CADILLAC 1981

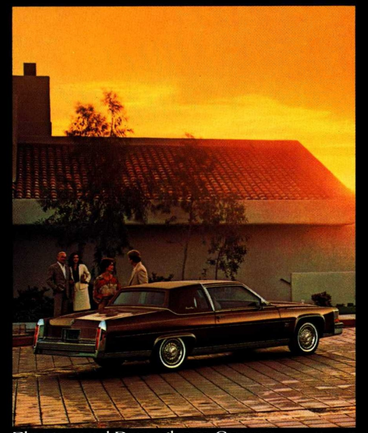
ANSWERING TODAY'S NEEDS WITH TOMORROW'S TECHNOLOGY



Six great cars with a combination of advanced features found on no other cars anywhere in the world.



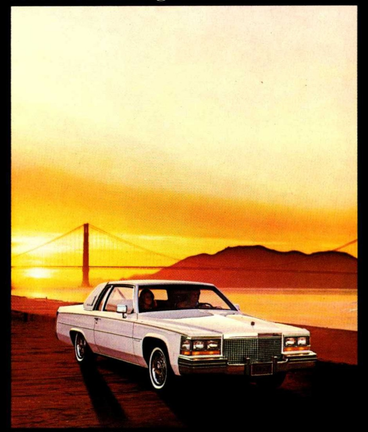
Fleetwood Brougham Sedan Page 6



Fleetwood Brougham Coupe Page 8



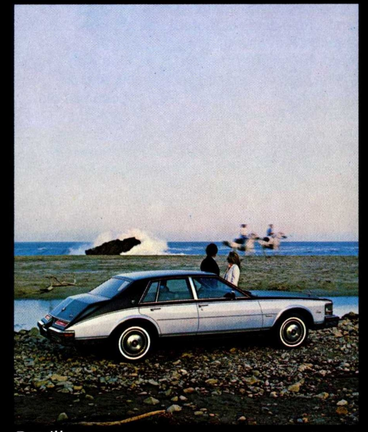
Sedan deVille Page 10



Coupe deVille Page 12



Eldorado Page 20



Seville Page 26

Trust Cadillac to lead the way.

What makes a Cadillac a Cadillac.

Since the beginning, there has been something very special about owning a Cadillac. Of all the fine cars in the world, perhaps none has made a greater impression on generations of American motorists than Cadillac. It was true in 1908 when Cadillac was the first American car to be awarded the prestigious Dewar Trophy for being the first carmaker to achieve interchangeability through standardization of parts. And it is true today.

There are many reasons for this. Classic styling. Renowned comfort. Cadillac craftsmanship. Genuine long-term value. Attention to detail. But the hallmark of Cadillac's enviable reputation has always been—and will always be—an unswerving quest for quality.

A heritage of innovation and quality lives on.

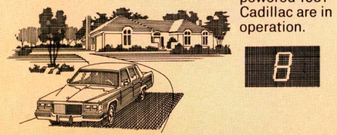
Since the turn of the century, Cadillac has been a symbol of excellence. And its list of automotive "firsts" reads like an automotive hall of fame.

First with electric self-starting. First with electric lights. First with power steering as standard. First with cornering lights. First with automatic heating and air conditioning. And on and on. Right up to today as Cadillac becomes the first carmaker anywhere to offer an engine that automatically goes from 8 to 6 to 4 cylinders as you drive. It's the exclusive V8-6-4 Fuel-Injected engine for 1981. And it's the standard gasoline engine for all 1981 Cadillacs.

Questions and Answers on the remarkable V8-6-4 Fuel Injection from Cadillac.

What is the effect of V8-6-4 Fuel Injection?
As you drive, any gasoline-powered 1981 Cadillac with it automatically goes from 8 to 6 to 4 cylinders. This happens automatically as your power needs change.

How does it happen? As you leave your driveway, all 8 cylinders in your gasoline-powered 1981 Cadillac are in operation.



Then, as you reach intermediate speeds on a street or avenue and your power requirements lessen, the car automatically switches to 6 cylinders.





And then, when you reach cruising speeds and your power needs decrease further, the car automatically switches to 4-cylinder operation.





Does any other carmaker offer anything like this?
Not to our knowledge. It is exclusive to Cadillac, serving as a prime example of American innovation.

It sounds complicated—is it?
No. It's surprisingly simple. The on-board digital computer on the Digital Fuel Injection system senses the power requirements of the engine and closes off the appropriate number of valves for those power needs. Then, as your power needs change, it opens valves.

Can you feel the car going from 8 to 6 to 4 cylinders and back again?
Some people can. Some can't. The perceived sensation is slight. Because, in a sense there is no shifting, as in a transmission. Valves simply close or open as instructed by the computer.

The idea of 4 cylinders in a Cadillac bothers me—should it?
No. The system goes to 4 cylinders when your power needs are relatively low. To pass another car, push down on the accelerator and the system instantly goes into 8 cylinders for additional power. Then, as your power needs decrease again the system will return to 4 cylinders.

How reliable is it?
This system has been proven in over a half-million miles of testing. It's *that* reliable. All electronic components are solid-state, including the digital computer itself.

Is this the same as overdrive?
No. Overdrive is a function of the transmission and gears. V8-6-4 is a function of the number of engine cylinders receiving fuel. By way of interest, overdrive is a feature associated with the V6 engine available on 1981 Fleetwood Broughams and DeVilles.

What about piston wear?
It's no greater or no less than Cadillac's previous 8-cylinder gas-powered engine. Pistons and their components continue to move normally.

Can I tell how many cylinders are active at any given time?
Yes, and your mileage, too. Push one button, and Cadillac's MPG Sentinel (standard with the V8-6-4 engine) shows the number of cylinders in operation. Push another button for instantaneous miles per gallon, push it again for average mpg, and push a third button for estimated driving range.

Is it true that this combination could help a person to become a more efficient driver?
Absolutely. Knowing your active cylinders and instantaneous mpg can help you adjust your driving habits accordingly. And thereby help you become a more efficient driver. You can further demonstrate it to yourself by resetting the MPG Sentinel before a trip. Then push a button at trip's end and the MPG Sentinel will tell you how well you did by displaying your average miles per gallon to the nearest tenth.

All this is standard in 1981?
All this and more.

