

"SEE THE REST - BUY THE BEST"

A. J. "AL" FOWLER

MOORE OLDSMOBILE-CADILLAC, INC.

BUSINESS PHONE 289-5477 - RES. 283-6522

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Cadillac 1978

Behind the great name . . . great cars.





Foreground, left to right: Eldorado, Sedan deVille, Seville by Cadillac. Background: Fleetwood Brougham, Cadillac Limousine and Coupe deVille.



What makes a Cadillac a Cadillac.

It begins with a tradition of leadership. True for more than 75 years and still true today, calling something "the Cadillac of its field" is one of the finest compliments you can pay a product. Through the years . . . in each generation . . . there has been a Cadillac right for its day—a car that expressed success for its time.

The rewards. We are proud of Cadillac's tradition. But we are prouder yet of the practical rewards such leadership bestows upon Cadillac owners. In comfort, luxury and security. That's probably why Cadillac consistently leads all U.S. luxury car makes in repeat ownership.

Once you own a Cadillac, it is difficult to accept anything less.

It's even more alive today. The Cadillac tradition is even more alive today.

Most of all, it's craftsmanship and care. In the way the car is designed. Engineered. And built. You can see it in the attention to detail throughout a Cadillac. You can feel it in the comfort of the superb Cadillac ride.

And you can hear it in the words of praise from Cadillac owners.

Cadillac craftsmanship. Behind the great name . . . there's a great pride. The



special pride of the people who design and build the cars of Cadillac—and those who sell and service them. Simply stated, the great name carries with it a continuing commitment to the Cadillac tradition of quality. In the design studio . . . on the assembly floor . . . and in the dealer showroom.

Cadillac engineering. We don't talk much about the achievements of Cadillac engineering for the very simple reason that Cadillac owners take them for granted. A Cadillac should be beautifully engineered, they reason. And it is. And that's that. But automotive insiders are well aware of Cadillac's engineering prowess—from the days when Cadillac was pioneering laminated glass and self-starting to the present. Today, you can see examples in Cadillac's Electronic-Fuel-Injected

Engines (standard on Seville and available on the DeVilles and Brougham) . . . the way Cadillacs are engineered to help fight corrosion . . . and the advanced Cadillac Theft-Deterrent System you can order.

Total Cadillac Value. This is the value inherent in every 1978 Cadillac. When you buy it. When you drive it. And when you trade it. Cadillac represents a remarkably fine automotive investment . . . all things considered. Cadillac's consistently high resale value. Its comfort. That so many

luxury features are standard. That once you're in the club of Cadillac owners, it costs surprisingly little to stay in. Total Cadillac Value is everything that helps make Cadillac 1978 . . . an American Standard for the World.

What it means to own a Cadillac. It's the confidence in knowing you are driving one of the world's great cars. It's the security in the realization that with every Cadillac goes 75 years of engineering achievement. It's the feeling you get every time you drive your Cadillac.



Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

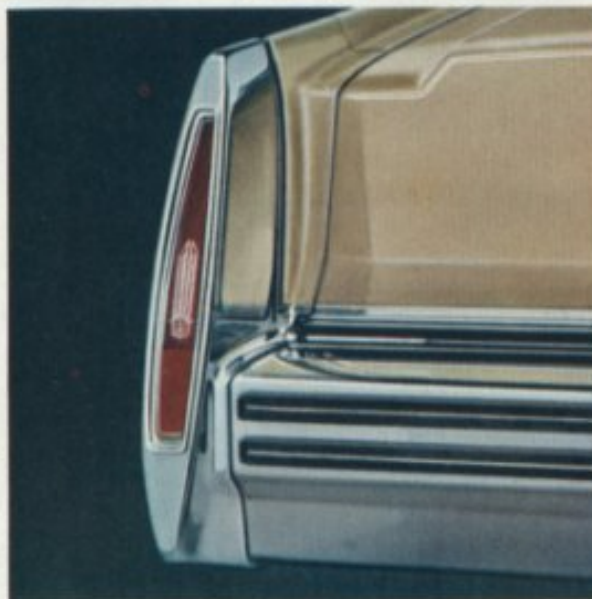
*Leading the way
with the new luxury.*

The new luxury is doing . . . doing your best to enjoy each new day more than the last. To aid you in this pursuit, Cadillac presents the 1978 Fleetwood Brougham . . . Coupe deVille . . . Sedan deVille . . . and Cadillac Limousines.

Each is superbly luxurious—yet designed for today's world. Lively. Responsive. Beautifully agile.

Distinctive all the way . . . from the handsome new grille . . . to the classic new tail lamps . . . to the splendid new interiors available. Cadillac 1978 offers the elegance, roominess, comfort and security that have long made Cadillac America's favorite luxury car.

Even more convenience. Six-way power seat controls for the driver are now in the door armrest for easier access. New seatback pockets provide handy storage on DeVilles and Brougham. And standard on all 1978 models is an AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Antenna . . . to automatically seek out beautiful music for you.



A superbly refined ride. For smoothness of ride and interior quiet . . .

Cadillac engineers have retuned the Brougham and DeVille body mounts and structure. New Electronic Level Control is standard on Brougham and Limousines—available on DeVilles.

With serviceability in mind. A prime example of this is the instrument panel. First is the one-piece foam-filled construction of the main section . . . to help reduce squeaks. Second is the front-mounted design of the gages and radios . . . to permit easy service access.

Protection for your investment. To help assure structural integrity, micro-encapsulated epoxy-coated screws have been increased in key areas. Extensive measures to help fight rust include Zincrometal® panels and Bi-Metal (stainless steel on aluminum) moldings.

The Cadillac Hallmarks. Cadillac is consistently a leader among U.S. luxury car makes in two of the most significant barometers of a car's real worth: resale value and repeat ownership.

Antique Light Beige Florentine interior
in available Brougham d'Elegance.







Fleetwood Brougham

The 1978 Fleetwood Brougham features the elegant refinements and luxurious roominess that make it a special kind of Cadillac for special people. To help provide a superb ride . . . new Electronic Level Control and Oversized Steel-Belted Radial Tires on Match-Mounted Wheels are standard. For smooth, fade-resistant stopping power . . . there are Four-Wheel Disc Brakes. Brougham styling refinements include new wreath and crest ornamentation on brushed chrome moldings. Elk Grain vinyl roof with Opera Lamps. And Color-Coordinated Wheel Discs. Inside, there's the luxury of 50/50 Dual Comfort Seats. New Door Pull-Handles. Individual Reading Lamps. And for 1978, Brougham offers a new available Stereo Radio with Tape Player and Digital Display of radio frequencies or time. (Fleetwood Brougham shown left in Mulberry with Dark Mulberry Metallic Elk Grain vinyl top.)

A world of tasteful elegance awaits you inside the 1978 Fleetwood Brougham. As shown above by this handsome interior in Mulberry Florentine velour. It's also offered in Light Gray, Black, Light Blue, Dark Green, Yellow and Light Beige. Or choose from 11 available interiors with leather in the seating areas. The Brougham's 50/50 front seats have six-way electric adjustment for driver and two-way manual adjustment for passenger . . . along with individual pulldown armrests. You can add to your Brougham's distinctiveness with an available Astrorooftop.







Coupe de Ville

Year-in and year-out, the Coupe de Ville leads the way as America's favorite luxury car. What's behind this tremendous acceptance? Consistently high resale value, for one thing. For another, there's the way DeVille combines superb luxury and Cadillac elegance with an overall design that's right for today's world. Also contributing to DeVille's success are standard features like Automatic Climate Control . . . Power Windows . . . AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Antenna . . . Six-Way Power Seat . . . and a new solid color stand-up crest up front. For an even greater measure of luxury, order your Coupe de Ville with a Sunroof. Wire Wheel Discs. Or 50/50 Dual Comfort Seats. (Coupe de Ville shown left in Carmine Red with available White Elk Grain Cabriolet vinyl roof.)

