

Seville
BY CADILLAC



The Why and How of an American Success Story



Seville
— a special achievement
in Cadillac's
75-year tradition
of excellence.

Why has Seville been so successful? It's because Seville fills the specific needs and preferences of many forward-thinking people who desire a motoring environment that's apart from — and ahead of — the ordinary.

The standard Seville is an exceptionally concentrated Cadillac. It is unusually well equipped, distinctly American in flavor, yet at home anywhere in the world. It is designed and built as an advanced luxury car, combining a 75-year tradition of quality and excellence with some of the most sophisticated automotive technology available. That's what makes Seville so right for today — and ready for tomorrow.

Outside . . . Seville for 1977 again projects classic dignity with a modern flair and noticeable improvements. The new grille treatment is more distinguished. The new amber park and turn lamps add warmth and richness as well as practical visual definition for night driving.





Responsive handling . . . Seville scores well on the checksheet of any serious driver. Start-up and acceleration are responsive, smooth and reliable even in adverse weather. That's because of Seville's standard Electronic Fuel Injection (EFI) and High Energy Ignition System, teamed with a lively 5.7 litre (350 cubic-inch) V-8 that's standard equipment for Seville.

In city traffic, Seville is the most maneuverable of the new generation of Cadillacs. It's about 18 inches shorter overall than regular-size Cadillacs, and has a wall-to-wall turning diameter that's almost two feet shorter. Variable-Ratio Power Steering makes Seville easy to park while retaining road feel on straightaways.

Power Disc Brakes are now standard on all four wheels.

Fuel efficiency . . . Traveling in a Seville can be very satisfying because of its dedication to energy efficiency. This is reflected in fuel mileage (see page 9) as well as in driving and comfort factors.

Inside . . . Seville provides a wealth of standard conveniences, many of which are cost-extra options on other luxury cars, plus a solidly comfortable ride for four or five people.

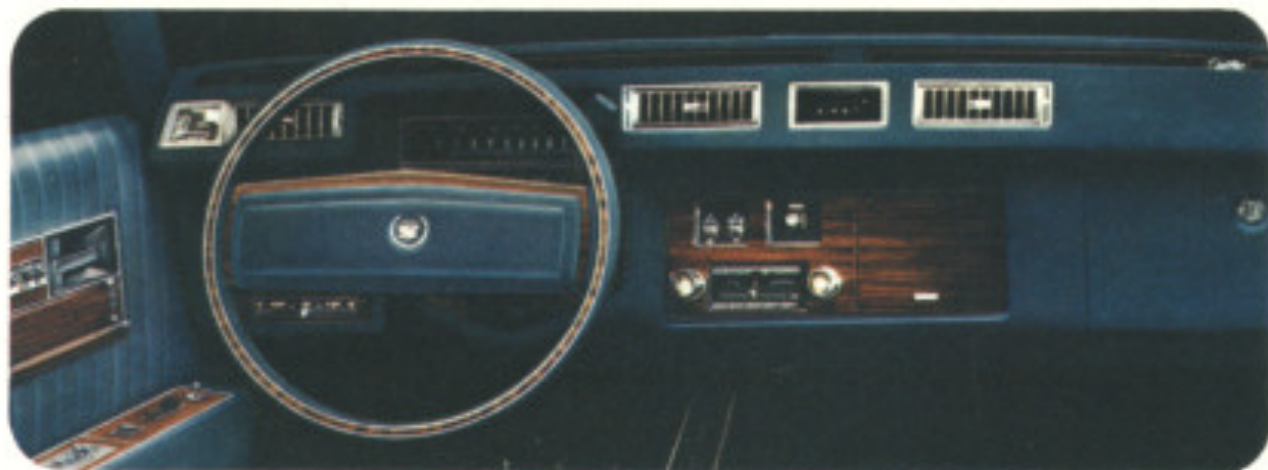
For you, the prospective owner . . . the new Seville could well be one of the most enjoyable cars you've ever owned. A pleasant and convincing way of deciding is to get behind the wheel of a Seville and drive it yourself. A further reassuring factor is the convenient service readily available at any of 1,600 Cadillac dealerships.

The following pages can help you anticipate what Seville can do for you — and will briefly explain how Seville can satisfy your particular needs.



On-board analog computer for Seville's standard Electronic-Fuel-Injected Engine.

Seville interiors . . . elegantly high styled . . . very comfortable and convenient



Sit behind the wheel . . . It's a delightful moment of truth . . . you begin to sense Seville's automotive identity interacting with your own.

