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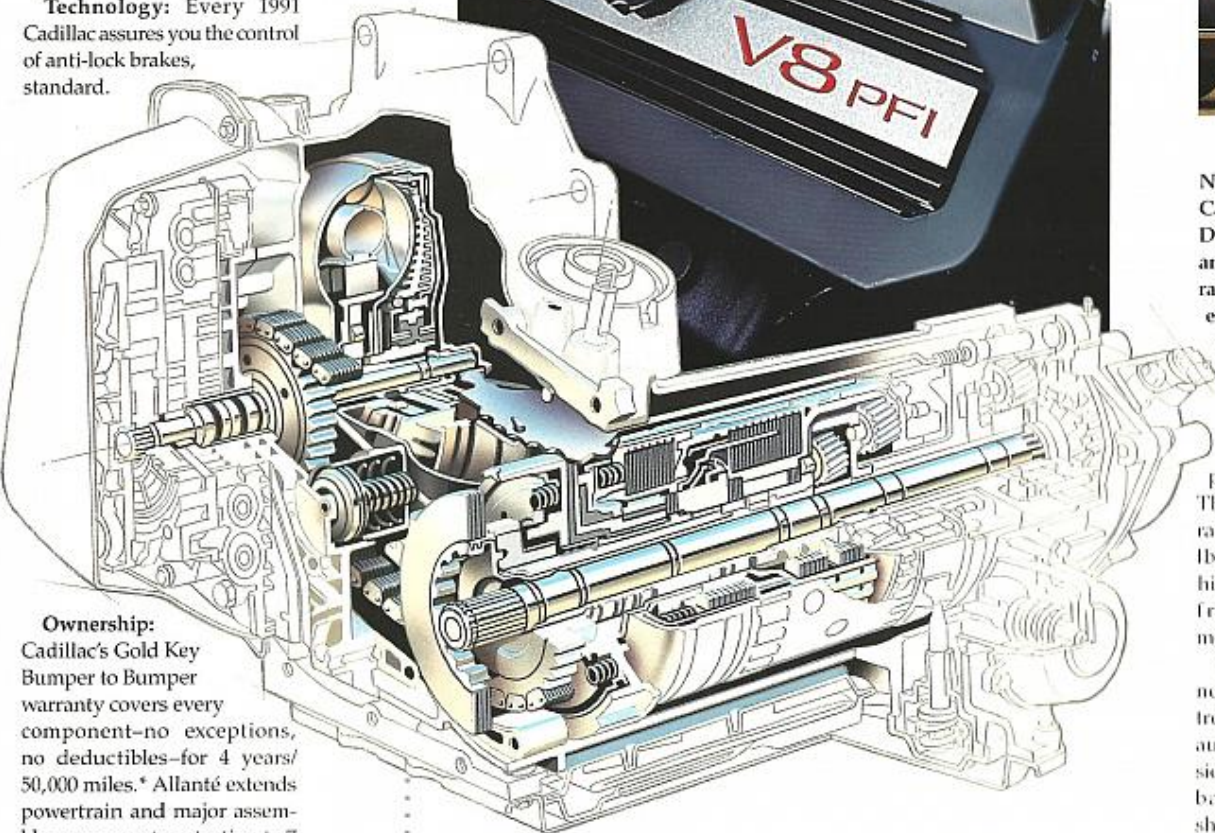
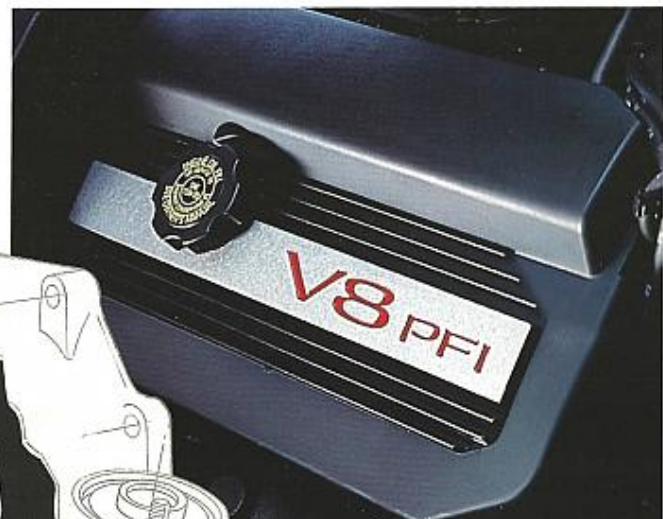
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Putting quality on the road, Cadillac Style.

Everywhere you look in a Cadillac, you see the reflection of your own high standards. Quality verified by Cadillac's round-the clock durability testing, independent research analyses, and the unsurpassed achievement of 42 consecutive years of luxury leadership.

Performance: The world leader in V8 power.

Technology: Every 1991 Cadillac assures you the control of anti-lock brakes, standard.