The 1978 DeVille interiors take on special beauty with available leather highlighting the seating areas. Shown is White leather with color-coordinated Dark Carmine carpeting. Other leather shades available are Antique Light Gray, Black, Antique Light Blue, Antique Dark Green, Antique Yellow, Antique Medium Saddle, Antique Light Beige, Dark Carmine and Antique Mulberry. Or choose from the nine selections offered in the new Random velour and the new Hampton woven cloth. For that final touch of luxury . . . order a new AM/FM Stereo Radio with Tape Player and Citizens Band . . . new Elk Grain vinyl roof . . . accent striping.





PACIFIC PRINCESS



Sedan deVille

The 1978 Sedan deVille is one of the most beautiful Cadillacs ever. Styling refinements for this year include a handsome new grille . . . distinctive new tail lamps . . . and attractive new wheel discs. You'll find Sedan deVille is also a beautiful luxury car to drive. With responsive performance and maneuverability. Not to mention four-door Cadillac roominess and comfort. All in all, it adds up to family-size luxury, elegance and value. Especially when you consider such DeVille features as the AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Antenna. Automatic Climate Control. Power Door Locks. Six-Way Power Seat Adjuster. All standard. There's also an Electronic-Fuel-Injected Engine available. (Sedan deVille shown in Sterling Blue with available Light Blue Metallic Elk Grain vinyl roof.)

DeVille interiors offer you the luxury of choice. Shown is all-new Hampton woven cloth in Light Blue. Also offered in Mulberry. Or if you prefer the look and feel of velour, choose a new Random interior in Light Gray, Yellow, Beige, Dark Green, Mulberry, Light Blue or Black. But that's not all. You may also select from 12 available interiors featuring Sierra Grain leather in the seating areas. Add to your driving pleasure with available Tilt and Telescope Steering Wheel . . . Cruise Control . . . Sunroof or Astrorof.







Cadillac Limousines

Refined coachwork. Luxurious privacy. These are the hallmarks of the Fleetwood Limousine and Fleetwood Formal Limousine. As Flagships of the Cadillac fleet, they are especially designed and engineered to serve with distinction. Chauffeuring corporate officers. Escorting dignitaries. Greeting clients and guests. And all the other tasks they perform so well. The Fleetwood Limousine offers seating for eight. In the Fleetwood Formal Limousine, a divided 45/45 Front Seat with Black Leather seating area is standard . . . as is a sliding glass partition separating driver and passenger compartment. Two additional fold-down seats are standard on both Limousines. And, for easy entrance and exit, there are large rear door openings. (Fleetwood Limousine shown in Platinum with Silver Metallic Elk Grain vinyl roof.)

Inside . . . there's a relaxed, private world . . . with rich upholstery in Light Gray Florentine velour, as shown. Also offered in Black or Dark Blue. The Automatic Climate Control System can be operated by the driver—or rear passengers can set a desired temperature and operate power windows from the Dual Accessory Control Panel. Rear passenger radio controls are available. Included as standard is an AM/FM Signal-Seeking Stereo Radio with Scanner and Automatic Power Antenna. New Electronic Level Control. Opera Lamps. And a padded Elk Grain vinyl roof. A Landau roof is available by special order.





Antique Dark Green Random velour in DeVille d'Elegance.

Special Editions

DeVilLe d'Elegance. This very special edition features luxurious pillow-style seats in a handsome new Random velour. Choose from fabric colors including Antique Dark Green, Antique Light Beige, Antique Light Blue and Antique Dark Mulberry. Upper doors and front seatback assist straps are also of matching Random velour. Plush, high pile carpeting flows across the floor and part way up the door. Included are 50/50 Dual Comfort front seats, "DeVilLe d'Elegance" script on the glove box door, three roof-mounted assist straps and door pull handles. The exterior is accented with hood, door and deck-lid striping and side moldings with vinyl inserts to match the exterior color. Opera Lamps and "d'Elegance" insignia behind the rearmost side windows complement your model choice.

Cabriolet. Here is a dramatic roof design available for Coupe deVilLe. A handsome chrome accent strip sets off the distinctive Elk Grain vinyl top. Cabriolet beauty is further enhanced by decorative Cadillac crests and a handsome French seam around the rear window. Select from 16 coordinated colors.



Cabriolet Roof in White Elk Grain for Coupe deVilLe.

Brougham d'Elegance. This expression of elegance includes contoured pillow-style seats trimmed in sumptuous Florentine velour. Offered in Antique Light Gray, Antique Light Blue, Antique Dark Green, Antique Light Beige and Antique Dark Mulberry. Doors are trimmed in Florentine velour . . . as are door pull straps and front seatback assist straps. Also available for '78 is the luxury of Medium Saddle Leather for seating areas. Standard features include 50/50 Dual Comfort front seating . . . deep, plush pile carpeting for the floor and the lower portions of the doors. Deluxe vinyl front and rear floor mats are covered in the same carpet. Three above-door passenger assistance grips and "Brougham d'Elegance" glove box door script distinguish the interior even more. Outside touches include "d'Elegance" insignia . . . distinctive accent stripes . . . turbine-vaned wheel discs or a choice of standard wheel discs.



Brougham d'Elegance Interior with Available Medium Saddle Leather.

Limousine Landau. Exquisite Landau Bar treatments are available by special order for either the Fleetwood Limousine or Fleetwood Formal Limousine. Further choices include a Full Landau Roof or Landau Cabriolet. Both feature handsome Elk Grain vinyl.



Limousine with Landau Cabriolet Roof.

The luxury is standard on a Cadillac.

Many things contribute to Total Cadillac Value. Among these is the number of luxury features that are standard on Fleetwood Brougham, Coupe deVille, Sedan deVille and Cadillac Limousines.



Functionally coordinated instrument panel.



Push-to-reset trip odometer.

Functionally Coordinated Instrument Panel—Driver-only controls on the left . . . information band across the top . . . and the center area for shared controls.

Automatic Climate Control—Heating/cooling/dehumidifying system maintains the temperature you select . . . designed so the compressor operates only when necessary.

New Electronic Level Control—New electronic height sensor signals a motor-driven compressor . . . to automatically adjust to changing loads to help keep car level. Instrument panel "Level Air" light indicates compressor is on. Standard on Brougham and Limousines, available with DeVilles.

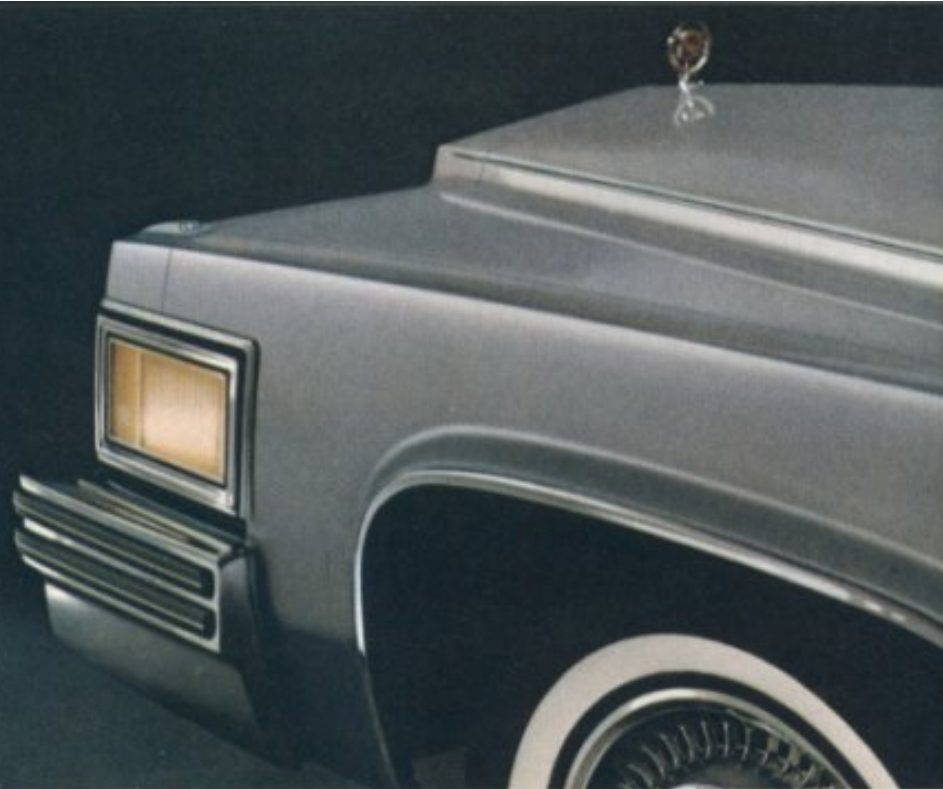
Power Steering—Easy parking and cornering.
Cornering Lights—Project light from the side of the car when turning at night.

