CADILLAC 1988



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"We are guided by one vision—to design, build and sell the world's finest luxury automobiles."



ALLANTÉ

For those fortunate few who can write their own rules.

nlike any ultra-luxury roadster that has come before it, here is the limited production Cadillac Allanté. Using premium German steel, a unique Swiss alloy and exterior trim from France. Italian artisans handcraft its coachwork at the studios of Pininfarina, designer for appointment to Ferrari and Rolls Royce.

Then, specially modified 747s transport the sculptured bodies to a specially-built Cadillac facility in North America. After final drive train assembly, every Allanté undergoes a 40 km (25-mile) test track evaluation, unique to Cadillac. Two teams of highly trained technicians, after the testing procedure, must sign off each vehicle with their own signature. Further proof of Cadillac's commitment to Allanté's integrity.

European road manners, Cadillac comfort, convenience and front-wheel drive. There's spirited power in the exclusive high-output V8 with Sequential-Port Fuel Injection, precise—never harsh—handling. Impressive control with the Bosch III Anti-Lock Braking System.

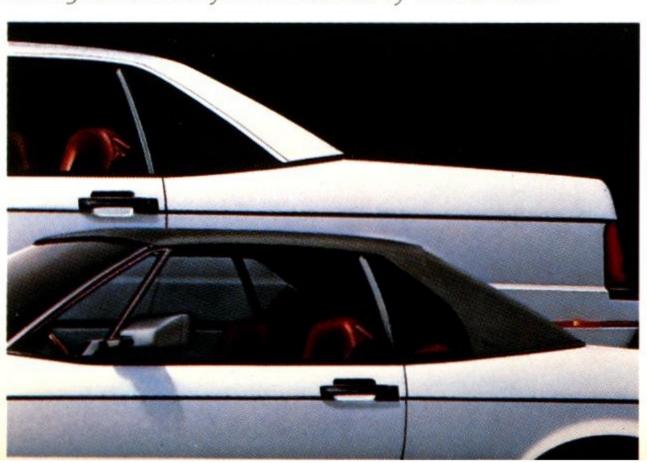
Allanté brings a new concept to two-passenger automobiles: Cadillac comfort. Defying the traditional space constraints of a coupe/roadster, its pass-through trunk even accepts skis with a total of 453 litres (16 cu. ft.) of space.

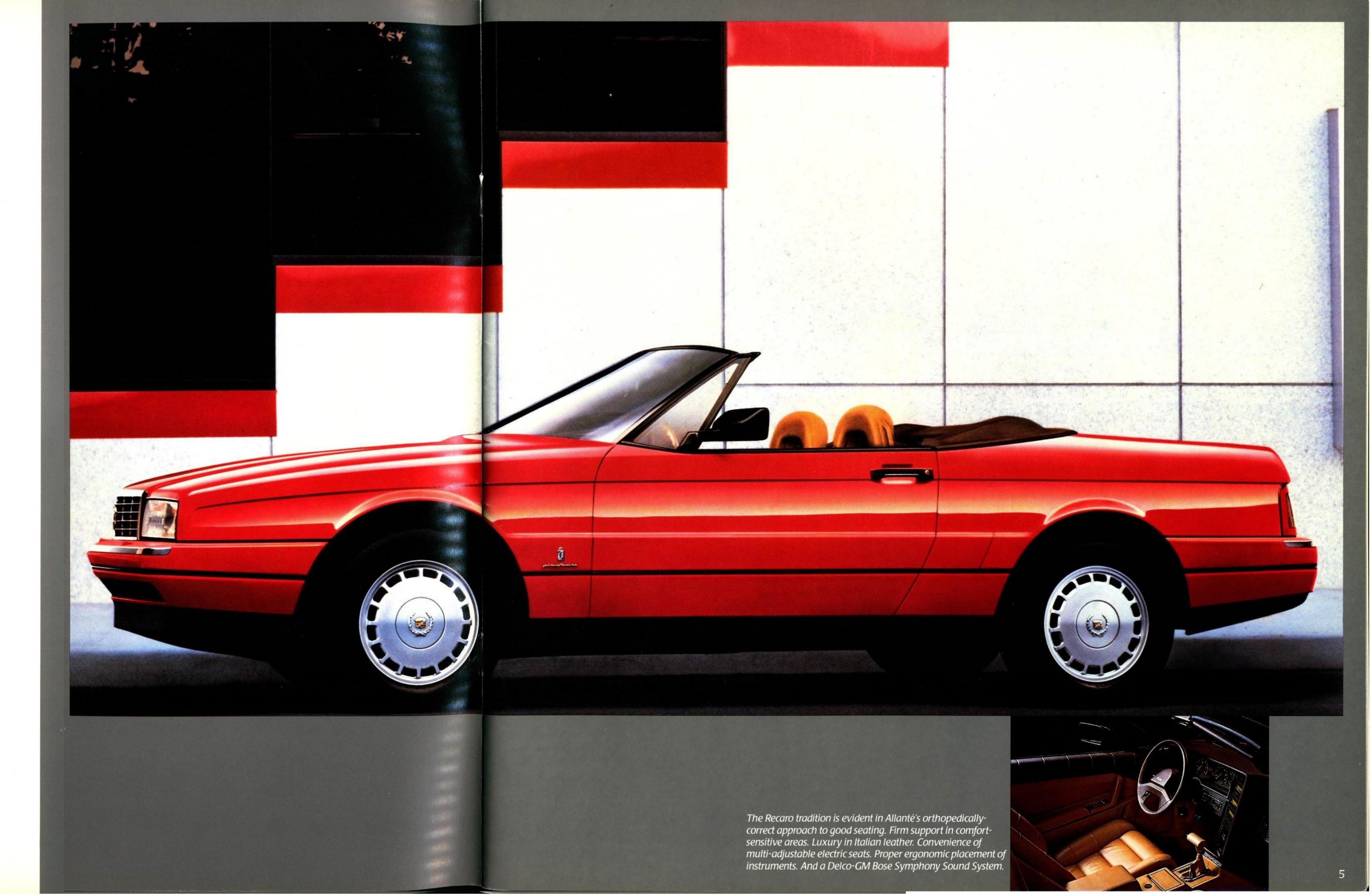
Hand-fitted Italian leather covers the Recaro seat (with new lower headrests) featuring driver and passenger ten-way electric power. A memory function on the driver's side "remembers" two preferred seating positions. Instrumentation is a unique blend of electronic Liquid Crystal Display and analogue dials. Power equipment runs the full gauntlet. There are simply no extra cost options.

The 7 year/160,000 kilometre (100,000 mile) Allanté Limited Warranty is designed to make you the most cared-for owner in the world.

Cadillac Allanté. Modern in the true North American sense, it retains all the sense of a classic Italian beauty.

Allanté's folding top or removable aluminum alloy hardtop incorporate a special three-glass window design for enhanced visibility and longevity. Top up or top down, Allanté is designed to leave you undisturbed by wind or noise.





SEDAN DE VILLE.

North America's favourite luxury car.

ehind this success story is Sedan de Ville's uncanny ability to reflect today's new approach to luxury. It demonstrates that distinctive style can co-exist with personal comfort. That power, safety and control are best exercised with quiet confidence.

For 1988, there's a new fuel-injected 4.5 litre V8. Now there's added power for highway manoeuvres and overtaking on steep hills. Smoother, quieter and after 1,600,000 kilometres (one million miles) of reliability testing, Cadillac backs this exclusive engine with a 6 year/100,000 kilometre (60,000 mile) warranty.

With elegant aerodynamic style, it maintains sixpassenger roominess. Dual Comfort front seats with individual controls and Tilt and Telescope steering wheel, both now standard features for 1988, assure every driver a custom fit.

Electronics play an important role in making these sedans "thoughtful". The retained accessory power feature allows you to operate power windows, radio, available Astroroof, trunk release or wipers for up to 10 minutes after the ignition is turned off, (or until a door is opened). It won't take you half that time to realize the advantages.

Available anti-lock brakes bring another measure of comfort. And control. They can significantly reduce stopping distances under slippery conditions and still help maintain your ability to steer.

Sedan de Ville. Comfort in all respects.

New for 1988, this second-generation engine has been designed and engineered to provide upgraded performance and operating benefits.





COUPE DE VILLE.

For those who prefer the style of a contemporary closed coupe.

adillac's up-to-date luxury together with crisp aerodynamic styling and up-to-date engineering.

Luxury like generous seating and headroom with more stretch-out and sitting room than you might expect from its trim manoeuvrable exterior.

Luxury in the comfort of deeply contoured and cushioned Dual Comfort front seats. Enjoy the new standard Cruise Control, Tilt and Telescope steering wheel.

Crisp lines are highlighted by the available roof treatments: either a simulated convertible top in Diamond Grain Vinyl or Cambria Cloth, or a Tuxedo Grain Vinyl formal cabriolet—offered on Coupe de Ville alone.

A new larger 4.5 litre V8 develops 155 horsepower so quietly that you hardly notice its strong presence. The reassurance of an available anti-lock braking system that prevents wheel lock-ups and helps you maintain the ability to steer. Four-wheel independent suspension allows the rear wheels to react separately of each other over uneven pavement or potholes. And electronic level control keeps the body level even with fully-loaded trunk and passenger compartments.

For anyone who wants the style of a coupe, the luxury of a six-passenger Cadillac, there can be only one choice. Coupe de Ville.

Available cabriolet roof or simulated convertible roof in vinyl or cloth.





TOURING SEDAN.

For those who demand impressive response combined with renowned Cadillac comfort.

ne look at the aggressive monochromatic styling of this sedan will tell you that this is performance in the Cadillac context.

From the front air dam with integral fog lamps to the rear deck lid spoiler to the specific gray coloured rocker and lower side mouldings, this is a different breed of Cadillac. Large P215/65R-15" Goodyear Eagle GT+4 blackwalls and slotted aluminum wheels help give Touring Sedan the right look—only the door frames are trimmed with subtle bright work.

The suspension system incorporates solid front and rear stabilizer bars, higher spring rates and faster ratio steering for tighter, more poised, controlled handling while still maintaining Cadillac ride quality. Available anti-lock brakes are a natural on such a vehicle.

Soft gray seating areas, headrests—front and rear, Tilt-and-Telescope steering wheel and shift lever, all trimmed in leather, are a part of the Touring Sedan interior experience.

Four high-lustre clearcoat exterior colours Cotillion White, Sable Black, Platinum, or Academy Gray are available for the exclusive exterior.

And, with a new, more powerful transversemounted 4.5 litre V8 with 235 lbs.-ft. torque, here is lively off-the-line response. Without being uncomfortable.

For remember, this Touring Sedan is a Cadillac.

Body coloured rear deck lid spoiler is just a part of the exclusive trim found on every Touring Sedan.





FLEETWOOD D'ELEGANCE/ FLEETWOOD SIXTY SPECIAL.

For very exceptional Cadillacs, we have always reserved the name Fleetwood.

hen and now, Cadillac Fleetwoods have always been reserved for the very discriminating. There are those who can appreciate the formal cabriolet roof, derived from limousines, that crowns the d'Elegance.

Or those who will enjoy the multi-tufted seating areas of Royal Prima tailored knit velour found throughout with the convenience of both driver and passenger six-way power seats along with the illuminated entry system for safety and convenience.