At a glance, you can see that everything you need for enjoyable motoring is within easy reach. And Seville's handsome interior provides an appropriate setting for the occupants of this very special Cadillac. Dover Cloth is standard in a choice of eight colors, with Sierra grain leather in the seating area available at extra cost. Everything you see or touch has the look and feel of quality — right down to the one-piece, seamless deep pile carpeting. Seville's attention to detail is evidenced by the supersoft door weather stripping that helps silence wind noise — and by the smooth, hand-crafted finish of door openings, pillars and metal joints.

Make yourself comfortable. This is especially easy in a Seville. The Tilt-and-Telescope steering wheel adjusts easily to your driving preferences. Improvements over last year include five percent more uptilt and a repositioned telescopic range for the tall driver. Your driver's seat is six-way power adjustable, with the control in the door armrest. You have your own right-hand armrest that moves with the seat. The front passenger is pampered with a two-way power seat adjustment — handily located on the door armrest — and a manual seat-back recliner for long-trip comfort.

Gentle chimes and a signal light provide buckle-up reminders. Casually extend the seat/shoulder-belt combination across your lap to buckle up. The new belt system freewheels until buckled, then gently returns the belt back into its retractor — shoulder belt to the pillar, seat belt to the floor — so there's no need to try a second time. The shoulder belt retractor has a new comfort feature which relieves belt pressure on the wearer's shoulder.



The rear — typically Seville. Seville's rear compartment provides a relaxing sense of intimate comfort and luxury. Wide-opening doors make entry and exit easy. Handy assist straps on the roof rail and on the rear of the front seats add to this ease. The rear seat itself is comfortably contoured, with a folding center armrest. Door armrests contain a covered ash receptacle and lighter. The Power Window switch is on the door. Individually adjustable reading lamps are positioned for the convenience of rear passengers. A dome light in the ceiling provides general illumination plus a reading lamp for front-seat occupants.

Seville's trunk for 1977 provides color-coordinated carpeting. A cover for the Stowaway Spare Tire and carpet for the inside of the trunk lid is also included, as well as guards over the hinge mechanism. The deck lid is released by actuating a button inside the glove compartment when the ignition is "ON."



Supersoft door weather stripping helps silence wind noise. Finish of door openings and pillars is smoothly hand-crafted.

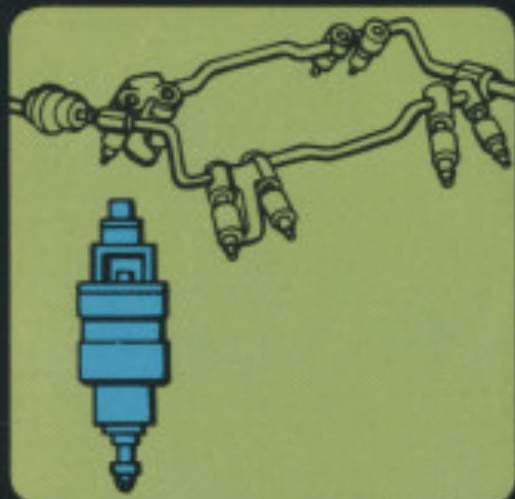
When you drive, the information you need is well organized. Immediate functional data is displayed above the steering column. Fuel gauge and indicator lights are positioned in an information band across the top of the instrument panel. Conveniently located in the driver's door panel and armrest are controls for door locks, windows, left outside mirror and driver's seat adjuster.

You may dial the temperature you desire on the Automatic Climate Control, which maintains your preselected heating and cooling and dehumidifying conditions. For 1977, a newly designed temperature-sensing device turns the air conditioning compressor on and off as required so that it works only when necessary. Four air outlets are adjustable to particular needs.

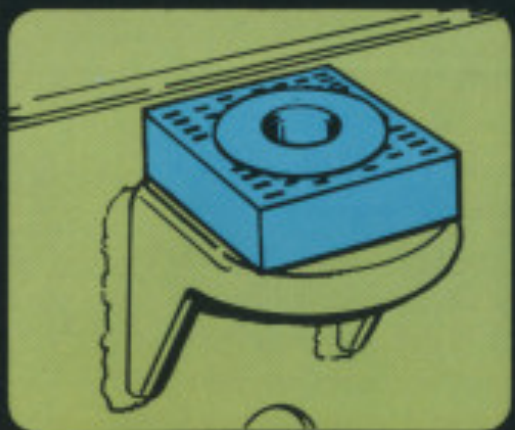
Because of Seville's quiet on the road, you can enjoy the full beauty of stereo sound with Seville's four cross-balanced speakers — two in front and two in the rear. And with the new station scanning feature, your radio automatically samples each station for approximately six seconds. When you hear the station you want, pushing the scan button a second time retains the selected station. The three-position Power Antenna switch permits automatic raising and retraction of antenna as the ignition or radio is turned on or off — full retraction or manual setting at a desired height.