The Electronic Car is here.



Approximate Driving Range Displayed.

It's here in the 1981 Cadillac. V8-6-4 Fuel Injection and the MPG Sentinel are but two examples of advanced electronics in action. As a matter of fact, Cadillac is on the cutting edge of what amounts to a new automotive technological revolution. It's a revolution that utilizes materials, techniques and advancements of the space program. Many are derived largely from General Motors developments in guidance control.

Memory banks. Integrated circuitry. On-board digital computers. Back-up computer systems. Self-diagnosis. They're all on U.S. space vehicles. And they're all on 1981 Cadillacs. From lessons learned in outer space come some of the most sophisticated cars on earth . . . the Cadillacs of 1981.

Mastermind of the 1981 Cadillacs is an on-board digital computer that can make 300,000 decisions per second.

Performance Continuity... for confidence when you need it.



One of the most remarkable features of the on-board digital computer aboard 1981 Cadillacs is that it can provide continued operation of the car if critical sensors malfunction.

If a sensor gives an improper signal when you're driving your Cadillac, the system automatically substitutes a reading or value for that sensor to continue the car's operation. Frequently, you will notice little or no change in your Cadillac's performance—but the CHECK ENGINE instrument panel light will come on . . . indicating you should see your Cadillac dealer for service.

And in the unlikely event that the digital computer should malfunction, there is a backup analog computer aboard that can take over immediately for continued operation of your 1981 Cadillac.

Expanded On-Board Computer Diagnostics...to help simplify servicing even more.

All 1981 Cadillacs equipped with the standard V8-6-4 Fuel-Injected engine offer the benefits of Cadillac's On-Board Computer Diagnostics system . . . greatly expanded for 1981 to help simplify servicing even more. It constitutes another giant step to help eliminate guesswork from servicing. In all, 45 separate diagnostic codes may be displayed.

Here's how the system works:
If the CHECK ENGINE light at the top of the instrument panel comes on, drive to a Cadillac dealership.



1. There, a Cadillac service technician merely presses two buttons on your car's instrument panel.
2. And a coded number signifying the problem area appears. He checks the service manual for the specific tests and takes corrective action needed for repairs.
3. Then, he reactivates the self-diagnosis system. If the original problem is fixed, the number 70 will appear, verifying that the work has been done correctly.

Trust Cadillac to lead the way.

Benefits to the Cadillac owner may include fast and thorough service . . . increases in the percentage of cars fixed right the first time . . . in many cases, reduction in the need for car disassembly . . . and greater peace of mind for the Cadillac owner.

For greater quality control . . . a computer "talks" to a computer.

On the assembly line during manufacture, two computers "talk" to each other through a special connector stored under the instrument panel of the 1981 Cadillac. One computer is, of course, the digital computer on board every gasoline-powered 1981 Cadillac with V8-6-4 Fuel Injection. The other is the A.L.D.L. (Assembly Line Data Link).

The two-way "conversation" assures correct installation and calibration of engine control modules, detects malfunctions and amasses data for quality control and audit functions before the car ever leaves the factory.

New Computer Command Control for cleaner air.

This system utilizes a digital computer to help reduce exhaust emissions. Basically, it works this way:

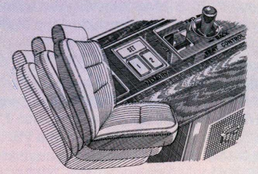
A solid-state electronic control module (ECM) monitors oxygen in the exhaust, engine speed, manifold air pressure and engine coolant temperature through highly specialized sensors. Analyzing this information at thousands of calculations per second, it then precisely adjusts the air/fuel mixture in the V8-6-4 Fuel Injection System (carburetor in V6 Cadillacs) to control combustion. The exhaust gases then pass through GM's new dual-bed catalytic converter to be cleaned up before entering the atmosphere—mostly as water vapor and harmless CO_2.

Computer Command Control, together with the rest of the emissions control system, is covered by a 5-year/50,000-mile warranty. Ask your Cadillac dealer for details.

Those Delightful Details . . . including a "Memory" Seat.

Ah, those delightful details . . . that add so much to Cadillac ownership . . . those Cadillac touches that show concern for your comfort and convenience.

One such feature that captures the imagination of the Cadillac owner for 1981 is the available Memory Seat. Simply adjust the driver's 6-way power seat to the driving position you find most comfortable for you. Press the "set" button, then one of the two numbered recall buttons, and this Cadillac exclusive stores the position you've selected in its memory bank. Then, if you like, adjust the 6-way power seat to a second position . . . such as moving the seat all the way back for easy exiting and entering. And again press the "set" button and the other numbered recall button.



Then, push recall button No. 1 and the seat then goes to the comfortable driving position you selected . . . push No. 2 for easy exit and entry.

Or, if you and your spouse share your Cadillac, you may prefer to select driving positions with "his and her" settings.

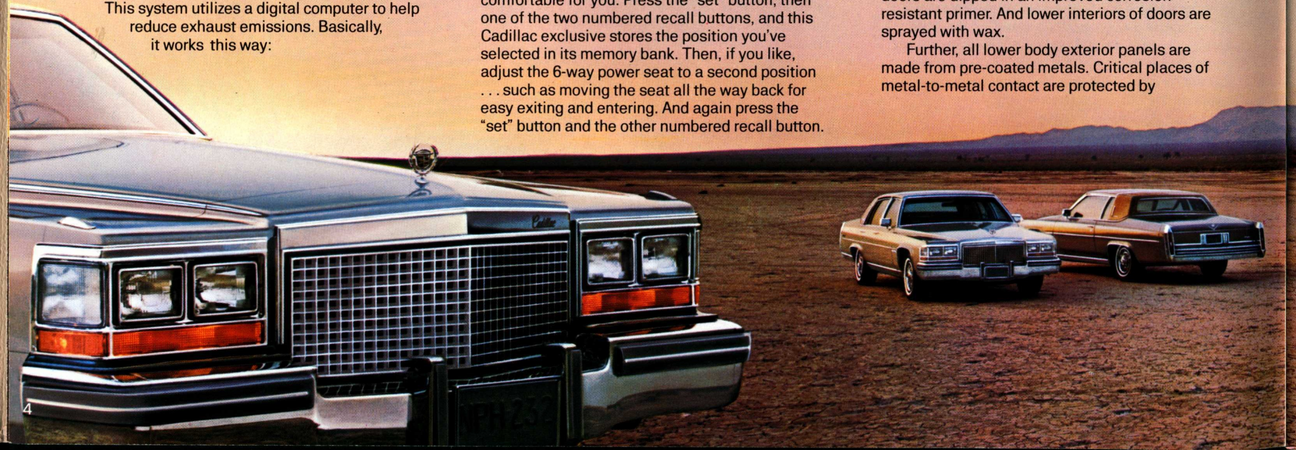
Quality that endures.

