

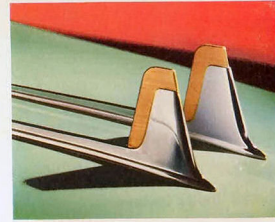


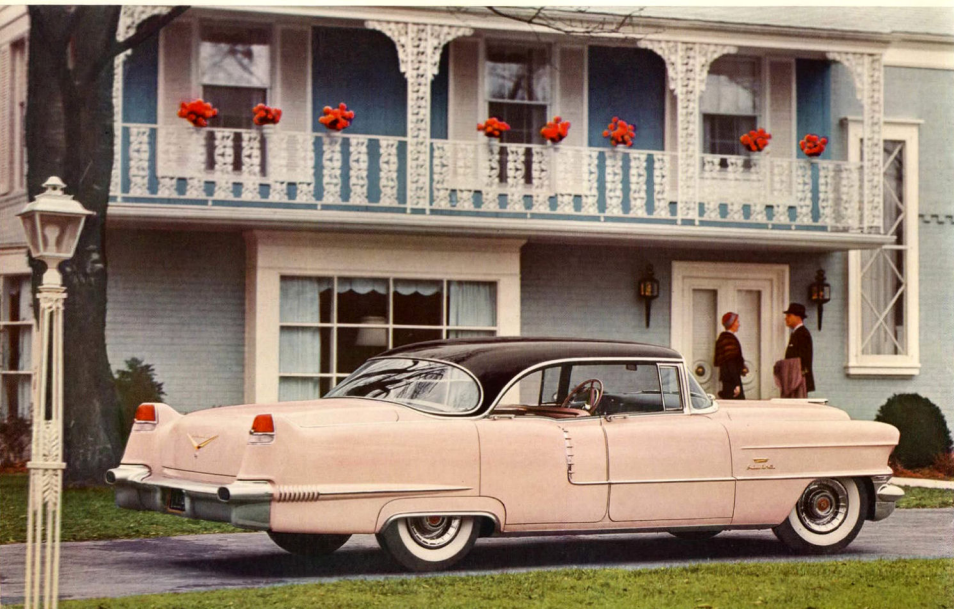
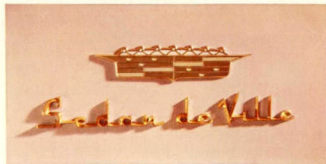
*this is the
“year
of years”...*



*...to own and drive the
“car of cars!”*

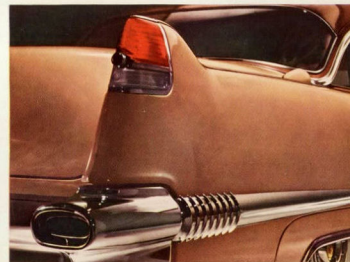
The calendar has once again turned on a new year. And what a wonderful year it will be for those lucky motorists who own and drive a new Cadillac car. For this, as they will quickly discover, is the “year of years” to enjoy the “car of cars.” It is, first of all, a year in which Cadillac design . . . and Cadillac engineering . . . and Cadillac craftsmanship have all produced at their superlative best. It is also a year in which all of the rewards of Cadillac ownership have been brought to their fullest fruition. And it is a year in which Cadillac ownership itself has become more economical and more practical than ever before. In this booklet, we will describe for you some of the things which have made this latest Cadillac creation such a unique achievement. When you have completed your journey through its pages, we know you will agree that this is Cadillac’s finest year.





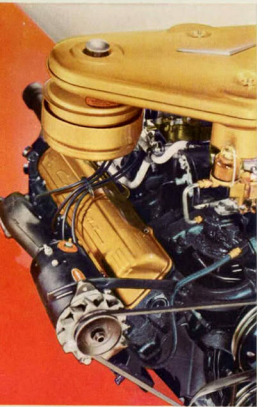
*it's the "year of years"
for Cadillac styling!*

A single glance at the new 1956 Cadillac reveals many of the features which make it so beautiful and so distinctive. There is, for instance, the exquisite design of Cadillac's new grille . . . available, as a note of added elegance, in a special gold finish. There is Cadillac's sculptured side paneling and its long, low graceful silhouette. There is the slip-stream styling of the rear fenders . . . the brilliant chrome outline of the rear fender sweep . . . and the perfect balance of the new tail-end design. And there is the car's glistening new exterior appointments . . . and its inspiring new color combinations. But even more importantly, there is the car's magnificent all-over majesty . . . its perfect proportions of steel and chrome and glass . . . and its extraordinary poise on the highway. From every angle and from every standpoint, it is easily the most beautiful Cadillac of all time!





■ Cadillac Power Steering for 1956 presents amazing new ease of handling. Because of a fifty percent reduction in the manual effort required, only a six-pound pull is necessary to turn the front wheels when the car is at a full stop. Also, fewer turns of the steering wheel are now required to swing the road wheels to full left or full right.



■ An entirely new Cadillac engine developing 265 and 365 horsepower and a new, controlled-coupling Hydra-Matic Drive pace the engineering story for 1956. This dynamic combination results in split-second response . . . satismooth performance . . . and remarkable operating economy.