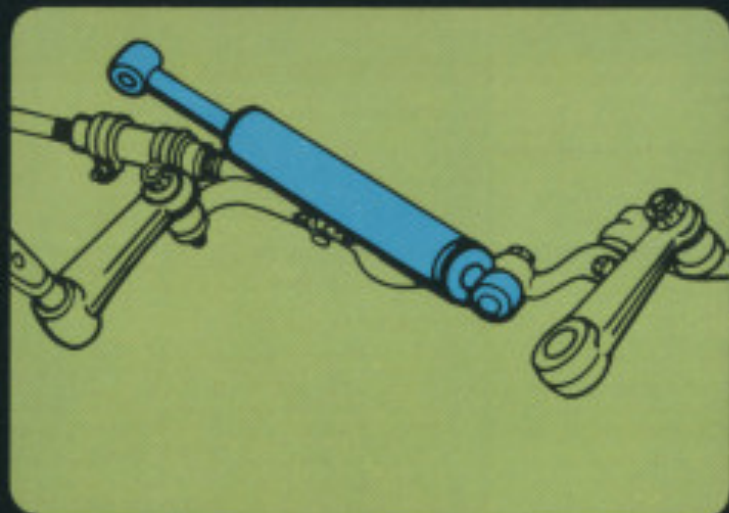
Seville value is more than skin deep



Electronic Fuel Injectors (8)