Ownership: Cadillac's Gold Key Bumper to Bumper warranty covers every component—no exceptions, no deductibles—for 4 years/50,000 miles.* Allanté extends powertrain and major assembly component protection to 7 years/100,000 miles.**

*Covers every component (except tires, which are covered by their manufacturer; adjustments, normal maintenance items and battery, which is covered by its own 4-year/50,000-mile prorated warranty).
**Unique Allanté Assurance Plan. See your dealer for terms of this limited warranty.



New for 1991, every Cadillac Fleetwood, De Ville, Eldorado and Seville incorporates an exclusive, electronically integrated powertrain system.

It begins with a powerful 4.9 liter V8 with sequential port fuel injection. This new engine is rated at 200 hp and 275 lbs.-ft. of torque—highest torque of any front-drive automobiles in America.

Cadillac has added new electronic controls to the four-speed automatic transmission to deliver precise, barely detectable shifts, and smooth operation at highway speeds.

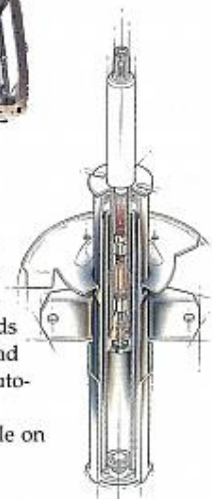


Standard anti-lock braking gives you improved control during severe braking on dry pavement or when braking on wet or slippery surfaces.

Every Cadillac surrounds you with a rugged safety cage, made up of strong steel sections along the roof (except convertibles), door pillars and rocker panels.



Allanté's standard Traction Control minimizes wheel slip for greater control on virtually any road surface.



Announcing a new suspension called Computer Command Ride. It cushions city driving, yet affords impressive control and road feel on the highway. All automatically.

It is standard or available on front-drive Cadillacs.

Cadillac Roadside Service® protects you 24 hours a day, 365 days a year.

Call 1-800-882-1112. Trained advisors will help remedy your situation, or dispatch a highly trained service technician.



The innovative design of the Fleetwood Sixty Special's 22-way seating is unique and patented.

Allanté's new Delco/Bose 200 Series sound system with both compact disc and cassette player offers 200 watts of power.



ALLANTÉ

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Both models—Allanté Convertible and Allanté Hardtop/Convertible—employ Traction Control as standard equipment.



Allanté interior with 10-way, power-adjusting Recaro® seats and supple, hand-matched Italian leather seating areas.



Choose analog or digital instruments with a standard driver's side Supplemental Inflatable Restraint system (air bag).



Allanté, the ultra-luxury roadster with coachwork designed and handcrafted in Italy by Pininfarina. Allanté combines a high-output V8, European road manners, advanced technology and renowned Cadillac comfort to afford you the finest in open-air motoring.



FLEETWOOD

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□ Fleetwood's high standards provide unparalleled comfort and distinction. New rear-seat climate control vent features multi-directional and air volume controls.



□ The Fleetwood Sixty Special interior displays hand-fitted supple leather seating areas, complete with elegant French seamwork.



□ Fleetwood's sophisticated, yet uncluttered, electronic instrument panel puts controls and amenities within easy reach.



With its new styling enhancements, a new, more powerful V8 engine, new standard Computer Command Ride and standard anti-lock brakes, the 1991 Fleetwood is eminently qualified to carry the title of America's most distinctive full-size luxury car. And only Cadillac offers you a full-size six-passenger luxury coupe. The 1991 Fleetwood Coupe.



Fleetwood® Sedan shown in Sable Black.

SEDAN DE VILLE



□ Magnetic sensors provide wheel speed information to the ABS computer, which activates the ABS when a wheel begins to lock during braking.



□ Sedan de Ville interior with available Dark Blue leather seating areas.



□ Over 18 cubic feet of trunk space gives you abundant luggage room.

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□ In 1991, De Ville offers a balance of power and luxury in which neither is compromised. Combining a new more powerful V8, distinctive new styling refinements and the largest interior of any front-drive automobile in the world.

Sedan de Ville® shown in Black Sapphire.

COUPE DE VILLE

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De Ville's exclusive, electronically integrated powertrain combines a new 200-hp 4.9 liter V8 with an electronically controlled four-speed automatic transmission and viscous converter clutch for smoothness.



