

C A D I L L A C

S T Y L E



NINETEEN
HUNDRED
NINETY

Visionary design, meticulous craftsmanship

Every 1990 Cadillac has an elegant, distinctive road presence which is uniquely Cadillac.

Cadillac's proven technology accommodates your personal preferences, needs and comforts so effortlessly, you may wonder how you did without it.

Cadillacs meet or exceed every federal safety requirement and offer extra measures of security.

For example, PASS Key,[®] proven so effective it may qualify you for comprehensive insurance discounts, is standard on all front-wheel-drive Cadillacs.

Cadillac Style. Culminating in automobiles so superlative, they have been preferred by more Americans over every other luxury nameplate for forty-one consecutive years.



The Fleetwood Sixty Special features the extraordinary comfort of patented 22-way power-adjusting front seats.



Every Cadillac surrounds you and your family with a rigid safety cage. It's designed to protect you.

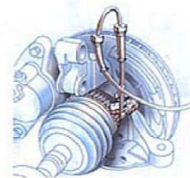
The stunning realism of a compact disc music system is now standard in Allanté, and available in all other Cadillacs.



Cadillac Style means there can be no mistaking the distinctive presence of any 1990 Cadillac on the road.

Cadillac offers the availability of anti-lock brakes on more models than any other American luxury car company.

A magnetic sensor next to a rotating toothed ring on each wheel provides wheel-speed information to the ABS computer.



Ice



Gravel



Water



Snow

Anti-lock brakes help you maintain steering control while braking on a wide variety of surfaces.

PERFORMANCE, CADILLAC STYLE

Travel in the passing lane without leaving the comfort zone.

Every 1990 Cadillac is powered by a V8 engine, a commitment shared only by Rolls-Royce. Cadillac insists on V8 power because it not only generates abundant horsepower, but does so with remarkable smoothness and refinement.

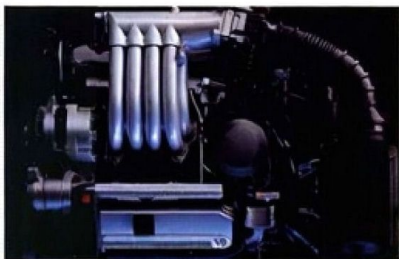
Witness the new 4.5 liter V8. It features advanced sequential-port fuel injection that generates 25 more horsepower and more torque than last year for more responsive acceleration. Yet, matched with refined transmissions and final drives, it applies this force smoothly and effortlessly.

Cadillac takes an equally balanced approach to suspensions. An available touring suspension isolates you from uneven road surfaces. Yet it provides driving enthusiasts with crisp cornering and a firm road feel.



Sequential-port fuel injectors assure precise fuel delivery with split-second accuracy for even greater power.

A new 4.5 liter V8 with sequential-port fuel injection gives the Seville STS as well as Fleetwood, DeVille, Eldorado and Seville even more power than last year.



Allante's tuned sequential-port fuel-injected V8 delivers 200 horsepower and 270 lbs.-ft. of torque, the most torque of any front-wheel-drive automobile sold in the world.



This available new 5.7 liter V8 for Brougham, employing advanced digital fuel injection, generates 175 horsepower and 295 lbs.-ft. of torque for responsive acceleration.



Brougham's standard 5.0 liter V8 generates 160 horsepower and 238 lbs.-ft. of torque for dynamic response. It can even detect substandard-quality gasoline and adjust automatically for smoother performance.



A refined suspension gives the Allante, Seville and Eldorado even crisper response during cornering than last year.



Brougham's new 5.7 liter V8, available exclusively with a special towing package, affords you the

increasingly rare capability of towing boats and trailers weighing up to 5,000 pounds.



Allante's Variable Assist Steering automatically provides more power steering support at low speeds to make parking effortless.



At higher speeds, it offers reduced support for improved stability and road feel.