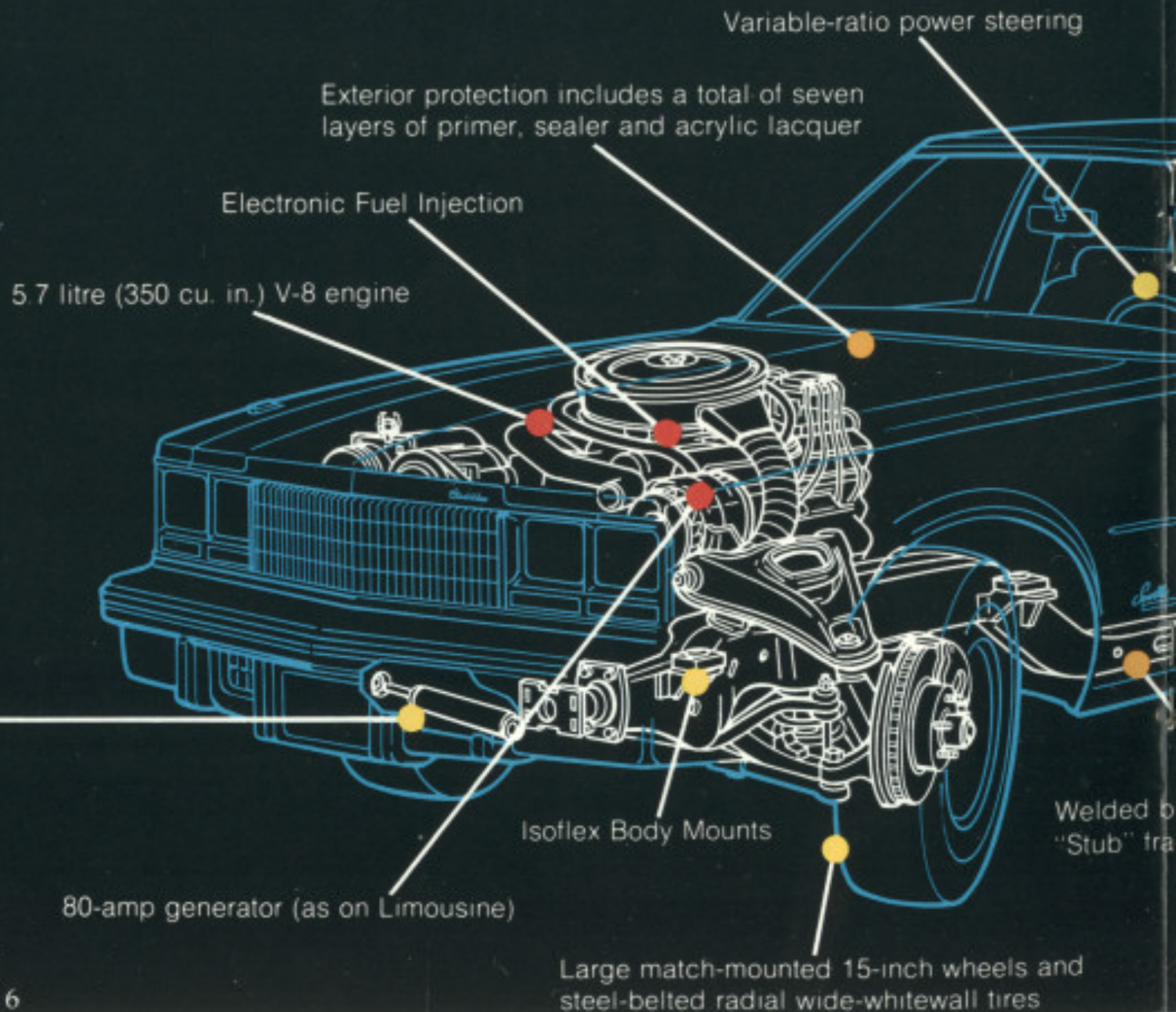


Isoflex Body Mounts (6)



Steering-linkage shock absorber

- Drive Line
- Chassis
- Body



Variable-ratio power steering

Exterior protection includes a total of seven layers of primer, sealer and acrylic lacquer

Electronic Fuel Injection

5.7 litre (350 cu. in.) V-8 engine

Isoflex Body Mounts

80-amp generator (as on Limousine)

Large match-mounted 15-inch wheels and steel-belted radial wide-whitewall tires

Welded to "Stub" frame

generous use of modern sound-insulating materials

Hotchkiss drive rear suspension

Hand-crafting in many body finishing areas, such as door openings

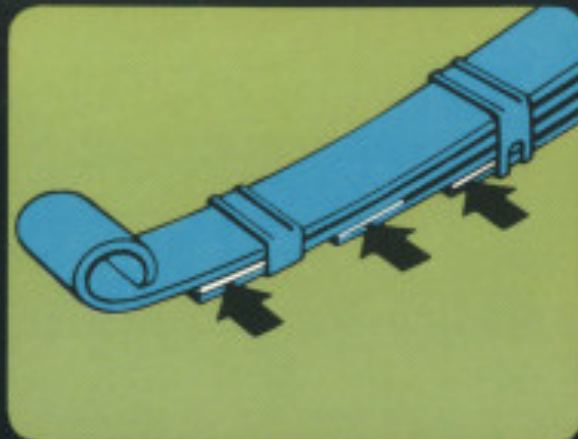
Large Pliacell shock absorbers

Automatic level control

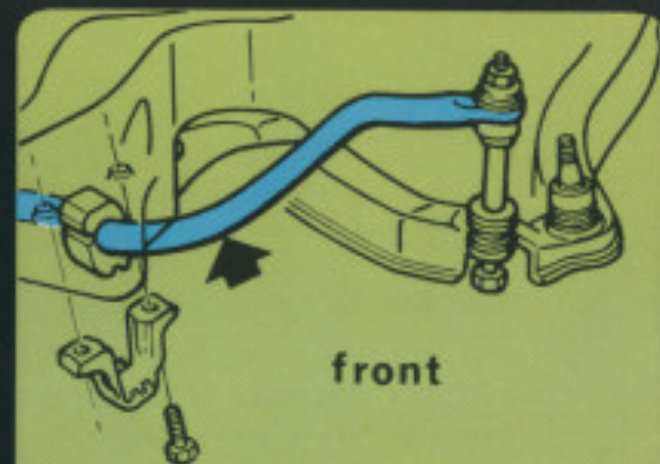
Front and Rear Stabilizer Bars

body structure with rugged frame in front

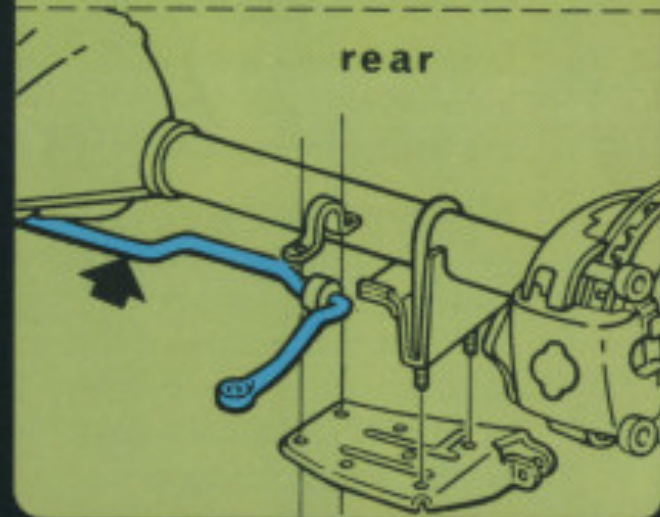
Low-friction Teflon liners on rear leaf springs



