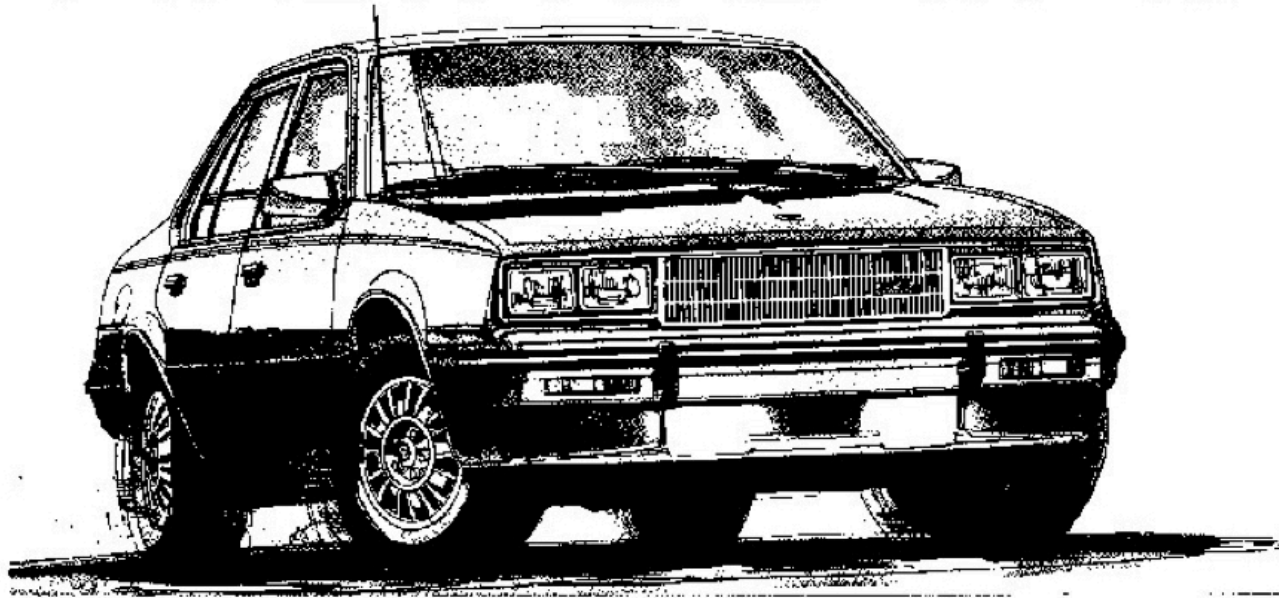


A NEW KIND OF CADILLAC



CIMARRON '83

COMES TO LIFE...

WITH BOLD NEW PERFORMANCE

- NEW FIVE-SPEED
- NEW 2.0 LITER ENGINE
- NEW ELECTRONIC FUEL INJECTION

There's increased responsiveness and drivability in 1983, with a new five-speed manual transmission, standard (three-speed automatic is available), and a new electronically fuel-injected 2.0 liter engine. Plus an exclusively tuned Touring Suspension, front-wheel drive and more. Here is a car that is nimble. Quick. Fun to drive.

...AND A BOLD NEW LOOK.

- NEW CADILLAC GRILLE
- NEW TUNGSTEN HALOGEN FOG LAMPS
- NEW ALUMINUM ALLOY WHEELS

Cimarron '83 sports a distinctive new grille treatment... clean... contemporary... definitely Cadillac. With new tungsten halogen fog lamps, standard for exclusive styling and added illumination. And new hood medallion... bright... striking... uniquely Cimarron. Plus new aluminum alloy wheels. Or add the available new power Astrorooftop with pop-up deflector, rear tilt open feature and sliding sunshade (reduces headroom slightly).





...WITH CADILLAC QUALITY AND COMFORT...EVERYWHERE YOU LOOK.