CADILLAC®

ALLANTÉ

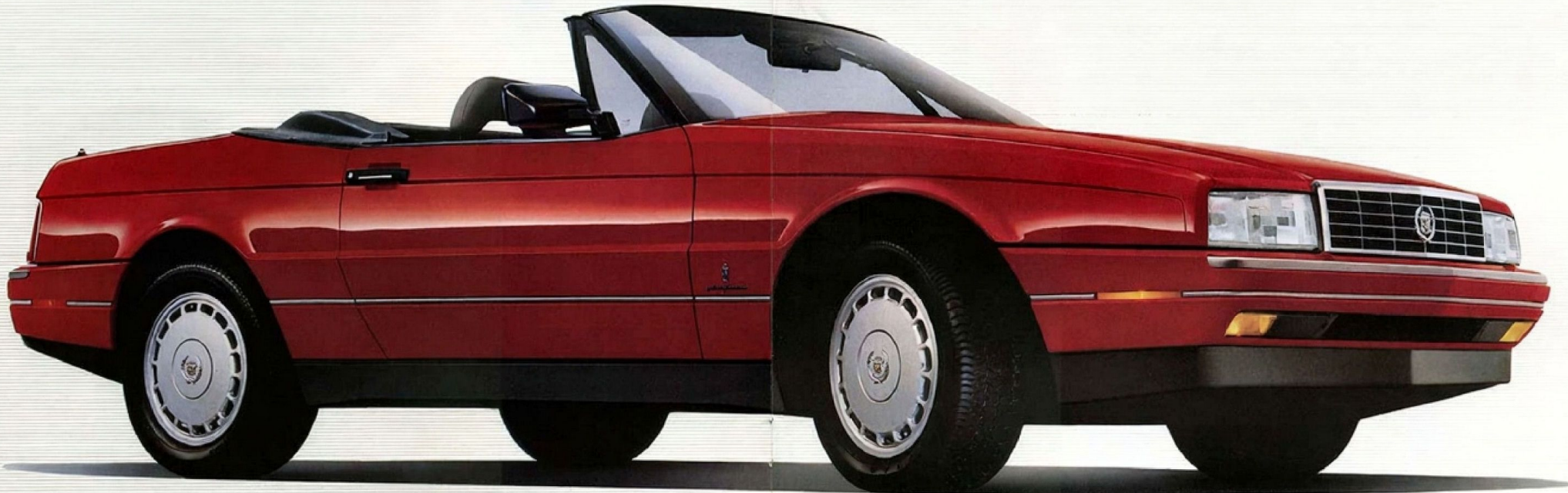


With coachwork designed and handcrafted in Italy by Pininfarina, this ultra-luxury roadster combines European road manners, renowned Cadillac comfort, and a powerful V8 to create a unique driving experience.



Allanté interior with Chateau leather seating areas.

STYLE



Allanté® shown in Red.

C A D I L L A C

FLEETWOOD



With its new, more powerful V8, spacious six-passenger comfort, distinctive styling and standard anti-lock brakes, the 1990 Fleetwood offers you a most gracious way to accept more power.



Fleetwood Sixty Special interior with Dark Blue ultra-soft leather seating areas.

S T Y L E



Fleetwood® Sedan shown in Black Sapphire.

CADILLAC®

DEVILLE



Combining a new, more powerful V8 with full-size six-passenger comfort and renowned Cadillac amenities, DeVille lets you travel in the passing lane without leaving the comfort zone.



Sedan de Ville interior shown with available Black leather seating areas.

STYLE



Sedan de Ville™ shown in Black.