It is true. "You don't have to pamper a Cadillac . . . it pampers you." And that statement was never more fitting than for the 1981 Cadillacs.

First, the Cadillacs of 1981 have extensive anti-corrosion measures. These measures include over 100 specially treated areas on every model. Take doors, for example. Pre-coated steel is used on all door outer surfaces. Flange edges are sealed against moisture with a Plastisol sealer. All doors are dipped in an improved corrosion resistant primer. And lower interiors of doors are sprayed with wax.

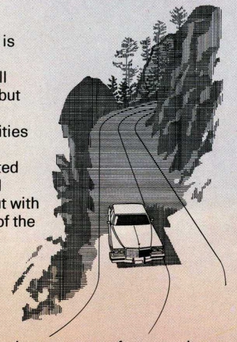
Further, all lower body exterior panels are made from pre-coated metals. Critical places of metal-to-metal contact are protected by gaskets or bi-metal moldings. And all Cadillac bodies are dipped in electrically charged paint primer to form a magnetic-like bond of adhesion.

Look closely and you see quality cues throughout a 1981 Cadillac.



That superb Cadillac ride.

It's something Cadillac owners have come to take for granted. Not so, Cadillac engineers. Long hours and extensive programs were instituted to retain—and in some ways enhance—the Cadillac ride for 1981. It is indeed . . . superb. With all the comfort . . . but with those structural qualities you expect of Cadillac. Isolated from noise and vibration . . . but with a distinct feel of the road. You are aware of your environment . . . and you are in command.



You'll know what we mean *after* you take your first trip in your new Cadillac. And the longer your trip . . . the clearer the message.

Total Cadillac Value never looked better.

A 1981 Cadillac represents a remarkably fine automotive investment, all things considered:

There's Cadillac resale value, for one thing. Cadillac traditionally has the highest resale value of any U.S. luxury car make. Which means, of course, that owning a Cadillac could cost less in the long run than you anticipated.

There are all the features that come as standard on a Cadillac. Many of these features cost extra on other cars, if they're offered at all.

There's Cadillac engineering. Cadillac advanced technology that is so much in evidence for 1981.

There's Cadillac care. Cadillac quality.

For many, it can be expressed in a single word.

Class.

Cadillac is class.

It is all this that adds up to Total Cadillac Value. That's the value inherent in every 1981 Cadillac. When you buy it. When you drive it. And when you trade it.

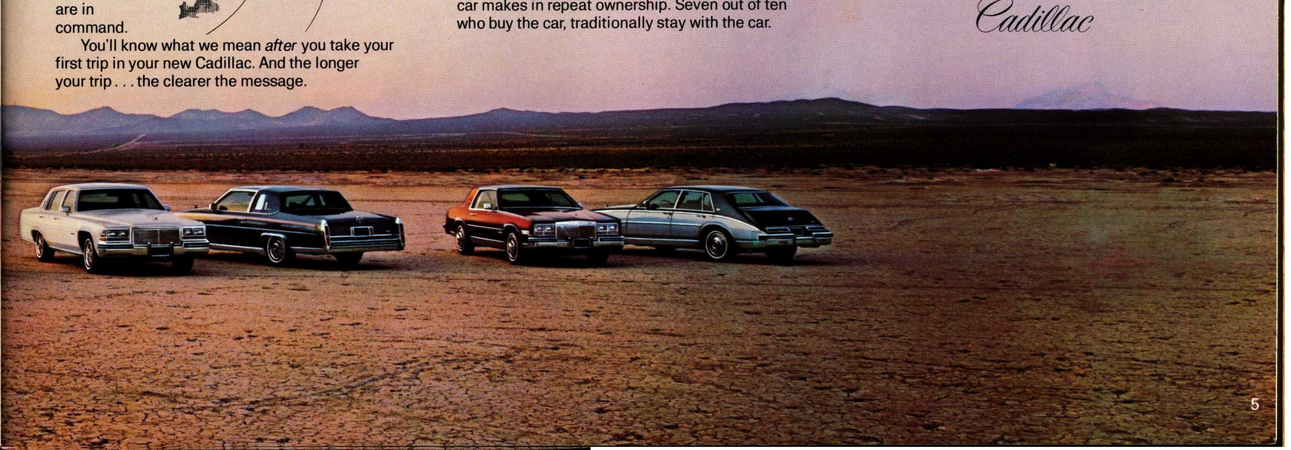
Total Cadillac Value. It helps explain why Cadillac traditionally tops all other domestic fine car makes in repeat ownership. Seven out of ten who buy the car, traditionally stay with the car.

A word about this catalog:

We have tried to make this catalog as comprehensive and factual as possible and we hope you find it helpful. However, since the time of printing, some of the information you will find here may have been updated. Also, some of the equipment shown or described throughout this catalog is available at extra cost. Your dealer has details and, before ordering, you should ask him to bring you up to date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models. Check with your Cadillac dealer for complete information.

Cadillac



Fleetwood Brougham Sedan

For 1981, there are three ways to enjoy this "Cadillac of Cadillacs." Select from the exclusive V8-6-4 Fuel Injection... available V6 with Automatic Overdrive... or available Fuel-Injected Diesel V8. Naturally, almost every convenience is standard... as you'd expect from one of the world's great sedans. With everything from Twilight Sentinel that automatically turns headlights on and off... to an illuminated entry system that turns on interior lights at night. From tilt and telescope steering wheel to six-way power seat adjusters for driver and passenger. Plus those Fleetwood styling touches like a limousine-style rear window and electro-luminescent opera lamps. (Fleetwood Brougham Sedan shown in Sterling Silver with matching Elk Grain vinyl roof.)

