

Cadillac  1998



DEVILLE
For The Time Of Your Life





Cadillac has maintained a proud legacy of engineering excellence and automotive innovation that spans 96 years.

That's far longer than most of our competitors have even existed. It all began when Henry M. Leland founded Cadillac

and resolved to build a car with no compromises, made by a company with no tolerance for the status quo.

The 1998 DeVille continues this pact with perfection ... and the craftsmanship that helped Cadillac win the coveted Dewar

Trophy. Not once, but twice! What's more, this ongoing tradition of Cadillac achievement has given the automotive world

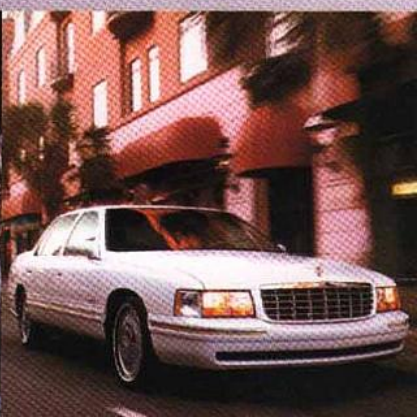
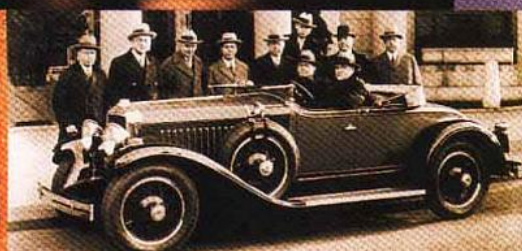
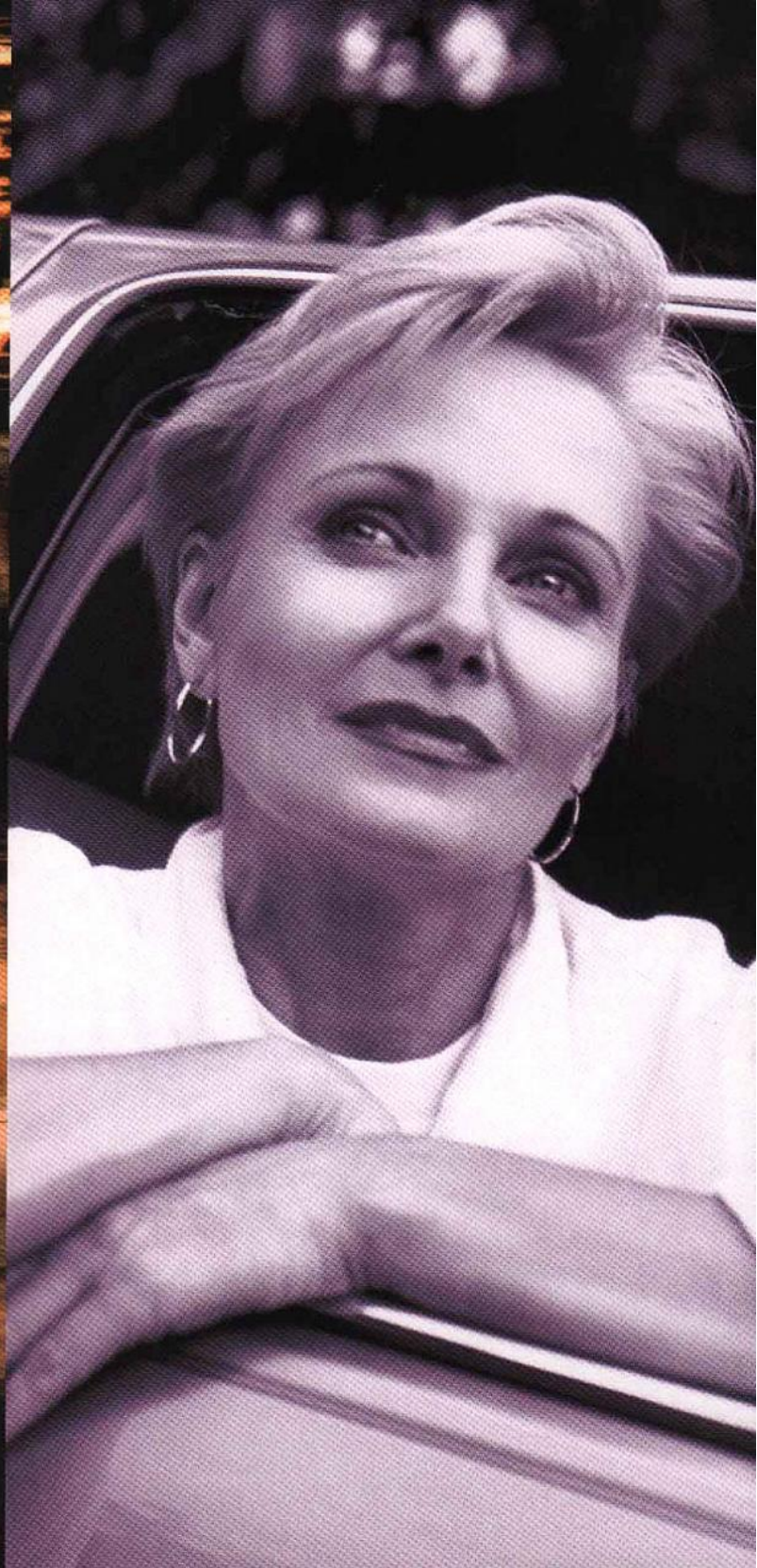
its first electric starter, first production V8 engine, fully synchronized transmission, automatic choke, hydraulic valve

lifters, self-adjusting brakes, AM/FM stereo radio, the Northstar System and, most recently, StabiliTrak. As a prospective