C A D I L L A C ®

COUPE DE VILLE

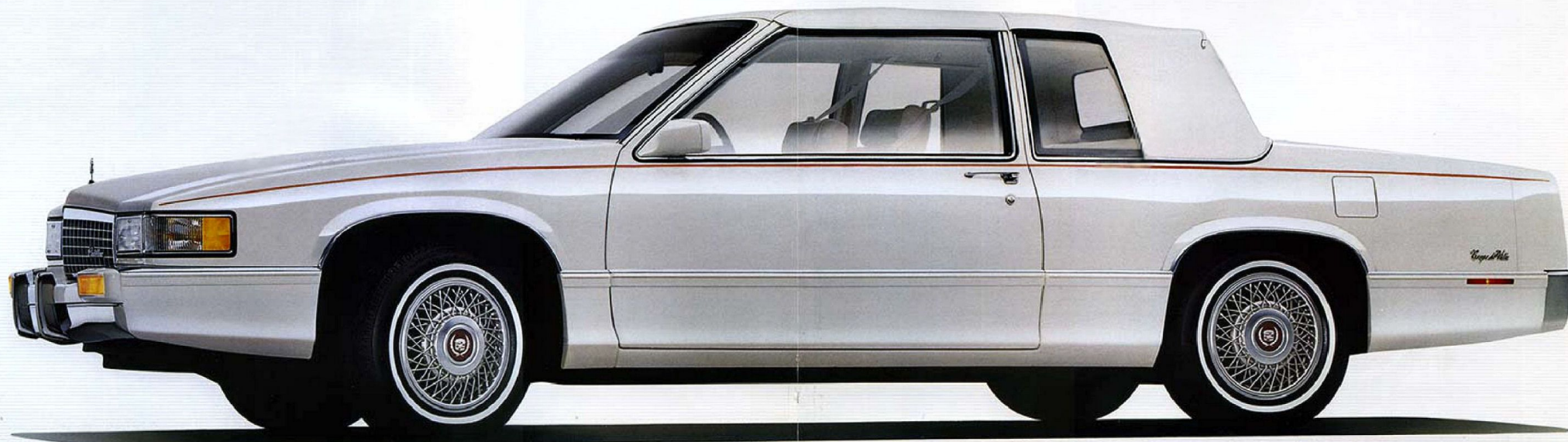


The Coupe de Ville offers luxury you can be very comfortable with. Including distinctive two-door styling. Six-passenger comfort. And a new, more powerful, sequential-port fuel-injected V8.



Standard DeVille interior shown in Garnet Prima Vera cloth.

S T Y L E



Coupe de Ville™ shown in White with available full cabriolet roof.

C A D I L L A C®

ELDORADO



For 1990, Eldorado has a new, more powerful sequential-port fuel-injected 4.5 liter V8 engine and bold new styling refinements. Giving you more power to express yourself through America's definitive personal luxury coupe.



Eldorado interior shown with available Garnet leather seating areas.

S T Y L E



Eldorado™ shown in Carmine Red.

C A D I L L A C®

SEVILLE



For 1990, Seville's elegance and superior comfort are enhanced by distinctive new styling refinements and the confident response of a new, more powerful V8.



Seville interior shown with available Dark Blue leather seating areas.

S T Y L E



Seville® shown in Black Sapphire with available Phaeton roof.

C A D I L L A C®

S T Y L E



Seville STS A new, more powerful V8. Hand-finished elm burl. Over 95 square feet of ultra-soft leather. And sophisticated anti-lock brakes. These facets and more give the Seville STS truly international stature.



C A D I L L A C

BROUGHAM



The distinctively new Cadillac Brougham with standard anti-lock brakes gives you the undiminished size and uncompromised, six-passenger comfort you would expect only from America's longest regular production automobile.



Brougham interior shown with available Black leather seating areas.

S T Y L E



FEATURE AND SPECIFICATION HIGHLIGHTS

INDICATES NEW STANDARD AND AVAILABLE FEATURES

ALLANTÉ

STANDARD FEATURES HIGHLIGHTS

- Convertible with soft top, analog instrument panel
- Delco/Bose Symphony Sound System with compact disc player
- Hardtop/Convertible with hard and soft top and choice of digital or analog instrument panel
- P225/55R16 Goodyear Eagle V-rated tires on 16" forged aluminum wheels
- Supplemental Inflatable Restraint system (air bag)
- Traction Control
- 4.5 liter V8 with tuned sequential-port fuel injection
- Bosch III anti-lock brakes
- Central door unlocking from all locks
- Convertible top with three glass rear windows
- Electric rear-window defoggers for both tops
- Electronic climate control
- Express-down driver and passenger windows
- Front lamp-out substitution
- Front-wheel drive
- Leather-covered seating areas, console, center armrest, door armrests
- Leather-trimmed tilt steering wheel
- Memory driver seat—two settings plus exit
- PASS Key* theft-deterrent system
- Power headlamp washers
- Power rack and pinion Variable Assist Steering
- Recaro® 10-way power seats
- Removable hardtop (no tools required) with glass windows
- Speed Dependent Damping