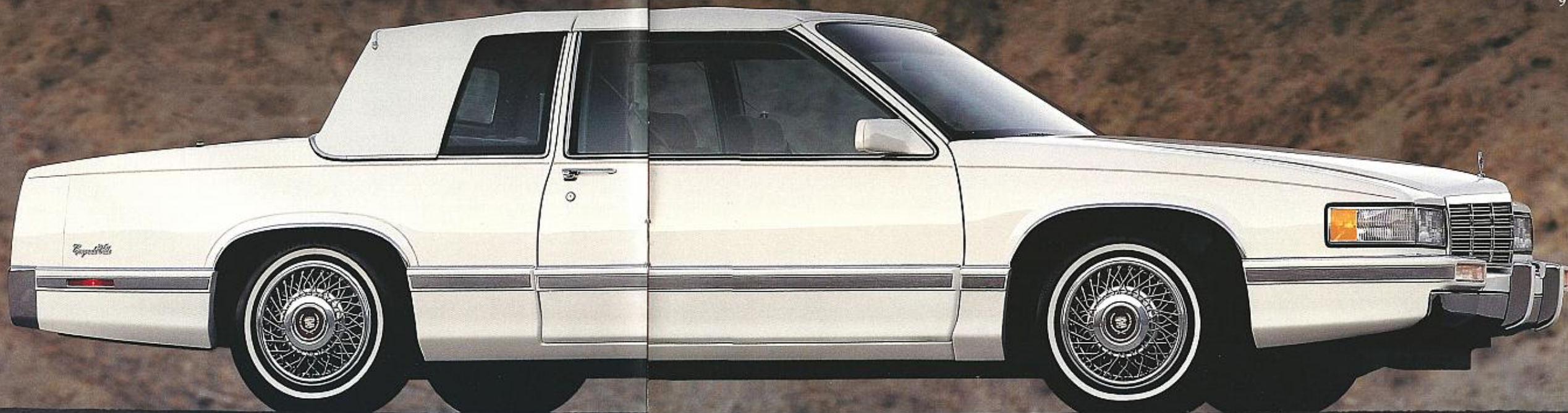
Soft new cloth creates an added touch of comfort and elegance.



Delco/Bose Gold Series sound systems, available in De Ville, offer you 170 watts total power and custom equalization matched precisely to your Cadillac's interior.



For 1991, the distinctive Coupe de Ville combines new two-door styling, standard anti-lock brakes, a more powerful, Cadillac-exclusive V8, and full-size, six-passenger comfort.



Coupe de Ville® shown in Cotillion White with available full cabriolet roof.

ELDORADO

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Touch the power button momentarily and the express-down window lowers itself completely.



Eldorado interior with available Garnet leather seating areas.



The increased piston stroke in each cylinder is key to the 4.9 liter V8's increased horsepower, high torque, and instantaneous response.



In 1991, Eldorado strengthens its position as America's definitive personal luxury coupe with expressive styling and sophisticated technology. A new, more powerful V8 engine. Newly standard anti-lock brakes. And new Computer Command Ride, standard.



ELDORADO
TOURING COUPE

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□ Dual-outlet exhausts and international-style tail lamps are just two examples of Eldorado Touring Coupe's unique brand of distinction.



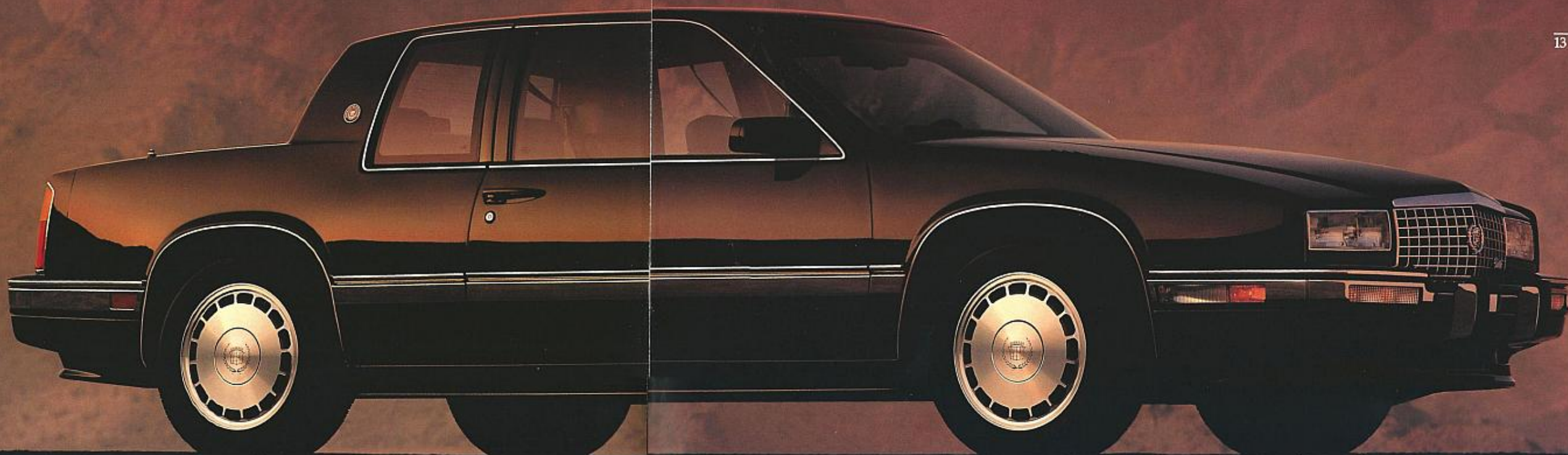
□ The 10-way power-adjusting seats, covered with standard Beechwood leather, conform to your preferred seating positions.



□ Genuine Birdseye maple frames the console and instrument panel.