DeVille owner, you're invited to join in this heritage of greatness yourself. Find **DeVille Concours** on page **3**

DeVille on page **9** **d'Elegance** on page **13** **The Northstar System** on page **14** **OnStar**

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DeVille Concours

is an uncompromised road car with its

own special brand of power and agility. One that invites you to make the most of a weekend excursion with family or friends. A time apart from the ordinary when you can feel the thrill and exuberance of life. Much of that invigoration will come from the 32-valve Northstar V8 with 300 horsepower. This powerplant gives you real-time acceleration to get out and pass ... or merge with confidence into busy freeway traffic. But that's not all. The surprising control and handling of Concours is enhanced with StabiliTrak. It almost magically keeps you on track through hard cornering, or under unexpected slippery conditions. You also get advanced anti-lock brakes, all-speed traction control and speed-sensitive steering in Concours. For a commanding new look, the '98 Concours features distinctively new cast aluminum wheels. It all adds up to uncompromised luxury and comfort with surprising performance ... plus a well-earned invitation to the time of your life.









DeVille Concours balances its performance and agility with a roomy interior that welcomes the company of friends or clients. Open the door and notice the aromatic Nuance leather and Zebrano wood trim. On the instrument panel, bright, clear "clock face" analog instruments help keep you on top of things. Next, slip behind the wheel and into an 8-way adjustable driver's seat with one-touch position memory for two drivers. The Driver Information Center has a user-friendly program that can personalize the door locking sequence and exterior entrance lighting to your individual preference. For music lovers, a single-slot CD player adds new versatility to the sound system. The big audio news is the available Radio Data System technology. When you tune to participating FM stations, RDS can show song titles and artists' names and can interrupt CD or cassette listening with broadcast emergency messages. All the while, the exclusive Airbank System and front side air bags give you peace of mind. And nobody deserves it more than you.





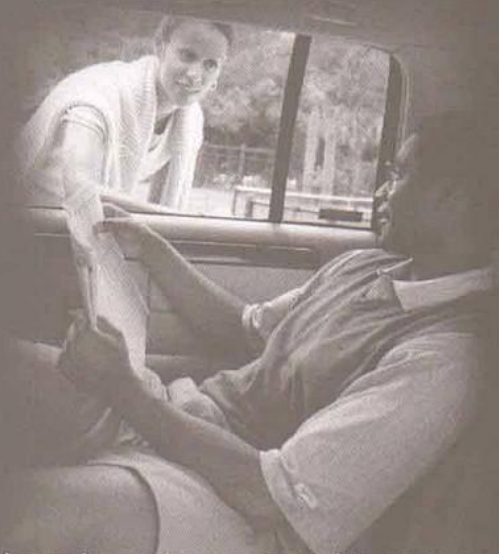


DeVilLe

is a lifestyle as much as it is an automobile. Especially for those who appreciate the chance to relax in a comfortable, secure luxury car that handles as well as it feels. Under the hood you'll find a 32-valve Northstar V8 with 275 horsepower. It makes passing and merging maneuvers almost effortless. But remember, the renowned Northstar System works hand-in-hand with all this power. That means 4-wheel disc brakes with advanced ABS, all-speed traction control, speed-sensitive steering, 4-wheel independent suspension, electronic level control and available StabiliTrak technology. It sounds very technical but it all adds up to real peace of mind in most driving situations. Even after a long trip, DeVille has a way of making you feel recharged. For cargo, there's a 20-cu.-ft. trunk with an optional storage system that redefines the term "capacity." After all, DeVille is a luxury car with no compromises.







DeVille is here to make your world more accommodating, rewarding and peaceful. Its roomy interior pampers you and five friends with a wealth of comfort and storage space. The driver's available memory seat is a prime example of what we mean. It automatically remembers your preferred driving position every time you enter the car. Turn on the available heated front seating areas and just feel those back muscles unwind. DeVille's instrumentation is also comforting. Essential information is constantly displayed for a "quick read" while other data is presented on a "need to know" basis through the Driver Information Center. It's easy to program the door locks, remote keyless entry features, exterior security lighting and a host of other conveniences through the Driver Information Center. You can also program an optional curb-view setting for the passenger sideview mirror to enhance your back-up vision. DeVille also welcomes you with available leather seating areas, steering wheel-mounted sound system controls and DeVille's Airbank System and front side air bags.