AVAILABLE FEATURES HIGHLIGHTS

- Digital instrument panel for convertible
- Pearl White paint for Convertible
- Cellular mobile telephone by Motorola

ASSURANCE PLAN HIGHLIGHTS

- 7-year/100,000-mile powertrain, rust-through, major assembly limited warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	200-hp 4.5 liter V8 with tuned sequential-port fuel injection
Transmission	Exclusive four-speed automatic with viscous converter clutch
Brakes	Bosch III power anti-lock four-wheel disc
Steering	Variable Assist power rack and pinion
Suspension	Fully independent with Speed Dependent Damping
Wheelbase	2525mm/99.4"
Length	4536mm/178.7"
Height	1327mm/52.2"
Width	1866mm/73.5"
Weight	1997.6kg/332.5 lbs.
Luggage (including "pass-through")	0.46 cu. m/16.25 cu. ft.

*See your dealer for terms and conditions of these limited warranties.

FLEETWOOD SEDAN FLEETWOOD COUPE FLEETWOOD SIXTY SPECIAL

STANDARD FEATURES HIGHLIGHTS

- 4.5 liter V8 with sequential-port fuel injection
- Enhanced structure and special acoustic treatment for ride smoothness and quietness
- Front-seat armrest with removable coin holder, cup holder, cassette tape and CD storage
- PASS Key* theft-deterrent system
- Supplemental Inflatable Restraint system (air bag)
- Anti-lock brake system
- Delco music system: AM stereo/FM stereo radio, cassette tape, five-band graphic equalizer
- Digital instrument cluster
- Electronic climate control
- Express-down power driver window
- Illuminated driver and passenger visor vanity mirrors
- Illuminated rear visor vanity mirrors (sedans)
- Leather-trimmed tilt steering wheel
- Remote power fuel filler door release
- Six-way power driver and passenger seat
- Walnut interior trim—genuine American high-gloss

AVAILABLE FEATURES HIGHLIGHTS

- Express-open Astrorof
- Delco/Bose Gold Series music systems
- Gold ornamentation
- Memory driver seat

WARRANTY HIGHLIGHTS

- 4-year/50,000-mile Gold Key Bumper to Bumper and 6-year/100,000-mile rust-through warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	180-hp 4.5 liter V8 with sequential-port fuel injection
Transmission	Four-speed automatic with viscous converter clutch
Brakes	Teves power anti-lock front disc/rear drum
Steering	Power rack and pinion
Suspension	Fully independent with electronic level control
Wheelbase:	
Coupe	2815mm/110.8"
Sedans	2890mm/113.8"
Length:	
Coupe	5148mm/202.7"
Sedans	5222mm/205.6"
Height:	
Coupe	1394mm/54.9"
Sedans	1400mm/55.2"
Width:	
Coupe	1863mm/73.3"
Sedans	1863mm/73.3"
Weight:	
Fleetwood Coupe	1603.4kg/3535.0 lbs.
Fleetwood Sedan	1641.1kg/3618.0 lbs.
Fleetwood Sixty Special	1658.8kg/3656.0 lbs.
Luggage:	
Coupe	0.51 cu. m/18.1 cu. ft.
Sedans	0.52 cu. m/18.4 cu. ft.

SEDAN DEVILLE COUPE DEVILLE

STANDARD FEATURES HIGHLIGHTS

- 4.5 liter V8 with sequential-port fuel injection
- Driver and passenger visor vanity mirrors
- Enhanced structure and special acoustic treatment for ride smoothness and quietness
- Front-seat armrest with removable coin holder, cup holder, cassette tape and CD storage
- Leather-trimmed tilt steering wheel
- Manual scabbard recliners—driver and passenger
- PASS Key* theft-deterrent system
- Supplemental Inflatable Restraint system (air bag)
- Cruise control
- Delco music system: AM stereo/FM stereo radio, cassette tape, five-band graphic equalizer
- Electrically powered outside rearview mirrors
- Electrically powered windows and door locks
- Electronic climate control
- Express-down driver window
- Power luggage compartment lid release
- Six-way power driver seat adjuster