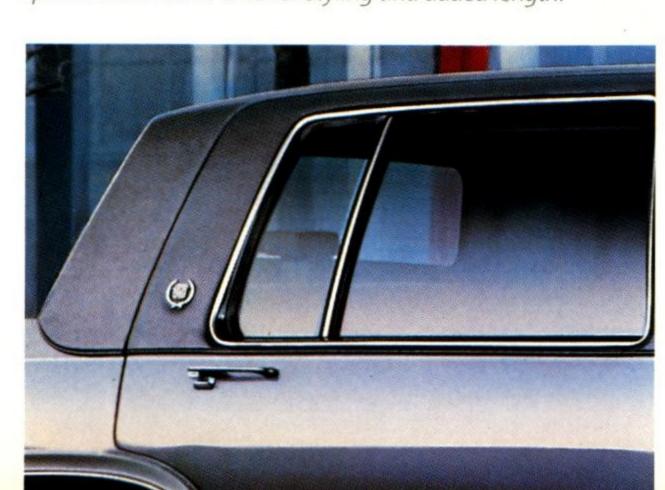
Elegant genuine American walnut wood trim enhances interior door panels; easy-to-read digital instrumentation is in front of you, dual padded sun visors with sliding, tinted extensions are above you—concealing dual illuminated vanity mirrors. Even the headlamps are automatically activated when needed with Fleetwood's standard Twilight Sentinel.

Custom-crafted coachwork of the extended Sixty Special reveals the priory you place on your passenger's comfort and convenience. The 132mm (5 in.) longer wheelbase provides nearly 1.2m (4 ft.) of rear seat legroom—the most of any production car sold in Canada.

An overhead vanity console and foot rests, nestled into deep-pile Tampico carpeting, tell the story inside; a full padded roof, bright grooved body moulding and lockable wire wheel discs talk about this executive class Cadillac outside. And underneath all of that beauty, the assurance of standard anti-lock brakes.

Fleetwoods. They say more about you than you can say yourself.

A longer, full padded Cabriolet roof accents Fleetwood Sixty Special's distinctive exterior styling and added length.





INTERIORS

by Cadillac

SEDAN DE VILLE

Deeply contoured dual-comfort seats in cloth cradle de Ville's six passengers. Leather is available in eight colours. Power switches on sedans front or rear door lock all doors for security and a two-tier design instrument panel features a full data centre and an Electronic Climate Control—sensitive to one degree.

TOURING EDITIONS

Add the ultimate luxury of leather in seating areas of de Ville's dual comfort seats, leather-trimmed headrests front and rear, leather Tilt and Telescope steering wheel and automatic shift lever, and you have the driving environment of Cadillac's Touring Edition.

FLEETWOOD D'ELEGANCE

The evidence of amenities is everywhere inside these sophisticated sedans. Deep-pile Tampico carpeting, leather-wrapped steering wheel, digital instrument cluster trimmed with genuine American walnut, rearseat reading lamps and rear-power door lock switches are but a few. Special tufted, multi-button seating design is tailored in Royal Prima cloth, or available leather.

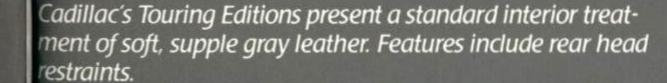
FLEETWOOD SIXTY SPECIAL

There's a look of comfort and exclusivity with Sixty Special's lengthened rear floor area. Additional accoustical insulation in the form of deep Tampico carpeting sets the tone. Carpeted footrests and an overhead vanity console serves your rear seat passengers well.

De Ville's standard interior offers Contessa cloth inserts with Royal Prima cloth bolsters.

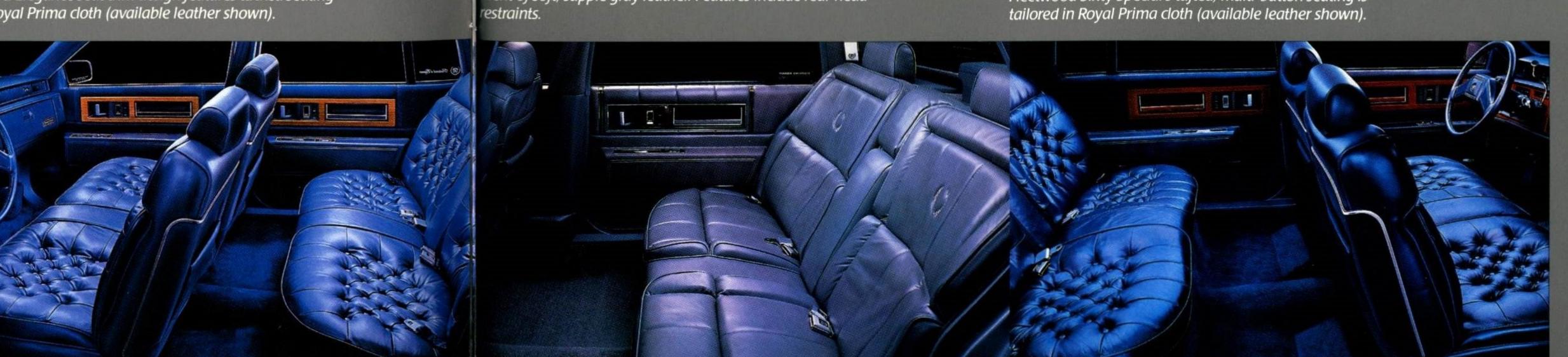


Fleetwood d'Elegance seat trim design features tucked seating areas in Royal Prima cloth (available leather shown).



Fleetwood Sixty Special's tufted, multi-button seating is

De Ville's Dual Comfort front seats shown in available leather offer the individual adjustment of bucket seats with the convenience of seating for three.



ELDORADO

In 1988 form, it is a testimony to many styling and performance refinements.

his new Eldorado combines a familiar sculptured look with a bold power dome hood and authoritative grille. A completely re-shaped rear window treatment. And an assertive stance at the rear, culminating in a longer profile and increased length.

A new more powerful 4.5 litre V8, complimented by an available anti-lock braking system, brings heightened response to Eldorado's superb front-wheel driven, four-wheel independent suspension. New smoothness on hills because with increased

New smoothness on hills because with increased power, the transmission can remain in its highest cruising range rather than downshifting. And when you need to merge with highway traffic, or pass a long truck on a two-lane road, you'll appreciate the thrust of 155 horsepower and 235 lbs.-ft. of torque.

Now the front seat passenger, along with the driver, will enjoy the comfort of a standard six-way power seat adjuster. Newly-styled Mayfair velour cloth and leather in a fine-ribbed, horizontal sew pattern now cover the standard seating areas. The added luxury of full leather is of course, available. And there are new pull handles to pull Eldorado's solid doors shut.

A smart new fully padded roof is available for Eldorado, that will add even more distinctiveness to an already aerodynamic design. Even the standard power radio antenna, now rear mounted, reflects engineering and design improvements.

Eldorado. It's a driver's car. It's a bold styling statement. And above all else, it's a Cadillac.

Eldorado's new style is even more evident when viewing the rear deck area featuring more traditional Cadillac taillamps.





ELDORADO BIARRITZ.

Created for those discerning individuals who demand even more.

n luxury, in style and in comfort, Eldorado Biarritz will not disappoint. You will notice the formal cabriolet roof treatment with its electroluminescent coach lamps and closed-in rear window. A standard two-tone paint treatment, available in no fewer than 16 combinations, enables you to be truly distinctive. Single tone colour schemes are also available. Wide brushed and bright protective body side mouldings and wire wheel diseases. tive body side mouldings and wire wheel discs complete the exterior.

Inside, real American walnut showcases the instrument panel, and adds to the console. New Clarendon velour cloth compliments leather in seating areas, and a new seat trim design highlights Biarritz's special interior. Power recliners, power lumbar support, deluxe Tampico floor carpeting with reversible carpeted floor mats further enhance.

But Biarritz is not all style. The same new Eldorado 4.5 litre V8 engine powers this coupe and important engineering improvements—such as a quieter washer pump and "wet-arm" wipers for even better cleaning— have been passed on to this 5-passenger coupe. Among Eldorados, none is more luxurious than

Eldorado Biarritz.

Biarritz formal cabriolet roof with closed-in rear window treatment is an exclusive design for this coupe.





SEVILLE

n this, the age of the luxury sedan, Seville has carved out its own niche by bringing together sophisticated styling, refined performance and renowned comfort in the most elegant of Cadillac's four-door automobiles.

The sculptured detailing of the new grille brings added distinction to Seville while the raised power dome on the hood hints at the increased power of the new 4.5 litre V8 concealed beneath it.

This fuel-injected engine maximizes the performance characteristics you'll want most from a luxury sedan. Its exceptional reserves of power inspire confidence when you pull out to pass on a two-lane road. And its increased power output also keeps the automatic transmission in fourth gear more of the time, banishing transmission "busyness".

The four-wheel disc brakes are now available with the superior control of an advanced anti-lock braking system.

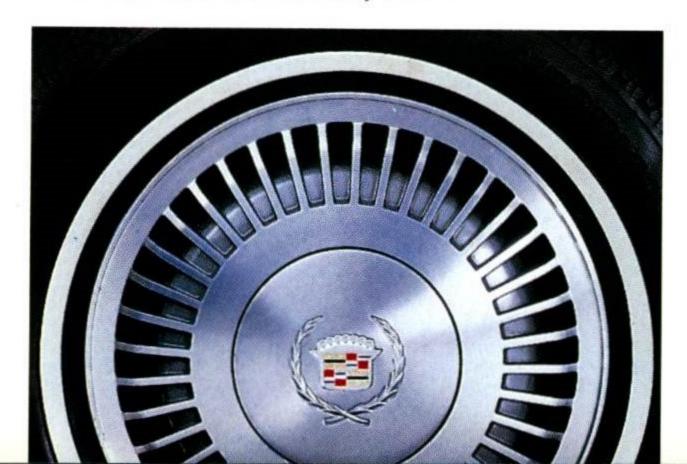
Your appreciation of Seville increases as you experience the wealth of comforts and conveniences it offers. Power driver and passenger seats, to be sure, along with virtually every other power assist. And safety shoulder harnesses for all outboard passengers—front and rear.