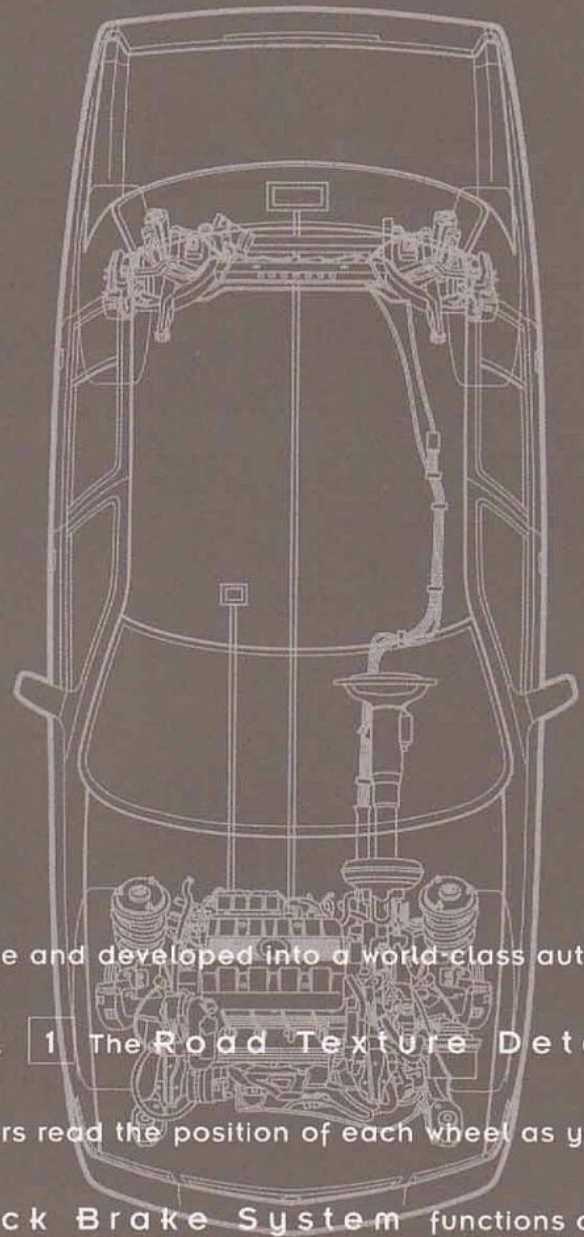


D e v i l l e d ' E l e g a n c e

perfectly complements a

lifestyle of sophistication and success. The mechanical refinement of d'Elegance is characterized by the smooth power of its 32-valve, 275-horsepower Northstar V8. Along with the famed Northstar System and optional StabiliTrak technology, you'll realize a reassuring level of control. Inside, there is room for six people to stretch out and be comfortable. All around are luxury appointments, including genuine Zebrano wood trim, power adjustable front seats with lumbar controls, Nuance leather seating areas, rear-seat vanity mirrors and Rainsense automatic windshield wipers. For the audiophile, there is a premium 11-speaker sound system with cassette and single-slot CD player. Also available is the incredible OnStar System with its hands-free integrated cellular phone. What's more, Cadillac Owner Privileges, including roadside assistance, come standard. All because your every need is important to us.





Northstar

began as a state-of-the-art V8 engine and developed into a world-class automotive

"system." One that's integrated into every part of the car's driving dynamics. **1 The Road Texture Detection**

S y s t e m illustrates one of the newest advancements in Concours. Sensors read the position of each wheel as you drive,

and interpret the road's surface from "smooth" to "harsh." The **Anti-Lock Brake System** functions are then

tailored to the precise conditions at hand. The result: You brake more effectively and confidently over any surface ... bricks,

gravel or potholes. **2** A prime motivator of the Northstar System is the high-performance **Northstar V8**.