Low-friction Teflon liners on rear leaf springs

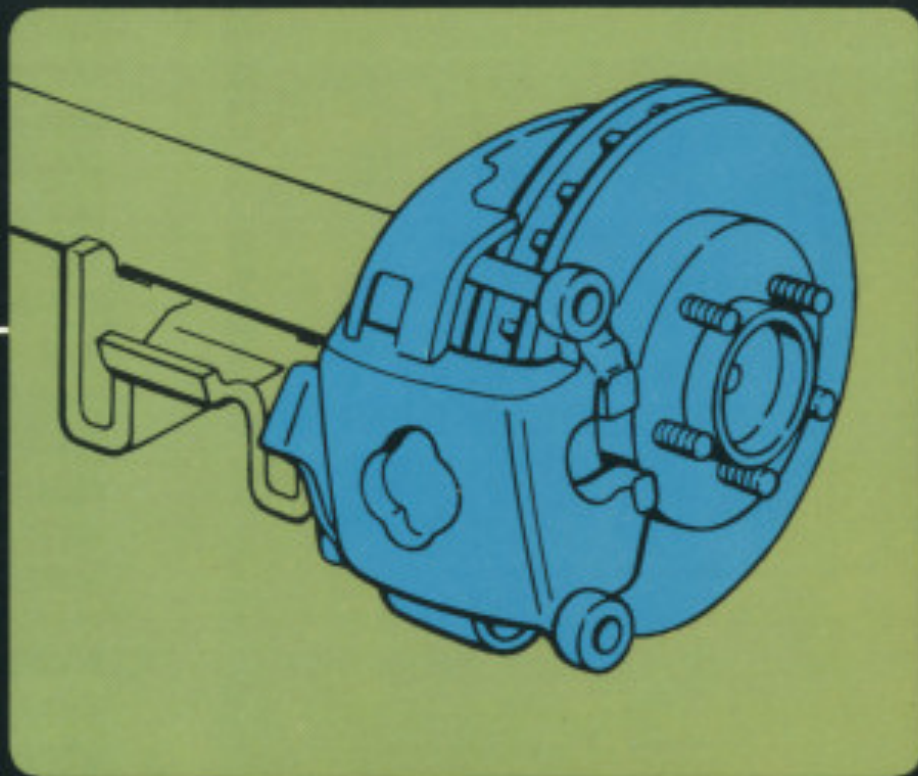


front



rear

Front and rear stabilizer bars



New four-wheel power-disc-brake system

Seville — a very special Cadillac in every detail

That Seville is such a success is not surprising when you consider its classic styling, its wide range of significant features, and its advanced engineering. Modern methods of computer modeling and structure design, for example, make Seville a very structurally efficient vehicle — a truly luxurious car designed for a new energy era.

Understanding some of these advantages from the inside out may help you feel more comfortable about the wisdom of purchasing a Seville now — and about the lasting personal satisfaction Seville can bring.

Structural strength. Seville's engine and transmission are mounted to a rugged sub-frame with engine mounting cushions which help isolate vibrations. Full-length underbody and rocker-panel reinforcements, along with integration of the instrument panel structure into body construction, are typical of Seville's hidden strengths. Front-fender and wheel-well reinforcements provide additional structural integrity. They are representative of a number of proven Seville design concepts that have been incorporated into other 1977 Cadillacs.

Body protection, insulation and finish. Bi-metal (stainless steel laminated to aluminum) resists corrosion on exterior moldings, and Zincrometal® (a zinc-rich paint) does the same on hard-to-reach inside body surfaces.

Seville's suppression of noise and vibration is typified by such details as a steering-linkage hydraulic shock absorber. The passenger compartment is generously surrounded with scientifically applied insulating materials. The one-piece instrument panel is urethane-foam-filled for further reduction of

squeaks and rattles. These are some of the reasons why, in a sometimes noisy world, the interior of a Seville can be so pleasantly quiet.