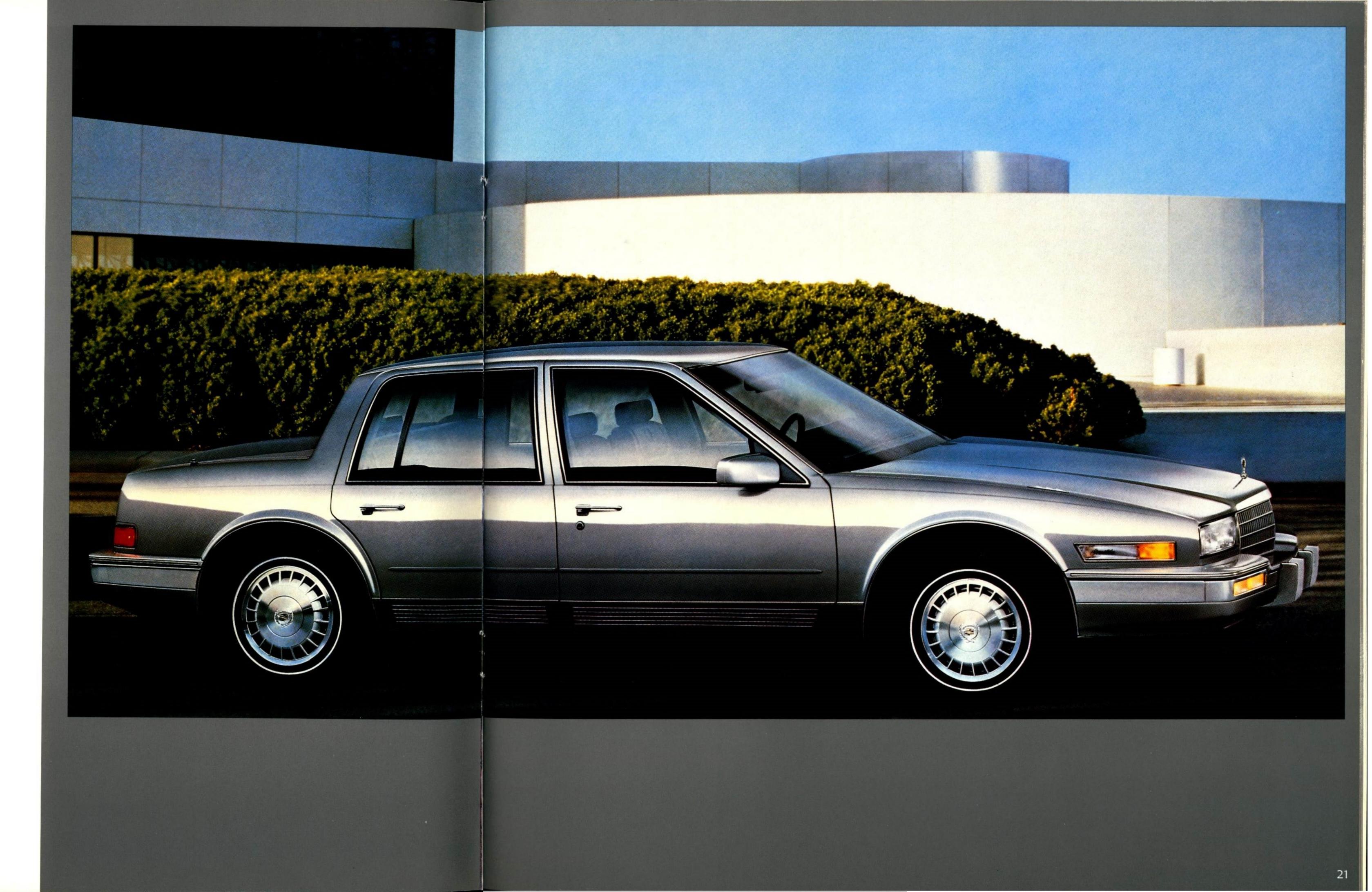
But that's only the beginning. The electronic climate control system actually senses when the sun goes behind a cloud and automatically adjusts for it to assure your undisturbed comfort. The independent rear suspension "weighs" your luggage and electronically levels the car. The available Delco-Bose Symphony Sound System accoustically balanced to Seville's interior dimensions reproduces your favourite music with lifelike clarity and fidelity.

Seville offers a choice of handsome two-tone paint or the fashionable monochromatic look pictured here, either with a lustrous clearcoat finish.

Seville. It reflects high standards, including yours.

Seville's standard aluminum alloy wheel.





SEVILLE ELEGANTE

f Seville is the ultimate Canadian luxury sedan, then Elegante is, without question, the ultimate Seville.

Everywhere you look, you see the distinctive character of this special edition.

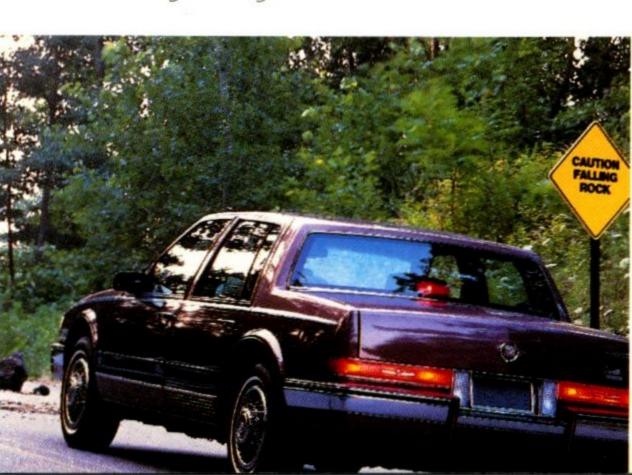
The exclusive "mid-tone" paint treatment sets Elegante apart from other luxury sedans. The standard tapered accent mouldings and wire wheel discs further distinguish the upper-most Seville.

Inside, the seating areas have a unique new design tailored in new Clarendon velour and leather. The

Inside, the seating areas have a unique new design tailored in new Clarendon velour and leather. The new door panels have the Elegante name embroidered on them. Front bucket seats indulge driver and passenger with six-way power adjusters, power lumbar support and power recliners. Elegante features premium Tampico carpeting throughout, even on the reversible floor mats.

Inside and out, Seville Elegante makes a bold and elegant statement...about itself, and about the person who drives it.

Seville's available anti-lock braking system gives you more control—including steering around an obstruction.





INTERIORS

ELDORADO: THE "DRIVER'S CAR"

Front bucket seats are crafted, newly-styled Mayfair velour cloth and leather with horizontal ribbed sew pattern. Six-way power adjustment for both driver and passenger is now standard while full leather is available for seating areas.

ELDORADO BIARRITZ

The most luxurious Eldorado, featuring genuine American walnut encasing the instrument panel, deep Tampico carpeting, reversible carpeted floor mats, and new Clarendon velour cloth complimenting leather in seating areas.

SEVILLE

This year's refinements to an already sumptuous interior include a new velour cloth with leather trim, broader headrests, a new sew pattern and safety shoulder harnesses for all outboard passengers—front and rear.

SEVILLE ELEGANTE

Sophistication abounds in this definitive Seville interior. As is the leather-trimmed Tilt and Telescope steering wheel, leather-trimmed headrests, front floor console, dual six-way power seat adjusters, power recliners, and power lumbar supports.





BROUGHAM/ BROUGHAM D'ELEGANCE

very year, the rear-wheel drive Brougham achieves more distinction by remaining true to its classic design.

The Brougham's unmistakable styling is every inch a Cadillac, inches that add up to the world's longest regular production car. Its unequalled 3085 mm (121.5") wheelbase delivers maximum highway cruising comfort. And the 5.0 litre V8 with four-barrel carburetor and new electronic spark control provides plenty of power to pass, or pull (when properly equipped with the available trailering package) up to 2269 kg (5,000 lbs.) of travel-trailer or boat. Brougham makes the perfect travelling companion for family vacations or business trips with a cavernous trunk capacity of 553.8 litre (19.5 cu. ft.) and the extended cruising range of its new 94.6L (20.8 gal.) fuel tank.

This year, Brougham debuts the Premier Classic roof treatment. This available design enhances Brougham's formal character while affording rear seat passengers an added degree of privacy. Brougham now rides on distinctive new dual-stripe tires with puncture-sealing tread. The 8 km/h (5 mph) bumpers retain the quality touch of triple plating with nickel, copper and chrome. And Brougham remains the only regular production automobile in Canada with genuine wire wheels still available.

There's generous accomodations for six adults, with plush seating that features nearly 1.5 m (5') of shoulder room both front and rear. On d'Elegance, driver and front seat passenger are further treated to the added luxury of six-way power seat adjusters while those in the rear have the convenience of adjustable reading lamps.

All passengers enjoy the electronic climate control system that can be set to a single degree. As the outside temperature varies, it automatically adjusts to maintain your preferred level of comfort. The system even includes a sensor to measure and electronically display the outside temperature.

Classic design, comfort and convenience. Cadillac's Brougham and Brougham d'Elegance.

Brougham's newly available formal roof affords even more privacy for rear seat passengers.





CADILLAC LIMOUSINES

he legendary tradition of Cadillac in custom limousines continues to be available. With its unmistakable styling and renowned comfort, the Cadillac Brougham inspires North America's premier coach builders to create custom limousines of classic distinction. These specially crafted vehicles offer you a wide range of body lengths and exterior styling touches that build on Brougham's unique personality. Ask your dealer for further details on ordering Cadillac Brougham Limousines.*





INTERIORS

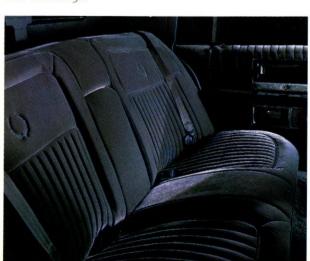
BROUGHAM

Prima cloth 55/45 front seating offers six-way power adjustment for the driver, or if you choose all seating is available in rich Sierra grain leather in seven colours. Dark Blue and Saddle are two new colour choices. New also are rear seat shoulder belts for outboard seat positions.

BROUGHAM D'ELEGANCE

Here is spacious room for six adults with a full compliment of attributes. In addition to Brougham's dual comfort 50/50 seating, d'Elegance includes power passenger seat recliner, 6-way passenger seat adjuster, rear sail panel reading lamps, and overhead assist handles as unique rewards.

1988 Brougham interior features an attractive Royal Prima Cloth trim design.





Brougham d'Elegance: available leather interior reflects the essence of Cadillac comfort and convenience.

A wide range of body lengths and personal interior touches allow you to customize your own particular Brougham-based limousine. Ask your dealer for details.



ENGINES

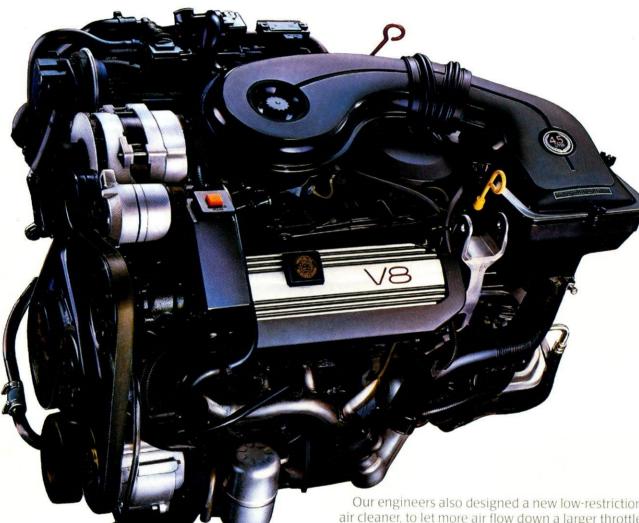
The new 4.5 litre DFI gasoline V8

Cadillac offers an exclusive new, larger, more powerful standard V8 engine in the 1988 DeVille, Fleetwood d'Elegance, Cadillac Sixty Special, Eldorado and Seville.

The 4.5 litre V8 with electronically controlled sequential-port fuel injection develops 155 horse-power (for an improved power-to-weight ratio) and, at 235 pounds-feet, the most torque of any front-wheel drive automobile in the world. This much torque means the engine will respond eagerly in normal city driving.

The increased power means the automatic transmission downshifts far less frequently. Our engineers call this "less shift busyness". For example, driving up a steep incline at maximum highway speed with the standard cruise control engaged, the transmission will stay in overdrive the entire climb, rather than downshift several times. You hear and feel fewer—or no—transmission shifts. Overall, the objectives for the 4.5 litre V8 were to maintain world-class driveability while, at the same time, increase available power.

One way to increase power and low-end torque is to increase size. Engineers increased the diameter of each cylinder a full 4 mm (to 92 mm). This brought the engine size up to 4.5 litres.



It is an exceptionally lively engine; in fact, it reduces 0-96 km/h (0-60 mph) acceleration by more than two full seconds over last year. As a result, you enjoy greater confidence on two-lane roads and when merging onto expressways.

Increased displacement and special refinements manifest themselves in other ways. Among them: the engine starts with authority whether it's -30°C (-22°F) in the dead of winter or a $+48^{\circ}\text{C}$ ($+120^{\circ}\text{F}$) sweltering summer day. And once started, you drive away smoothly at these temperature extremes or any temperature in between.

Our engineers also designed a new low-restriction air cleaner, to let more air flow down a larger throttle body (43 mm, up from 35 mm). A larger-diameter ($2\frac{1}{2}$ ") exhaust system and lower restriction catalytic converter reduced back pressure to let the engine breathe better and helped increase available power.

The next step to increase power was to reduce friction. New low-friction pistons and piston pins did just that. New roller valve lifters not only reduced friction, they helped increase power.

Reshaping the intake manifold into what's called a "dual-level" design improved mid-range torque and, with it, driving response. The results are, by every measure, impressive: 19% more horsepower and 18% more torque than the previous engine.