Cadillac



Then and now, the Fleetwood Brougham continues to be a car of impeccable refinement. Standard is rich Heather knit material with Raphael inserts. Heather also enhances the new door panels with the Fleetwood name embroidered in script. Offered in six colors, including Dark Blue shown. Equally distinctive is the available leather in tucked seating areas in nine varied selections.

Fleetwood Brougham Coupe

Now, Fleetwood Brougham—"the Cadillac of Cadillacs"—is also offered as an elegant coupe…the 1981 Fleetwood Brougham Coupe. From stand-up wreath and crest to electro-luminescent opera lamps, it's in the finest Fleetwood tradition. But what really sets apart the Fleetwood Brougham Coupe are the Cabriolet roof treatment and the flush glass appearance of the reduced-size quarter windows. You can add to the distinction of this thoroughly contemporary coupe with an available Astroroof, leather-trimmed steering wheel and Cadillac's exclusive Memory Seat that remembers two preset driver's seat positions. (Fleetwood Brougham Coupe shown in Briarwood Brown with matching Elk Grain Cabriolet vinyl roof.)



The Fleetwood touch is equally evident inside. Where you'll enjoy Dual Comfort front seats (seat three people). Adjustable rear seat reading lamps. Elegant pull handles for doors. Shown is the available Doeskin-color interior with genuine leather in tucked seating areas. Eight other shades of leather are also available. Or select Heather knit cloth with Raphael velour inserts in six colors.

Cadillac

Sedan deVille

With family-sized roominess and four-door convenience, the 1981 Sedan deVille combines traditional Cadillac comfort with factors that can make it an exceptional value. Such as a new gasoline-powered, fuel-injected engine that goes from 8 to 6 to 4 cylinders automatically. Plus its new MPG Sentinel, Electronic Climate Control, six-way power seat, power windows and more. All standard. If you prefer, Sedan deVille is also available with a gasoline-powered V6 with Automatic Overdrive or a Diesel V8. Other features available include new Automatic Lap/Shoulder Belts for driver and front seat passenger (available on a Sedan deVille equipped with V6 engine only—see your dealer for additional required equipment). Heavy-Duty Ride Package. And wire wheel covers. (Sedan deVille shown in Medium Jadestone with available matching Elk Grain vinyl roof.)

Cadillac

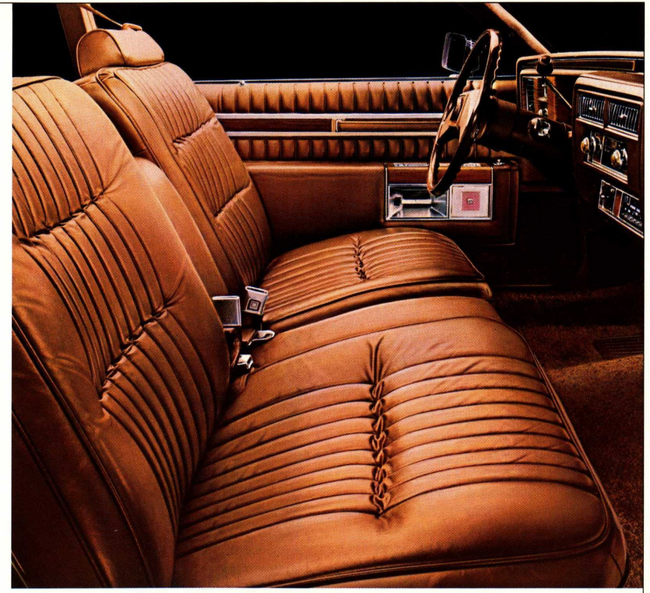


Relax inside the inviting world of Sedan deVille. With new pillow-style seating in rich Heather cloth in four selections. Or choose available leather for ribbed seating areas in any of 10 colors, including White shown. Add to your Cadillac convenience with available tilt and telescope steering wheel and illuminated vanity mirrors.

Coupe deVille

It isn't easy to improve America's favorite luxury car. But we did. The 1981 Coupe deVille is among the most advanced Cadillacs ever built. Its many new advancements include the exclusive V8-6-4 Fuel-Injected engine that's like three engines in one. On-Board Computer Diagnostics to help simplify servicing. And the new MPG Sentinel that can even display your Cadillac's active cylinders and help you become a more efficient driver. All standard. Along with the crisp, clean styling that makes Coupe deVille the Cadillac for the young at heart. For added driving enjoyment, order the available electronic cruise control. And power-operated Astroroof, which will reduce headroom slightly. (Coupe deVille shown in Cotillion White with matching available Cabriolet vinyl roof.)

Cadillac



The 1981 DeVille interiors take on special beauty with available leather in the new ribbed seating areas. Shown here in Light Beige. Nine other leather shades are available. Also offered is rich Heather knit cloth in four selections. And new for 1981, Cadillac's exclusive driver's Memory Seat with "his and her" settings available when you order Dual Comfort front seats (seat three people).

Standard Features
for Fleetwood Broughams and DeVilles.

New V8-6-4 Fuel Injection. Automatically switches from 8 to 6 to 4 cylinders depending on power requirements. Offered by no other car-maker—foreign or domestic. Cadillacs are equipped with GM-built engines produced by various divisions. See Page 33 for details.

New MPG Sentinel. Push a button and Cadillac's MPG Sentinel displays how many cylinders are active. Push another button for instantaneous mpg and again for average miles per gallon. There's even a button for your estimated driving range. Using this information, you could literally teach yourself to become a more efficient driver. Standard with V8-6-4 Fuel Injection.

Electronic Climate Control with Digital Accuracy. New for DeVilles and Fleetwood Broughams. With a touch of a button, you can change the temperature setting as precisely as one degree.

On-Board Computer Diagnostics. New for DeVilles and Fleetwood Broughams with V8-6-4 Fuel Injection. This system helps take the guesswork out of servicing. It enables a service technician to find and correct possible problem areas quickly... simply by pushing buttons in the car, referring to a code book and making the necessary repairs. A subsequent push of buttons tells him if the problem is properly resolved.

Performance Continuity System. If a sensor gives an improper signal, the system automatically substitutes a suitable reading for that sensor. This allows continued operation of your Cadillac until repairs can be made. Standard with V8-6-4 Fuel Injection.