Take a good look at Cimarron '83. At the luxurious interior, with its body-contoured, leather-faced front bucket seats with lumbar and lateral support. The leather-wrapped steering wheel. The full instrumentation...including tach. Plus air conditioning and the new Electronically Tuned AM/FM Stereo Radio (may be deleted for credit). All standard. Here is quality and comfort befitting a Cadillac. With room enough for five adults... plus their luggage. The same amount of front seat legroom found in many full-size cars. Plus those special touches...like the hand-buffed exterior finish. Cadillac quality. Cimarron '83.



NEW ELECTRONICALLY TUNED AM/FM STEREO RADIO (may be deleted for credit)



NEW ALUMINUM ALLOY WHEELS



CIMARRON'S SPACIOUS TRUNK

...WITH FEATURES THAT BEAT THE IMPORTS AT THEIR OWN GAME.

Compare it to any import in its class. Sticker for sticker. Feature for feature. Cimarron '83 cuts through the import mystique. As the chart shows, Cimarron has features that imports have... and more. But the chart can't compare performance—that's up to you—with a Cimarron demonstration drive.

	CIMARRON '83	AUDI 5000S	BMW 320i	VOLVO GL	SAAB 900S SEDAN
FRONT-WHEEL DRIVE	STANDARD	STANDARD	NOT AVAILABLE	NOT AVAILABLE	STANDARD
ELECTRONICALLY FUEL-INJECTED ENGINE*	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
FIVE-SPEED MANUAL INCLUDING OVERDRIVE	STANDARD	STANDARD	STANDARD	STANDARD 4-SPEED	STANDARD
TACHOMETER WITH FULL INSTRUMENTATION	STANDARD	EXTRA COST	STANDARD	STANDARD	STANDARD
POWER-ASSISTED RACK AND PINION STEERING	STANDARD	STANDARD	RACK AND PINION ONLY	STANDARD	STANDARD
EPA PASSENGER COMPARTMENT VOLUME	89 CU. FT.	90 CU. FT.	82 CU. FT.	89 CU. FT.	89 CU. FT.
TUNGSTEN HALOGEN FOG LAMPS	STANDARD	NOT AVAILABLE	EXTRA COST	NOT AVAILABLE	DEALER INSTALLED OPTION
ALUMINUM ALLOY WHEELS	STANDARD	STANDARD	EXTRA COST	STANDARD	STANDARD
AIR CONDITIONING	STANDARD	STANDARD	EXTRA COST	STANDARD	STANDARD
ELECTRONICALLY TUNED AM/FM STEREO RADIO	STANDARD (may be deleted) for credit)	EXTRA COST	EXTRA COST	DEALER INSTALLED OPTION	DEALER INSTALLED OPTION
LEATHER-WRAPPED STEERING WHEEL	STANDARD	STANDARD	EXTRA COST	DEALER INSTALLED OPTION	NOT AVAILABLE
LEATHER SEATING AREAS	STANDARD	EXTRA COST	NOT AVAILABLE	STANDARD	NOT AVAILABLE
MSRP**	\$12,215 (F.O.B.)	\$13,665 (P.O.E.)	\$13,440 (P.O.E.)	\$13,905 (P.O.E.)	\$13,555 (P.O.E.)

*Some Cadillacs are equipped with engines produced by other GM divisions, subsidiaries or affiliated companies worldwide. See your dealer for details. All imports shown are 1982 models.

**Manufacturer's Suggested Retail Price including dealer prep (where applicable) as of 9/23/82. Tax, license, destination charges and optional equipment additional. Destination charges vary by location and may affect comparison. Level of standard equipment varies.

...AND WITH EXTRAORDINARY VALUE FOR YOU!

As you can see, Cimarron '83 has a vast array of standard features. Plus Cadillac touches and refinements. Everything for a reason... an extraordinary value. Before you buy—or lease—see a Cadillac dealer.

TAKE A
DEMONSTRATION
DRIVE OF
CIMARRON '83.
SOON!