As for durability, actual production engines (not prototypes) were subjected to more than 1.6 million kilometres (one million test miles) during the validation phase. This followed more than 1.2 million kilometres (750,000 test miles) recorded during the development phase.

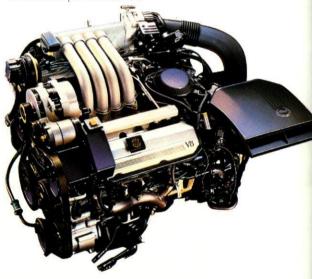
Scorching miles in the heat of Death Valley. Frigid miles in the cold of Fairbanks, Alaska. Tortuous miles up mountain roads to 12,000 feet. All for one overriding reason: to prove reliability.

Every production engine undergoes a full 48minute computer-controlled dynamometer test. This rigorous quality control is exclusive and unique in the automobile industry.

That's not all. As with the previous design, the new 4.5 litre V8's electronics systems constantly monitor every operation on the engine, taking into account such factors as outside temperature, engine temperature, barometric pressure, altitude, road speed and your driving. All to deliver consistently refined Cadillac performance.

The 4.1 litre gasoline V8

Allanté's sculptured hood covers a high-output 4.1 litre V8 specially designed and engineered for increased performance.



This engine develops 170 horsepower and 235 pounds-feet of torque, which gives Allanté Cadillac's best horsepower-to-weight ratio for spirited performance.

The 5.0 litre gasoline V8

When you purchase a 1988 Brougham, you get the largest displacement engine offered by Cadillac. The 5.0 litre gasoline V8 comes with a four-barrel carburetor, roller valve lifters (for reduced friction to help increase power), and new electronic spark control.

Electronic spark control has the seemingly incredible ability to detect poor quality gasoline (and other factors) and adjust spark timing to optimize engine performance.

This engine develops 140 horsepower and 225 pounds-feet of torque. This torque, developed at a low 2,000 rpm, makes the 5.0 litre V8 ideal for towing trailers up to 2268 kg (5,000 pounds) when your Brougham is equipped with the available trailering package.



ANTI-LOCK BRAKING SYSTEM

Allant

Allanté offers the exclusive Bosch III anti-lock braking system, standard. It is one of the most advanced anti-lock braking systems in production.

Among its specific refinements, for example, the hydraulic pump motor is mounted to the Allanté's automatic transaxle. As a result, its normal sounds rarely intrude upon the occupants.

Anti-lock braking: Cadillac leadership

Cadillac offers anti-lock braking on more models than any other North American manufacturer.

You may never need to utilize this feature, but there's tremendous confidence derived from knowing your Cadillac is equipped with an advanced electronic braking system that will help prevent wheel lockup. A braking system, furthermore, that can significantly reduce stopping distances under slippery weather conditions and help you maintain the ability to steer during braking manoeuvres.

For 1988, Cadillac's anti-lock brake system is standard on Fleetwood Sixty Special; available for De Ville, Fleetwood d'Elegance, Eldorado and Seville.

How anti-lock braking works

Consider a scenario where the pavement is slippery and you are driving at any legal speed. Suddenly a crate falls from a truck in front of you. Or someone opens a car door directly in your path. Your natural reaction is to jam on the brakes. What happens next takes less time than it took to read the word "what" at the beginning of this sentence.

An electronic sensor detects impending wheel lockup on the slick pavement, signalling potential skidding and the loss of steering.

Instantly, the computer-controlled anti-lock braking system begins applying and releasing pressure at each front wheel independently and the rear wheels as a pair, as traction demands, at the rate of 15 times per second—faster and more accurately than is humanly possible.

The wheels do not lock.

What's even more assuring is that during the entire braking manoeuvre, the computer keeps receiving "updates" on impending wheel lockup from every wheel—independently—and adjusts braking action accordingly.

As a result, the only conscious manoeuvers you make are to push on the brake pedal as hard as required, and steer around an obstruction. You can steer, because your wheels don't skid.

These are Cadillacs that can take the panic out of panic stops. And add to your peace of mind.



Wheel sensor (one of four) detects impending wheel lockup.

ALLANTÉ

SELECTED FEATURES AND SPECIFICATIONS

ROOF TREATMENTS

tautness of fit.

Aluminum hardtop with three glass windows removable. No tools required. Rear glass electrically heated. Convertible top—with three glass windows. Rear glass electrically heated. Includes power pulldown to ensure

COMFORT AND CONVENIENCE

Recaro leather seating areas. Each seat offers ten-way power adjustment and power recliner. Memory seat, on the driver's side, stores two positions and "Exit" setting. Choose from Maroon or Saddle Italian leather.

Electronic climate control—with outside temperature display. Air outlets designed specifically for Allanté's openbody configuration for maximum occupant comfort. **Pass-through trunk design.** With 453.4 Litres (16.0 cubic feet) of luggage space.

AS WELL A

electrically powered

· Audible reminders—headlights on, key in ignition, driver safety belt • Body computer module • Clock, digital display -in driver information centre • Console-leather-covered · Computer diagnostics, on-board · Cruise control · Defogger, side windows • Defroster, electric—rear window in both hardtop and convertible top . Door locks, electrically powered with central door unlocking • Driver information centre • Fuel filler door—with remote power release • Headrests. adjustable—vertical and tilt • Illuminated entry system • Illuminated visor vanity mirrors, driver and passenger · Lamps, exterior—including tungsten halogen composite headlamps • Lamps, interior—including foot well and stowage pass-through, overhead courtesy/map, door-mounted warning/courtesy, underhood and luggage compartment • Low brake fluid warning indicator • Low engine coolant level monitor • Low engine oil level monitor • Low fuel warning indicator • Low windshield washer fluid indicator • Luggage compartment lid release and pulldown—remote power · Mirrors, electrically powered and heated-

collapsible • Parking brake release—automatic • Steering wheel, tilt and telescope—leather-wrapped • Twilight sen-

tinel • Visors, padded dual sun-with extension • Windows-

APPEARANCE AND PROTECTION

Headlamp washer, power—with independent control.
Theft-deterrent system—open vehicle design.

Six clearcoat paints—three new for 1988. Choose from new Red, Black, or Gray Metallic plus Silver, or Gold metallic finishes. Pearl White tri-coat finish also available.

Choice of instrument panels. New all-analogue design or unique digital-analogue style.

AS WELL AS:

Centre high-mounted stop lamp • Lamps, tail-body colour
 Leather interior accents • Windshield wipers, controlled cycle system with adjustable delay feature

SOUND SYSTEM

Delco/Bose symphony sound system. (Please turn to page 37 for additional details.)

Power antenna.

FNGINE/CHASSIS

Bosch III anti-lock braking system. (Please turn to page 33 for additional details.)

Engine, high-output 4.1 litre V8 with sequential-port fuel injection, transversely mounted—Specially tuned for 170 bhp @ 4400 rpm. (Please turn to page 32 for additional details.)

Tires, P225/60VR-15 Goodyear Eagle VL blackwall radials.

Front-wheel drive.

AS WELL AS:

• Alternator, 120 amp • Battery—heavy-duty—Delco Freedom III • High-energy ignition • Parking brake—automatic release, multi-stroke apply • Spare tire, T125/70D-15, high-pressure compact type • Steering, power rack and pinion • Suspension, independent four-wheel • Transmission, special electronically controlled F7 four-speed automatic with overdrive and viscous converter clutch • Wheels, forged aluminum alloy—15"x 7", with locks

WARRANTY

You get the best coverage on any car you can buy in North America, foreign or domestic. The world's first SEVEN-YEAR 160,000 KM (100,000 MILE) Limited Warranty.

And better extended coverage than on any car you can buy in North America, foreign or domestic. Seven full years/160,000 km (100,000 miles) (whichever occurs first) on every major assembly.

Plus, specific enhancements and courtesies unique to Allanté owners.

* See your Cadillac dealer for the terms and conditions of this limited warranty.

SPECIFICATIONS

31	ECIFICATIONS
ngine gh-output 4.1 litre gasoline V8; sequential-port fuel injection	Standard
orsepower	170 bhp @ 4400 rpm
rque	230 lbft. @ 3200 rpm
iel Tank Capacity	83.3 litres (18.3 gallons)
ansmission	Unique F7 four-speed automatic with over- overdrive and viscous converter clutch
nal Drive Ratio	2.95:1 effective
ispension ont	Fully independent MacPherson strut with dual path mounts, coil springs, deflected-dis-

Specifications as of 8-31-87.

Brakes

Steering

Wheels and Tires

Overall length

Overall height

Turning Diameter

(curb-to-curb

Seating Capacity

Shoulder Room

Luggage Capacity

"pass-through"

Curb Weight

Headroom

Legroom

Hiproom

Rody width

Tread width

Overall Sizes

Exclusive Bosch III anti-lock four-wheel disc

Forged aluminum alloy with locks, 15" x 7"

2525 mm (99.4")

4573 mm (178.6")

1327 mm (52.2")

1866 mm (73.5")

Front 1524 mm (60.0%)

Rear 1524 mm (60.0")

1584.8 kg (3493.8 lbs)

11.0 M (36.1)

947 mm (37.3")

1095 mm (43.1")

1378 mm (54.3")

1464 mm (57.6")

453.4L (16.0 cu. ft.)

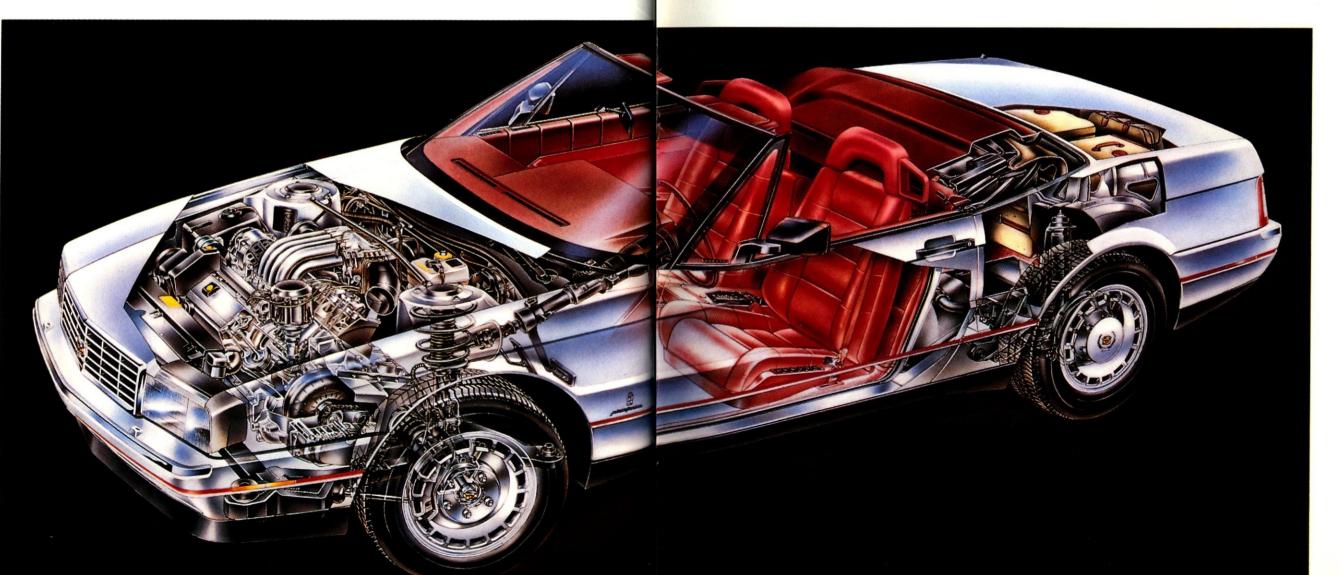
P225/60VR-15 Goodyear Eagle VL; V-rated;

low-profile steel-belted blackwall radial

Power rack and pinion with 15.5:1 ratio

braking system

Eully independent MacPherson strut with dual path mounts, coil springs, deflected-disc strut valving and 33mm hollow stabilizer bar Independent, isolated from body; single transverse composite spring, deflected-disc MacPherson struts



COMFORT AND CONVENIENCE

Electronic Climate Control with Outside Temperature Digital Display. Change interior temperature setting as precisely as one degree.