Functionally Coordinated Instrument Panel. Driver-only controls on the left... center area for shared controls. Headlight dimmer provision on turn signal lever for greater convenience.

Digital Display AM/FM Electronically Tuned Stereo Radio with Signal Seeker and Scanner. See Page 34 for complete details.

Power Steering. Easy parking and cornering.

Cornering Lights. Project light from front side of car when turning.

Front-Wheel Disc Brakes. Power self-adjusting front-wheel disc brakes and rear-wheel drum brakes are standard.

Lamp Monitors. Show driver if major and secondary outside lights are functioning.

Power Windows. Can be operated individually or with master control on driver's door armrest.

Automatic Power Antenna. Raises automatically when ignition and radio are on. Retracts automatically when either radio or ignition is turned off.

Two Remote Control Outside Mirrors. Convex on right side... for impressive field of view.

Six-Way Power Seat Adjuster on Driver Side. Adjusts seat forward, back, up, down and tilts forward and back. All models, also standard on passenger side for Fleetwood Broughams.

New 24.6 Gallon Fuel Tank. Standard with V8-6-4 engine. 25 gallon fuel tank standard with V6. 27 gallon fuel tank standard with Diesel.

New Underhood Light. Provides nighttime illumination of oil dipstick, belts and other engine components.

Mass-Backed Carpet. With an acoustic barrier-absorber bonded directly to the carpet.

Front Seatback Map Pockets.

Power Door Locks. Can be operated with master controls on driver's and passenger's side armrests.

Cloth-Trimmed Rear Compartment Shelf.

Tungsten Halogen Highbeam Headlamps. Provide increased illumination and better focus on high beam than conventional headlamps.

Three-Speed Wipers and Washers. "Mist" position for single-wipe action.

Dual-Spot Map Lamps/Courtesy Lights. With sunshade support and storage space for available garage door opener control.

Dual Comfort Front Seats. 45/55 (seat three people) standard on Fleetwood Broughams, available on DeVilles. They allow six-way power adjustment for driver and front passengers. Power recliners available for driver and passenger sides. A manual passenger seatback recliner is standard with Fleetwood Broughams.

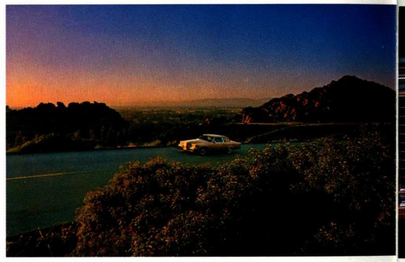


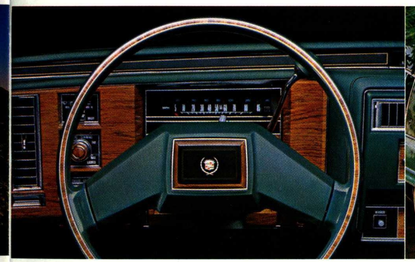
Active cylinder display shown left . . . one function of new MPG Sentinel.


Cadillac On-Board Computer Diagnostics.



Electronic Climate Control.

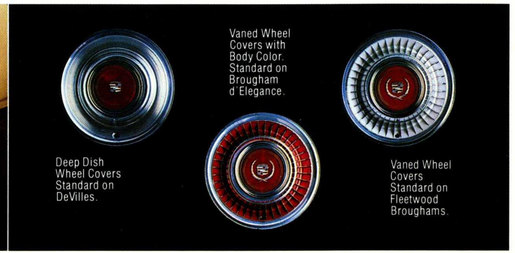

Performance Continuity for greater peace of mind.


New design steering wheel ornamentation.


Spacious Cadillac-size trunk.


Elegant new Fleetwood door panel.


Handsome new DeVille door panel.



Standard wheel covers.

Seat Belt Chimes. Courteously urge you to buckle up.

Accent Striping. Standard on Fleetwood Broughams, available on DeVilles.

High Energy Ignition System. No points, ignition condenser, cam or rubbing block.

Opera Lamps. Electro-luminescent type standard on Fleetwood Broughams.

Adjustable Rear Seat Reading Lamps. Standard on Fleetwood Broughams.

Freedom® II Battery. With increased efficiency over the original Freedom Battery. Never needs water.

Soft Ray Glass. Standard on all models.

Full Wheel Covers. Chrome with crest on dark red background for DeVilles. Chrome, vaned, with wreath and crest on dark red background for Fleetwood Broughams. Chrome, with body-colored vanes and wreath and crest on dark red background for Brougham d'Elegance.

Spacious Trunk. Includes compact, pre-inflated spare tire.

Anti-Corrosion Measures. Over 100 specially treated areas in all.

Computer Command Control System. Computerized emissions control system for cleaner air. Standard on all gas-powered Fleetwood Broughams and DeVilles.

Also standard are: Push-to-reset Trip Odometer. Inside Hood Release. Automatic Parking Brake Release. Color-Keyed Litter Container. Washer Fluid Level Indicator Light. Center Armrests. Visor Vanity Mirror on passenger side. Automatic Transmission. Steel-Belted, Wide Whitewall Radial Tires. Cigar Lighters. 80 Amp Generator (70 Amp for V6). Carpeted Trunk Compartment.

Features Available
for Fleetwood Broughams and DeVilles.

4.1 Liter V6 with new Automatic Overdrive Transmission. Please see engine section on Pages 32 and 33.

5.7 Liter Fuel-Injected Diesel V8. V8 design provides inherent balance, smoothness and impressive acceleration for a Diesel. Please see Pages 32 and 33.

New Memory Seat. Ideal for "his and her" settings, this Cadillac exclusive remembers two preset driver's seat positions. Just push a button and the seat automatically assumes the position of your choice. Available only with Dual Comfort front seats.

Theft-Deterrent System. With starter disabling feature. Also sounds horn repeatedly and flashes exterior lights when door or trunk integrity is violated. Includes new "Theft Warning System" labels on rear side windows.

New Automatic Lap/Shoulder Belts. Functional without requiring any specific action by driver or front seat adult passenger. Include comfort release feature. And 45/45 Dual Comfort front seats (seat two people). Available for V6-powered Sedan deVilles only. See your dealer for additional required equipment.