□ From its technological advancements to the distinctive styling and luxury that surround them, the Eldorado Touring Coupe delivers grand touring, Cadillac Style. With sophisticated performance. And interior appointments designed to indulge the driving enthusiast.



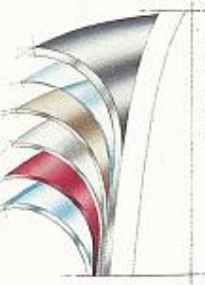
Eldorado® Touring Coupe shown in Sable Black.



An available remote keyless entry system locks and unlocks doors and unlocks the deck lid from 15 feet away. The system also activates interior lights and the theft-deterrent system.



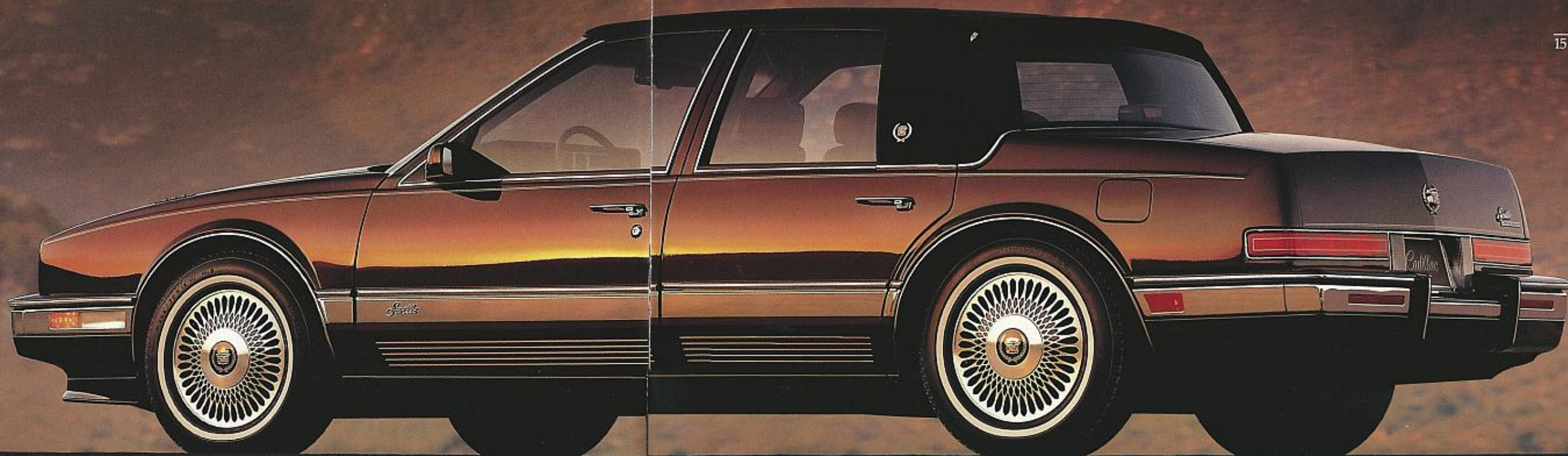
Seville interior with available Dark Auburn leather seating areas.



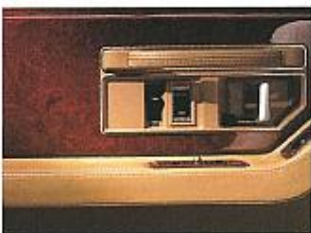
We protect your Seville's investment with six coats of protectants, sealers, primers and paint.



In 1991, Seville's comfort and convenience are complemented by a new, even more powerful 4.9 liter V8. Standard anti-lock brakes. A suspension that adjusts to the way you drive. And virtually every conceivable power assist standard.



SEVILLE STS



The Seville STS features rich inlaid elm burl wood, hand-finished at Behr in West Germany.



The Seville STS interior is fitted with over 95 square feet of ultra-soft leather.