Tilt and Telescope Steering Wheel.

Six-Passenger Seating Capacity. Full-size roominess for six adults.

Electronic Cruise Control. With tap up/tap down incremental speed control.

Rear Door Power "Lock-Only" Switches. Locks all four doors. For added convenience (Sedans only).

Retained Accessory Power. Allows you to operate the power windows or the remote trunk lid release, and the radio, windshield wipers and washer for up to ten minutes after you turn off the ignition or until a door is opened.

Fuel Data Centre with Digital Fuel Gauge. Displays your instantaneous and average fuel economy, estimated driving range and more.

Power Trunk Lid Release and Pull-Down. Electronically Powered Outside Rearview Mirrors—car colour.

AS WELL AS:

• Armrest, Centre-Front and Rear • Ash Recievers—Two Front and Two Rear • Assist Handles—Overhead • Audible Reminders—Electronic Chimes for Headlights ON, Key in Ignition, Driver's Safety Belt • Body Computer Module · Cigarette Lighters-One Front and Two Rear · Clock, Digital Display (in radio) · Computer diagnostics—on-board · Defogger, Front Side Windows · Defroster, Electric Rear Window (includes heated outside rearview mirrors) • Door Locks, Electrically Powered • Door Pull Swing Handles • Fuel Filler Door, Remote Release • Headrests, Front Seat-Adjustable • Lamp Monitors—Front and Rear • Lights, Exterior—Includes Front Cornering Lamps and Composite Tungsten Halogen Low- and High-Beam Headlamps • Lights Interior-Underhood, Glove Compartment, Front Ash Receivers, Sunshade Support, Door Courtesy and Warning, Sail Panel Courtesy, Luggage Compartment • Litter Receptacle. Carpeted • Low Fuel Level Indicator • Low Windshield Washer Fluid Level Indicator • Multifunction Turn Signal Lever for Wipe/Wash/Dim • Pockets, Front Seatback • Seats, Dual Comfort, Split Front (Three-Passenger) • Seat. - Six-Way Power (Driver's Side) • Soft-Ray Tinted Glass • Trip Odometer-Push-to-Reset • Illuminated Visor Vanity Mirror-Passenger • Visors, Padded Dual Sun with Extensions • Windows, Electrically Powered-New Quieter Motors on Sedan Rear Windows • Windshield Wipers, Controlled Cycle, Two-Speed-Includes Fluidic Washer System and Submerged Pump.

SOUND SYSTEM

Antenna. Electrically Powered.

AM/FM Stereo Radio with Signal Seek, Scan and Digital Display (Electronically Tuned Receiver). 14 station presets.

APPEARANCE AND PROTECTION

Cadillac's 6-Year/100,000-Kilometre (60,000-Mile) Limited Warranty. Plus, 6-year/160,000 km (100,000 mile) corrosion (rust-through) protection. De Ville and Fleetwood are backed by a special limited warranty. In some cases, a deductible applies. See your dealer for details.

Closed-In, Limousine-Style Rear Window Treatment. This formal style adds elegance to De Ville/Fleetwood.

Door-into-Roof Design. For a quality fit and a custom-tailored appearance.

STANDARD FEATURES

Anti-Corrosion Treatments. In all, over 100 areas are specially treated.

Clearcoat Finish. Two final coats of clear acrylic are applied for a deep, rich lustre.

Royal Prima cloth seating with Contessa cloth inserts. Standard Wheel Discs (De Ville).

AS WELL AS:

Accent Striping • Bumper Guards—Front • Bumper Rub Strip—Front and Rear • Centre High-Mounted Stop Lamp
 Door Edge Guards—Car colour • Door Panels, Single Piece Inner and Outer • Door Sill Plates • Dual Rear Reflex Lenses
 • Floor Carpet-Trianon • Reversible Two-Sided Front and Rear Carpeted Floor Mats • Instrument Panel—Two-Tier Design • Low Brake Fluid Warning Indicator • Luggage Compartment, Carpeted • Mouldings—Including Body Side (Car Colour), Wide Rocker Panel, Wheel Opening • Roof, Metal—Painted (De Ville only) • Theft-Deterrent VIN Plates

ENGINE/CHASSIS

New 4.5 Litre DFI V8 Gasoline Engine. This new, more powerful transverse-mounted, front-wheel drive with automatic transmission V8, is a Cadillac exclusive. Includes Digital Fuel Injection and On-Board Computer Diagnostics. Automatically adjusts for altitude and outside temperature to help assure consistently smooth operation. (See page 32 for additional details.)

Front-Wheel Drive. Provides impressive traction in adverse weather.

Four-Speed Automatic Transmission with Overdrive and Viscous Converter Clutch. A Cadillac exclusive, the Viscous Converter Clutch provides a silkier drivetrain feel than conventional torque converters.

Independent Four-Wheel Suspension. For a smooth ride and responsive handling. Allows each rear wheel to react independently of the skew on uneven road surfaces or over humps.

Electronic Level Control. Automatically helps keep the car level

Steel-Belted Michelin All-Seasons Radial Whitewall Tires. These internationally renowned tires become standard equipment on Cadillacs for the first time.

AS WELL AS:

Battery—Delco-GM Freedom* III Heavy-Duty • Body-Frame Integral Construction • Brakes, Power—Front Disc • Generator, 120 Amp • High-Energy Ignition • Parking Brake Release—Automatic • Spare Tire, Compact High-Pressure Type, Laydown • Spare Tire Cover • Stainless Steel Exhaust System • Steering, Power-Assisted Rack-and-Pinion • Wheel Balance, Two-Plane Dynamic, Balance weights are put on both the inside and outside wheel rim flanges, if necessary, for added rolling smoothness • Wheel Jack stored in a box in right rear quarter of luggage compartment • Wheels and Tires—Computer Match-Mounted.

ADDITIONAL STANDARD FEATURES FOR FLEETWOOD D'ELEGANCE

COMFORT AND CONVENIENCE

Dual Comfort 45/55 Front Seats (Three-Passenger). Includes dual six-way power adjusters with power passenger front seatback recliner and manual recliner on driver's side.

Power Trunk Lid Release and Power Pull-Down. Electrically Powered Outside Rearview Mirrors—car

Illuminated Entry System. Turns on interior lights and illuminates driver's door lock when you touch the door pushbutton.

Prefocused Rear-Seat Reading Lamps. For added convenience.

Assist Handles. (Three)

APPEARANCE AND PROTECTION

Genuine American Walnut Instrument Panel and Door Trim Plates.

Full-Length, Bright, Wider, Lower Grooved Body Moulding.

Digital Instrument Cluster. Blue-green vacuum fluorescent displays are used for the speedometer, odometer and trip odometer.

Reversible Floor Mats of Deluxe Tampico Carpeting.

Formal Cabriolet Vinyl Roof Treatment. Features narrow textured lace mouldings around the roof periphery, the closed-in limousine-style rear window and rear side windows.

AS WELL AS:

Wire Wheel Discs with Locks • Electroluminescent Opera Lamps • Special Fleetwood Seat Trim Design • Tucked seating areas in Royal Prima cloth • Fleetwood d'Elegance Identification—includes script on lower portion of rear quarter windows and glove box • "Fleetwood" on deck lid • Floor Carpet, Deluxe Tampico • Safety Belt Buckles with wreath and crest ornamentation • Trunk Mat.

ADDITIONAL STANDARD FEATURES FOR FLEETWOOD SIXTY SPECIAL

APPEARANCE AND PROTECTION

132 mm (5.2") longer wheelbase. For extra riding comfort. 132 mm (5.2") of additional rear seat legroom. For added passenger comfort.

102 mm (4.0") more overall length. For a limousine-like appearance.

Footrests for rear-seat passengers. For more luxury and comfort.

Rear overhead visor vanity console. With two illuminated vanity mirrors for passengers.

AS WELL AS:

• Full padded roof cover treatment • Glove box door ornamentation • "Sixty Special" on door sill plates and glove box door • "Fleetwood Sixty Special" on rear end panel.

ENGINE/CHASSIS:

Anti-Lock Braking System. An advanced braking system that will prevent wheel lockup and help maintain the ability to steer. (See page 33 for details.)

Stainless Steel Exhaust System for Extended Life.

COMFORT AND CONVENIENCE

Automatic Day/Night Inside Rearview Mirror. Automatically adjusts to non-glare mode. (Standard on

Fleetwood Sixty Special.)

Memory Seat. Remembers two preset driver's seat positions. There's also the added convenience of an "exit" button which moves the seat all the way down and back for easier exit. (Standard on Fleetwood Sixty Special, available Fleetwood d'Elegance).

Automatic Door Locks. Shifting the transmission into any gear automatically locks all doors. Put the transmission into Park and the doors automatically unlock. (Standard on Fleetwood Sixty Special).

Easy Option Package. A more attractive, efficient way to order options. Ask your dealer for details. (De Ville, Fleetwood d'Elegance.)

AS WELL AS:

• Recliner, Power—Driver's Seat (De Ville, Fleetwood d'Elegance) • Recliner, Power—Front Passenger's Seat (standard, Fleetwoods) • Seat Adjuster—Six-Way Power Front Passenger's Side (Standard, Fleetwoods) • Twilight Sentinel (Standard, Fleetwoods) • Trumpet Horn (De Ville) • Trunk Lid Release with Power Pull-Down (Standard, Fleetwoods)

SOUND SYSTEMS

The driving pleasure of the new 1988 Cadillac is greatly enhanced by the Delco Electronics Sound Systems. These radios are designed with the same technology and expertise that are utilized in the design of body and engine computers, electronic climate control, theft-deterrent systems and many other automotive electronic devices.

Delco-GM/Bose Symphony Sound System. Customized to the exact dimensions and acoustical characteristics of your Cadillac. 14 station presets. This 100-watt system includes integral Cassette Auto-Reverse Tape Player. Also features tape equalization for metal, chromium or normal bias tape.

This world-class audio technology provides the discriminating Cadillac owner the level of comfort and enjoyment expected when driving a Cadillac.

Delco-GM AM Stereo*/FM Stereo Electronically Tuned Receiver with Cassette Tape Player. With Five-Band **Graphic Equalizer.**

*Receives C-Quam AM Stereo broadcasts. C-Quam is a registered trademark of Motorola, inc.

APPEARANCE AND PROTECTION

Cabriolet Half-Roof Treatment. Features narrow textured lace mouldings around the roof periphery, the closed-in limousine-style rear window and rear quarter windows. Includes Opera Lamps. (Available Coupe de Ville only).

AVAILABLE FEATURES

Full Cabriolet Roof Treatment (simulated convertible roof). Recreates the look of a convertible and is available in White, Black, Dark Blue, Dark Chestnut, Light Chestnut or Dark Garnet (Available Coupe de Ville, cloth or vinyl).

Two-Tone Paint Treatment. Five combinations add further distinction and beauty (not available on Sixty Special).

Touring Model: (Sedan deVille only). Includes specific exterior features with Rear Spoiler, Front Air Dam with Integral Fog Lamps, lower Charcoal Gray Valance Panels and Side Mouldings. Interior Decor with Leather Seating Areas, Leather-Wrapped Steering Wheel, Rear Headrests, Dual Electric Remote Mirrors, Ride and Handling Suspension, Styled Aluminum Wheels, Specific Paint Schemes (Four).