Astroroof. Glass panel in a choice of colors. With adjustable sunshade. (Reduces headroom slightly.)

Leather-Trimmed Steering Wheel. New for Fleetwood Broughams and DeVilles.

Vinyl Roof. Seventeen available colors in padded Elk Grain. Standard on Fleetwood Broughams.

Electrically Controlled Mirrors. Right and left side mirrors can be controlled precisely and remotely. Includes illuminated thermometer on driver's side mirror.

Rear Window Defogger with Heated Outside Mirrors.

Two-Tone Exteriors. Nine combinations available. With color-coordinated accent striping. Not available for Fleetwood Broughams.

Illuminated Entry System. Pushing front door handle button illuminates keyholes, courtesy lights. Standard with Fleetwood Broughams.

GM Continuous Protection Plan. Additional service protection beyond that provided by GM's new vehicle limited warranty. Only in U.S. and Canada. See your Cadillac dealer for details.

Puncture Sealing Tires. Prevent most tread punctures from causing flat tires.

Illuminated Vanity Mirrors. For passenger and driver. Illuminate when covers are raised.

Dual Comfort 45/55 Front Seats. Seat three people. Available with DeVilles. Standard with Fleetwood Broughams. Include passenger power seat adjuster.

Power Recliner Driver Seat. Available for all Dual Comfort Seats.

Power Recliner Passenger Seat. Available for all Dual Comfort seating. Also available for DeVille's notchback-type seats.

Opera Lamps. Available for DeVilles, electroluminescent type standard on Fleetwood Broughams.

Wire Wheels. Incorporate locking device.

Wire Wheel Covers. With locking device.

Turbine-Vaned Wheel Covers. Handsome brushed chrome with distinctive ornamentation. Available for DeVilles only.

Electronic Cruise Control. Includes "Resume" and "Accelerate" for flexibility of speed selection and adjustment.

Twilight Sentinel. Automatically turns headlights on and off in response to outside lighting conditions. Also turns lights off after an adjustable time delay. Standard with Fleetwood Broughams.

Guide-Matic Headlamp Control. Automatically dims lights at night with approach of oncoming cars, then returns lights to high beam. Includes new easier courtesy signaling and flash-to-pass features.

Controlled Cycle Wiper System. Delay feature adjusts wiping action for light rain or other conditions. Standard on Fleetwood Broughams.

Heavy-Duty Ride Package. Specially designed for added ride firmness on rough roads. Includes Electronic Level Control, heavy-duty shock absorbers, rear stabilizer and more.

Limited Slip Differential. Directs power to rear wheel having better traction.

Remote Trunk Lid Release and Power Pull-Down. With ignition on, a light touch of trunk lock release button located inside glove box causes the trunk to open. Also includes a quiet pull-down closing feature. Standard with Fleetwood Broughams.

Tilt and Telescope Steering Wheel. Swings up for easy entry and exit. Also slides in and out. Standard on Fleetwood Broughams.

Interiors with leather in seating areas. Nine shades of leather in tucked seating areas for Fleetwood Broughams. Ten shades of leather in ribbed seating areas for DeVilles.

Firemist Paints. Six colors.

Carpeted Floor Mats. Available front and rear.

Accent Striping. Standard on Fleetwood Broughams.

Electronic Level Control. Automatically adjusts to changing loads to help keep car level.

Automatic Door Locks. All door locks automatically lock when selector placed in "Drive". All doors unlock when selector placed in "Park."

Door Edge Guards.

License Plate Mounting Provision. No charge.

Front and Rear License Frames.

Trumpet Horn.

100-Amp Generator. Available with V8-6-4 and Diesel engines only.

Heavy-Duty Cooling. (With V8-6-4 only.)

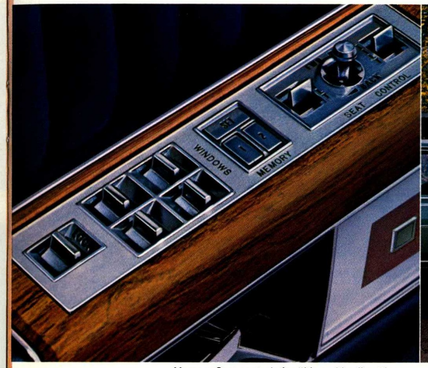
Three-Channel Garage Door Opener. For separate operation of up to three different doors and gates.

New Symphonic Sound System. For complete radio selection, see Page 34.

Engine Block Heater. Standard with Diesel.

Illuminated Thermometer. On driver's side mirror.

Trailering Package.



Memory Seat controls for "his and her" settings.


Electronic Level Control.



Available wheel covers and wire wheels.


Astroroof.


Heavy-Duty Ride Package.


Theft-Deterrent System.

Special Editions

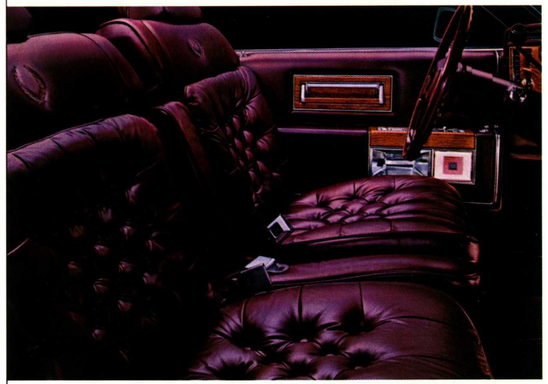
Brougham d'Elegance

Two very special editions present a look of pure elegance for your selection in 1981... Fleetwood Brougham Coupe d'Elegance—and the Fleetwood Brougham Sedan d'Elegance, which offers the privacy of a limousine-like rear window. Further embellishments for the exterior include d'Elegance script designations and accent striping...plus vaned wheel covers with body color and the exclusive Cadillac wreath and crest over a rich, deep red field. Photographs of wheel covers may be seen on pages 15 and 17. Interiors for the Fleetwood Brougham Coupe d'Elegance include your choice of available genuine Sierra Grain leather for tufted seating areas in Dark Claret, White, Black, Light Slate Gray, Dark Blue, Light Beige, new Doeskin-color or new Light Waxberry. You may also choose the standard seating that combines Dark Blue Heather and Raphael knit fabrics. While the Fleetwood Brougham Sedan d'Elegance offers you standard Heather and Raphael coordinated knits in Dark Blue, Dark Claret, Light Slate Gray and Light Beige. Available Sierra Grain leather for the Sedan d'Elegance tufted seating areas includes new Doeskin-color, Light Beige, Light Slate Gray, Dark Blue and Dark Claret.