New driver's power-seat control location.



New tail lamp design.





Cornering lights and lamp monitors.



Quartz Digital Clock.



Automatic Climate Control.

Disc Brakes—Four-wheel disc brakes are standard with Fleetwood Brougham. Self-adjusting front-wheel disc and rear-wheel drum brakes with DeVilles and Limousines.

Steel-Belted, Wide-Whitewall Radial Tires—Built to GM specifications. Oversized H-Series tires are standard on Brougham and Limousines.

Lamp Monitors—Show if major or secondary outside light systems are functioning.

Power Windows—Can be operated individually or with master control on driver's door armrest.

AM/FM Stereo Radio with Signal-Seeker and Scanner—This four-speaker system offers rich stereo reception and tuning convenience. (Please see Radio Selection page for descriptions of all radios available.)

Automatic Power Antenna—If desired, power antenna can be left at a preselected height without retracting.

Six-Way Power Seat Adjuster on Driver Side—Adjusts front seat forward, back, up, down and tilts forward or back. Standard on Fleetwood Brougham, DeVilles and Fleetwood Limousine. Control on door armrest.

Dual Comfort Seats—50/50 standard on Fleetwood Brougham, available on DeVilles. They allow separate adjustment for driver and front passenger. Available for the passenger's side is a power reclining seat with a six-way power adjuster. Power Recliner is also available for driver side.

Accent Striping—Choice of 13 colors. Standard on Limousines, available on DeVilles and Fleetwood Brougham.

High-Energy Ignition System—No points, ignition condenser, cam and rubbing block.

Soft Ray Glass—All models.

Three-Speed Wipers and Washers—"Mist" position available for single-wipe action.

Opera Lamps—Standard on Fleetwood Brougham and Limousines, available on DeVilles.

Freedom® Battery—Never needs water.

Cadillac-Size Trunk—With standard Stow-away Spare Tire (optional selection for Limousines) and new, compact rechargeable CO₂ inflator.

Also standard are: Quartz Digital Clock

- Push-To-Reset Trip Odometer
- Inside Hood Release
- Automatic Parking Brake Release
- Color-Keyed Litter Container
- Remote Control Left-Side Mirror (Also Remote Control Right-Side Mirror on Limousines)
- Washer Fluid Low-Level Indicator Light
- Center Armrests
- Sunshade Vanity Mirror
- Automatic Transmission.

Spacious Cadillac-size trunk.



Features Available

Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

Theft-Deterrent System—Sounds horn repeatedly and flashes all exterior lights when door, hood or trunk integrity is violated.

Electronic-Fuel-Injected Engine—Designed to offer quick response, fast starting, smooth engine idle and few scheduled maintenance operations. Not available on Limousines.

Astrorooft—Laminated and tinted Safety-glass panel (six complementary tints) lets the sunshine in even when closed. Adjustable sunshade. (This feature will reduce headroom.) Not available on Limousines.

Sunroof—Similar to Astrorooft, except electrically powered panel is not transparent. (This feature will reduce headroom.) Not available on Limousines.

Vinyl Roof—Sixteen available colors in Padded Elk Grain.

Automatic Door Lock System—Locks all doors automatically when the shift lever is moved to a forward drive position.

New Electronic Level Control—Automatically and electronically adjusts car to changing loads. "Level Air" light on instrument panel indicates when leveling function is occurring. Standard on Brougham and Limousines, available on DeVilles.

Illuminated Entry System—Pushing front door handle button illuminates door lock keyholes and turns on inside courtesy lights.

Illuminated Vanity Mirror—Sunshade vanity mirror on the passenger side illuminates when cover is raised.

Fuel Monitor System—Color-coded lights on instrument panel indicate when fuel consumption is relatively efficient or inefficient—and another light when fuel supply is low.

Dual Comfort 50/50 Front Seats—Standard on Brougham, available on DeVilles.

Power Recliner Passenger Seat—Including Six-Way Power Seat Adjuster, available on all 50/50 Dual Comfort front seats.

Power Recliner Driver Seat—Available on all Dual Comfort 50/50 front seats.

Power Recliner—For passenger seatback on notchback type seats on Coupe deVille and on Sedan deVille with available leather for the seating areas.

Opera Lamps—Available on DeVilles, standard on Fleetwood Brougham and Limousines.

AM/FM Stereo Radios with Signal-Seeking, Scanning, Tape-Playing and CB Capabilities—See Radio Selection page for complete availability.

New Wire Wheels—Authentic, with chrome-plated, long-laced spokes. Cadillac crest on hub. Incorporates locking device. Not available on Limousines.

Wire Wheel Discs (with locking device) or Turbine-Vaned Wheel Discs—Both have handsome brushed chrome area with ornamentation.

Cruise Control—Electronic Cruise Control includes both "Resume" and "Advance" features, offering desirable flexibility for speed selection and alteration.

Rear Window Defogger—Electric grid type.

Twilight Sentinel—Automatically turns lights on and off in response to outside lighting conditions. (Also turns lights off after an adjustable time delay.)

Guide-Matic Headlamp Control—Automatically dims lights at night with approach of oncoming cars, then returns lights to bright.

Controlled Cycle Wiper System—Delay feature adjusts wiping action for light rain or other special conditions. Includes momentary "mist" position.

Heavy-Duty Ride and Handling Package—Provides added firmness. (Special order.)

Limited-Slip Differential—Directs power to the rear wheel having better traction.

Power Trunk Lock—With ignition on, a light touch of trunk lock button located inside glove box causes the trunk to open. Also includes quiet pulldown closing feature.

Tilt and Telescope Steering Wheel—Swings up for easy entry/exit. Also slides and adjusts in or out for individual driver comfort. Standard on Fleetwood Formal Limousine.

Interiors with Leather in Seating Areas—Twelve trim combinations available. (Except Limousines.)

Remote Control Right-Side Mirror—Standard on Limousines.

Illuminated Outside Thermometer—On base of left-side mirror. Responds to ambient temperatures.

Firemist Paints—These paints offer rich color, deep luster and high gloss. Six colors.

Carpeted Rubber Floor Mats—Available for front and rear passenger compartments.

Accent Striping—Standard on Limousines.

Door Edge Guards

License Plate Mounting Provision—No-charge feature.

Front and Rear License Frames

Trumpet Horn

80-Amp Generator—Standard on Limousines. (Included when Electronic-Fuel-Injected Engine is ordered.)

Trunk Mat

Passenger Power Seat Adjuster—Six-way control for passenger-side when 50/50 seats are ordered. Not available on Limousines.



New Authentic Wire Wheels.



Wire Wheel Discs.



Twilight Sentinel and Guide-Matic



Lighted Vanity Mirror.