AS WELL AS:

Astroroof (Except on Sixty Special or Simulated Convertible Roof Treatments) • Fuel Filler Door, Remote Release (De Ville) • Leather Seating Areas—Includes Leather-Trimmed Front Headrests • Paint, Firemist • Steering Wheel Rim, Leather-Trimmed • Theft-Deterrent System (Standard on Fleetwood Sixty Special) • Wheel Discs, Wire (Locking) (De Ville) • Wheels, Aluminum Alloy—14" or 15" design.

ENGINE/CHASSIS

Ride and Handling Touring Package. (Included on Sedan DeVille Touring Model). Contributing to refined road manners are 15-inch aluminum alloy wheels and high-performance, low-profile Goodyear Eagle GT+4 mud and snow rated all-seasons P215/65R-15 blackwall tires. (White-wall design available). Also includes a 32mm diameter solid front stabilizer bar, an 18mm diameter solid rear stabilizer bar, tighter front and rear strut valving tuned to Cadillac specifications, higher front and rear spring and suspension bushing rates and faster-ratio steering.

Goodyear Eagle GT+4 Mud and Snow Rated Tires (included with available Ride and Handling Package).

Anti-Lock Braking System. Electronic sensors at each wheel detect impending wheel lockup. Instantaneously, the computer-controlled Anti-Lock Braking System begins applying and releasing pressure at each front brake individually and the rear brakes as a pair, as traction demands, at the rate of 15 times per second—far faster and more accurately than is humanly possible.

Your wheels do not lock! This system can significantly reduce stopping distances under slippery conditions and help maintain the ability to steer. (Standard on Fleetwood Sixty Special). (See page 33 for additional details.)

AS WELL AS

Engine Block Heater.

SPECIFICATIONS

Engine 4.5 Litre V8 Gasoline Engine with Digital	
Fuel Injection	Standard
Horsepower	155 bhp @ 4200 rpm
Torque	235 lbft. @ 2600 rpm
Fuel Tank Capacity	68.1 Litres (15 gallons approx.)
Transmission	Four-speed automatic with overdrive and viscous converter clutch
Final Drive Ratio	2.97:1 Effective
Suspension	
Front	Fully independent MacPherson struts, coil springs, 30 mm solid stabilizer bar
Rear	Fully independent deflected disc strut valving, coil/springs and superlift shock absorbers, 12 mm solid stabilizer bar and Electronic Level Control
Brakes	Power front disc-rear drum, self-adjusting with audible wear indicators (on disc brake
Parking Brake Action	Foot pedal with vacuum automatic release Mechanical on rear brakes
Telltale Light	Indicates hydraulic malfunction, low vacuu or parking brake applied
Anti-Lock Braking System (Fleetwood Sixty Special)	Includes regular brake components plus wheel sensors, computer and hydraulic powered booster with electronic controller.
Steering	Power Rack-and-Pinion with 19.4:1 Ratio
Wheels and Tires	
Wheels	14" x 6"
Tires	P205/75R-14 Michelin Steel-Belted All-Seasons Whitewall Radial

Anti-Lock Braking System (Fleetwood Sixty Special) Includes regular brake comp wheel sensors, computer and powered booster with electro		iter and hydraulic	
Steering	Power Rack-and-Pinio	Power Rack-and-Pinion with 19.4:1 Ratio	
Wheels and Tires Wheels Tires	14" x 6" P205/75R-14 Michelin Steel-Belted All-Seasons Whitewall Radial		
	Coupe de Ville, Sedan de Ville/ Fleetwood d'Elegance Sedan	Fleetwood Sixty Special Sedan	
Overall Sizes Wheelbase Overall Length Overall Height Body Width Tread Width—Front —Rear	2815 mm (110.8") 4992 mm (196.5") 1397 mm (55.0") 1820 mm (71.7") 1532 mm (60.3") 1518 mm (59.8")	2947 mm (116.0") 5124 mm (201.7") 1397 mm (55.0") 1820 mm (71.7") 1532 mm (60.3") 1518 mm (59.8")	
Turning Diameter (wall-to-wall) (curb-to-curb)	12.7 M (41.7) 12.0 M (39.3)	13.1 M (43.0°) 12.4 M (40.6°)	
Curb Weight Coupe de Ville Sedan de Ville Fleetwood d'Elegance	1463.6 kg (3227 lbs.) 1493.0 kg (3291.4 lbs.) 1519.1 kg (3349.0 lbs.)	1545.9 kg. (3408 lbs.)	
Seating Capacities (front/rear)	3/3	3/3	
Headroom Front	997 mm (39.3")	997 mm (39.3")	
Headroom Rear	968 mm (38.1")	968 mm (38.1")	
Legroom Front	1078 mm (42.4")	1078 mm (42.4")	
Legroom Rear Coupe Sedan	1051 mm (41.4") 1048 mm (41.3")	1150 mm (45.3")	
Hip Room Front	1376 mm (54.2")	1376 mm (54.2")	
Hip Room Rear	1336 mm (52.6") (Coupe) 1364 mm (53.7") (Sedan) 1364 mm (53.7")		
Shoulder Room Front	1499 mm (59.0") (Coupe) 1502 mm (59.1") (Sedan) 1502 mm (59.1")		
Shoulder Room Rear	1464 mm (57.6") (Coupe) 1488 mm (58.6") (Sedan) 1488 mm (58.6")		
Trunk Capacity	457.1L (16.1 cu.ft.)	457.1L (16.1 cu.ft.)	

On/Volume Treble

Scan Seek

Fush-Prog
Tune

Bass

Crosk

On

Crosk

On

Figure Search

Seek

Figure Search

Fi

1988 ELDORADO AND SEVILLE

STANDARD FEATURES

COMFORT AND CONVENIENCE

Driver Information Centre. A vacuum fluorescent display for outside temperature, day/date, time, fuel economy data, range, engine display data (including tachometer) and more.

Digital Instrument Cluster. Features digital readout of speedometer, mileage and trip odometers and fuel gauge, vacuum fluorescent display of low fuel indicator and "cruise control engaged" indicator.

Retained Accessory Power. Allows you to operate many standard and available features up to 10 minutes after you turn off the ignition or until a door is opened, including the electrically powered windows, power trunk lid release, wipers, stereo radio and available Astroroof.

Body Computer Module. Provides enhanced function of body-related customer convenience items including Driver Information Centre, digital instrument cluster, Electronic Climate Control, retained accessory power, Cruise Control, Twilight Sentinel, flash-to-pass feature, Battery Guard feature, electrical system check, expanded body system

Dual 6-Way Power Front Bucket Seats with New Larger Headrests (Two-Passenger). With manual driver and passenger seat recliners.

Front-Floor Console. Includes automatic transmission shift selector, fold-down armrest, two storage compartments, optional cassette storage, rotating cup holder, spring-loaded coin holder and more.

Electronic Climate Control with Sunload-Sensor. Automatically adjusts the system even when the sun goes behind

Electronic Cruise Control with tap up/tap down incremental speed control.

Electrically Powered Windows and Door Locks (Seville features Rear Door Lock Switch).

Power Trunk Lid Release with Power Pull-Down.

Twilight Sentinel. Automatically turns headlamps on and off. Delay timer included.

Leather-Trimmed, Tilt and Telescope Steering Wheel. **Electrically Powered Outside Rearview Mirrors** (Car-Coloured).

Illuminated Entry System.

· Armrest, Centre-Front and Rear · Armrest, Front Doors and Rear Quarters • Ash Receivers—One Front and Two Rear

- · Assist Handles-Overhead (Front and Lock Pillar Eldorado) • Audible Reminders—Headlights On, Key in Ignition. Safety Belt • Cigarette Lighters—One Front and Two Rear
- Clock, Digital Display (In Driver Information Centre) Controlled Cycle Wiper System with new "Wet-Arm"
- Washer System · New Ball-bearing Submerged Washer Motor • Defogger, Front Side Windows • Defroster, Electric Rear Window • Digital Fuel Gauge • Door-into-Roof Design • Door Pull Straps (Seville) • Door Pull Swivel Handles
- (Eldorado) Floor Mats Fuel Filler Door, Remote Release · Headrests—Front Seats, Adjustable · Lamp Monitors— Front and Rear • Lights, Exterior-Including Tungsten Halogen Front Cornering Lights and Tungsten Halogen Compo-
- site Headlamps Lights, Interior—Underhood, Glove Compartment (2), Front Ash Receiver, Instrument Panel Courtesy, Overhead Dual Map, Door Courtesy and Warning, Rear Reading (Prefocused), Sail Panel Courtesy, Luggage Compartment • Low Brake Fluid Warning Indicator · Low Windshield Washer Fluid Level Indicator · Luggage Compartment-Carpeted • Parking Brake Release, Automatic-Multi-Stroke System with Automatic Release • Soft-Ray Tinted Glass • Trip Odometer, Digital • Illuminated

SOUND SYSTEM

able sunshades/extensions.

Power Antenna-with New Rear Quarter Mounting. Delco Electronically Tuned Receiver with Cassette Tape Player with AM stereo*/FM stereo and Five-Band Graphic Equalizer, Symphony Sound.

Visor Vanity Mirrors • Visors, Padded Dual Sun-with adjust-

*Receives C-Quam AM stereo broadcasts. C-Quam is a registered trademark of Motorola, Inc.

APPEARANCE AND PROTECTION

Cadillac's 6-Year/100,000-kilometre (60,000-mile) Limited Warranty. Plus, 6-year/160,000 kilometre (100,000 mile) corrosion rust-through protection. In some cases, a deductible applies. See your dealer for details.

Genuine American Walnut Interior Trim (Seville only).

AS WELL AS:

· Anti-Corrosion Treatments · Bumper Fascias wrap around to wheel openings • Bumper Guards—Front and Integral Rear • Bumper Rub Strip-Front and Rear • Centre High-Mounted Stop Lamp • Clearcoat Paint • Door Sill Plates with specific model identification • Floor Carpet • Front Seat Back Trim Panel • Mouldings—Including Body Side (Car Colour), Rocker Panel (Black on Eldorado, Car Colour on Seville), Door Edge, Wheel Openings • New Improved Theft-Resistant Steering Column • New Rear Lap and Shoulder Belts; New Comfort Release on Front Shoulder Belts • Theft-Deterrent VIN Plates • Wreath and Crest Ornamentation.

ENGINE/CHASSIS

New 4.5 Litre DFI V8 Gasoline Engine. This front-drive. transverse-mounted V8 is a Cadillac exclusive. Includes Digital Fuel Injection and On-Board Computer Diagnostics. Automatically adjusts for altitude and outside temperature. (Turn to page 32 for details.)

Independent Four-Wheel Suspension. MacPherson Struts in the front and transverse fiberglass leaf spring rear suspension. Allows each rear wheel to react independently of each other on even road surfaces or over bumps.

Four-Speed Automatic Transmission with Overdrive and Viscous Converter Clutch. A Cadillac exclusive, the Viscous Converter Clutch provides a silky drivetrain feel. Front-Wheel Drive.

Power Four-Wheel Disc Brakes.

Electronic Level Control. Automatically helps keep the car

Power-Assisted Rack-and-Pinion Steering. Aluminum Alloy Wheels-14".

AS WELL AS:

• Body-Frame Integral Construction • Delco-GM Freedom* III Heavy-Duty Battery • Generator, 120 Amp • High-Energy Ignition • Spare Tire—Compact high-pressure type • Spare Tire Cover • Tires, Steel-Belted, All-Seasons Radial Whitewall

ADDITIONAL STANDARD FEATURES ON ELDORADO BIARRITZ AND SEVILLE ELEGANTE COMFORT AND CONVENIENCE

Power Lumbar Support Adjusters and Power Recliners for Front Bucket Seats.

Front Seatback Pockets.

Leather-Trimmed Headrests.