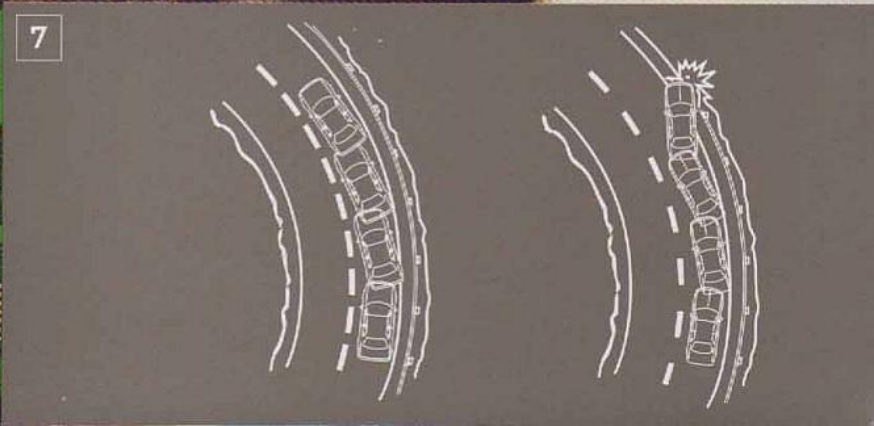
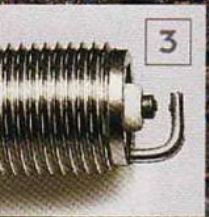
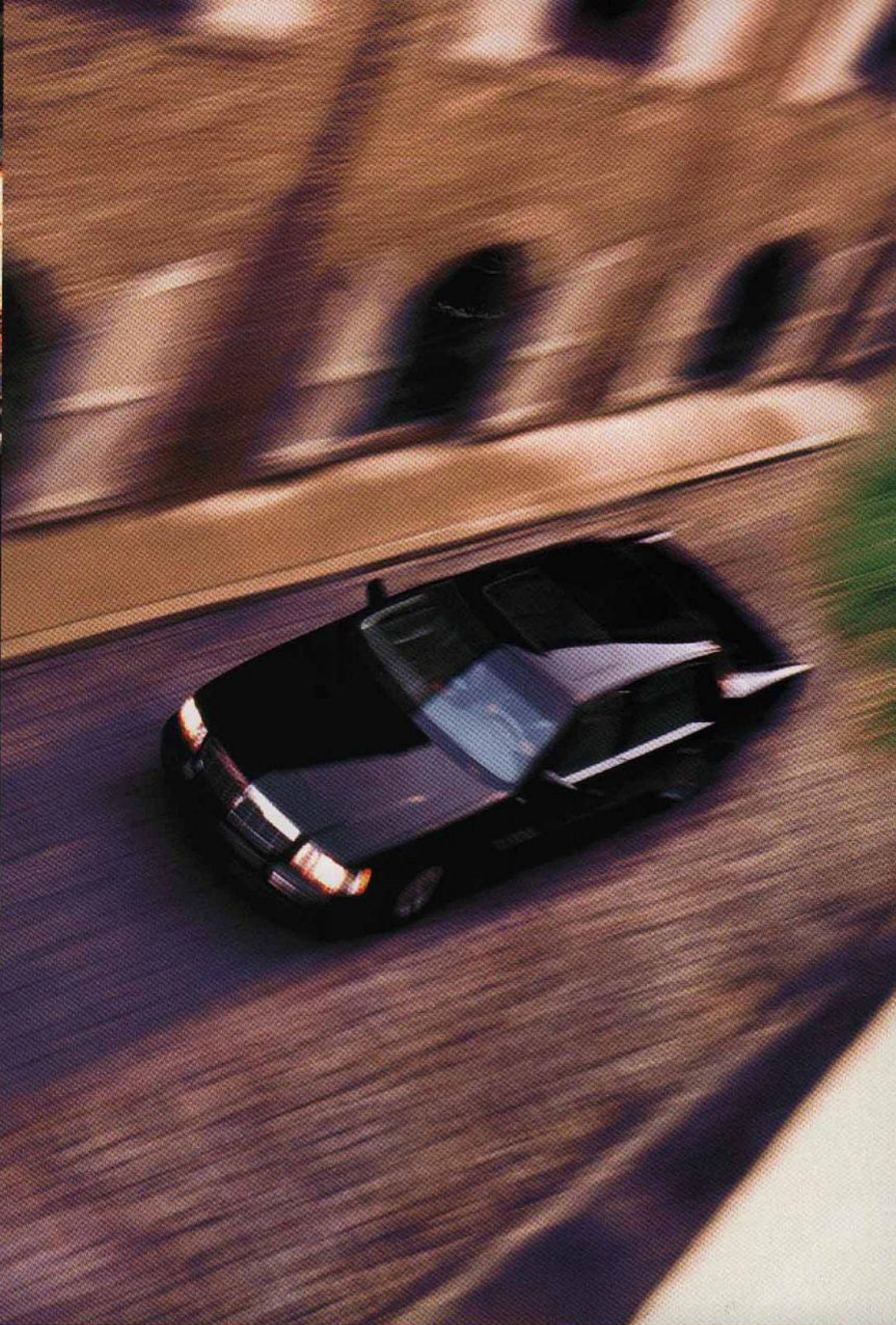
3 Its platinum-tipped spark plugs allow this engine to be so worry-free that its first scheduled tune-up is set for 100,000

miles! **4** A four-valve dual-overhead cam design gives the Northstar V8 "breathing room" to provide exceptional power **5**




throughout its entire operating range. **6** Inside DeVille, an advanced electronic "brain" choreographs the engine's

performance as well as the operation of the entire Northstar System. **7** **StabiliTrak** illustrates this orchestration