AVAILABLE FEATURES HIGHLIGHTS

- Express-open Astrorof
- Anti-lock braking system
- Delco/Bose Gold Series music systems
- Gold ornamentation

WARRANTY HIGHLIGHTS

- 4-year/50,000-mile Gold Key Bumper to Bumper and 6-year/100,000-mile rust-through warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	180-hp 4.5 V8 with sequential-port fuel injection
Transmission	Four-speed automatic with viscous converter clutch
Brakes	Power rack and pinion
Steering	Fully independent with electronic level control
Suspension	Fully independent with electronic level control
Wheelbase:	
Coupe DeVille	2615mm/103.0"
Sedan DeVille	2890mm/113.8"
Length:	
Coupe DeVille	5148mm/202.7"
Sedan DeVille	5222mm/205.6"
Height:	
Coupe DeVille	1394mm/54.9"
Sedan DeVille	1401mm/55.2"
Width:	
Coupe DeVille	1842mm/72.5"
Sedan DeVille	1842mm/72.5"
Weight:	
Coupe DeVille	1572.2kg/3466.1 lbs.
Sedan DeVille	1607.0kg/3542.8 lbs.
Luggage:	
Coupe DeVille	0.51 cu. m/18.1 cu. ft.
Sedan DeVille	0.52 cu. m/18.4 cu. ft.

Receives C-Quantum stereo broadcasts. Most AM stereo stations across the country broadcast in C-Quantum but some do not. Check with your local stations for compatibility in your area.

ELDORADO ELDORADO BIARRITZ

STANDARD FEATURES HIGHLIGHTS

- 4.5 liter V8 with sequential-port fuel injection
- Electric rear-window defogger—includes heated outside rearview mirrors
- Enhanced structure for ride smoothness and quietness
- Illuminated driver and passenger visor vanity mirrors
- Illuminated entry system
- Leather seating areas in Eldorado Biarritz
- Luggage compartment mat
- Styling refinements add further distinction
- Supplemental Inflatable Restraint system (air bag)
- Console, overhead with reading lamps
- Cruise control
- Delco music system: AM stereo/FM stereo radio, cassette tape, five-band graphic equalizer
- Digital instrument cluster
- Electrically powered outside rearview mirrors
- Electrically powered windows and door locks
- Electronic climate control
- Express-down driver window
- Leather-trimmed tilt steering wheel
- Oil-life indicator
- PASS Key* theft-deterrent system
- Power fuel filler door release
- Power luggage compartment lid release and pull-down
- Recliner, manual—front seats
- Six-way power driver and passenger seat adjusters
- Twilight sentinel

AVAILABLE FEATURES HIGHLIGHTS

- Anti-lock braking system
- Delco/Bose Gold Series music systems
- Gold ornamentation
- Leather seating areas (standard in Biarritz)

WARRANTY HIGHLIGHTS

- 4-year/50,000-mile Gold Key Bumper to Bumper and 6-year/100,000-mile rust-through warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	180-hp 4.5 liter V8 with sequential-port fuel injection
Transmission	Four-speed automatic with viscous converter clutch
Brakes	Power four-wheel disc
Steering	Power rack and pinion
Suspension	Fully independent with electronic level control
Wheelbase	2743mm/108.0"
Length	4862mm/191.4"
Height	1365mm/53.7"
Width	1836mm/72.4"
Weight	1553.8kg/3425.5 lbs.
Luggage	0.40 cu. m/14.1 cu. ft.