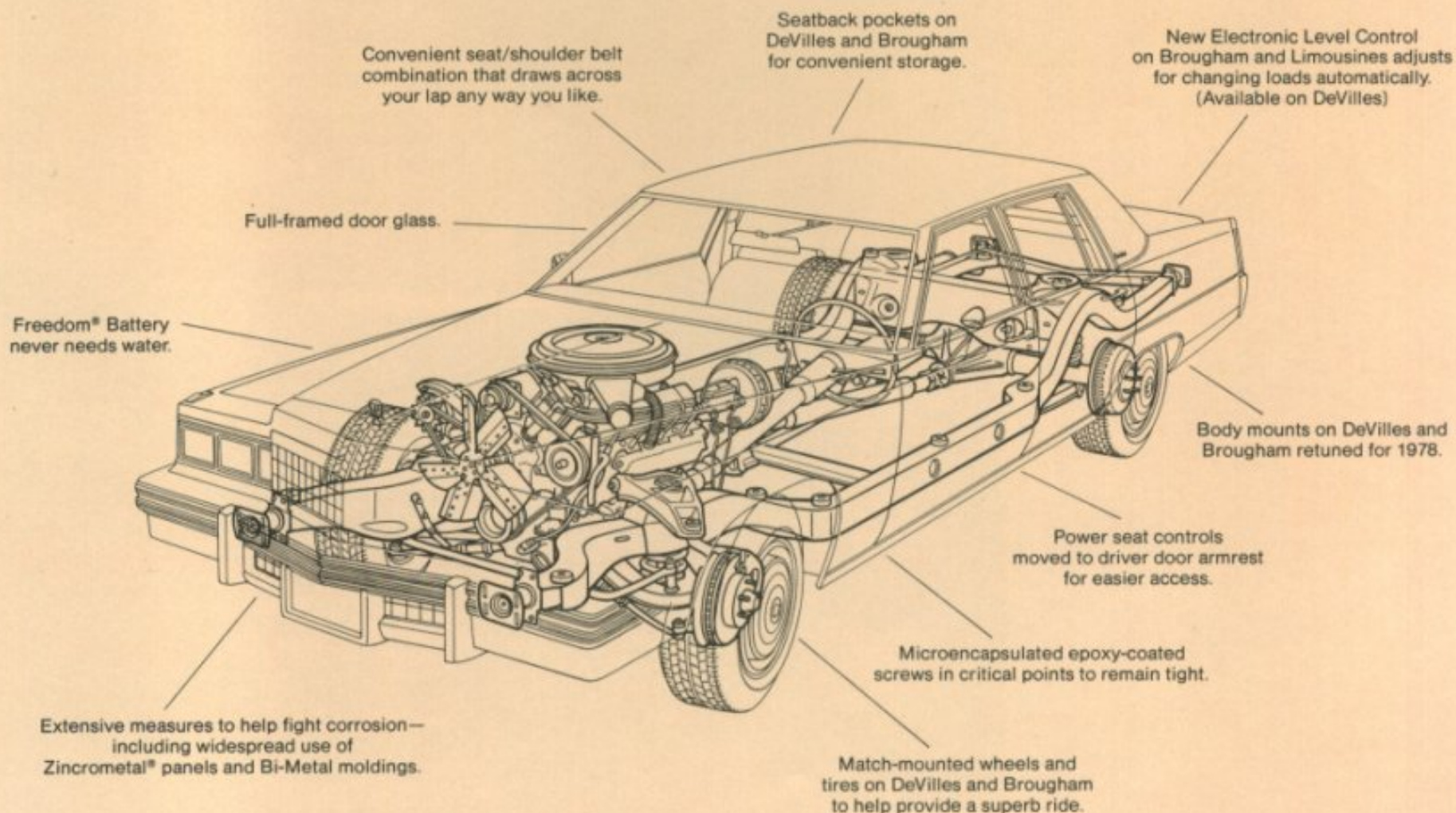
Power Recliner Seat.

The quality is standard on a Cadillac.

Fleetwood Brougham • Coupe deVille • Sedan deVille • Cadillac Limousines

To Cadillac engineers . . . every detail is significant. Their concern can be found in abundant evidence on the cars they create. For instance, the DeVilles and Brougham boast match-mounted wheels and tires . . . for reduced deflection and increased rolling smoothness. There's a convenient seat/shoulder belt com-

bination that draws across your lap anyway you like. And for 1978, Cadillac engineers have retuned the body mounts and structure of the DeVilles and Brougham . . . for smoothness of ride and interior quiet. Such meticulous attention to detail is what helps make a Cadillac a Cadillac.





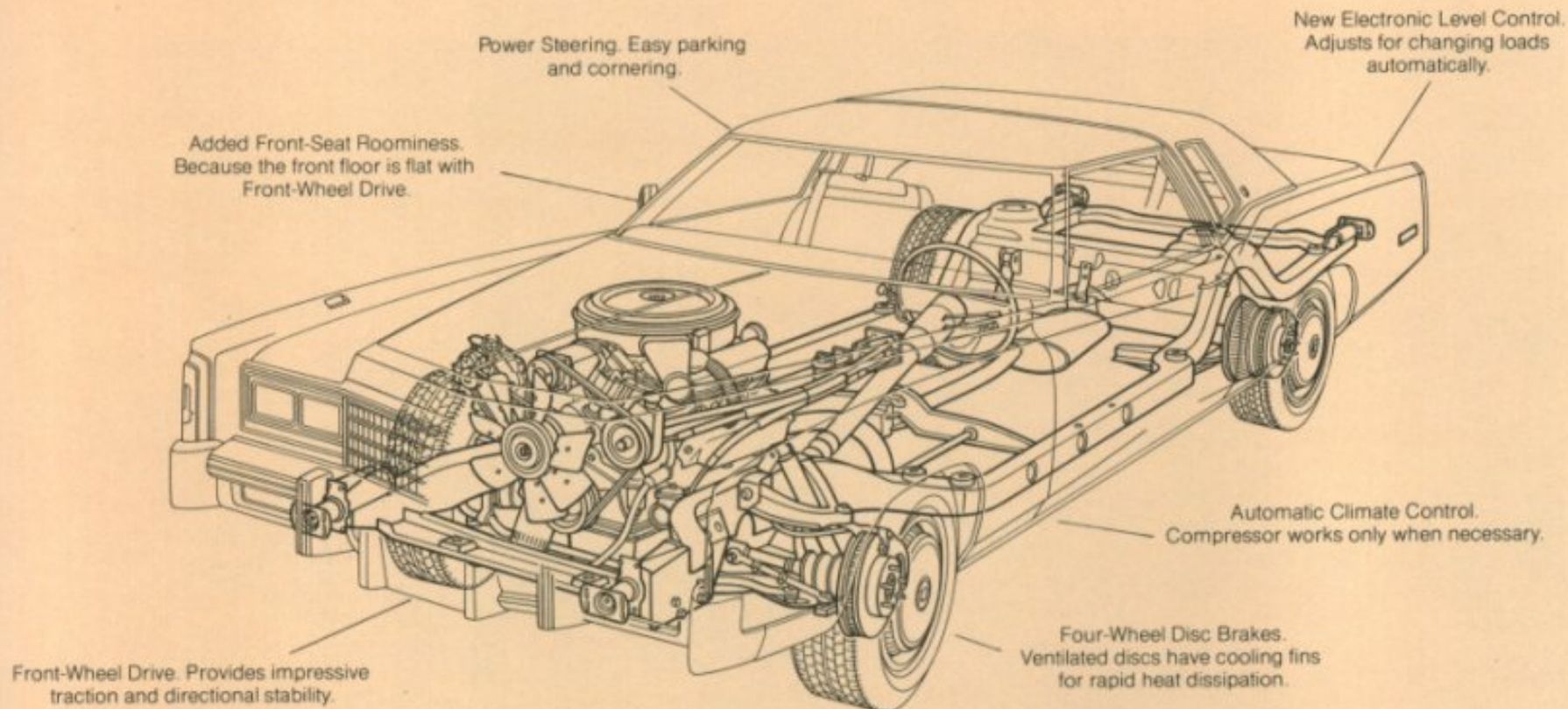


Eldorado

Here is the classic Cadillac with front-wheel drive and a flair all its own. And what a superb automobile it is. A car of unmistakable luxury... and impressive roadability. Snow. Sleet. Rain. That's when you appreciate the pulling action of Front-Wheel Drive—in combination with new Electronic Level Control and Four-Wheel Disc Brakes. As well as the added front-seat roominess that Front-Wheel Drive brings with a flat front floor. Eldorado 1978... the legend lives. Choose the classic Coupe, the available Cabriolet (shown left in available Canyon Copper Firemist with White Elk Grain vinyl roof) or the available Custom Biarritz.