APPEARANCE AND PROTECTION

Genuine American Walnut Trim plates on Instrument Panel, Console and Doors. Trim Plates (Door Trim plates – Elégante only).

Two-Tone Paint Treatment on Biarritz.

Mid-Tone Paint Treatment on Elegante.

New Cabriolet Padded Roof with Opera Lamps and moulding modifications (Biarritz only).

New Design Closed-In Rear Window Treatment (Biarritz

Wire Wheel Discs with Locks.

New Special Interior Trim and Front Bucket Seats.

 Accent Moulding (Brushed and Bright Body Side—Biarritz) Biarritz or Elegante Identification
 Floor Carpet—Deluxe Tampico Carpeting • Floor Mats-Deluxe Reversible Tampico Carpeted, Front and Rear · Paint Stripe, Biarritz.

COMFORT AND CONVENIENCE

Astroroof, Power. Glass panel can either be retracted or tilted up. Includes assist handles, adjustable sunshade and air deflector. (Astroroof reduces headroom slightly). (Not available with full padded roof).

Automatic Day/Night Mirror. Automatically adjusts the rearview mirror to the non-glare mode.

Easy Option Package. A more attractive, efficient way to order options. Ask your dealer for details. (Eldorado, Seville.)

AS WELL AS:

• Door Locks, Automatic • Recliner, Power—Passenger Seat

SOUND SYSTEMS

The driving pleasure of the new 1988 Cadillac is greatly enhanced by the Delco Electronics Sound Systems. These radios are designed with the same technology and expertise that are utilized in the design of body and engine computers, electronic climate control, theft-deterrent systems and many other automotive electronic devices.

This world-class audio technology provides the discrimating Cadillac owner the level of comfort and enjoyment expected when driving a Cadillac.

Delco-GM/Bose Symphony Sound System. Customized to the exact dimensions and acoustical characteristics of your Eldorado or Seville, this premium sound system combines one of Delco-GM's most sophisticated Electronically Tuned Receivers (ETR™) with Bose's patented Direct/ Reflected sound reproduction design. Includes integral cassette tape player.

APPEARANCE AND PROTECTION

Brushed and Bright Upper Accent Moulding (Seville only). Wide Brushed and Bright Body Side Accent Moulding (Eldorado only).

Mid-Tone Paint Treatment (Seville only). Features a primary colour for the hood, deck lid, roof and lower body, and a secondary colour for the midsection. A brushed and bright upper accent moulding is included with this paint

Monotone Paint Treatment (Standard, Seville, Eldorado; Available, Elegante, Biarritz). For those who prefer the simple elegance of one colour.

Phaeton Roof Treatment (Seville only). (Not available Elégante). Created for Seville. Recreates the look of convertible coachwork.

Simulated Convertible Roof. Available in White, Black, Dark Blue, Dark Chestnut and Light Chestnut. New Full Padded Roof (Eldorado only; not available

Security Option Package. Includes Illuminated Entry System, Remote Fuel Filler Door Lock, Automatic Door Locks and Theft-Deterrent System.

AS WELL AS:

Accent Striping—Side and Deck Lid (Eldorado only)

• Floor Mats—Carpeted, Reversible—Front and Rear • Leather Seating Areas • Paint, Firemist

1988 ELDORADO AND SEVILLE

AVAILABLE FEATURES

ENGINE/CHASSIS

Anti-Lock Braking System. Electronic sensors at each wheel prevent lockup. Instantaneously, the computer-controlled Anti-Lock Braking System begins applying and releasing pressure at each front brake individually and the rear brakes as a pair, as traction demands, at the rate of 15 times per second—far faster and more accurately than is humanly possible. Your wheels do not lock! This system can significantly reduce stopping distances under slippery conditions and help maintain the ability to steer. (See page 33 for additional details.)

Touring Suspension. 15-inch aluminum alloy wheels and Goodyear Eagle GT+4 mud and snow rated Low-Profile, High-Performance Tires (P215/65R-15 blackwalls standard, new narrow whitewall available), Rear Stabilizer Bar, Larger Front Stabilizer Bar, Springs and Specially Tuned Components comprise the Touring Suspension.

• Engine Block Heater • Wire Wheel Discs with Locks (Not Available with Touring Suspension) • Wheels, Styled Aluminum Alloy, 15"x 6", locking—with Touring Suspension



SPECIFICATIONS

31	ECIFICATIONS
Engine 4.5 Litre V8 with Digital Fuel Injection	Standard
Horsepower	155 bhp @ 4200 rpm
Torque	235 lbft. @ 2600 rpm
Fuel Tank Capacity	70.7 Litres (15.5 gallons)
Transmission	Four-speed automatic with overdrive and viscous converter clutch
Final Drive Ratio	2.97:1 Effective
Electrical	12 volt, negative connected to ground.
Freedom* III Heavy-Duty Battery Delco-GM Generator	Side terminals. No filler/vent caps.
	120 amp
Suspension Front	Fully independent, MacPherson strut with dual path mounts, coil springs, Pliacell shock absorbers integral in strut, and 29 mm stabilizer bar
Rear	Independent, isolated from body with single transverse fiberglass spring, Superlift shock absorbers, Electronic Level Control
Brakes	Power four-wheel vented disc, self-adjusting zero drag
Parking Brake Action	Multistroke foot pedal with vacuum automatic release Mechanical on rear brakes
Telltale Light	Indicates hydraulic malfunction, low vacuum or parking brake applied
Linings	Audible wear indicators
Steering Gear Ratio	Power Rack-and-Pinion 16.5:1
Wheels and Tires Wheels Tires	Aluminum alloy 14" x 5.5" (15" x 6" with Touring Suspension) P205/75R-14 GM Specification steel-belted all-seasons whitewall radial (P215/65R-15 blackwall or whitewall with available Touring Suspension).

	Eldorado	Seville
Overall Sizes		
Wheelbase	2743 mm (108.0")	2743 mm (108.0")
Overall Length	4812 mm (189.4")	4780 mm (188.2")
Overall Height	1365 mm (53.7")	1365 mm (53.7")
Body Width	1811 mm (71.3")	1802 mm (70.9")
Tread Width—Front	1522 mm (59.9")	1522 mm (59.9")
-Rear	1522 mm (59.9")	1522 mm (59.9")
Turning Diameter		
(wall-to-wall)	12.8 M (42.0°)	12.8 M (42.0)
(curb-to-curb)	12.0 M (39.4)	12.0 M (39.41)
Curb Weight	1523.0 kg (3358.5 lbs)	1550.4 kg (3410.0 lbs
Seating Capacity		2/2
(front/rear)	2/3	2/3
Headroom Front	960 mm (37.8")	962 mm (37.9")
Headroom Rear	961 mm (37.8")	962 mm (37.9")
Legroom Front	1078 mm (42.4")	1078 mm (42.4")
Legroom Rear	925 mm (36.4")	925 mm (36.4")
Hip Room Front	1409 mm (55.5")	1409 mm (55.5")
Hip Room Rear	1408 mm (55.4")	1420 mm (55.9")
Shoulder Room Front	1463 mm (57.6")	1454 mm (57.2")
Shoulder Room Rear	1460 mm (57.5")	1454 mm (57.2")
Trunk Capacity	400.2L (14.1 cu.ft.)	400.2L (14.1 cu.ft.)

1988 BROUGHAM (RWD)

STANDARD FEATURES

COMFORT AND CONVENIENCE

Dual Comfort 55/45 Front Seats (Three-Passenger). Allow driver and right front passenger to adjust seats for maximum comfort.

Tilt and Telescope Steering Wheel.

Illuminated Entry System. Pushing either front door handle button illuminates keyhole and turns on inside courtesy lights for ease of entry.

Defroster, Rear Window—with Heated Outside Mirrors.
Traditional Full-Size Trunk 553.8L (19.5 cu. ft.) of usable

Traditional Full-Size Trunk 553.8L (19.5 cu. ft.) of usable cargo space.

Controlled Cycle Wipers. Delay feature allows adjustment of wiping action for light rain or other conditions.

Twilight Sentinel.

AS WELL AS:

· Accent Striping (Side and Deck Lid) · Armrest, Centre-Front and Rear • Armrest, Doors-Front and Rear • Ash Receivers—Two Front and Two Rear · Assist Handles—Front Seatback • Audible Reminders—For Headlights On, Key in Ignition, Driver's Safety Belt • Cigarette Lighters—Two Front and Two Rear • Clock, Digital Display (in radio) • Door Locks, Electrically Powered • Door Pull Swing Handles • Electronic Climate Control with Outside Temperature Digital Display · Headlamp Dimmer Switch, Column-Mounted · Headrests, Front Seats - Adjustable • Lamp Monitors - Front and Rear · Lights, Exterior—Including Front Cornering Lights and Tungsten Halogen Low- and High-Beam Headlamps . Lights, Interior-Underhood, Glove Compartment, Front Ash Receivers, Sunshade Support, Door Courtesy and Warning, Luggage Compartment · Litter Receptacle, Carpeted · Low Fuel Warning Level Indicator • Mirrors, Right and Left Outside

Rearview, Electric Remote Controlled—Right Convex • Pockets, Front Seatback • Seat Adjuster—Six-Way Power (Driver's and Passenger's Seat) • Soft-Ray Tinted Glass • Steering Wheel, Tilt and Telescope • Illuminated Visor Vanity Mirror—Passenger • Visors, Padded Dual Sun • Windows, Electrically Powered • Windshield Washer Fluid Low Level Indicator • Windshield Wipers, Three-Speed—With Fluidic Windshield Washer System.

SOUND SYSTEM

Antenna-Power.

Radio. AM/FM stereo Signal Seeking and Scanner with Digital Display and Cassette (Electronically Tuned Receiver). 14 station presets. Includes extended frequency range front speakers and extended frequency range rear speakers.

APPEARANCE AND PROTECTION

Full Padded Roof Treatment. The padded roof incorporates a closed-in limousine-style rear window treatment.

Royal Prima cloth and seat trim design.

Anti-Corrosion Treatments. With over 100 specially treated areas.

Wheel Discs. With wreath and crest.

Opera Lamps • Theft-Deterrent VIN Plates.

AS WELL AS

 Accent Moulding • Bumper Guards—Front • Bumper Rub Strip—Front and Rear • Centre High-Mounted Stop Lamp
 Deck Lid Reflex Lenses • Door Sill Plates • Floor Carpet
 Luggage Compartment, Carpeted • Mouldings—Including Body Side (Car Colour), Wide Rocker Panel, Wheel Opening

ENGINE/CHASSIS

5.0 Litre V8 Engine. This powerful four-barrel V8 engine offers responsive acceleration. Includes new electronic spark control. (Turn to page 32 for details.)

Four-Speed Automatic Transmission with Torque Converter Clutch. The overdrive fourth gear reduces engine speed approximately 30% for a quiet, Cadillac ride.

COMFORT AND CONVENIENCE

viewing mode.

AS WELL AS:

door (Brougham).

cally unlocks all doors

Automatic Day/Night Inside Rearview Mirror. Automati-

cally adjusts the rearview mirror to the non-glare mode.

When glare subsides, the mirror returns to the normal

Electrically Powered Astroroof. Retractable tinted glass

Automatic Door Locks. Shifting the transmission into any forward gear automatically locks all the doors of your

Cadillac. Putting the transmission into "park" automati-

New Fully Padded Roof Treatment. New, more formal rear

window treatment together with new, closed-in rear quar-

Remote Unlocking Fuel Filler Door. Locking or unlocking

car doors also automatically locks or unlocks fuel filler

ter window and door treatment. Drip mouldings match

body colour. Elegant monochromatic colour schemes.

nanel also includes an adjustable sunshade.

Adjustable Rear Seat Reading Lamps.