SEVILLE SEVILLE STS

STANDARD FEATURES HIGHLIGHTS

- 4.5 liter V8 with sequential-port fuel injection
- Carpeted front and rear floor mats
- Electric rear-window defogger—includes heated outside rearview mirrors
- Enhanced structure for ride smoothness and quietness
- Illuminated driver and passenger visor vanity mirrors
- Illuminated entry system
- Luggage compartment mat
- Power passenger seat recliner
- Styling refinements add further distinction
- Supplemental Inflatable Restraint system (air bag)
- Cruise control
- Delco music system: AM stereo/FM stereo radio, cassette tape, five-band graphic equalizer
- Electrically powered outside rearview mirrors
- Electrically powered windows and door locks
- Electronic climate control
- Express-down driver window
- Genuine birdseye maple interior accents (Seville)
- Genuine high-gloss elm burl interior accents (Seville STS)
- Leather-trimmed tilt steering wheel
- Oil-life indicator
- PASS Key* theft-deterrent system
- Power fuel filler door release
- Power luggage compartment lid release and pull-down
- Power recliner and lumbar control, front seats
- Six-way power driver and passenger seat adjusters
- Twilight sentinel

AVAILABLE FEATURES HIGHLIGHTS

- Anti-lock braking system (standard on Seville STS)
- Delco/Bose Gold Series music systems
- Gold ornamentation (not available on Seville STS)
- Leather seating areas (standard on Seville STS)

WARRANTY HIGHLIGHTS

- 4-year/50,000-mile Gold Key Bumper to Bumper and 6-year/100,000-mile rust-through warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	180-hp 4.5 liter V8 with sequential-port fuel injection
Transmission	Four-speed automatic with viscous converter clutch
Brakes:	
Seville	Teves power anti-lock four-wheel disc
Seville STS	Teves power anti-lock four-wheel disc
Steering	Power rack and pinion
Suspension	Fully independent with electronic level control
Wheelbase	2743mm/108.0"
Length	4846mm/190.8"
Height	1365mm/53.7"
Width	1828mm/72.0"
Weight:	
Seville	1578.2kg/3479.3 lbs.
Seville STS	1614.5kg/3559.3 lbs.
Luggage	0.40 cu. m/14.1 cu. ft.

BROUGHAM BROUGHAM D'ELEGANCE

STANDARD FEATURES HIGHLIGHTS

- 5.0 liter V8 in Brougham d'Elegance with 2.93:1 rear axle ratio (Brougham 2.73:1)
- Bosch II anti-lock brakes
- Closed-in rear view window
- Contemporary reading digital instrument panel
- Delco music system: AM stereo/FM stereo radio, cassette tape, preset graphic equalizer
- Electric rear-window defogger—includes heated outside rearview mirrors
- Electronic climate control with additional fan speeds to enhance comfort
- Front and rear floor mats
- Front-seat armrest with removable coin holder, cup holder, cassette tape and CD storage
- Luggage compartment mat
- Passive door-mounted front lap/shoulder safety belts
- Power driver seat recliner
- Styling refinements add further distinction
- Carpeted luggage compartment
- Cruise control
- Electrically powered outside rearview mirrors
- Electrically powered windows and door locks
- Electronic level control
- Illuminated entry system
- Low fuel warning and windshield washer fluid level indicators
- Power luggage compartment lid release
- Six-way power driver seat adjuster
- Tilt-and-telescoping steering wheel

AVAILABLE FEATURES HIGHLIGHTS

- Black or white leather seating areas for d'Elegance
- Electrochromic automatic dimming inside rearview mirror
- Trailer towing package including 5.7 liter V8 with throttle-body injection to pull up to 5000 lbs.
- Delco premium music system including compact disc player

WARRANTY HIGHLIGHTS

- 4-year/50,000-mile Gold Key Bumper to Bumper and 6-year/100,000-mile rust-through warranties*

SPECIFICATIONS HIGHLIGHTS

Engine	140-hp 5.0 liter V8 with four-barrel carburetor
Transmission	Four-speed automatic with torque converter clutch
Brakes	Bosch II power anti-lock front disc/rear drum
Steering	Power variable ratio
Suspension	Independent front, four-link rear with Superlift electronic level control
Wheelbase	3085mm/121.5"
Length	5614mm/221.0"
Height	1441mm/56.7"
Width	1943mm/76.5"
Weight	1941.0kg/4279.0 lbs.
Luggage	0.55 cu. m/19.5 cu. ft.

CADILLAC MOTOR CAR COMPANY