Inside, you'll find luxury and sportiness to complement that roominess for driver and front-seat passenger. Beginning with a compelling variety of interior colors and materials. You may select Halifax, a tasteful knit with a quality feel—in any of four colors. Or Random, an elegant velour—in any of three colors. Also available are interiors with soft, supple Sierra Grain leather for the seating areas—in 12 combinations. Or, for a special touch, they are available in dramatic two-tones in three color combinations, including Mulberry shown above. Two-tones are available only when Dual Comfort front seats are ordered.





Engineered to pull you through... magnificently.

STANDARD FEATURES

Front-Wheel Drive. For impressive traction and directional stability... extra front-seat roominess.

Four-Wheel Disc Brakes. With cooling fins for rapid heat dissipation.

Power Steering. Easy parking and cornering.

Electronic Level Control. Adjusts to changing loads to help keep car level.

Automatic Climate Control. Heating/cooling/dehumidifying system maintains temperature you select with a single setting.

AM/FM Signal-Seeking Stereo Radio with Scanner and Automatic Power Antenna.

As well as... Power Door Locks and Power Windows. Cornering Lights. Six-Way Power Seat Adjuster. Three-Speed Wipers; and Windshield Washers. Freedom® Battery. Lamp Monitors. Push-to-Reset Trip

Odometer. Steel-Belted, Wide-Whitewall Radial Tires. Soft Ray Glass. Automatic Parking Brake Release. Accent Striping. Quartz Digital Clock. Inside Hood Release. Remote Control Left-Side Mirror. Washer Fluid Low-Level Indicator Light. Color-Keyed Litter Container. Front Center Armrest. Sunshade Vanity Mirror. Cigar Lighters. Bumper Impact Strips. Stowaway Spare Tire.

Halifax cloth interior in Black and White.



FEATURES AVAILABLE INCLUDE...

Astrorooft or Sunroof. (These features will reduce headroom.) AM/FM Stereo Radio with Citizens Band. (See Radio Selection page.) Automatic Door Lock System. Theft-Deterrent System. Illuminated Entry System. Illuminated Vanity Mirror. Fuel Monitor System. 50/50 Dual Comfort Front Seats. Power Recliner Seats. Passenger Six-Way Power Seat Adjuster. Electronic Cruise Control. Rear Window Defogger. Twilight Sentinel. Guide-Matic Headlamp Control. Controlled Cycle Wiper System. AM/FM Stereo Radio with Digital Display. Trunk Lid Release and Power Pull-Down. Tilt and Telescope Steering Wheel. Remote Control Right-Side Mirror. Carpeted Floor Mats. Illuminated Outside Thermometer. Door Edge Guards. Trunk Mat. Trumpet Horn. License Frames. Heavy-Duty Cooling System. 80-Amp Generator.



Eldorado Custom Biarritz

A magnificent interior. Here the excitement of Eldorado takes on a special appeal. Biarritz features interiors of soft, supple Sierra Grain leather for the seating areas. As well as the luxury and comfort of Cadillac Contoured Pillow-Style Seating in Antique Medium Saddle, White, Dark Carmine, Antique Yellow or Antique Light Blue (shown above). With 50/50 Dual Comfort front seats.

Distinctive design. The Cabriolet roof treatment, the style and size of Biarritz back and rear quarter windows are unmistakable. So is the bold molding with vinyl insert that sweeps across the fully padded Elk Grain roof. Black-accented brushed stainless steel belt molding surrounds the upper body from the rear to the hood. There, its lines terminate in a spearlike design (shown below).

Exquisite refinements. Special stripes accent front fenders, doors and rear quarter panels. Included, too, are a convenient remote control mirror for the passenger side... opera lamps... special color-coordinated wheel discs and five color combinations from which to select: Mediterranean Blue Firemist (shown), Cotillion White, Carmine Red, Colonial Yellow and Ruidoso Saddle.







Seville

A car of timeless design. Proportioned for the times. Seville is one of the finest production cars built anywhere in the world. For only Seville offers a 5.7 Litre Electronic-Fuel-Injected Engine with new Electronic Spark Selection, Four-Wheel Disc Brakes and new Electronic Level Control as standard. Seville interiors are the epitome of Cadillac's renowned workmanship and attention to detail. Understated; yet exquisitely appointed for your personal comfort and convenience. There's the cashmere feel of the tailored Dual Comfort 50/50 Front Seats. Deep pile carpeting. Automatic Climate Control. And such thoughtful additions as individual fold-down center armrests and rear passenger reading lamps. (Seville shown left in Ruidoso Saddle with Dark Camel Metallic Tuxedo Grain vinyl roof.)

To complement Seville's interior, Sierra Grain leather for seating areas is available in 10 colors. Antique Medium Saddle is shown. Luxurious Dover cloth upholstery is standard and offered in seven colors. Exterior selections include a sleek, matching metal roof—or Tuxedo Grain padded vinyl top. Both are standard. New engraved taillight emblems, lower car-color bumper rub strips and side and rear accent paint striping are standard. Both authentic Wire Wheels and Deluxe Wire Wheel Discs are available with locking feature.





Why Seville is unique among the world's great cars.

A brilliant road car. Seville is engineered for performance. With an agile, 114" wheelbase for maneuverability in city traffic and for easy parking. Front and rear stabilizer bars help reduce body roll during cornering. Four-Wheel Disc Brakes, new Electronic Level Control and big 15" Steel-Belted Radial Tires are also standard.

Electronic-Fuel-Injected Engine. Seville is the first U.S. production car to offer a 5.7 Litre (350 cu.in.) Electronic-Fuel-Injected Engine as standard. Utilizing an on-board analog computer and new Electronic Spark Selection, it is designed for fast starting, quick response and smooth engine idle.

Cadillac comfort and convenience. Almost every luxury feature is standard on Seville. From Cadillac's AM/FM Signal-Seeking Stereo Radio with Scanner and Disappearing Power Antenna ... to a Tilt and Telescope Steering Wheel that adjusts both vertically and horizontally to accommodate any driver. This is a car complete.

Only Seville. Even among the elite of the world's luxury cars—Seville stands alone. Only Seville brings together international size and design with Cadillac comfort and convenience. All in one car. Built in America. With the needs and tastes of American drivers specifically in mind.

Seville is a car complete.

One of the world's best equipped cars, Seville's standard features include the following:

Electronic-Fuel-Injected Engine. (See preceding page.)

Fuel Monitor System. Lights on instrument panel signal relatively efficient use of fuel and low fuel level.

Electronic Spark Selection. Monitors engine vacuum and speed to regulate spark increase or decrease.

Power Seat Adjuster. Six-way for driver and two-way for passenger.

Choice of Roof Treatment. Tuxedo Grain padded vinyl in 16 colors including metallics. Or, matching metal roof.

Exterior Finish. Choice of 15 standard colors. Six Firemist colors available.

AM/FM Signal-Seeking Stereo Radio with Scanner and Power Antenna.

Automatic Climate Control.

Four-Wheel Disc Brakes.

Electronic Level Control.

Power Door Locks and Windows.

Cornering Lights.

Tilt and Telescope Steering Wheel.

Power Steering.

Steel-Belted,

Wide-Whitewall Radial Tires.

Controlled Cycle Wiper System

with Washer Fluid Low-Level

Indicator.

Lamp Monitors.

Remote Control Left- and Right-Side Rearview Mirrors.

Front Passenger Manual Seatback Recliner.

Remote Control Trunk Lock Release.

Individual Front Fold-Down Armrests.

One-Piece Carpeting.

Individual Rear Seat Reading Lamps.

Inside Hood Lock Release.

Quartz Digital Clock.

Soft Ray Glass.

Litter Container.

Stowaway Spare Tire.

Door pull-handles on each door.

Color-Coordinated Spare Tire Cover and Trunk Carpeting, including Trunk Lid.

Assist Straps on back of front seats and

Overhead Type.

Automatic storing of Safety Belts.

Lower car-color bumper impact strips.

Carpeted Rear Shelf.

Dome Courtesy and Reading Lamps.

An 80-Amp Generator.