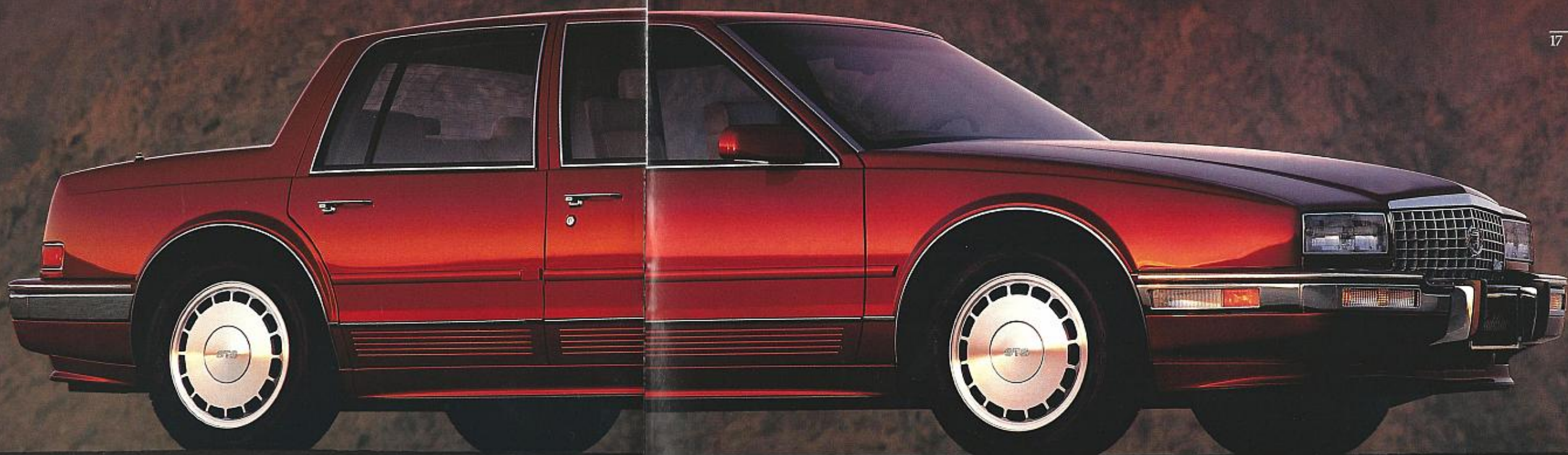
Seville STS's sophisticated driver information center keeps you updated on vital automotive systems.

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The 1991 Seville STS enhances its renown as America's international touring sedan with a new, higher-output V8. Standard anti-lock braking. New five-passenger seating. A sophisticated speed-sensing suspension. Combined with a luxurious, hand-crafted interior.



BROUGHAM

C | A | D | I | L | L | A | C

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Peace of mind comes standard on America's longest regular-production automobile. Provided by a new, more powerful V8. Standard anti-lock brakes. And 19.6 cubic feet of luggage space.



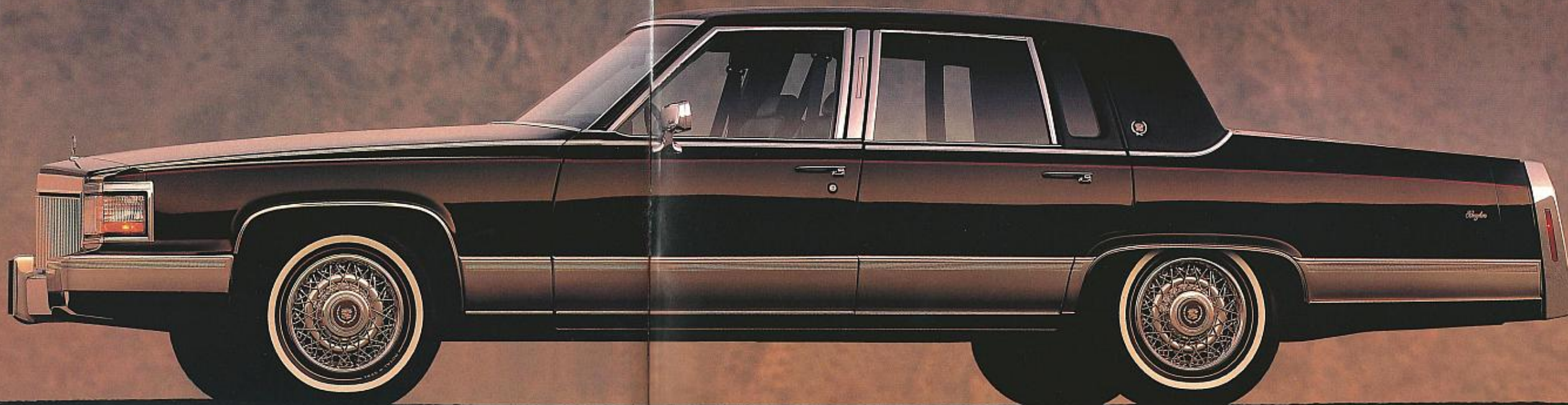
Brougham's seats are designed for ease of entry and exit. An easy-to-read instrument panel puts controls within easy reach.



An available towing package includes a 5.7 liter V8. Its 300 lbs.-ft. of torque affords you the capability of towing up to 5000 pounds.



The 1991 Brougham. Featuring the uncompromising luxury and elegance of full-size, six-passenger comfort. The style and elegance of a classic design. And the inherent luxury of a true automotive legend.



Brougham™ shown in Sable Black.

