIXTY-TWO*



The Sixty-Two Sedan SIX WINDOW

The one word that describes it is — "Masterful"

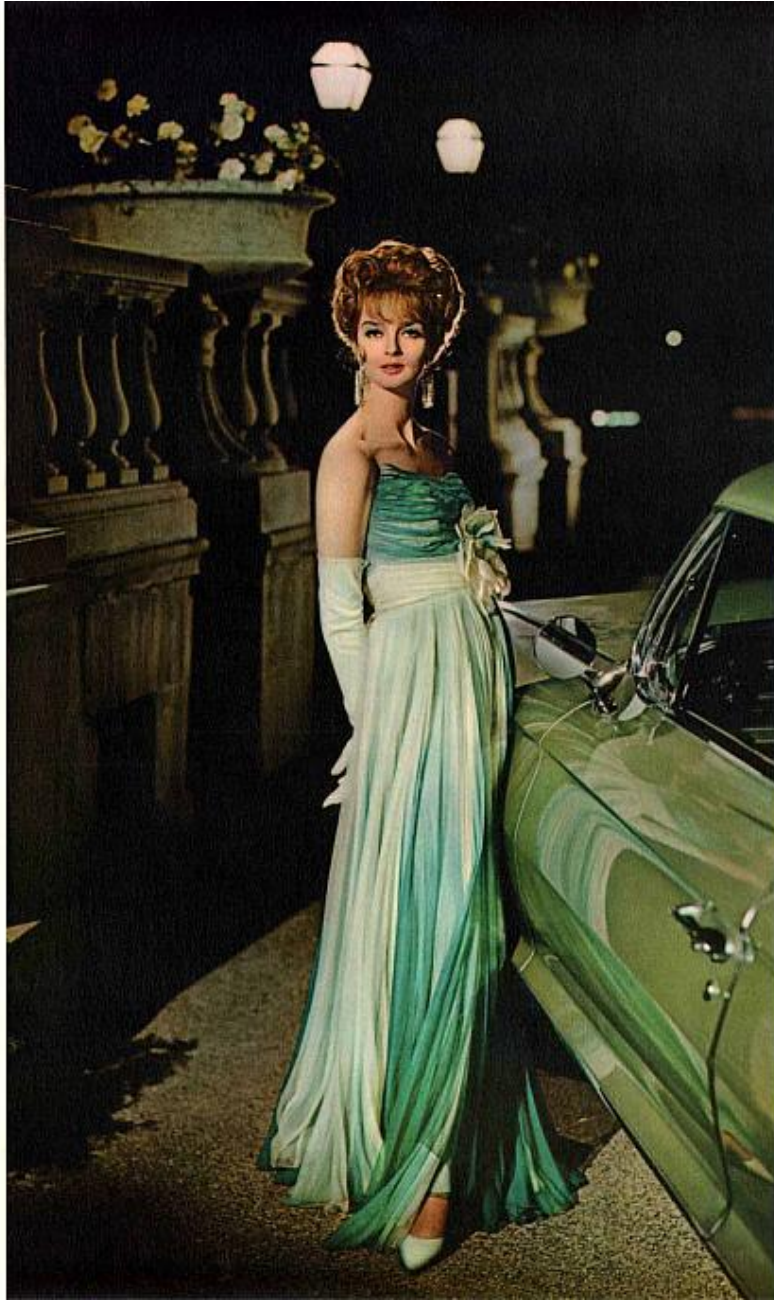
The Sixty-Two Convertible

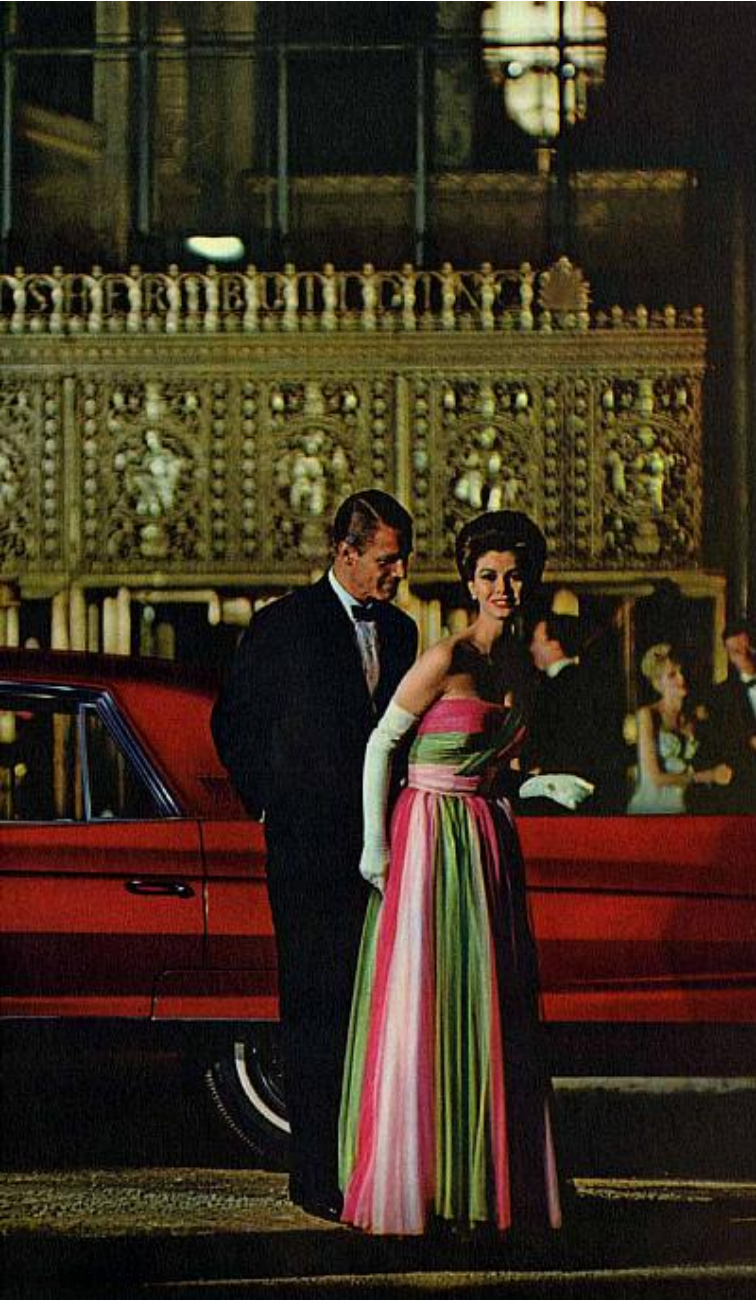


The richness of supple natural grain leather enhances the Sixty-Two Convertible interior. Colors available include white, black, blue, maize, saddle, green, sandalwood and red. Deep carpeting, instrument panel and steering wheel match or harmonize. A coated fabric top boot carries out the color theme. Front bucket seats are optional at extra cost.



How could the owner of this elegant Cadillac resist the lure of the open road? For nothing takes to travel like a Cadillac . . . and nothing makes travel more fun than this sprightly convertible. Cadillac's superb balance of performance and handling is unsurpassed in all motordom. Its brilliantly engineered power plant is so finely crafted that it is silent throughout the entire speed range. Its remarkable ease of handling virtually removes all effort from driving. And Cadillac's advanced suspension system imparts boulevard smoothness and quiet even to previously untamed back roads. For the young at heart, the spirited Sixty-Two Convertible stands out as the "Car of Cars" . . . even among Cadillacs.





Rich fabrics are combined with leathers, or choose wool broadcloth in another interior style, for your Fleetwood Sixty Special Sedan.



Fleetwood magnificence is evidenced in the perfectly matched color and metal coordination in every detail of the driver's compartment.

Almost writes its Owner's Biography

It is unlikely that any material possession speaks so eloquently of a man's good taste and achievement as does the distinctive Fleetwood Sixty Special Sedan. Admired everywhere as a motor car of custom design and coachwork, it says many things about its owner. Most certainly it reflects his respect for correctness of styling. Just as surely, it mirrors his admiration for advanced engineering and flawless craftsmanship. And, just as emphatically, it does full justice to his desire for sound, enduring value . . . his recognition of a wise investment.