Features available include: Astrorof or

Sunroof (These features will reduce

headroom.) • Opera Lamps • Electronic

Cruise Control • AM/FM Stereo Radio

with Citizens Band (See Radio

Selection page.) • Authentic Wire

Wheels • Deluxe Wire Wheel Discs or

Turbine Wheel Discs • Limited-

Slip Differential • Illuminated

Entry System • Lighted Vanity

Mirror • Power Trunk Pull-Down

• Theft-Deterrent System • Six-

Way Passenger Power Seat Adjuster

• Engine Block Heater • Genuine

Leather for seating areas • Door

Edge Guards • Carpeted Floor Mats

• Guide-Matic Headlamp Control

• Twilight Sentinel • Heavy-Duty

Cooling System • License Frames

• Rear Shoulder Belts (dealer

installed) • Electric Rear Window

Defogger • Trunk Mat • High

Altitude Package • Performance

Axle • Automatic Door Locks

• Power Recliner Driver and

Passenger Seats • Illuminated

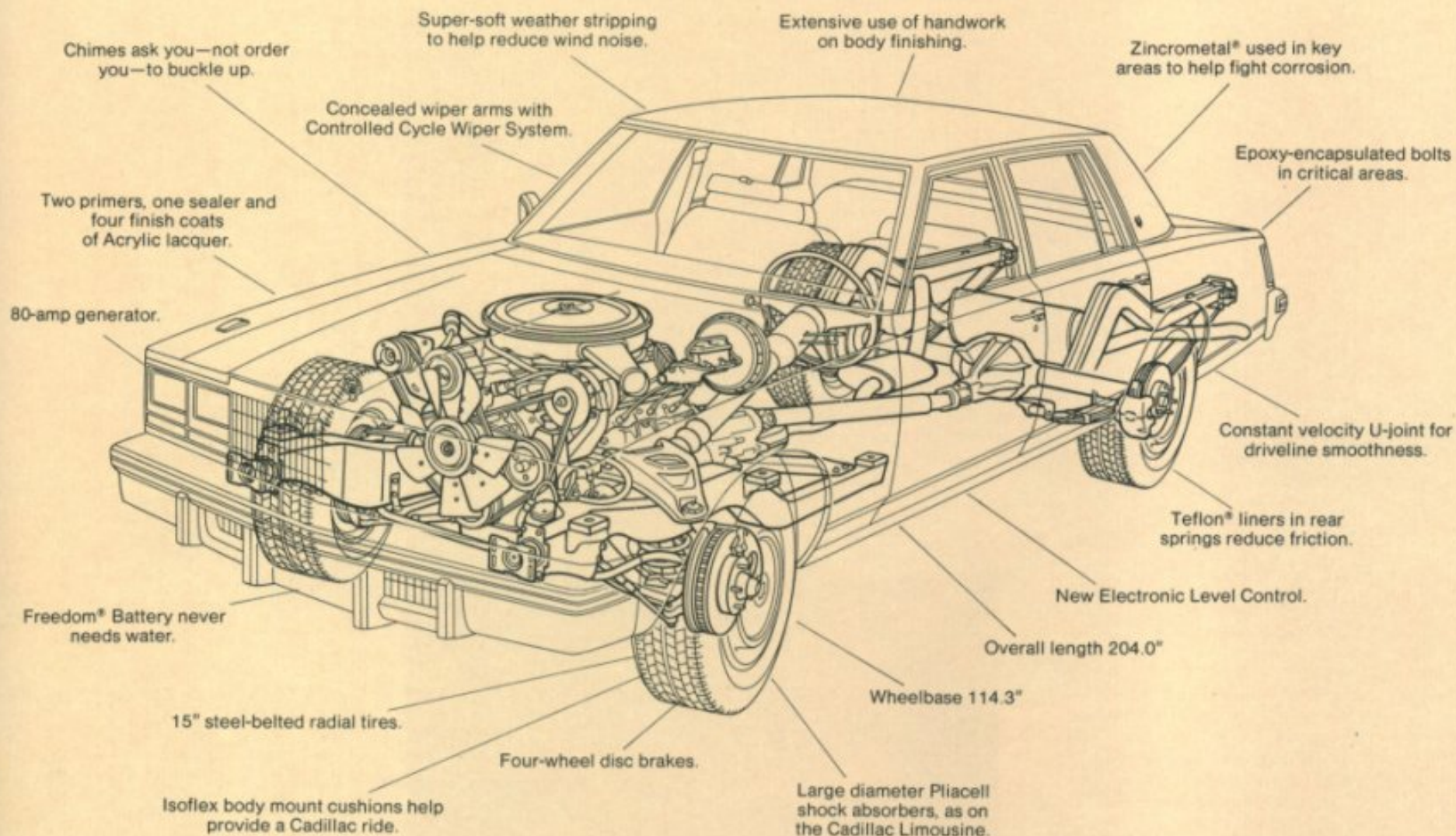
Outside Thermometer.



Seville

FUEL INJECTION





Seville quality is everywhere.

Beneath the classic elegance of Seville . . . there's another kind of beauty. It's Seville's quest for perfection . . . the unseen evidence of quality that bespeaks the kind of car this is. It's all the things that contribute to Seville's incredible ride, for example. Such as the Isoflex body mounts that help provide a soft but firm ride. The Teflon® liners in the rear springs that help reduce friction. And the match-mounted tires and wheels for reduced deflection and increased rolling smoothness. It's the way Seville is designed and engineered. With the use of computer graphics. Computer simulation. Advanced structural analysis techniques. Advanced

testing instrumentation. And the use of advanced components. Such as epoxy-encapsulated bolts in critical areas to remain tight. It's also the way Seville is designed for few scheduled maintenance requirements. There are no points or ignition condenser to replace, for instance. The Freedom® Battery never needs water. And, sometimes, it's what isn't there. Such as no seams in interior carpeting . . . and no visible seams on door opening and lock pillar surfaces. The signs of quality in Seville are everywhere. To fully appreciate this superb luxury car . . . you must drive Seville for yourself. By yourself. It's the only way.

Elegante combines the superb qualities of Seville . . . with refinements you might expect only on custom-crafted automobiles. There's the subtle dignity of the duo-tone exterior finish. Offered in Platinum and Sable Black, as shown. Or in Western Saddle Firemist and Ruidoso Brown. Elegante moves on authentic, chrome-plated Wire Wheels with long-laced



Duo-Tone Finish with Full-Length Brushed-Chrome Molding.

spokes. Full-length brushed chrome molding with etched black grooving accentuates the car's classic lines. An unbroken line of molding also frames the rear window. And other distinctive details include an exterior Elegante insignia in script. Inside . . . seating areas are upholstered with breathable, perforated leather inserts and soft, suede-like trim—designed especially for Elegante. Genuine leather jackets the steering wheel, too. And backs of the exclusive 40/40 Dual Comfort Front Seats have convenient storage pockets. Driver and passenger share a fold-down, center armrest and a functional console. With interior light, rear floor courtesy light and provisions for writing tablet and pen. Additional compartments provide space for telephone installation or storage of tapes and small personal items.



Perforated Leather inserts in Antique Gray as shown. Or Antique Medium Saddle.

Seville Elegante





New AM/FM Stereo Radio with Signal-Seeker, Scanner, 8-Track Tape Player and Digital Display.



New AM/FM Stereo Radio with Tape Player and Citizens Band.



AM/FM Stereo Radio with Digital Display.



AM/FM Stereo Radio with Tape Player.



AM/FM Stereo Radio with Signal-Seeker and Scanner.



AM/FM Stereo Radio with Integral Citizens Band Controls.

*And the listening is superb
on 1978 Cadillacs.*

New AM/FM Stereo Radio with Signal-Seeker, Scanner, 8-Track Tape Player and Digital Display—This new radio combines for the first time signal-seeking and an 8-track player. An electronic programmer and crystal-controlled frequency synthesizer provide remarkable tuning accuracy and stability. A digital display indicates station frequency or time of day. Available only on Fleetwood Brougham and Seville.

