



Then and Now...an American Standard for the World.



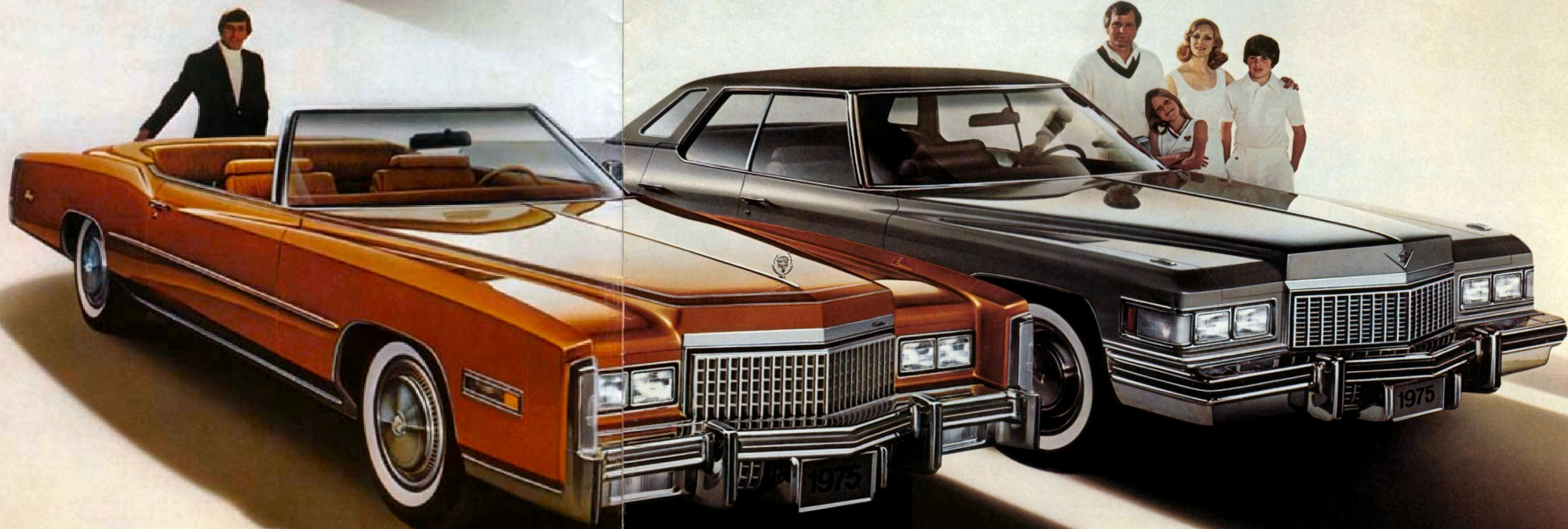
# 1975 Cadillac

Right: 1975 Eldorado Convertible by Cadillac  
in Mandarin Orange

Far right: 1975 Cadillac Sedan deVille  
in Georgian Silver Metallic

Top: 1931 Cadillac Phaeton

Cover: 1975 Eldorado Coupe by Cadillac in  
Cotillion White with a Custom Cabriolet roof  
and 1932 Cadillac 355B Convertible Coupe







## With greater overall operating economy.

Advancements such as these in the 1975 Cadillacs mean you can reduce maintenance and operating costs, enjoy the best Cadillac performance in years, extend the intervals between service visits, and drive a car with less exhaust emissions . . .

**Catalytic Converter**—This new device does its job of emissions control outside the engine—rather than inside—making it possible to recalibrate the engine for efficiency under varied conditions.



**The engine itself**—The Eldorado engine is standard for all 1975 models. Further, the engine is equipped with a Quadra Jet carburetor with a new electric choke which helps improve fuel economy. And for additional significant benefits, the High Energy Ignition System with the catalytic converter and use of unleaded gas permits extended service intervals. Spark plugs last up to 22,500 miles and you can go up to 7,500 miles between oil changes.

**Power train**—For 1975, the transmission torque converter has been modified to make it "tighter." Result: More immediate, positive response to help improve fuel economy.

**Lower axle ratio**—The 2.73 to 1 ratio axles that are standard on all 1975 Cadillacs (except Limousine and Nine Passenger Sedan) also help further increase mileage.

**GM specification steel-belted radial ply tires**—Tests reveal that steel-belted radial tires (now standard) reduce drag compared to bias-belted tires. And less rolling resistance can mean greater fuel economy.

**"Economy" setting on Automatic Climate Control**—It allows the system to operate with the compressor disengaged, thereby helping to improve fuel economy.

**Fuel Monitor**—Available on all 1975 Cadillacs is a fuel monitor system that can help the driver increase mileage. Lights on the instrument panel let you know how you're driving . . . green for efficiently . . . amber for inefficiently. A red light on the fuel gauge indicates when you're low on gasoline.

**Fuel Injection**—Available on all but Limousine and Nine Passenger Sedan. Offers a precise method for allocating the amount of fuel equally to each cylinder. This can result in a host of advantages for the car owner—including improved fuel economy.

Shown, right: 1975 Coupe deVille  
in Cerise Firemist

Top: Testing seals and filters in  
a dusty atmosphere







With an array of standard features  
unsurpassed in Cadillac history.