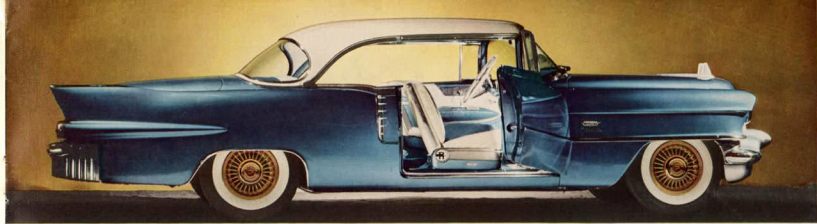
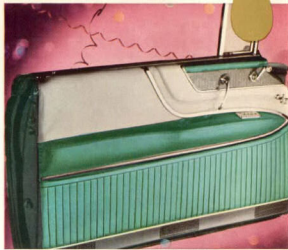


*it's the "year of years"
for Cadillac performance!*



■ Cadillac Power Brakes are standard equipment on all models for 1956. A new, extra-wide, centrally located pedal permits the driver to use either foot for braking. Its new, lower position allows the driver to pivot his foot between accelerator and brake with far greater ease—an important feature of safety and convenience.

As beautiful as the new Cadillac is to behold . . . and as wonderful as it is to ride in . . . you must nevertheless take to the highway at the wheel to realize the full wonder of this great motor car. For Cadillac engineering has, in this single year, brought forth a whole multitude of its greatest achievements. Cadillac's new engine, for instance—the most dynamic power plant ever put beneath the hood of a motor car—provides power and eagerness in unprecedented abundance. Cadillac's entirely new controlled-coupling Hydra-Matic Drive provides smoothness and responsiveness to amaze even the most veteran Cadillac owner. Cadillac's Advanced Power Steering and Improved Power Braking remove the last noticeable trace of effort from handling. And throughout the entire chassis are a myriad of other vital and significant advancements that bring added safety and pleasure to every mile. Here, in short, is performance advanced beyond even the noblest Cadillac traditions . . . and bringing to the world a new concept of what a motor car should be and do.



*it's the "year of years"
for Cadillac luxury!*

For 1956, the "inside story" of the Cadillac car is as exciting as that of its exterior styling. To open the door of this great new car is to behold an automotive wonder-world of beauty, of comfort and of elegance. Here you will find fabrics of rare richness and pattern . . . and leathers of matchless lustre and quality—all exquisitely tailored and crafted. Here you will find appointments of gleaming chrome and gold . . . wrought with a jeweler's care . . . and perfectly positioned for both driver and passengers. Here you will find features of comfort and convenience never before offered in an American motor car. And here, too, you will find matchless beauty of form and color . . . together with extraordinary roominess in every direction. Driving, riding, or simply admiring . . . Cadillac's new interior luxury is, truly, a thing apart.





SIXTY SPECIAL



SIXTY-TWO COUPE



SIXTY-TWO COUPE DE VILLE



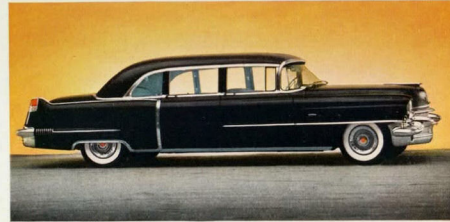
SIXTY-TWO SEDAN DE VILLE



SIXTY-TWO SEDAN



SIXTY-TWO CONVERTIBLE



SEVENTY-FIVE SEDAN . . . AND LIMOUSINE

here are ten wonderful ways to make 1956 your "year of years"!



Pictured on these pages are the various interpretations of Cadillac's brilliant new beauty . . . and Cadillac's marvelous new interior luxury . . . and Cadillac's magnificent new performance. They represent the complete line of 1956 Cadillacs . . . the most exciting array of motor cars Cadillac has ever offered for your consideration. Among them are all of the traditional Cadillac favorites, together with two entirely new creations—the Sedan de Ville and the Eldorado Seville. As you can see, each has been designed to fulfill a different motoring requirement . . . and has a character and a spirit entirely its own. But each is like the other in its standards of quality and craftsmanship . . . and in its excellence of design and engineering. No matter which model you might select, you will be choosing the "car of cars" in its "year of years."



ELDORADO SEVILLE



ELDORADO BIARRITZ



we invite you to see and drive
these magnificent 1956 Cadillacs!



Our tour of the new 1956 Cadillac is now completed. But, before taking our final leave, we would like to extend you a most cordial invitation to see and to drive this magnificent motor car. We know you will find it an unforgettable experience in motoring pleasure and satisfaction. And you will find, too, that we have some very pleasant news for you concerning the *practicality* of Cadillac ownership. The car's original price, as you will learn, is actually quite modest for so fine and so luxurious a motor car. Cadillac's gasoline economy and operating dependability are truly remarkable. And Cadillac's resale value is traditionally the finest in the industry. Once you have made a personal inspection of the new Cadillac . . . and spent an hour at the wheel . . . and learned for yourself the full Cadillac story for 1956 . . . we think you'll want to make this *your* Cadillac year.