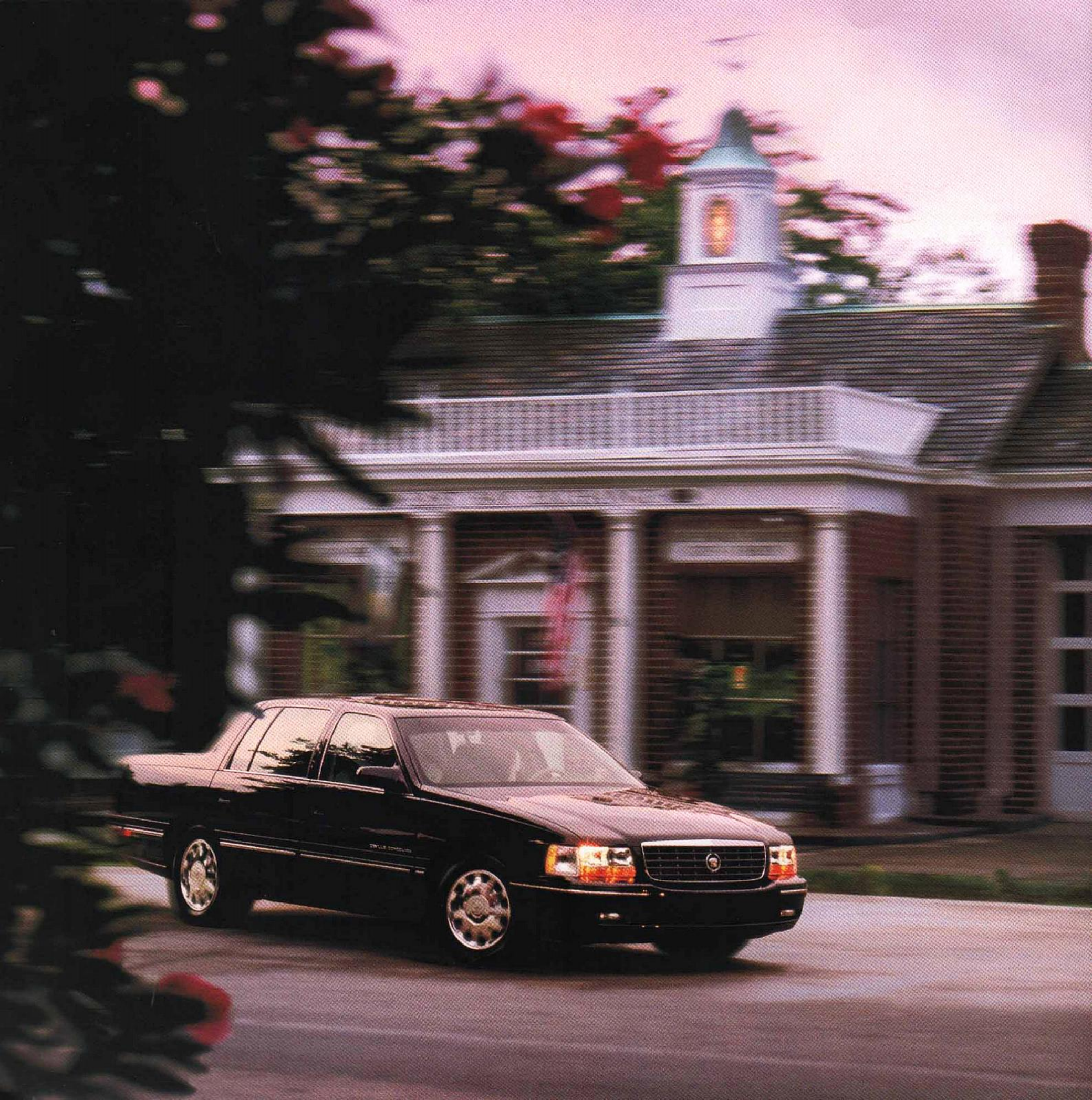
perfectly. A steering wheel position sensor and special "inertial" sensors constantly feed data to the system for analysis.







When StabiliTrak detects a difference between your steering and the direction of the car, it immediately — and discreetly — makes subtle brake adjustments to help bring the car back on track with the direction you want to go. More often than not, you won't even know that StabiliTrak has just helped you through that beautiful, sweeping curve. In Concours, the **Continuously Variable Road-Sensing Suspension** system also plays a role. This technology constantly "reads" the road, computes lateral forces and adjusts the firmness of the suspension to optimize control and comfort. It's like having a sports car and a luxury car from one second to the next. All the while, the **Automatic Level Control** helps keep the vehicle on an even keel regardless of passengers or cargo. Another part of the Northstar System that helps guide you is called **Magnasteer**. It "tunes" the way your steering feels. On the open road or through a tight turning maneuver, you have the taut sense of precision control. In a parking lot, you're given extra assist for close-quarters maneuvering. But because the highway is the natural home of DeVille, it's there that you will most appreciate its **Four-Wheel Disc Brakes** with **ABS**. This is an amazing computer-controlled system that automatically "pumps" the brakes to maximize adhesion in hard braking or low traction situations. Just keep firm pressure on the brake pedal and technology does the rest. The all-season tires work with its ABS to provide excellent stopping power on most roads in adverse weather conditions. All-Speed Traction Control performs much the same way as ABS but under acceleration instead of braking. This computer-controlled system regulates the engine's output and lightly applies the brakes to help prevent excess wheel spin at start-up or under low traction conditions.