The Fleetwood Sixty Special Sedan

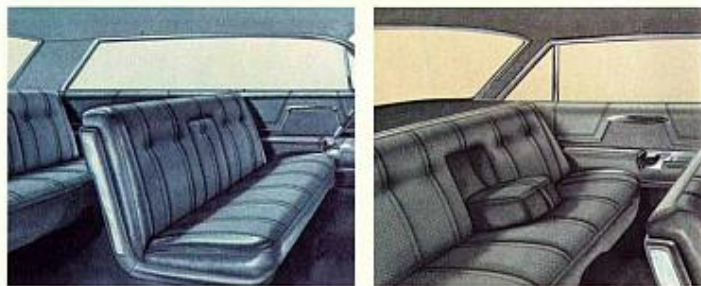




The highest praise that can be accorded any product in any field is to call it the Cadillac of its kind. Two superb examples of this traditional Cadillac quality and craftsmanship are shown here. The new and gracious Park Avenue* Sedan de Ville is specially designed with a shorter rear deck for easier parking and garaging. The rear quarter panel is distinctively Cadillac... and the side fender embossment and rear end treatment are new for 1962. The luxurious Six Window Sedan de Ville, like all de Ville models, offers power front seat and power window controls. Front and rear center armrests are also standard. All de Ville models, like all Cadillacs, provide distinction you can obtain only in the Standard of the World.

*215" Over-all Length

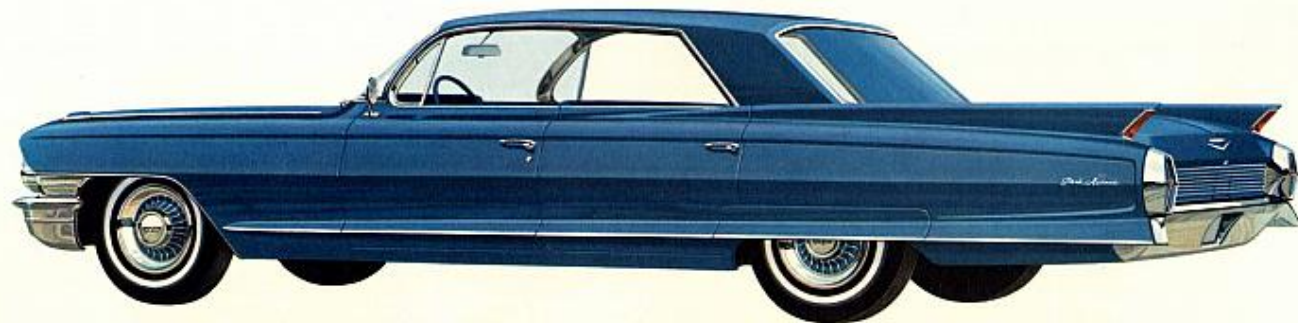
The name that says "Quality" in any Language



Three cloth patterns, combined with natural grain leather, are offered on de Ville models. Combinations include black, gray, blue, sandalwood, maize, turquoise, green and laurel.

Four handsome leather selections* are offered for the conventional front seat or bucket seats on the Park Avenue sedan. These selections include white, black, sandalwood and red.

*Optional at extra cost.