Seville's final finish of four coats of acrylic lacquer is applied only after the completion of two primer coats and one sealer. Such is the special care focused on every aspect of Seville's fabrication.

Suspension. Seville's smooth ride didn't just happen. It is carefully built in, with a re-tuned suspension that results in a new degree of harmonic agreement between drive-line, chassis and body. The large, 15-inch wheels are the same diameter as those on the Cadillac Limousines. They're match-mounted for rolling smoothness — the high point of radial force of each tire is precisely matched with the low point of each wheel, with balanced results.

The Automatic Level Control system helps keep Seville level even with a full rear load. And the shock absorbers are the same large-diameter Pliacell type as those used on the Limousine.

Seville also has a rear stabilizer bar to help minimize roll during cornering — plus Hotchkiss drive rear suspension to help control "acceleration squat" and "braking lift." As an additional ride-smoothing refinement, Seville rear-leaf springs have Teflon® liners to help reduce inter-leaf friction.

Mechanically . . . Seville has Power Disc Brakes on all four wheels. All four disc rotors are ventilated with cooling fins to dissipate heat, and lining-wear sensors produce an audible warning signal when disc pads need replacement.

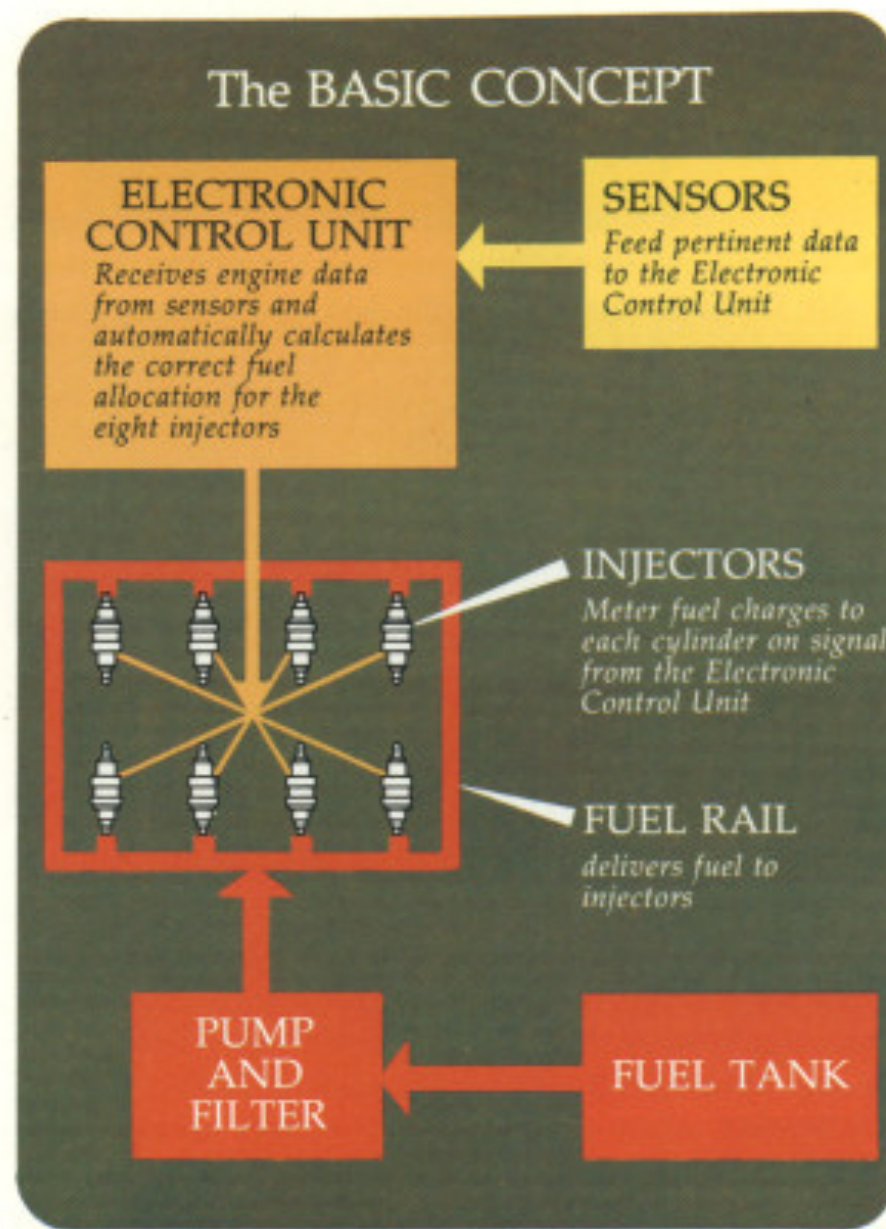
Cadillac Electronic Fuel Injection (EFI) ... standard equipment on Seville

What it does. Seville's 5.7 litre engine (350 cubic inch displacement), teamed with Cadillac's advanced EFI, provides the kind of responsive, reliable performance that's appropriate to Seville. This includes fast start-up and warm-up, consistent performance in varied weather and driving conditions, smooth engine idle, luxury-car fuel economy and few scheduled maintenance needs.