New AM/FM Stereo Radio with Tape Player and Citizens Band—Now enjoy the combination of AM/FM Stereo plus 8-Track Tape Player and 40-Channel Citizens Band Radio controls in one unit. As an additional feature, CB Channel Display and Squelch Control are now located in the newly developed one-hand-control microphone unit. Available for all models.

AM/FM Stereo Radio with Digital Display—For those who appreciate the convenience of AM, the full sound of FM and the information capabilities of electronic digital display. Provides digital readout of radio station frequencies, and, in addition, time of day, date and elapsed-time function. When the radio is tuned either manually or by pushbutton, station frequency is displayed automatically for about five to seven seconds. It then reverts to displaying time. Actuate another button, and elapsed time—from the start of a trip, for instance—is recalled. Available for all models.

AM/FM Stereo Radio with Tape Player—Features an integral 8-track tape player plus four diagonally-opposed speakers to literally surround listeners with sound. Available for all models.

AM/FM Stereo Radio with Signal-Seeker and Scanner—This four-speaker system offers rich stereo reception. When the Scan button is pushed, the tuner continuously scans across the dial, sampling each station for about six seconds. Then, when you hear a desired station, simply push the Scan button a second time. This "locks" the station in for continued enjoyment. Standard, all models. In addition, rear seating area controls are available for Limousines.

AM/FM Stereo Radio with Integral Citizens Band Controls—A separate 40-Channel CB module is installed conveniently in the instrument panel area. Panel controls for CB include Squelch, Channel Selector Switch, Channel Number Indicator and Radio/CB Selection Switch. The Citizens Band uses the same speaker system as is used for the stereo radio, resulting in uncommon clarity of CB signals. An override feature is included. With it, you can listen to your favorite radio program and still pick up a strong Citizens Band signal—"overriding" the AM or FM program.

Automatic Power Antenna—Standard with all radios. If preferred, power antenna can be left at a pre-selected height without retracting.

Safety Features for all 1978 Cadillacs.

Occupant Protection

- Seat belts with push-button buckles for all passenger positions
- Two front combination seat belts with locking retractors and inertia reel shoulder belts for driver (with reminder light and buzzer, chimes on Seville) and right front passenger
- Energy-absorbing steering column
- Passenger guard door locks
- Safety door latches and stamped steel hinges
- Folding seatback latches
- Energy-absorbing padded instrument panel and front seatback tops
- Contoured windshield header
- Thick laminate windshield
- Safety armrests
- Safety steering wheel
- Glove box and console door latch impact security
- Smooth contoured door handles
- Automatic locking rear outboard seat belt retractors

- Pressure lock radiator cap
- High strength front seat anchorages and construction
- High strength rear seat retention

Accident Prevention

- Side marker lights and reflectors
- Parking lamps that illuminate with headlamps
- Four-way hazard warning flasher
- Backup lights
- Lane change feature in direction signal control
- Windshield defrosters, washer and three-speed wipers
- Wide view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)
- Outside rearview mirror
- Dual master cylinder brake system with warning light
- Starter safety switch
- Dual action safety hood latches

- Headlamp-aiming access provision
- Low-glare instrument panel top, inside windshield moldings, wiper arms and blades and steering wheel metallic surfaces
- Safety wheel rims
- Uniform shift quadrant
- No winged wheel nuts, discs and caps
- Disc brakes with audible wear indicators
- Self-adjusting brakes
- Illumination of windshield wiper and washer, heater, air conditioner and defroster controls on instrument panel
- Pressure-relief gas cap

Anti-theft

- Anti-theft ignition key reminder buzzer
- Anti-theft steering column lock
- Anti-theft key system (one key for ignition only, other key for glove compartment, doors and trunk)
- Visible vehicle identification

... A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CADILLACS

The Cadillacs described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Cadillac. 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 than initially scheduled. All such components have been approved for use in Cadillac products by Cadillac Motor Car Division and will provide the quality performance associated with Cadillac products. 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. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered, or if there are changes, they are acceptable to you.



Specifications

DeVILLES, BROUGHAM AND LIMOUSINES

Engine

8-Cylinder, 90° V Type
 Bore 103.66 mm (4.082")
 Stroke 103.12 mm (4.060")
 Displacement 7.0 litres (425 cu. in.)
 Compression Ratio 8.2 to 1
 Firing Order 1-5-6-3-4-2-7-8
 Mounts 3 points, rubber insulated
 Emission Controls Positive Crankcase Ventilation, Air Injection Reactor, Exhaust Gas Recirculation, Early Fuel Evaporation, Evaporative Control, Oxidizing Converter

Note: Air Injection Reactor System and Exhaust Pressure Transducer for EGR utilized on California and EFI cars only.

Fuel System

Carburetion System 4 BBL "Quadrajel"
 Fuel Filter Carburetor Inlet
 Pump Mechanical

Fuel-Injection System—Available

Type Speed-density, port injection
 Delivery Time, 2-phase, 4 cyl. each phase
 Filter In-line, 20 micron
 Pumps 2 electric (in-line, in-tank)

Fuel Tank

Capacity 96 litres (25.3 gallons approx.)
 Emission Controls (For Vapor Control) Fuel Tank vented through charcoal canister

Electrical

Freedom® Battery—Delco Remy 87-5 12-volt, negative ground, 3500-watt, 66 plates, side terminals. No filler/vent caps
 Generator 63 amp., 80 amp. on Limousines, EFI Models
 Voltage Regulator Solid state, integral with generator
 Ignition HEI with 8-mm silicone insulated wiring

Transmission

All models "400 Series," 3-speed Automatic

Propeller (Drive) Shaft. Front and rear constant velocity joints. Limousines have additional center constant velocity joint

Rear Axle Differential Hypoid Type
 Ratios—Standard Federal Carb. & Available Federal EFI 2.28:1 except Limousines
 —Standard Calif. Carb. 2.73:1 and Available Calif. EFI 2.28:1 except Limousines
 —Standard Altitude Carb. & Available EFI 3.08:1 except Limousines
 —Standard Federal, Calif. & Altitude Carb. 3.08:1 Limousines only
 Available Limited Slip Differential Clutch Type

Front Suspension Independent Coil Springs Coil Stabilizer Bar Link Type Shock Absorbers Hydraulic, Direct Action

Rear Suspension Four-link drive—coil spring Springs Coil Shock Absorbers Hydraulic Direct Action Height Control Electronic Level Control (except DeVilles)

Brakes—DeVilles & Limousines Disc—drum self-adjusting Master Cylinder Dual hydraulic Power Boosters Tandem vacuum Front Ventilated discs Caliper Single piston sliding Rear Duo servo drums Drums—DeVilles 279 mm (11") —Limousines 305 mm (12")
 Lining Material (Front & Rear) Molded asbestos
 Swept Area (Total)
 DeVilles 2420 cm² (375.2 in.²)
 Limousines 2744 cm² (425.4 in.²)
 Parking Brake Silent action with vacuum release Action Mechanical on rear brakes

Telltale Light Indicates hydraulic malfunction or parking brake applied
 Linings Audible wear indicators

Brakes—Brougham Disc—self-adjusting Master Cylinder Dual hydraulic Power Booster Tandem vacuum Front & Rear Single piston sliding calipers, ventilated discs

Swept Area (Total) 3058 cm² (474.1 in.²)
 Lining Material (Front & Rear) Molded asbestos
 Parking Brake Silent action with vacuum release Action Mechanical on rear caliper
 Telltale Light Indicates hydraulic malfunction or parking brake applied
 Linings Audible wear indicators

Steering Power Damper—Except DeVille Hydraulic shock absorber

Overall Ratios
 DeVilles, Brougham 17:1-15:1
 Limousines 20:0-20:6:1

Steering Knuckle Integral knuckle, arm and caliper support; integral hubs and rotors on spindles

Bearings Tapered roller Spherical (Ball) Joints Wear indicator on lower joints

Frame Ladder Type frame welded crossmembers

Wheels & Tires
 Tires GM Specification Steel-Belted Radial Sidewall Wide white stripe
 Size—DeVilles GR 78-15-B
 Brougham HR 78-15-B
 Limousines HR 78-15-D
 Wheels—Except Limousines 15 x 6 JJ
 Limousines 15 x 6 JJ Heavy-duty