Recliner, Power—Front Passenger's Seat

APPEARANCE AND PROTECTION

New Gold-and White-Stripe, Puncture-Sealing, Steel-Belted All-Seasons Radial Whitewall Tires. With an all-seasons tread design for wet braking performance and snow traction.

AC MIELL AC

• Battery—Delco-GM Freedom * III • Brakes, Power—Front Disc • Generator, 94 Amp • High-Energy Ignition • Parking Brake Release, Automatic • Spare Tire, Compact High-Pressure Type • Spare Tire Cover • Steering, Power • Wheels and Tires—Computer Match-Mounted.

ADDITIONAL STANDARD FEATURES FOR BROUGHAM D'ELEGANCE

COMFORT AND CONVENIENCE
Adjustable Rear Seat Reading Lamps.
Power Passenger Front Seat-Back Recliner.
Power Remote Fuel Filler Door Lock.

ACM/ELL AC

 Assist Handles—Three Roof-Mounted • Seats, Front—Dual Comfort 50/50 (Three-Passenger)

APPEARANCE AND PROTECTION Tufted Multi-Button Seat Trim Design.

Accent Striping (Side and Deck Lid).
D'Elegance Embroidery on Doors.

AS WELL AS

• D'Elegance Identification • Floor Carpet—Deluxe Tampico

 Floor Mats—Deluxe Tampico Carpeted Rubber, Front and Rear • Leather-Wrapped Steering Wheel.

Radio shown not available in Canada



1988 BROUGHAM (RWD)

AVAILABLE FEATURES

Security Option Package. Includes Remote Fuel Filler Door Lock. Automatic Door Locks and Theft-Deterrent System. Window decals announce that this protective feature is helping to safeguard your Cadillac 24 hours a day. Automatically activated if the integrity of the doors is violated. A driver's seat presence switch provides an added measure of security against unauthorized vehicle use.

Special Interior Trim.

Authentic Wire Wheels, 15" x 6" with Locks.

AS WELL AS:

- Floor Mats, Carpeted Rubber, Front and/or Rear (Deluxe
- Tampico Carpeted Mats Standard on Brougham d'Elegance)
 Leather Seating Areas Luggage Compartment Mat
- Paint, Firemist Steering Wheel Rim, Leather-Trimmed (Brougham) Wheel Discs, Wire (Brougham).

ENGINE/CHASSIS

Electronic Level Control. Included with Trailering Customizer Package. Automatically adjusts to changing loads—additional passengers or added luggage weight—to help keep the car level.

Trailering Package. Permits towing trailers up to 2268 kg. (5,000 lbs.—including cargo) Includes: • Electronic Level Control with 24 mm stabilizer bar • Heavy-Duty Battery and Cooling • Heavy-Duty Springs and Shock Absorbers • Specific Drive Shaft • 3.23:1 Rear Axle Ratio • Modified Transmission Shift Points • Trailering Wiring Harness • 105 Amp Alternator.

AS WELL AS:

• Engine Block Heater • Heavy-Duty Ride Package.

SPECIFICATIONS

Engine 5.0 Litre Gasoline V8 with Four-Barrel	
Carburetor	Standard
Horsepower	140 @ 3200 RPM
Torque	255 lbft. @ 2000 rpm
Fuel Tank Capacity	94.6 Litres (20.8 gallons)
Electrical Delco-GM Freedom* II Plus Heavy-Duty Battery	12-volt negative connected to ground, side terminals. No filler/vent caps
Generator	94 amp
Transmission	Four-speed automatic with overdrive and torque converter clutch
Rear Axle Differential	Hypoid Type
Final Drive Ratio	2.93:1
Suspension	
Front	Fully independent, short/long arm coil springs and tubular-direct acting shock absorbers with 28 mm solid stabilizer bar
Rear	Four-link live axle with coil springs and tubular-cirect acting shock absorbers with 16 mm stabilizer bar.
Brakes	Power front disc/rear drum, self-adjusting
Parking Brake Action	Foot pedal with vacuum automatic release Mechanical on rear brakes
Telltale Light	Indicates hydraulic malfunction, low vacuur or parking brake applied
Linings	Audible wear indicators (on disc brakes)
Steering Gear Ratio	Variable ratio power Power rotary recirculating valve with 15-13: variable ratio
Wheels and Tires	150.00

Overall Sizes Wheelbase 3085 mm (121.5°) Overall Length 5614 mm (221.0°) Overall Height 1441 mm (56.7°) Body Width 1912 mm (75.3°) Tread Width—Front 1568 mm (61.7°) -Rear 1542 mm (60.7°) Turning Diameter

white sidewall radial

P225/75R-15 GM Specification Puncture-Sealing steel-belted all-seasons gold-and-

1508 mm (59.4")

1508 mm (59.4")

553.8L (19.5 cu. ft.)

(wall-to-wall) (curb-to-curb)	13.4 M (44.1) 12.4 M (40.5)
Curb Weight	1847.5 kg (4073 lbs.)
Seating Capacity (front and rear)	3/3
Headroom Front	991 mm (39.0")
Headroom Rear	967 mm (38.1")
Legroom Front	1067 mm (42.0")
Legroom Rear	1047 mm (41.2")
Hip Room Front	1405 mm (55.3")
Hip Room Rear	1408 mm (55.4")

Specifications as of 8-31-87

Shoulder Room Front

Shoulder Room Rear

Trunk Capacity



40

SAFETY FEATURES

By Cadillac

1. New Vehicle Limited Warranty—12 months or

20,000 kilometres, whichever comes first.

2. Powertrain Coverage—6 years or 100,000 kil-

ometres, whichever comes first on gasoline

3. Major Assembly Coverage – 5 years or 80,000

General Motors recognizes that taking delivery

ensure that your delivery experience contributes

to your overall satisfaction, we have implemented

This procedure includes a thorough new vehi-

cle inspection by both the service technician and

salesperson, and a follow-up survey to determine

General Motors "Commitment to Excellence"

While there are many service contracts available

on the market today, there is only one which

gives you an agreement directly with General

assures you that the service contract you are

program of its kind available to GM owners.

Motors. It is the one with the GM Protection Plan

logo shown above. This logo on all Plan material

buying is the GM Plan. We believe it is the finest

vides additional protection during and after the new vehicle limited warranties. Ask your General Motors dealers for details and information about

GM Protection Plan Major-Guard Coverage pro-

your satisfaction with the delivery experience.

is yet another excellent reason to "Look at GM

of your new vehicle is a significant event. To

a "Commitment to Excellence" Delivery

kilometres, whichever comes first (\$100

Vehicle Identification Number • Marked body

FOR YOUR PROTECTION*

engines (\$100 deductible).

4. Owner Assistance Program.

5. Special Policy Adjustment Program.

deductible).

* Ask your dealer for details.

Procedure.

Today".

Protection

Plan

MAJOR-GUARD COVERAGE

the genuine GM Protection Plan.

COMMITMENT TO

2000/10000

OCCUPANT PROTECTION

Manual Lap/Shoulder Safety Belts for Driver and Right Front Passenger (Driver Side Includes Visual and Audible Warning System) • Manual Lap/ Shoulder Safety Belts (Seville, Eldorado and Brougham) and Manual Lap Belts (deVille, Fleetwood) at Outer Rear Seat Positions • Manual Lap Safety Belts Centre Front and Rear Seat Positions, Where Applicable • Energy Absorbing Steering Column • Energy Absorbing Instrument Panel

 Energy Absorbing Front Seatback Tops Laminated Safety Windshield Glass
 Safety Interlocking Door Latches • Side-guard Door Beam · Passenger-Guard Inside Door Lock Handles • Inertia-Locking, Folding Front Seatbacks (Coupes) • Safety Armrests • Head Restraints, Driver & Right Front Passenger (Adjustable) • Pressure Lock Radiator Cap · Dual Sun Visors.

ACCIDENT AVOIDANCE

Side Marker Lights and Reflectors • Parking Lamps That Illuminate with Headlamps • Four-Way Hazard Warning Flasher • Back-Up Lights • Centre High-Mounted Stop Lamp • Directional Signal Control with Lane Change Feature • Windshield Defroster, Washer and Dual-Speed Wipers (3-Speed on Fleetwood Limousine, Pulse type on Brougham, Seville and Eldorado) • Inside Rearview Mirror with Vinyl-Bonded Glass • Outside Left and Right Rearview Mirrors • Brake System with Dual Master Cylinder and Warning Light • Starter Safety Switch • Dual Action Hood Latch

- System Low Glare Finish on Instrument Panel Top, Inside Windshield Mouldings, Wiper Arms/ Blades, Metallic Steering Wheel Surfaces
- Illuminated Heater and Defroster Controls Tires with Built-In Tread-Wear Indicators • Safety Road Wheel Rims • Audible Brake Lining Wear Indicators, Disc Brakes • Self-Adjusting Brake Feature
- Pressure Relief Fuel Cap.

AVAILABLE ACCIDENT AVOIDANCE FEATURE

 Anti-Lock Braking System (Standard on Allante and Fleetwood Sixty Special, Available DeVille, Fleetwood d'Elegance, Eldorado, Seville)

THEFT DETERRENCE

- Audible Reminder for Ignition Key Removal
- Theft Deterrence Steering Column Lock Visible

Your 1988 GM passenger car was designed and built to resist corrosion. It comes with a standard 6-year/160,000 kilometres corrosion perforation warranty. Application of additional rust-inhibiting materials is not necessary or

A WORD ABOUT CORROSION PROTECTION

GMAC

FINANCING OR LEASING,

IT'S AS EASY AS GMAC

The good feeling that comes when you buy or

lease a new GM vehicle can be enhanced when

it comes to making the financial arrangements.

General Motors Acceptance Corporation. With

GMAC it's done right in the showroom. Terms

can choose your own monthly payment date.

So when the times comes, just tell us "I want

GMAC." We'll take it from there while you relax.

And the rates are friendly as can be.

are tailor-made to suit your personal needs. You

which is why so many people finance with

required under the 6-year/160,000 kilometre corrosion coverage. Ask your dealer for details.

A WORD ABOUT THIS CATALOGUE

The vehicles described in this catalogue incorporate components produced by General Motors of Canada Limited and related companies and suppliers. During manufacturing, different components than initially scheduled may be used.

All illustrations and specifications contained in this catalogue are based on the latest product information at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colours, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this catalogue is available at extra cost or can only be ordered in conjunction with the other optional equipment. Some options may not be available when your vehicle is built. Check with your dealer for complete

Cadillacs are equipped with engines produced at facilities operated by GM car groups, subsidiaries or affiliated compa-

information.

A WORD ABOUT ENGINES

nies worldwide.

GM AUTOPLEX: A PLEDGE TO CANADA. AN EXAMPLE TO THE WORLD.

Throughout North America, General Motors is embarking on a new manufacturing program that is setting new standards for building cars and trucks right into the next century.

In Canada, it's called GM Autoplex. Although our technology and techniques are ultra modern, our philosophy still holds true to the original standard set by Col. Sam McLaughlin, GM Canada's first president—"One grade only, and that the best"

That philosophy, exemplified in the GM Canada workforce, was one of the main reasons Canada was chosen to spearhead this worldclass program.

Consider the calendar of events. In 1987, GM Autoplex was part of our new truck program. In 1988, it will include a new GM world-class car program. By 1989, when all the key elements have been put in place, GM Autoplex will be the largest single automotive manufacturing complex in North America.

But the philosophy goes beyond even a project of this magnitude. Our on-going objective is to make sure that every vehicle that we make reflects GM's standard of excellence.

To maintain that excellence, we are insisting on more supplier involvement at the early stages of production, more training for the employees and greater use of sophisticated technology like robotics and fibre optics.

This is GM's on-going commitment to excellence, to Canada and to you. A commitment to produce the best quality cars and trucks possible at a price that's competitive.





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