

Make it a year to remember
...with a car
you'll never forget.



A youthful Coupe deVille,
most popular Cadillac of them all.



A magnificent new Fleetwood Brougham.



A bold new Eldorado Coupe by Cadillac.



Cadillac 1975.

Here's what makes it such a rewarding experience...and

TOTAL CADILLAC VALUE

The loyalty of Cadillac owners is legend. Over the years, they come back to Cadillac again and again and again. Year-in and year-out. Cadillac repeat ownership is among the highest of any U.S. car. The reason for this remarkable loyalty? We like to think that it's a tangible thing we call Total Cadillac Value. It's the value that is inherent in your Cadillac when you buy it. When you drive it. When you sell it. But Total Cadillac Value is more than just a dollars-and-cents proposition. It is also the feeling of well-being that Cadillac owners have come to expect ...in things like luxurious interiors, convenience items and the spacious Cadillac trunk...which, to many owners, epitomizes everything that is good and true about Cadillac.



NEW OVERALL OPERATING ECONOMY

But there are many other things that make this year's Cadillac such a memorable buy. You can save on fuel and recommended maintenance. Thanks

to Cadillac's new Maximum Mileage System. (We call it the Maximum Mileage System because it represents the most advanced engineering and technology that Cadillac can offer for 1975.)

CADILLAC'S NEW FUEL ECONOMY EPA tests show that a 1975 DeVille with the Maximum Mileage System used less fuel than its 1974 counterpart. Savings, naturally, would vary according to



gasoline prices in your area and driving habits. And there's a Fuel Monitor System available. It lets you know how you are driving...green for efficiently...amber for inefficiently. Speaking of efficiency, Automatic Climate Control has an "Economy" setting that allows the unit to operate with the compressor disengaged. Thereby, helping to improve fuel economy.

SAVE ON RECOMMENDED MAINTENANCE, TOO

The System includes GM's Catalytic Converter, High Energy Ignition, Fast Warm-up Carburetion and GM Specifi-

cation Steel-Belted Radial Tires. The predominant savings occur in fewer scheduled changes for spark plugs, oil filters and lubrications. The System has no points or ignition condenser to replace and the spark plugs alone should last up to 22,500 miles. How much will you save? Using unleaded fuel, if you follow the owner's manual for recommended service, a 1975 DeVille with the System could save you nearly \$350 on parts, lubricants and labor over a 1974 model using leaded fuel. This savings is figured over 50,000 miles. (About 4 years of average driving.) Parts and labor will vary throughout the country, but we have used current list prices and figured labor at \$11 an hour.



such a memorable buy.

EXPERIENCE CADILLAC'S NEW EXCITEMENT

Cadillac for 1975 must be experienced to be truly appreciated.

Most assuredly, Total Cadillac Value makes sense to the pocketbook. But the excitement that Cadillac generates... for both driver and passenger...appeals to the senses.

We offer our exciting, new interiors available as a case in point...with the new "shirred" look, the new soft leathers, the rich velours and the finely detailed plaids.

True elegance. True excitement.



THE NEW FEATURES

You also have the option of adding to your Cadillac's excite-

ment and memorability with these exciting features. There's our new glass-domed AstroRoof that's available for



1975. A sunny way to bring an extra dimension of enjoyment to driving and owning a Cadillac.

Consider driving convenience. Available is an Illuminated Entry System. It illuminates the door lock cylinder and the front and rear courtesy lamps simultaneously when you push the door handle button.

And Eldorado passengers can rest easy. Thanks to a Recliner Seat that is available on models with passenger side six-way power adjuster.

CADILLAC FUEL INJECTION

Here's something that many people have been waiting for.



It's Cadillac's new computer-controlled Electronic Fuel Injection System. A solid state computer under the dash precisely measures the fuel and air that go into each separate chamber at each stroke of the piston. And it constantly adjusts to new conditions, new altitudes. This can

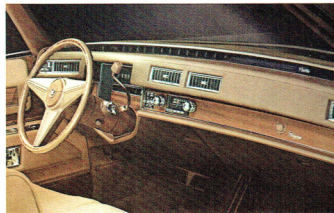
result in a host of advantages for the car owner.

CADILLAC DRIVING PLEASURE

Smoothness and comfort. Roominess and quiet. What else could we be talking about but the 1975 Cadillac ride?

After all, that is what owning a Cadillac is all about. The pleasure that driver and passengers share. The comfort of a carefully crafted American automobile.

That's what Cadillac for 1975 is all about. And that's why the experience is so rewarding...the buy so memorable.



Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models. Some equipment and features shown or described are available at added cost.

Cadillac resale: Another aspect of Total Cadillac Value.

Cadillac is traditionally one of the leaders in resale value among U.S. cars. The reason is quite simple. Regardless of its year, a Cadillac is still a Cadillac. A car of elegance, performance and value. In these times, you owe it to yourself to find out what Total Cadillac Value can mean to you. Talk it over with your authorized Cadillac Dealer soon.

At the same time, perhaps you can even test drive a '75 Cadillac.



Cadillac

...an American Standard for the World.