Overall Size
 Tread Width 1568 mm Front (61.7")
 1542 mm Rear (60.7")

Wheelbase
 DeVilles 3085 mm (121.5")
 Fleetwood Brougham 3085 mm (121.5")
 Limousines 3670 mm (144.5")

Overall Length
 DeVilles 5618 mm (221.2")
 Fleetwood Brougham 5618 mm (221.2")
 Limousines 6203 mm (244.2")

Overall Height
 Fleetwood Brougham 1441 mm (56.7")
 Sedan deVille 1404 mm (55.3")
 Coupe deVille 1381 mm (54.4")
 Fleetwood Limousine 1446 mm (56.9")
 Formal Limousine 1446 mm (56.9")

Shipping Weight
 Fleetwood Brougham 1957 kg (4314 lbs.)
 Coupe deVille 1888 kg (4163 lbs.)
 Sedan deVille 1921 kg (4236 lbs.)
 Fleetwood Limousine 2185 kg (4772 lbs.)
 Formal Limousine 2204 kg (4858 lbs.)

ELDORADO

Engine

8-Cylinder, 90° V Type
 Bore 103.66 mm (4.082")
 Stroke 103.12 mm (4.060")
 Displacement 7.0 litres (425 cubic inches)
 Compression Ratio 8.2 to 1
 Firing Order 1-5-6-3-4-2-7-8
 Mounts 3 points, rubber insulated
 Emission Controls Positive Crankcase Ventilation, Air Injection Reactor, Exhaust Gas Recirculation, Early Fuel Evaporation, Evaporative Control, Oxidizing Converter

Note: Air Injection Reactor System and Exhaust Pressure Transducer for EGR utilized in California.

Fuel System
 Carburetion System 4 BBL "Quadrajel"
 Fuel Filter Carburetor inlet
 Pump Mechanical

Fuel Tank
 Capacity 102 litres (27 gallons approx.)
 Emission Controls (For Vapor Control) Fuel Tank vented through charcoal canister

Electrical

Freedom® Battery 12 volt, negative ground 3500-watt, 66 plates, side terminals. No filler/vent caps
 Generator 63 amp.
 Voltage Regulator Solid state, integral with generator
 Ignition HEI with 8-mm silicone insulated wiring

Transmission "425 Series," 3-speed Automatic for front-wheel drive

Final Drive Front—spiral bevel ring gear and pinion
 Ratio—Standard Federal & California 2.73 to 1
 —Standard Altitude 3.07 to 1

Front Suspension Independent Torsion Bar Springs Torsion Bars Stabilizer Bar Link Type Shock Absorbers Hydraulic direct action

Rear Suspension Four-link—coil spring Springs Coil Shock Absorbers Hydraulic direct action Height Control Electronic Level Control

Brakes Disc—self-adjusting Master Cylinder Dual hydraulic Power Booster "Hydro-Boost" unit correlated with power steering pump
 Front & Rear Single piston sliding calipers, ventilated discs

Swept Area (Total) 2963 cm² (459.4 in.²)
 Lining Material (Front & Rear) Molded asbestos
 Parking Brake Silent action with vacuum release Action Mechanical on rear caliper
 Telltale Light Indicates hydraulic malfunction or parking brake applied
 Linings Audible wear indicators

Steering Power Damper Hydraulic shock absorber
 Overall Ratio 20.05-18.0:1
 Steering Knuckle Integral knuckle, arm and caliper support. Separate hub and rotor

Bearings Tapered roller
Frame Ladder Type frame with welded in crossmembers

Wheels & Tires

Tires GM Specification Steel-belted Radial Sidewall Wide white stripe
 Size LR 78-15-B
 Wheels 15 x 6 JJK

Overall Sizes
 Tread Width 1618 mm Front (63.7")
 1615 mm Rear (63.6")
 Wheelbase 3208 mm (126.3")
 Overall Length 5692 mm (224.0")
 Overall Height 1376 mm (54.2")
 Shipping Weight 2225 kg (4906 lbs.)

SEVILLE

Engine

8-Cylinder, 90° V Type
 Bore 103.5 mm (4.057")
 Stroke 85.98 mm (3.385")
 Displacement 5.7 litres (350 cubic inches)
 Compression Ratio 8.0 to 1
 Firing Order 1-8-4-3-6-5-7-2
 Mounts 3 points, rubber insulated
 Emission Controls Positive Crankcase Ventilation, Air Injection Reactor, Evaporative Control, Oxidizing Catalyst, Exhaust Gas Recirculation with Exhaust Pressure Transducer
 Lubrication Full-pressure, full-flow oil filter

Fuel System
 Induction System Cadillac Electronic Fuel Injection
 Type Speed-density, port-injected
 Delivery Timed, 2-phase, 4 cylinders each
 Filter In-line, 20 micron
 Pumps 2 electric (1 in-line, 1 in-tank)

Fuel Tank
 Capacity 79 litres (21 gallons approx.)
 Emission Controls (For Vapor Control) Domed fuel tank, charcoal canister

Electrical

Battery 12 volt, negative ground Freedom®

Battery, 3500-watt, sealed top, side terminal, no filler/vent caps
 Generator 80 amp.
 Voltage Regulator Solid state, integral with generator
 Ignition High Energy Ignition
Transmission "400 Series," 3-speed Automatic

Propeller (Drive) Shaft Rear has constant velocity joint, front of shaft is a single "U" joint

Rear Axle Salisbury Type with 215.90 mm (8 1/2") ring gear
 Ratio—Standard Federal & California 2.56:1
 —Standard Altitude 3.08:1
 —Available California only 3.08:1

Front Suspension Independent Coil Springs Coil Stabilizer Link Type Shock Absorbers Hydraulic direct action

Rear Suspension Hotchkiss leaf spring Stabilizer Link Type Shock Absorbers Hydraulic direct action Height Control Electronic Level Control

Brakes Disc—self adjusting Master Cylinder Dual hydraulic Power Booster 200 mm (8") vacuum assist Front & Rear Single piston sliding calipers, ventilated discs

Lining Material (Front & Rear) Molded asbestos
 Swept Area (Total) 3057 cm² (474.0 sq. in.)
 Parking Brake Silent action with vacuum release Action Mechanical on rear brakes
 Telltale Light Indicates hydraulic malfunction or parking brake applied
 Linings Audible wear indicators

Steering Power Damper Hydraulic shock absorber
 Overall Ratio 16.4-13.6:1
 Wheel & Column Tilt & Telescoping
 Steering Knuckle Integral knuckle, arm and caliper support, integral hubs and rotors on spindles
 Bearings Tapered roller Spherical (Ball) Joints Wear indicator on lower joints

Wheels & Tires

Type GM Specification Steel-Belted Radial Sidewall Wide whitewall
 Size GR78-15-B Stowaway
 Wheels 15 x 6 JJ

Overall Sizes
 Tread Width 1557 mm (61.3" front)
 1499 mm (59.0" rear)
 Wheelbase 2903 mm (114.3")
 Overall Length 5182 mm (204.0")
 Overall Width 1824 mm (71.8")
 Overall Height 1386 mm (54.6")
 Shipping Weight (Less Options) 1896 kg (4179 lbs.)

ALL MODELS

Unleaded Fuel Use only unleaded gasoline meeting Federal government regulations. The Federal government specifies the minimum octane number of unleaded gasoline. Unleaded gasoline must be used for proper emission control system operation. It will also minimize spark plug fouling. The use of leaded gasoline can damage the emission control system, and could result in loss of warranty coverage.

Headlamps 4 Rectangular

Cornering Lamps Integral with side marker lamps

Lamp Monitors Standard front and rear

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. On some of the cars shown and described in this catalog are features and accessories available at extra cost ... but well worth it for the added driving comfort and convenience they provide.



Litho in U.S.A.



MOORE OLDSMOBILE-CADILLAC, INC.
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