The important thing to remember is that you keep a grip on the road. But the Northstar System is actually an array of technology, all working together to provide driving confidence and peace of mind in other important ways. For example, your Northstar V8 is cooled by a special liquid called **DEX-COOL**, and it's not scheduled to be changed for up to 5 years or 150,000 miles. In the unlikely event that you should ever lose all of this DEX-COOL, the Northstar engine is designed to run for up to 50 miles without a drop of coolant. Even the automatic transmission comes with **Dexron III** operating fluid that never needs to be changed for the life of the vehicle. And whether you're at home or on the road, the incredible **ONSTAR** System can keep unparalleled safety, security and convenience at your fingertips. OnStar is available from participating Cadillac dealers and works with an OnStar cellular phone. The OnStar Center uses global positioning satellites (GPS) to locate your DeVille, while its cellular phone technology helps with just about anything 24 hours a day, 365 days a year. Should you run out of gas, an OnStar advisor can send help. If you lock yourself out of the car, OnStar can send a cellular data signal to open the doors. If your DeVille is ever stolen, OnStar can use the same GPS technology to help police track and recover it. Should the front air bags deploy, an operational OnStar System automatically calls the OnStar Center, and if you can't be contacted by a return phone call, help can be sent to your location. The OnStar database has nearly 3.2 million listings, and it can help with just about anything. Even if you need the location of the nearest ATM, French restaurant or directions, OnStar operators are ready to assist. It's like having a concierge, tour guide, policeman and all-around rescue team riding right along with you.







Security has always been a high priority in the evolution of DeVille. One of the most important aspects of that effort is the **Remote Keyless Entry** system. A simple touch of a key fob button can open the trunk or lock and unlock all doors. If you wish, DeVille can confirm its locked-and-secure condition with a brief sound of its horn and flash of its parklamps. In addition, the Remote Keyless Entry feature will activate the **Illuminated Entry System** when the "unlock" button is pressed. This turns on the car's interior lights as you approach the vehicle ... and before you open the door. Working hand-in-hand with this technology is **Perimeter Lighting**. Select it from the Driver Information Center and a touch of the same "unlock" button turns on the parking lamps and high-beam headlamps to light the area surrounding your DeVille. The lights stay on for 20 seconds or until you insert the key in the ignition. For even more security and convenience, the Driver Information Center allows you to program the door locks to your personal preference. For example, you can have them all lock when you put the car in gear, unlock when you shift to park, or unlock when you turn off the key. Other choices are available, too. And they're all programmable from that marvelous Driver Information Center. Plus also be aware that DeVille is equipped with **Child Security Locks** that can disable the rear inside door handles. Because the rear seat is still the best place for children, please see our special note to parents on page 23. DeVille also offers a **Programmable Garage Door Opener** that can open a gate, garage door or turn on lights inside your garage. Finally, the **PASS-Key II** theft-deterrent system helps assure that your DeVille will remain exactly where you parked it.





DeVilte Standard: AM/FM stereo with cassette, clock, TheftLock and six speakers



Concours Std.: 16"x7" cast with Goodyear Eagle RS-A P225/60R16 H-rated blackwall



Concours Opt.: 16"x7" chrome with Goodyear Eagle RS-A P225/60R16 H-rated blackwall



Concours/d'Elegance Standard, DeVilte Optional: AM/FM stereo with cassette, clock, single-slot CD, Active Audio, TheftLock and 11 speakers



DeVilte Std.: 16"x7" cast with Michelin XW4 P225/60R16 S-rated whitewall



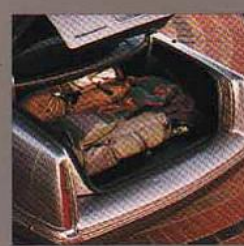
DeVilte Opt.: 16"x7" chrome with Michelin XW4 P225/60SR16 S-rated whitewall



Optional: AM/FM stereo with cassette, clock, single-slot CD, Active Audio, WX, DSP, RDS, TheftLock and 11 speakers



d'Elegance Std.: 16"x7" chrome with Michelin XW4 P225/60R16 S-rated whitewall



DeVilte's 20-cubic-foot trunk offers cavernous space for any cargo.