FEATURE AND SPECIFICATION HIGHLIGHTS

INDICATES NEW STANDARD AND AVAILABLE FEATURES

ALLANTÉ®

STANDARD FEATURES HIGHLIGHTS

- Delco/Bose 200 Series AM stereo*/FM stereo radio with compact disc and auto-reverse cassette tape players; custom-equalized for Allanté
- Instrument panel, clearcoated—adds protection
- Speed Dependent Damping
- Spark plugs, platinum-tipped—for 100,000-mile service intervals
- Convertible including soft top with three glass windows and analog instrument panel
- Hardtop/Convertible with hard and soft top and choice of digital or analog instrument panel
- Central door unlocking from doors and luggage compartment—power
- Climate control, electronic
- Defogger, electric rear window—both convertible top and hardtop
- Illuminated entry system
- Interior, leather-trimmed—seating areas, console, door armrests, tilt steering wheel rim, two-way adjustable headrests
- Latching, convertible top—power
- Luggage compartment lid release and pull-down—power
- Mirrors, outside rearview (collapsible)—power and heated
- Seats, Recaro®, 10-way, with driver seat memory—power
- Steering, variable assist
- Theft-deterrent system, PASS Key®
- Twilight sentinel
- Washers, headlamp—with independent control
- Windows, express-down, driver and passenger—power

AVAILABLE FEATURES HIGHLIGHTS

- White paint, opaque tail lamps—Convertible
- Instrument cluster, analog—Hardtop/Convertible
- Instrument cluster, digital—Convertible

ASSURANCE PLAN HIGHLIGHTS

- 4-year/50,000-mile bumper-to-bumper warranty and 7-year/100,000-mile powertrain, major assembly component, rust-through protection* There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engine _____ 200 hp 4.5 liter V8 with sequential port fuel injection
- Transmission _____ Unique F7 four-speed automatic with overdrive and Cadillac-exclusive viscous converter clutch
- Traction control _____ Bosch III electronic system
- Suspension _____ Speed Dependent Damping; fully independent
- Steering _____ Power variable assist rack and pinion
- Brakes _____ Bosch III anti-lock power four-wheel disc
- Wheels _____ Exclusive 16"x7" forged aluminum alloy
- Tires _____ Exclusive Goodyear P225/55R16 Eagle V-rated
- Wheelbase _____ 2525mm/99.4"
- Length _____ 4539mm/178.7"
- Height _____ 1527mm/59.2"
- Width _____ 1866mm/73.5"
- Curb weight _____ 1597.6kg/3522 lbs.
- Luggage capacity _____ 0.45 cu. m/16.3 cu. ft. (with "pass-through")

FLEETWOOD® SEDAN

FLEETWOOD COUPE

FLEETWOOD SIXTY SPECIAL

STANDARD FEATURES HIGHLIGHTS

- Child safety belt restraint—front and rear passenger seats
- Child safety lockout, front/rear window, driver-controlled—power
- Child safety lockout, rear door (sedans)—manual
- Computer Command Ride
- Defogger, electric rear window
- Delco sound system with six speakers
- Door locks, automatic—with central door unlocking
- EZ-KOOL™ solar control glass
- Mirror, inside rearview, automatic dimming—Electrochromic
- Transmission, automatic, four-speed with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Door locks—power
- Luggage compartment lid release and pull-down—power
- Theft-deterrent system, PASS Key®
- Window, express-down, driver—power
- Windows—power

AVAILABLE FEATURES HIGHLIGHTS

- Custom seating package (standard on Fleetwood Sixty Special)

WARRANTY HIGHLIGHTS

- Cadillac's 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection. There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engine _____ New 200 hp 4.9 liter V8 with sequential port fuel injection
- Transmission _____ New four-speed automatic with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Suspension _____ New Computer Command Ride independent four-wheel with Superlift rear electronic level control
- Steering _____ Power-assisted rack and pinion; 18.6:1 ratio
- Brakes _____ Teves Mk IV-3 anti-lock; power front disc/rear drum
- Wheelbase _____ 2815mm/110.8"
- Coupe _____ 2890mm/113.8"
- Sedan _____ 2890mm/113.8"
- Length _____ 5148mm/202.6"
- Coupe _____ 5148mm/202.6"
- Sedans _____ 5223mm/205.6"
- Height _____ 1394mm/54.9"
- Coupe de Ville _____ 1401mm/55.2"
- Sedan de Ville _____ 1842mm/72.5"
- Width _____ 1863mm/73.3"
- Curb weight _____ 1631kg/3545.7 lbs.
- Fleetwood Coupe _____ 1678kg/3699.4 lbs.
- Fleetwood Sedan _____ 1697kg/3741.2 lbs.
- Luggage capacity _____ 0.51 cu. m/18.1 cu. ft.
- Coupe _____ 0.52 cu. m/18.4 cu. ft.
- Sedans _____ 0.52 cu. m/18.4 cu. ft.