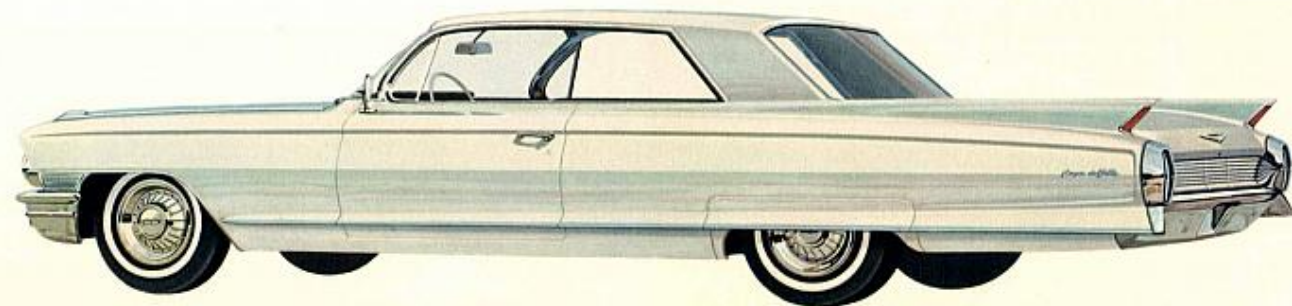
The Park Avenue SEDAN DE VILLE*

The Sedan de Ville SIX WINDOW



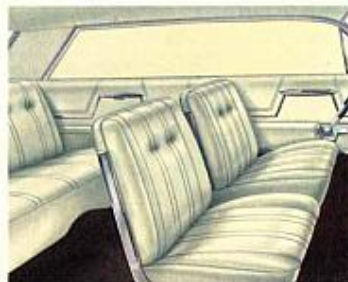


No car in all the world is so deeply admired for its magnificent motoring luxury as Cadillac. Driver and passengers alike enjoy conveniences, appointments and sheer elegance that are unique to this great motor car. Leathers and fabrics in the finest Fleetwood tradition are meticulously tailored to the most fastidious taste. They are available in such a wide variety of colors and patterns that you feel your Cadillac has been designed for you alone. Contributing importantly to Cadillac's luxurious comfort are chair height seats, buoyant cushions and a softer, even more quiet ride for 1962. Whether you prefer the intimacy of a coupe or the convenience of a four-door sedan, there is a Cadillac de Ville for your taste.



The Coupe de Ville

Luxury and Comfort the whole world admires



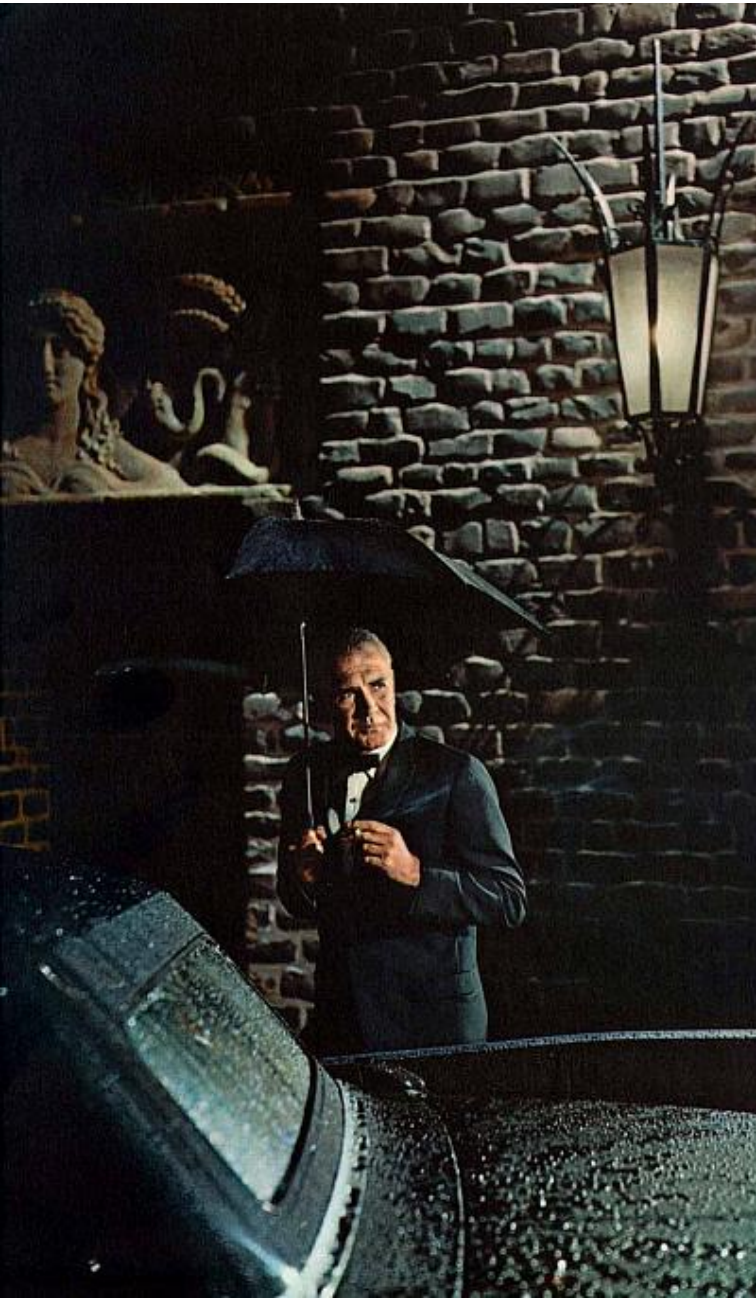
In 1962, bucket seats* are offered in both the Coupe de Ville and Four Window Sedan de Ville for the first time. The four leather colors available are white, black, sandalwood and red.