The 1977 Seville EPA fuel mileage estimate is 19 miles per gallon for highway driving and 14 mpg for city. California Seville EPA ratings, because of different emission equipment required by state law, are 17 mpg, highway, and 12 mpg, city. Your actual mileage will relate to your driving style, driving conditions, the condition of your Seville and its equipment.

Based on the EPA highway estimate of 19 mpg and Seville's 21-gallon fuel tank, Seville has an estimated cruising range of 399 miles.

How it works. EFI eliminates the need for the conventional carburetor and its service requirements. Basically, EFI consists of four functions — fuel delivery, air induction, engine sensing and electronic control. FUEL DELIVERY components supply gasoline through a FUEL RAIL to the eight INJECTORS. Mounted in the intake manifold, the injectors meter exact fuel charges to the cylinders on signal from the ELECTRONIC CONTROL UNIT. Air induction components supply air through a conventional air cleaner and a throttle body to the intake manifold and cylinders. Engine SENSORS transmit data continually to the Electronic Control Unit. THE ELECTRONIC CONTROL UNIT, an on-board analog computer, calculates precise fuel requirements from sensor input and signals the correct fuel charge to the injectors, completing the EFI functions.



*With EFI standard,
Seville needs
no carburetor.*

Seville offers an extraordinary number of meaningful standard features

The Seville includes just about all the automotive advancements most owners want in an international-size luxury car. In addition to many of the fine features that are standard on full-size Cadillac models, Seville has many more which either cost extra or are not available on other models. And such standard Seville amenities as a Tilt-and-Telescope Steering Wheel, Lamp Monitors and Fuel Economy Monitor are not available on luxury imports.

But the real significance of these features is their value to you. We invite you to consider this list of Seville standard features:

DRIVE LINE and MECHANICAL. Electronic Fuel Injection with 5.7 litre, 350 CID V-8 Engine. Turbo Hydra-matic Transmission. Four-wheel power disc brakes. Automatic Level Control. Variable-ratio power steering. 80-amp generator. Steering-linkage shock absorber. Automatic cornering lights. Wide whitewall, steel-belted radial tires. High Energy Ignition. Freedom Battery[®].

INTERIOR. Automatic Climate Control. Soft-Ray Glass. 50-50 Front seats with individual armrests. Six-way power driver's seat. Two-way power passenger seat, with manual seat back recliner. Chimes for front seat buckle-up. Tilt-and-Telescope Steering Wheel. Signal-seeking AM/FM Stereo Radio with scan feature and Automatic Power Antenna. Pillar storage of shoulder belts. Power Door Locks. Power Windows. Lamp Monitors. Fuel Monitor system. Digital Electric Clock. Controlled-cycle windshield wiper system. Electric remote control trunk lock release. Right-hand outside mirror with remote control. Color-keyed litter container. Covered and illuminated front ashtray and lighter in instrument



Automatic Climate Control and Tilt-and-Telescope Steering Wheel are standard on Seville.

panel. Overhead and seatback assist straps. Integral dome and front reading lamps. Individual adjustable rear reading lamps. Pull-type handle on each door. Carpeted rear shelf, trunk and deck lid interior. Push-to-reset trip odometer.

EXTERIOR. Exclusive Seville styling. Exterior accent stripes. Padded vinyl roof (metal painted roof is available at no extra cost). Specific wheel discs with Wreath/Crest ornamentation. Bumper impact strips.