Cabriolet



The Cabriolet roof treatment shown is available for Coupe deVille with gleaming crossover roof molding. A similar treatment is standard with Fleetwood Brougham Coupe.



Fleetwood Brougham Coupe d'Elegance interior with Dark Claret leather in tufted seating areas.



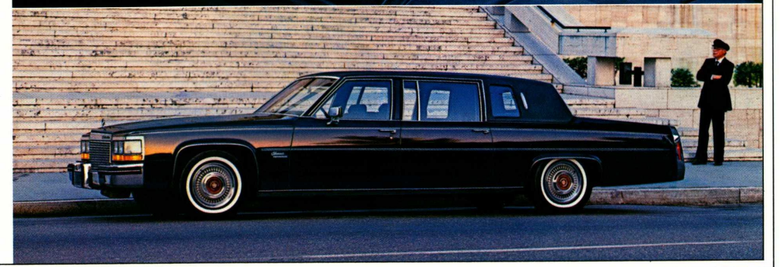
Light Beige Heather and Raphael fabrics for Fleetwood Brougham Sedan d'Elegance.

Cadillac Limousine

An incomparable degree of luxury and privacy combine with an impressive array of standard features to make the Fleetwood Limousine and Fleetwood Formal Limousine the flagships of the fleet. A dual accessory control panel allows rear seat passengers to adjust Electronic Climate Control and rear door power windows. Even a rear seat control for the radio system is available. Cadillac acoustic developments combine with electronic level control and Pliacell shock absorbers for a smooth, quiet ride. There's seating for eight in the Fleetwood Limousine (shown below right in Twilight Blue with matching Elk Grain vinyl roof). A sliding glass partition separates forward and rear compartments in the Formal Limousine which provides seating for seven. Inside the Cadillac Limousine is a private world highlighted (above right) by Dark Blue Heather cloth and high-pile carpeting. Black is also available for rear seating area. All Cadillac Limousines have two fold-down auxiliary seats for additional passengers.

Cadillac

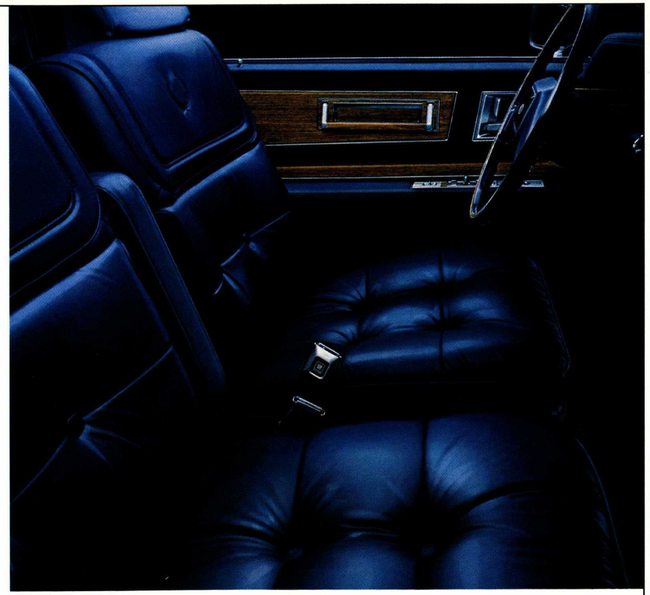




Eldorado

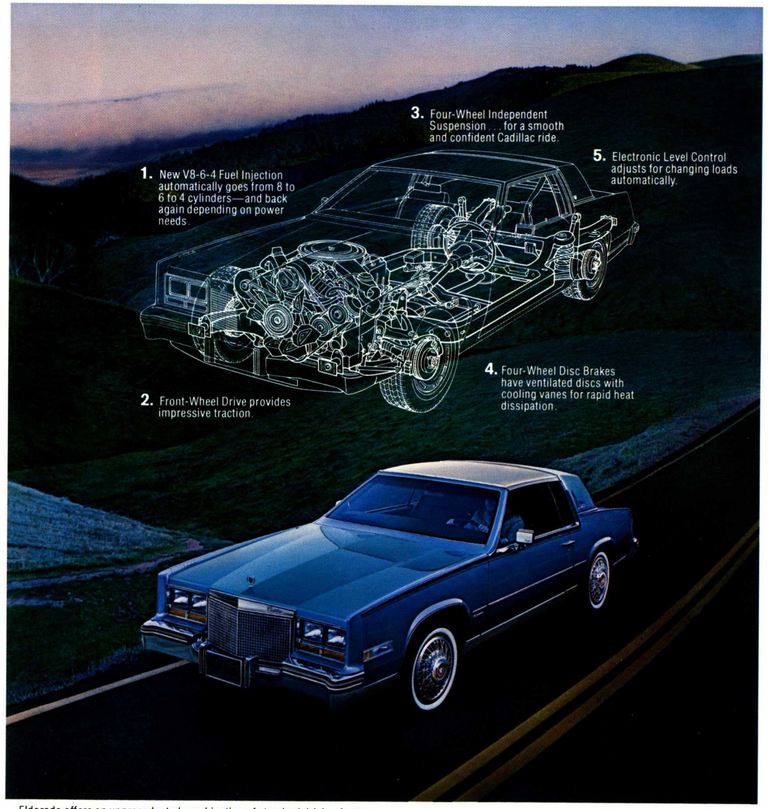
Eldorado is a car on the cutting edge of a new automotive technological revolution. It's a revolution that utilizes materials, techniques and advancements that contribute to the world-class status of Eldorado 1981. With an unprecedented combination of driving features for Eldorado that includes four-wheel independent suspension for ride control. Four-wheel disc brakes that adjust automatically. Power steering that contributes to handling ease in city driving and parking. And now Eldorado has the exclusive new V8-6-4 fuel-injected engine as standard. Eldorado is one of the finest expressions of front-wheel drive in the U.S. today. Cadillac in comfort. A legend on the road. Eldorado 1981. (Shown left in Azure Blue Firemist with available Cabriolet roof.)

