

CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION

DETROIT, MICHIGAN 48232



STANDARD OF THE WORLD

September 26, 1966

TO: CADILLAC DEALERS

SUBJECT: 1967 CADILLAC PUBLICITY KIT

Enclosed for your information is the 1967 Cadillac press kit which has been sent to the news media for release September 30, 1966.

We thought you might find this kit both interesting and helpful in the coming year.

If we can help you in any way regarding news about the 1967 Cadillac, or news in your area of business, don't hesitate to call on your zone office or Public Relations here in Detroit.

William J. Knight
William J. Knight
Director of Public Relations



1967 CADILLAC FLEETWOOD ELDORADO (foreground) & DE VILLE CONVERTIBLE

For Release: PM's of September 30, 1966

Cadillac has 12 models for 1967 highlighted by a completely new luxury personal car--the front-wheel-drive Fleetwood Eldorado (foreground). Styling of the other 11 models, including the De Ville Convertible (background), is distinctively different while maintaining the traditional Cadillac "look."



1967 CADILLAC COUPE DE VILLE



1967 CADILLAC FLEETWOOD BROUGHAM



1967 CADILLAC FLEETWOOD ELDORADO



1967 CADILLAC FLEETWOOD ELDORADO