Also available on Seville at extra cost

Astrorooft with power-operated laminated glass panel. **Sunroof** with power-operated metal roof panel. **Illuminated vanity mirror.** **Illuminated entry system.** New stereo pushbutton AM/FM radio with **Citizens Band.** New stereo pushbutton AM/FM radio with **digital display** of time, date, radio station frequency, and elapsed trip time. New **power trunk pull-down** — when lid is low-

ered and engages latch, power device pulls the lid down and locks it. **Theft deterrent system** — sounds horn and flashes exterior lights when car security is violated. Illuminated **outside thermometer**. **Deluxe wire wheel discs**. **Cruise Control**. **Automatic door-locking system**. **Turbine wheel discs**. **Engine Block Heater** (dealer installed). **AM/FM stereo radio with integral 8-track tape player**. **Controlled differential**. **Door edge guards**. **Firemist paint**. **Carpeted floor mats**. **Guide-Matic headlamp control** (automatically dims headlamps with approach of another car's headlamps). **Twilight Sentinel** (automatically turns headlamps on at dusk, off at daylight; also delays headlamp turnoff, to light the way to your door). **Heavy-duty cooling system**. **Leather seating area**. **License frames**. **Rear shoulder belts** (dealer installed). **Electric rear window defogger**. **Trunk mat**. **Performance axle ratio**. **Trailer towing package**. **Power recliner for driver's seat**. **Power recliner for front passenger seat**. California emission equipment and testing.

Seville service — unusually strong for an international-sized luxury car

Seville offers an extra measure of service availability through 1,600 Cadillac dealers in the United States. Cadillac dealers employ technicians who have received specialized Seville service training and who are accustomed to satisfying the service needs of American luxury-car owners promptly and efficiently. Parts for Seville are readily available through an American network of 27 computerized General Motors Parts Division warehouses.

Simplified Maintenance. Following are typical key Seville recommended service intervals. You may wish to compare them with those of comparable international luxury cars.

Chassis Lubrication	Every 7,500 miles or every 12 months*
Fluid Level Check	Every 7,500 miles or every 12 months*
Engine Oil Change	Every 7,500 miles or every 12 months*
Oil Needed	4 quarts (3.8 l) (5 with filter change)
Oil Filter Changes	Every other oil change**
Tire Rotation	First 7,500 miles and every 15,000 miles thereafter
Rear Axle Lubrication Change	Not necessary with std. rear axle under normal driving conditions
Air Conditioning Check	Every 15,000 miles or every year*
Cooling System Check	Every 15,000 miles or every year*
Coolant Change	Every 30,000 miles or every two years*
Automatic Trans. Fluid and Filter Change	Under normal conditions, 100,000 miles

*Whichever comes first. **Replace at the first oil change and every other oil change thereafter if mileage (7,500) is determining factor. If time (12 months) is determining factor, then change oil filter with every oil change. NOTE: for maintenance on California Seviles, see your dealer and/or the 1977 Cadillac Maintenance Schedule I.

Seville specifications

Engine

8-Cylinder, 90° V-Type

Bore	103 mm (4.057")
Stroke	86 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
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)

(NOTE: The 1977 Cadillac Seville engine is designed to operate only on unleaded gasoline of 91 Research Octane. The gasoline should also have a Motor Octane of at least 83. Unleaded gasoline is essential for proper emission control system operation, and it will reduce spark plug fouling. The use of leaded gasoline can severely minimize the effectiveness of the emission control system and result in loss of warranty coverage.)

Fuel Tank

Capacity 79.5 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 Turbo Hydra-matic

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-Fed. & Calif. 2.56 to 1
Standard-Altitude 3.08 to 1
Optional 3.08 to 1

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

Rear Suspension Hotchkiss leaf spring
Stabilizer Link type
Shock Absorbers Hydraulic direct action
Height Control Automatic Level Control

Brakes Disc — disc self-adjusting
Master Cylinder Dual hydraulic
Power Booster 203.20 mm (8") vacuum assist
Front & Rear Single piston, sliding calipers, ventilated discs

Lining Material
(Front & Rear) Molded asbestos

Swept Area
(Total) 3057.30 cm² (474.04 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 Variable Ratio Power

Damper Hydraulic shock absorber

Overall Ratio 16.4-13.6:1

Wheel & Column Tilt & Telescoping

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

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

Wheels & Tires

Tires GM Specification Steel-Belted Radial
Sidewall Wide whitewall
Size GR 78-15B
Spare G78-15B Stowaway
Wheels 15 x 6 JJ

Headlamps Rectangular

Cornering lights Front fender integral with side marker

Lamp Monitors Standard front & rear

Overall Sizes

Tread Width 1 557 mm (61.3") front
1 499 mm (59.0") rear

Wheelbase 2 903 mm (114.3")

Overall Length 5 182 mm (204.0")

Overall Width 1 824 mm (71.8")

Overall Height 1 386 mm (54.6")

Shipping Weight 1 900 kg (4190 lbs)

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Cadillac Motor Car Division
General Motors Corporation