SEDAN DE VILLE®

COUPE DE VILLE®

STANDARD FEATURES HIGHLIGHTS

- Anti-lock brake system
- Child safety belt restraint—front and rear passenger seats
- Child safety lockout, front/rear window, driver-controlled—power
- Child safety lockout, rear door (sedans)—manual
- Defogger, electric rear window
- Delco sound system with six speakers
- Door locks, automatic—with central door unlocking from driver door and luggage compartment
- EZ-KOOL™ solar control glass
- Transmission, automatic, four-speed with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Twilight sentinel
- Luggage compartment lid release—power
- Seat, six-way power adjuster—driver
- Theft-deterrent system, PASS Key®
- Window, express-down, driver—power
- Windows—power

AVAILABLE FEATURES HIGHLIGHTS

- Computer Command Ride

WARRANTY HIGHLIGHTS

- Cadillac's 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection. There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engine _____ New 200 hp 4.9 liter V8 with sequential port fuel injection
- Transmission _____ New four-speed automatic with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Suspension _____ Independent four-wheel with Superlift rear electronic level control
- Steering _____ Power-assisted rack and pinion; 18.6:1 ratio
- Brakes _____ Teves Mk IV-3 anti-lock; power front disc/rear drum
- Wheelbase _____ 2815mm/110.8"
- Coupe de Ville _____ 2890mm/113.8"
- Sedan de Ville _____ 2890mm/113.8"
- Length _____ 5148mm/202.6"
- Coupe de Ville _____ 5148mm/202.6"
- Sedan de Ville _____ 5223mm/205.6"
- Height _____ 1394mm/54.9"
- Coupe de Ville _____ 1401mm/55.2"
- Sedan de Ville _____ 1842mm/72.5"
- Width _____ 1863mm/73.3"
- Curb weight _____ 1608kg/3545.0 lbs.
- Coupe de Ville _____ 1643kg/3622.2 lbs.
- Sedan de Ville _____ 1643kg/3622.2 lbs.
- Luggage capacity _____ 0.51 cu. m/18.1 cu. ft.
- Coupe de Ville _____ 0.52 cu. m/18.4 cu. ft.
- Sedan de Ville _____ 0.52 cu. m/18.4 cu. ft.

ELDORADO®

ELDORADO BIARRITZ™

ELDORADO TOURING COUPE

STANDARD FEATURES HIGHLIGHTS

- Anti-lock brake system
- Computer Command Ride
- Transmission, automatic, four-speed with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Climate control, electronic
- Defogger, electric rear window
- Console, overhead—with reading lamps
- Cruise control
- Defogger, electric rear window
- Delco sound system: AM stereo*/FM stereo radio, cassette tape, five-band graphic equalizer
- Door locks—power
- Fuel filler door release—power
- Instrument cluster, digital
- Luggage compartment lid release and pull-down—power
- Oil-life indicator
- Seats, six-way driver and passenger adjusters—power
- Steering wheel, tilt—leather-trimmed rim
- Theft-deterrent system, PASS Key®
- Twilight sentinel
- Window, express-down, driver—power
- Windows—power

AVAILABLE FEATURES HIGHLIGHTS

- Security package includes remote keyless entry, automatic door locks with central door unlocking and theft-deterrent system
- Delco/Bose Gold Series sound system
- Gold ornamentation

WARRANTY HIGHLIGHTS

- Cadillac's 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection. There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engine _____ New 200 hp 4.9 liter V8 with sequential port fuel injection
- Transmission _____ New four-speed automatic with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Suspension _____ New Computer Command Ride; fully independent with Superlift rear electronic level control
- Steering _____ Power-assisted rack and pinion; 16.5:1 ratio
- Brakes _____ Bosch III® anti-lock; power four-wheel disc
- Wheelbase _____ 2743mm/108.0"
- Length _____ 4862mm/191.4"
- Height _____ 1352mm/53.2"
- Width _____ 1838mm/72.4"
- Curb weight _____ 1570.9kg/3463.2 lbs.
- Eldorado _____ 1631.3kg/3597.7 lbs.
- Eldorado Biarritz _____ 1598.4kg/3522.2 lbs.
- Eldorado Touring Coupe _____ 1598.4kg/3522.2 lbs.
- Luggage capacity _____ 0.40 cu. m/14.1 cu. ft.

SEVILLE®

SEVILLE STS

STANDARD FEATURES HIGHLIGHTS

- Anti-lock brake system
- Computer Command Ride
- Transmission, automatic, four-speed with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Climate control, electronic
- Defogger, electric rear window
- Door locks—power
- Fuel filler door release—power
- Instrument cluster, digital
- Luggage compartment lid release and pull-down—power
- Mirrors, heated, outside rearview—power
- Theft-deterrent system, PASS Key®
- Trim—interior high-gloss Birdseye maple wood; elm burl—STS
- Twilight sentinel
- Window, express-down, driver—power
- Windows—power

AVAILABLE FEATURES HIGHLIGHTS

- Security package includes remote keyless entry with illuminated entry, automatic door locks with central door unlocking and theft-deterrent system (standard on STS)
- Delco/Bose Gold Series sound systems
- Mirror, inside rearview, automatic dimming—Electrochromic

WARRANTY HIGHLIGHTS

- Cadillac's 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection. There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engine _____ New 200 hp 4.9 liter V8 with sequential port fuel injection
- Transmission _____ New four-speed automatic with electronic shift control, overdrive and Cadillac-exclusive viscous converter clutch
- Suspension _____ New Computer Command Ride; fully independent with Superlift rear electronic level control
- Steering _____ Power-assisted rack and pinion; 16.5:1 ratio
- Brakes _____ Bosch III® anti-lock; power four-wheel disc
- Wheelbase _____ 2743mm/108.0"
- Length _____ 4846mm/190.8"
- Height _____ 1352mm/53.2"
- Width _____ 1828mm/72.0"
- Curb weight _____ 1592.5kg/3510.9 lbs.
- Seville _____ 1616.0kg/3562.8 lbs.
- Seville STS _____ 1616.0kg/3562.8 lbs.
- Luggage capacity _____ 0.40 cu. m/14.1 cu. ft.