Other interior choices for these two de Ville models are eight cloth-and-leather combinations. Front and rear armrests are standard equipment, except in front when bucket seats are specified.

*Optional at extra cost.



The Sedan de Ville FOUR WINDOW



Pictured here are two of the most illustrious cars in the Cadillac family. Certainly it would be difficult to imagine a more luxurious convertible than the 1962 Eldorado Biarritz. As the owner of a Biarritz, you enjoy every conceivable motor car convenience and appointment. And the distinctive trim of the Eldorado Biarritz marks you as the possessor of the industry's most magnificent limited production convertible. Equally illustrious is the Fleetwood Seventy-Five, the world's most respected motor car. Offered in two models, the Seventy-Five is America's only production nine-passenger sedan as well as the only limousine. Wherever you see people of prominence gather, the Fleetwood Seventy-Five is part of the scene.



The Eldorado Biarritz

Unanimous Approval wherever highways lead



The rich elegance of soft leather in seven color choices, plus a Cannes cloth and leather combination, are offered in the Eldorado Biarritz. Shown above are the bucket type front seats.* The conventional type front seat is standard in the Eldorado Biarritz.

*Optional at no extra cost.



The spacious interiors of the Fleetwood Seventy-Five feature luxurious cord or broadcloth upholstery. Driver's compartment is black leather. Optional selections are fawn or gray to harmonize with rear upholstery if limousine styling is selected.

The Fleetwood Seventy-Five SEDAN AND LIMOUSINE





Fog Lamps



Radio



Seat Belts

To personalize your Cadillac...

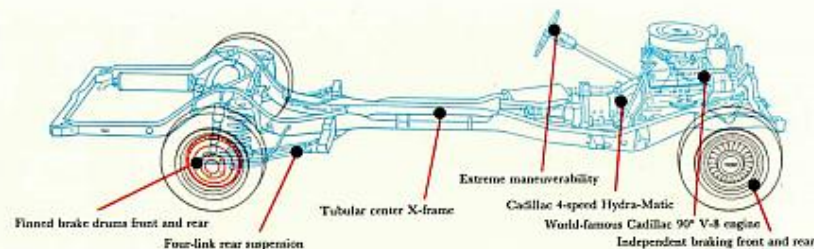
Abundant as it is with luxuries and appointments, your Cadillac can be made even more appealing with your personal choice of Cadillac-engineered accessories. For even more comfort, convenience and safety, you may choose from a wide range of optional equipment. Ask your local Authorized Cadillac Dealer to explain how you can order your new Cadillac equipped to your precise needs and taste. CRUISE CONTROL (left) lets you set an automatically maintained speed and also acts as a speed reminder. SIX-WAY POWER SEAT ADJUSTMENT AND POWER VENTIPANES supplement Cadillac's standard power regulators (above). Built-in FOG LAMPS

PIERCE FOG WITH MINIMUM REFLECTION back into the driver's eyes. SIGNAL SEEKING RADIO automatically tunes stations within range, includes front and rear speakers and automatic antenna. Every Cadillac is equipped with built-in anchoring bases for low cost installation of SEAT BELTS. The majority of Cadillac owners desire their cars to be equipped with Cadillac AIR CONDITIONING, the industry's finest. In addition to its year-round comfort, they discovered that it is a prominent factor in maintaining value. ADDITIONAL BODY COLORS, not shown on cars illustrated on previous pages but available for all Cadillac models, are indicated above.

other popular accessories

- Power Door Locks
- Controlled Differential
- Rear Window De-Fogger
- Soft-Ray Glass
- Power Headlight Control
- Power Deck Lid Lock
- Cushion Toppers
- Door-Guards
- License Plate Frames