Standard Interior	leather trimmed	Hands-free cellular phone ¹	Towing package, 3000 lbs	StabiliTrak and road texture detection
Air Bags, Next Generation, driver and front passenger*	Traction control on/off switch	OnStar System ¹	Trunk storage system	DeVille, d'Elegance: Hydraulic dampeners with optional StabiliTrak
Air bags, side impact, front	Valet lockout	Sunroof, express open	Twelve-disc CD changer	
Anti-lockout: any door with key in any position and via RKE fob	Standard Exterior	Towing package, 3000 lbs	Performance	
Automatic, programmable door locking system	Accent stripe (DeVille, d'Elegance only)	Trunk storage system	CONCOURS:	Steering: Speed-sensitive variable-assist
Brake/transmission shift interlock	Compact spare tire	Twelve-disc CD changer	0-60 mph 7.5 seconds	Concours: Magnasteer III
Child security rear door locks	Daytime running lamps	d'Elegance, Standard	TOP SPEED: 130 mph	DeVille, d'Elegance: Magnasteer
Cruise control	Electrochromic driver's side mirror	Gold ornamentation (exterior)	DEVILLE, DEVILLE d'ELEGANCE:	Turning circle: 44.0 feet
Driver information center	Enhanced body structure	Heated front seating areas	0-60 mph: 7.8 seconds	Brakes: Power, four-wheel disc, ABS
Electrochromic inside rearview mirror	Flash-to-pass headlamps	Memory Package	TOP SPEED: 112 mph	Traction control:
Electronic dual-zone climate control	Front cornering lamps	Nuance leather seating areas	EPA EST. MPG: 17 city/26 highway	All speeds—brakes/engine
Fingertip steering wheel controls for audio/climate control systems	Front/rear crush zones	Power front-seat lumbar controls	RANGE: ² 520 miles	Capacities
Headrests:	Power antenna	Programmable features, with remote or key-in memory recall	Engine	Oil: 7 quarts
Front—articulating, 4-way adjustable	Power, heated sideview mirrors	Rainsense wipers	Northstar 4.6L V8, 32-Valve DOHC	Coolant: 12.5 quarts
Rear—integrated, wide illuminated entry system	Solar-Ray tinted glass	Rear-seat overhead illuminated vanity mirrors	Concours: 300 hp, 295 ft-lbs torque	Fuel: 20 gallons
Illuminated front visor vanity mirrors	Stainless steel exhaust system	Zebrano wood trim	DeVille, DeVille d'Elegance: 275 hp, 300 ft-lbs torque	Trunk: 20 cubic feet
PASS-Key II security system	Steel safety cage	d'Elegance, Optional	Aluminum block and heads	Battery: 12.0 volts
Power door locks	Tungsten-halogen headlamps	Safety/Security Package:	Compression ratio: 10.3:1	Towing: 1000 lbs standard, 3000 lbs optional
Power 8-way front-seat adjusters/recliners	Twilight Sentinel	Electronic compass mirror	Sequential, tuned port fuel injection	Curb weight:
Power windows, driver express down	Wiper-activated headlamps	StabiliTrak	Crank-triggered ignition	Concours: 4063 lbs/1843 kg
Programmable features:	Concours, Standard	Theft-deterrent system, audible	Platinum-tipped 100,000-mile spark plugs ³	DeVille: 4012 lbs/1820 kg
Five auto door lock settings	Analog instrument cluster	Three-channel garage door opener	Coolant: DEX-COOL, up to 150,000 miles ^{3, 4}	DeVille d'Elegance: 4052 lbs/1838 kg
RKE activation verification—Lights flash at lock/unlock	Fog lamps	Hands-free cellular phone ¹	Fuel: Unleaded	Interior Dimensions
Horn sounds at lock	Full floor console with floor shift	OnStar System ¹	Driveline	Head room
Perimeter lighting	Heated front seating areas	Sunroof, express open	Transverse front-wheel drive	front 38.5" (979mm)
Battery storage mode	Memory Package for 2 drivers:	Towing package, 3000 lbs	Four-speed automatic transmission with Dexron III lifetime fluid ³	rear 38.4" (975mm)
Reading lamps, front/rear	Eight-way driver's seat plus lumbar setting • Driver's seat exit position • Outside rearview mirrors • Climate control settings • Home/away radio pre-sets	Trunk storage system	Viscous converter clutch	Leg room
Rear window defogger	Nuance leather seating areas	Twelve-disc CD changer	Final drive ratio:	front 42.6" (1083mm)
Rear window lockout	Programmable features, with remote or key-in memory recall, curb-view passenger mirror	DeVille, Optional	Concours: 3.71:1	rear 43.3" (1100mm)
Remote fuel door release	Rainsense wipers	Comfort/Convenience Package:	DeVille: 3.11:1	Hip room
Remote keyless entry	Rear-seat overhead illuminated vanity mirrors	Heated front seating areas	DeVille d'Elegance: 3.11:1	front 58.1" (1475mm)
Remote trunk release	Zebrano wood trim	Memory Package	Chassis	rear 57.3" (1456mm)
Retained accessory power	Concours, Optional	Power front-seat 4-way lumbar	StabiliTrak: Concours — Std.	Shoulder room
Safety belts with comfort feature	Safety/Security Package:	Safety/Security Package:	DeVille, d'Elegance — Opt.	front 60.9" (1548mm)
Tilt-adjusting wheel	Electronic compass mirror	Electronic compass mirror	Suspension: 4-wheel independent, MacPherson strut front/short-long arm rear with electronic level control	rear 60.8" (1545mm)
	Theft-deterrent system, audible	StabiliTrak	Concours: Continuously variable road-sensing suspension,	Seating Capacity:
	Three-channel garage door opener	Theft-deterrent system, audible		Concours Five
		Three-channel garage door opener		DeVille d'Elegance Six
		Hands-free cellular phone ¹		DeVille Six
		Nuance leather seating areas		
		OnStar System ¹		
		Sunroof, express open		

Photographs in this catalog may feature vehicles with optional equipment.

* A SPECIAL NOTE TO PARENTS: Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in a vehicle's rear seat. See your Owner's Manual and child safety seat's Instructions for more information.

¹ Dealer Installed
² Estimated highway range: Multiply EPA highway estimate by fuel tank capacity
³ Maintenance needs vary with different uses and driving conditions. See your Owner's Manual for more information.
⁴ Systems originally filled with DEX-COOL must be serviced with DEX-COOL.