**High Energy Ignition System**—Provides more voltage, improved performance while eliminating points, ignition condenser, cam and rubbing block. **Redesigned Lamp Monitors**—Newly color-coded monitors, front and rear, show if major or secondary light systems are functioning. **Automatic Climate Control**—Efficient heating/cooling/



dehumidifying system maintains temperature you select with hidden sensors. New "Economy" setting for improved efficiency. **New Rectangular Headlamps**—(All models.) **Digital Clock**—Electronic

**Power Door Locks and Power Windows**—Master control at driver's position.

**New Hinged Door Pull Handles**—Calais retains door pull straps.

**Six-Way Power Seat Adjuster**—Adjusts front seats forward, back, up, down and tilts



forward or back. (All models except Calais and Limousine.)

**Dual Comfort Front Seats**—(60-40 version standard on Fleetwood Brougham; available on DeVilles.)

Allow separate adjustment for driver's and front passenger's seat sections. **Driver and Front Passenger Reading Lights**

—Standard on Brougham; located at each door. **Steel-Belted Radial Tires**—For improved tread life.

**Variable-Ratio Power Steering**—(Fixed-ratio on Limousine.)

**Dual Power Brakes with Disc Brakes in Front**—(All models.)

**Three-Speed Wipers and Washers**—(All models.)

**Turbo Hydra-Matic Transmission**—(All models.)

**Courtesy Lights**—(All models.) **Automatic Level Control**—

(All Fleetwood models.) **AM/FM Radio with Automatic**

**Power Antenna**—(Standard on DeVilles, Calais and Limousine.)

**AM/FM Signal-Seeking Stereo Radio with Power**



**Antenna**—(Standard on Brougham and Eldorado.)

**Remote-Control Left-Side Mirror**—(All models.)

On Limousine, a right-side mirror is standard as well.

**Visor Vanity Mirror**—(All models.)

**Litter Container**—Color-keyed to interior.

**Tinted Glass**—(All models.) And more.

Note: All references to Limousine also apply to Nine Passenger Sedan

Shown, right: The 1975 Fleetwood Brougham  
in Rosewood Firemist

Top: "Belgian Blocks" test ability to  
withstand vibration.







## With exciting additional features you may add.

**Electronic Fuel Injection**—Allocates precise amount of fuel to each cylinder. Contributes to improved engine idling; smoother, more responsive operation and better fuel economy. **Glass Dome Astrorooft**—Tops you with sky, tinted glass or total enclosure. Power operated. **Stereo with Tape Player**—Four



diagonally opposed speakers for exceptional sound fidelity. **Theft-Deterrent System**—Sounds horn and flashes exterior lights when security of interior, engine or trunk compartments are violated. **Conventional Sunroof**—Electrically controlled panel (available on all models except Eldorado Convertible and Limousine). **Fuel Monitor System**—Color-coded lights on instrument panel indicate when fuel consumption rate is efficient or inefficient, and when fuel supply is low. **Cruise Control**—Maintains a selected speed without using accelerator pedal. **Lighted Vanity Mirror**—Visor mirror on passenger side illuminates when protective cover is raised. **Electric Rear Window Defogger**—(All but Limousine.) **Air Cushion Restraint System**—Alternative to seat belt/ignition interlock system. (Not available on Convertible



and Limousine.) **Track Master Skid-Control**—Computerized system automatically pumps brakes during severe braking situation. **Illuminated Entry System**—Pushing front door handle button illuminates door lock cylinder and inside courtesy lamps. **Twilight**

**Sentinel**—Automatically turns driving lights on and off in response to light conditions. **Controlled Cycle Wiper**—Delay feature adjusts wiping action for light rain. **Trailing Package**—Heavy-duty equipment grouping for towing up to 6,000 lbs. (All but Limousine.) **Controlled Differential**—Directs power to the rear wheel having better traction. (Not available on Eldorado.) **Automatic Level Control**—(Standard on Fleetwood Brougham and Eldorado.) Automatically adjusts to changing loads. **Recliner Seat**—(Available on passenger seat of Eldorado Coupe and Convertible when ordering 50-50 front seat and next item.) **Passenger's Six-Way**



**Power Seat Adjuster**—(Available on Brougham, Eldorado, DeVilles.) As well as other features you may specify.

Shown, right: 1975 Cadillac Calais Coupe in Jennifer Blue and Calais Sedan in Commodore Blue

Note: All references to Limousine also apply to Nine Passenger Sedan.

Top: Circular water bath tests brake systems and recovery







With more of the things that mean  
deep-seated comfort and lasting value.

Cadillac's tradition of interior innovation lives on with one of our widest selections ever. Among the exciting new trims is the "shirred look" available on Fleetwood Brougham. It comes in new softer leather (as shown, opposite page) or in an ornate velour.

Another dramatic addition is the colorful multipatterned "Maharajah" fabric (shown, upper right) offered on the DeVilles. And for a sporty accent, there's the lively Morgan Plaid (shown, lower right) on Calais for the young and the young-at-heart.

Of course, the ultimate in personal choice continues to be reflected in Cadillac's special edition cars...the Brougham d'Elegance, Fleetwood Talisman and DeVille d'Elegance cars.

But whichever Cadillac you choose, luxurious touches abound.

New rear quarter sail windows lend an airiness to the rear compartment of Sedan deVille and the Calais Sedan. "Soft pillow" door panels feature new hinged door pull handles in simulated distressed pecan in all models except Calais. There's new plush pile carpeting—even the seat configurations are changed for added distinctiveness.

That traditional Cadillac quiet and smooth ride are also in abundance—thanks in part to exhaustive testing procedures like those you've seen illustrated on the preceding pages.

When you add it all up...the expected excellence—and the unexpected practicality. The elegant. And the efficient...the lasting value of Cadillac 1975 becomes increasingly apparent.





1975 Cadillac Limousine in Georgian Silver Metallic.



*1975 Cadillac*

When second best isn't good enough.