BROUGHAM™

BROUGHAM D'ELEGANCE®

STANDARD FEATURES HIGHLIGHTS

- Door locks, automatic—with central door unlocking
- Reading lamps, rear seat (adjustable)
- Recliner, passenger seat—power
- Seat, six-way power adjuster—passenger
- Steering wheel, leather-trimmed, tilt-and-telescope
- Climate control, electronic
- Cruise control
- Defogger, electric rear window
- Door locks, power
- Fuel filler door release—power
- Illuminated entry system
- Lock-only switches, rear door—power
- Luggage compartment lid release and pull-down—power
- Mirrors, power outside rearview, heated
- Seat, six-way power adjuster—driver
- Windows—power

AVAILABLE FEATURES HIGHLIGHTS

- Premium sound system: AM stereo*/FM stereo radio; cassette tape and compact disc players; door-mounted speakers
- Trailer towing package—requires 5.7 liter V8
- Mirror, inside rearview, automatic dimming—Electrochromic

WARRANTY HIGHLIGHTS

- Cadillac's 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection. There is no deductible

SPECIFICATIONS HIGHLIGHTS

- Engines: _____ Standard _____ New 170 hp 5.0 liter V8 with throttle-body fuel injection
- _____ Available _____ New 185 hp 5.7 liter V8 with throttle-body fuel injection
- Transmission _____ Four-speed automatic with overdrive and torque converter clutch
- Suspension _____ New single-level; independent front, live axle rear; uprated springs and stabilizer bar; deflected-disc shock absorbers; Superlift rear electronic level control
- Steering _____ New Electronic Variable Orifice power-assisted variable ratio
- Brakes _____ Bosch II anti-lock; power front disc/rear drum
- Wheelbase _____ 3085mm/121.5"
- Length _____ 5614mm/221.0"
- Height _____ 1457mm/56.4"
- Width _____ 1942mm/76.5"
- Curb weight _____ 1942.1kg/4281.6 lbs.
- Luggage capacity _____ 0.55 cu. m/19.6 cu. ft.

A unique ownership portfolio makes owning a Cadillac as comfortable as driving one.

Cadillac and the over 1,600 Cadillac dealers nationwide are committed to making Cadillac owners the most cared-for owners in the world. As a result, an impressive array of programs and services has been designed to ensure that your decision to purchase a Cadillac rewards you every day.

Every Cadillac owner benefits from these exclusive Total Ownership Priority Services: Cadillac Gold Key Delivery System—your sales representative will personally review your new Cadillac with you.

24-hour Cadillac Roadside Service®—follows you wherever you go. Includes on-the-spot service when you need it the most—nights, weekends and holidays.

No-deductible Cadillac 4-year/50,000-mile Gold Key Bumper to Bumper warranty* and 6-year/100,000-mile rust-through protection—among the finest warranty protection of any luxury car, foreign or domestic.

24-hour Cadillac Consumer Relations Center—Cadillac is so committed to your total satisfaction, we provide customer service representatives to respond to your questions and inquiries, 24 hours a day, 365 days a year.

*See your Cadillac dealer for terms of these limited warranties.

*See your dealer for terms and conditions of these limited warranties.

**Requires C-Quam® stereo broadcast. Most AM stereo stations across the country broadcast in C-Quam® but some do not. Check with your local stations for compatibility in your area.

**The Cadillac Gold Key
Bumper to Bumper warranty.**

The GM 4-year/50,000-mile Gold Key Bumper to Bumper limited warranty covers repairs for any new Cadillac, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle will be covered for 4 years or 50,000 miles, whichever comes first (except tires, which are covered by their manufacturer, adjustments, normal maintenance items and battery, which is covered by its own 4-year/50,000-mile prorated warranty). Cadillac Allanté also affords you a 7-year/100,000-mile warranty on powertrain and major assembly components. There is no deductible on any Cadillac warranty. See your Cadillac dealer for terms of these limited warranties.

THE ONLY WAY TO TRAVEL IS CADILLAC STYLE.™

CADILLAC, the CADILLAC emblem, ALLANTÉ, FLEETWOOD, SEVILLE, SEDAN DE VILLE, COUPE DE VILLE, ÉLEGANCE, ELDORADO, CADILLAC ROADSIDE SERVICE and the GM emblem are registered trademarks of the General Motors Corporation. BARRITZ, BROUGHAM and THE ONLY WAY TO TRAVEL IS CADILLAC STYLE are trademarks of General Motors Corporation. GMAC is a registered trademark of the General Motors Acceptance Corporation.
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