Ownership Privileges include a 4-year/50,000-mile limited warranty, 24-hour roadside service, customer assistance, trip interruption protection to cover expenses incurred as a result of a warranted repair, alternate transportation options while your DeVille is in for warranty service and Gold Key Delivery when you first take possession of your new DeVille. In addition, our **Custom Xpress Delivery** system can quickly find the exact DeVille for you. Your dealer enters the features you prefer into the system and if there's a DeVille in stock that fits your description, it can usually be delivered the next day. Otherwise, your dealer can special order your DeVille and in most cases have it ready for you within three weeks. The next move is up to you. Although your Cadillac Sales Consultant has complete details about purchase or leasing, here are the highlights: **Purchase** is always a wise choice, especially with GMAC financing.

And please remember that Cadillac has consistently maintained a high resale value at trade-in time.

SmartLease allows you to acquire a new Cadillac more frequently. It also minimizes costs and lowers monthly payments compared to conventional purchase. SmartLease can also hold significant advantages for businesses. **SmartLease Plus** embodies all of the advantages of SmartLease, but without the inconvenience of monthly payments. **The GM Card** allows you to apply your bonus Earnings toward the purchase or lease of a new Cadillac. If you carry The GM Card, consider putting its purchasing power to work for you. **GM Protection Plan** is an extended service contract for your new Cadillac, and is the only one backed by General Motors. It can protect your vehicle for as long as 6 years or 100,000 miles from the date of your vehicle's first delivery or use.



Important words about this catalog

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Cadillac dealer for complete details.

Engines

Cadillacs are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

Assembly

Cadillacs are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. Cadillacs incorporate thousands of components produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Cadillacs with differently sourced components than originally scheduled. All such components have been approved for use in Cadillacs and will provide the quality performance associated with the Cadillac name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

Safety and security

The following are just some of the features found on the 1998 DeVille: **OCCUPANT PROTECTION:** Adjustable upper belt anchors for outboard front safety belts • Next Generation Air Bags, driver and front passenger • Air bag, front side-impact • Automatic door locks • Safety belt cinch capability for child seats • Child security door locks • Intentional-set belt comfort feature • Power window lockout **CRASH AVOIDANCE:** Anti-lock brakes, front and rear • Brake transmission/shift interlock • Disc brakes, front and rear, audible wear indicator • Maintenance-free battery • Stability enhancement • Steering wheel controls • Tires with built-in tread wear indicators • Traction control • Automatic daytime running lamps • Automatic windshield wipers • Cornering lamps • Door warning lights or reflectors • Fog lamps • Halogen headlamps • Inside electrochromic rearview mirror • Outside power rearview mirrors, heated, electrochromic • Rear window defogger • Side window defogger, front • Tinted glass windshield • Automatic exterior lamp control • Wiper-activated exterior lamps **SECURITY:** Anti-lockout feature • Audible theft-deterrent system • Battery rundown protection • Laser-etched VIN plate • PASS-Key theft-deterrent • Remote deck lid release • Remote hood release • Remote keyless entry • Stolen vehicle tracking/emergency communication (optional)

Updated service information

Cadillac regularly sends its dealers useful service bulletins about Cadillac products. Cadillac monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

Corrosion protection

Cadillacs are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through corrosion for 6 years/100,000 miles. There is no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended.

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 adjustments and normal maintenance items. Plus free towing and a portfolio of other services. There is no deductible on any Cadillac warranty. See your Cadillac dealer for terms of these limited warranties.

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DEVILLE COLOR GUIDE

EXTERIOR SELECTIONS



06 Mulberry



17 Silver Mist



21 Moonstone



27 Baltic Blue



38 Emerald Green



39 Dk Adriatic Blue



40 Cotillion White



41 Sable Black



46 Shale



60 Gold Firemist



86 Crimson Pearl[■]



91 Polo Green



93 White Diamond[■]



33 Frost Beige

[■]Available at extra charge.

INTERIOR LEATHER SELECTIONS



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DEVILLE COLOR GUIDE

EXTERIOR SELECTIONS



06 Mulberry



17 Silver Mist



21 Moonstone



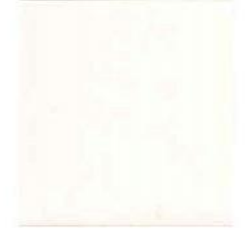
27 Baltic Blue



38 Emerald Green



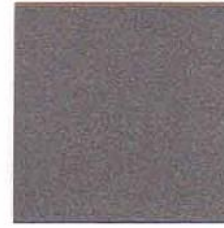
39 Dk Adriatic Blue



40 Cotillion White



41 Sable Black



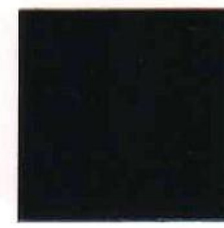
46 Shale



60 Gold Firemist



86 Crimson Pearl[■]



91 Polo Green



93 White Diamond[■]



33 Frost Beige

[■]Available at extra charge.

INTERIOR LEATHER SELECTIONS



15 Neutral Shale



16 Cappuccino Cream



19 Black



21 Dark Blue



67 Camel



77 Mulberry



92 Pewter

Note: Standard leather seating areas include perforated leather inserts on the DeVille Concours.

INTERIOR CLOTH SELECTIONS



15 Neutral Shale



21 Dark Blue



92 Pewter

Cadillac