Engine and Chassis



The highly perfected Cadillac power plant combines brilliant performance, remarkable all-speed silence and proven dependability. Tubular-center X frame is more rigid than conventional type, and permits lower front floor for increased seat height and head room. Standard equipment: Hydra-Matic provides positive, smooth automatic shifting, plus the advantage of three degrees of engine braking for hilly country, and separate traffic and cruise ranges. New dual hydraulic brake master cylinder provides independent piston and fluid reservoir for front and rear brakes, assuring one working set in case one or the other should be inoperative. For further safety, the parking brake can be used as an auxiliary service brake. In addition, Cadillac

brakes are self-adjusting and drums are finned for better cooling and longer lining life. Cadillac's superb ride is the result of a four-link rear suspension system which prevents lean on curves. Front suspension absorbs and silences shock for the quietest, softest ride on the road. Exclusive Cadillac Front gas-filled shock absorber design is impervious to temperature changes and provides consistently controlled performance. Standard equipment power steering with an extremely favorable ratio of 18.2 to 1 and short turning angle gives Cadillac faster response and easier turning than some smaller cars. Improved and refined throughout for 1962, the Cadillac engine and chassis are the most advanced that modern engineering can devise.

Standard power equipment on all models

CADILLAC POWER STEERING . . . for easier parking, cornering and nearly effortless highway travel . . . retains the "feel of the road" and is self-recovering.

CADILLAC HYDRA-MATIC DRIVE . . . for instant, smooth response, is now more efficient than ever.

CADILLAC POWER BRAKES . . . for quick, safe stops with little effort. Newly improved with dual cylinder and fluid system (see specifications at right).

CADILLAC HEATER AND DEFROSTER . . . keeps windshield clear, provides warm air to front and rear compartments.

Other standard equipment

YOUR CADILLAC PROVIDES, AS STANDARD EQUIPMENT, POPULAR ACCESSORIES OFFERED AS EXTRA-COST ITEMS ON MOST OTHER CARS AMONG THEM ARE:	AIR CLEANER, dry-peak	LIGHTS, rear compartment corner, Sixty Special and Seventy-five models	PAINT, two-tone
	ARMRESTS, center front and rear on de Ville, Sixty Special and Fleetwood Seventy-five Sedan; front only on Convertible models; rear only on Sixty-Two models	LIGHTS, front courtesy and map (optional); front and rear in Eldorado Biarritz	REFLECTORS, door panel, safety warning (illuminated in Eldorado Biarritz and Fleetwood Sixty Special Sedan)
	CIGARETTE LIGHTERS, front (two)	LIGHTS, directional signal	VISOR VANITY MIRROR
	CIGARETTE LIGHTERS, rear (two) except Sixty-Two Coupe	LIGHT, glove box (optional)	VISORS, dual sun
	CLOCK, electric	LIGHT, luggage compartment (optional)	WHEEL DISCS
	FRONT SEAT ADJUSTMENT, power-operated (except Sixty-Two Coupe and Sedan)	MIRROR, glare-proof, rear-view, flip-type; 3-way, Salt-Ray in Eldorado Biarritz and Fleetwood Sixty Special Sedan	WINDSHIELD WASHER AND CO-ORDINATOR
LIGHTS, front oak receiver	OIL FILTER, full-flow	WINDOW REGULATORS, power-operated (except Sixty-Two Coupe and Sedan; front View Windows power-operated on Eldorado Biarritz; front and rear on Sixty Special)	
LIGHTS, back-up (dual)	OUTSIDE MIRROR, left side, remote control	WHITEWALL TIRES, 8.00 x 15 (set of five) on Biarritz	
LIGHTS, cornering			

Specifications

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 10.5 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 chrome-plated to minimize wear on cylinder walls. Retraced contour in piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifold; 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: 26 gallons, except Town Sedan and Park Avenue Sedan, 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 3.36 with 3.77 optional. New 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. 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; finned front and rear drums. New 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. Effective brake lining area, 221.8 sq. in., 233.72 sq. in. on Series 75 models.

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

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

FRAME: Cadillac tubular-center X frame provides exceptional torsional rigidity; permits a low front floor contributing to comfortable seat height and head room.

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

CORNERING LIGHTS (Standard Equipment): On the side of front fenders, located behind the headlamps, activated by directional signal switch when headlamp switch is on. Projects a 30° fan shaped 50-candle power beam, perpendicular to the side of the car, thus illuminating roadside and road signs for extra safety in turning corners at night.

TREAD: Front and rear, 61".

WHEELBASE: 129.5" except Series 75, 149.75".

OVER-ALL LENGTH: 222" except Series 75, 242.5", and Town Sedan and Park Avenue Sedan, 215".

* Standard on Eldorado Biarritz.

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GENERAL MOTORS CORPORATION**

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