Cadillac



Eldorado is both a great road car and one fine automobile. Beginning with the roominess that results from the floor being virtually flat, thanks to front-wheel drive. Add comforts and conveniences such as new Dual Comfort 45/45 front seats (seat two people). Leather in tufted seating areas is available in 10 hues including new Doeskin-color, new Light Waxberry and new Dark Jadestone. Dark Blue leather is shown above. Or select the new combination Heather and Dundee standard fabric interior in any of four colors. Eldorado for 1981 includes luxurious new door closure handles while Electronic Climate Control provides the comfort of digital accuracy in temperature selection.

Eldorado...One of the world's best engineered cars.



Eldorado offers an unprecedented combination of standard driving features.

Eldorado's world-class status comes from an unprecedented combination of standard driving features—beginning with the "Big 5."

1. New V8-6-4 Fuel Injection. As you drive, this new standard engine for Eldorado...a Cadillac exclusive...automatically goes from 8 to 6 to 4 cylinders and back again depending on power needs. This revolutionary new engine coupled with Eldorado's standard MPG Sentinel can help a person to become a more efficient driver. V8-6-4 Fuel Injection is a prime example of American innovation—and Cadillac leadership. Cadillacs are equipped with GM-built engines produced by various divisions. See Page 33 for details.

2. Front-Wheel Drive. Provides impressive traction in a wide variety of weather conditions because the engine's weight is over the wheels that drive the car. And since the floor is virtually flat with front-wheel drive, there's added roominess.

3. Four-Wheel Independent Suspension. Each wheel reacts independently to road variations for a smooth and confident Cadillac ride. The independent rear suspension also contributes to rear seat roominess and usable trunk space.

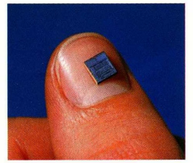
4. Four-Wheel Disc Brakes. Automatically self-adjust with every application. Staggered vane disc construction helps provide rapid heat dissipation.

5. Electronic Level Control. This feature automatically adjusts to changing loads—for additional passengers or when luggage weight is added to the trunk—to help keep the car level.

Standard features also include:

On-Board Computer Diagnostics. Exclusive with V8-6-4 Fuel Injection, this system helps take the guesswork out of servicing. It enables a service technician to find and correct possible problem areas quickly...simply by pushing buttons in the car, referring to a code book, then taking corrective action needed for repairs. The system will also show when the problem is properly resolved. There's even a backup computer for the main digital computer.

Electronic Climate Control System with Digital Accuracy. With a touch of a button, you can change the temperature setting as precisely as one degree. Further, this system which ventilates, heats and cools has one of the highest cooling capacities found anywhere on any car.



Solid-state microcircuits for digital accuracy.

MPG Sentinel. Simply push a button and Eldorado's MPG Sentinel displays how many cylinders are active. Push another button for instantaneous mileage and again for average mpg. There's even a button for your estimated driving range. Standard with V8-6-4 Fuel Injection.

Low Fuel Indicator.

Twilight Sentinel. Automatically turns lights on, and then off after an adjustable time delay.

Dual Comfort 45/45 Front Seats. (Seat two people.) With six-way power adjustment for driver, two-way manual adjustment for passenger.

Power Door Locks and Power Windows. Can be operated individually or with master control on driver's door armrest. Additional master control for power door locks on front passenger door armrest.

Side Window Defoggers. For added convenience.

Illuminated Entry System. Pushing front door handle button illuminates a "halo" lens around the door key-lock cylinder and turns on inside courtesy lights.

Controlled Cycle Wiper System with Washer Fluid Low-Level Indicator. Delay feature allows you to adjust wiping action for light rain or other special conditions. New fluidic washer features oscillating spray action for more consistent coverage. Light on instrument panel indicates when washer fluid is low.

Electronically Tuned AM/FM Stereo Radio with Signal Seeker, Scanner and Digital Display. This four-speaker system offers rich stereo reception, crystal tuning accuracy and digital readout of time of day and radio station frequencies. New for 1981...automatic loudness control and over 70% increase in power over last year.

Automatic Power Antenna. Automatically raises when radio is turned on...retracts when radio or ignition is turned off. New quieter operation for 1981.

Power Steering. A fast 14:1 steering gear contributes to handling ease in city driving and parking.

Six-Way Power Seat Adjuster on Driver Side. Adjusts driver's seat forward, back, up, down, and tilts forward or back.

Remote Control Left and Right Side Mirrors. Right side mirror is convex for a wider view.

Compact Spare Tire. A pre-inflated high-pressure tire much lighter than previous stowaway spare tires.

Remote Trunk Lid Release and Power Pull-Down. With ignition on, trunk is opened by depressing trunk lock release button inside glove box. When trunk lid is lowered manually and engages latch, power mechanism pulls down and locks lid.

Cornering Lights. When turning at night, they project light from the side of the car to help illuminate the direction of the turn.

Lamp Monitors. Show if major and secondary outside light systems are functioning.

Seat Belt Chimes. Courteously urge you to buckle up.

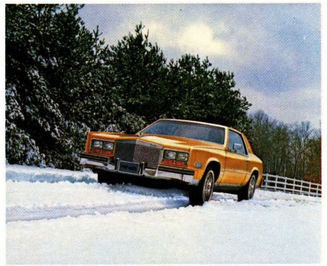
New Underhood Light.



Standard Eldorado Wheel Covers.

As well as...

- **Dual-Spot Map Lamps/Courtesy Lights.**
- **Push-To-Reset Trip Odometer.**
- **Front Seatback Map Pockets.**
- **Tungsten Halogen Highbeam Headlamps.**
- **Headlamp Dimmer Control on Turn Signal Lever.**
- **Accent Striping, Side and Deck Lid.**
- **Soft Ray Glass.**
- **Automatic Parking Brake Release.**
- **Inside Hood Release.**
- **Color-Keyed Litter Container.**
- **Cloth-Trimmed Rear Compartment Shelf.**
- **Cigar Lighters.**
- **Carpeted Trunk Compartment.**
- **80-Amp Generator.**
- **Automatic Transmission.**
- **Low Rolling Resistance, High-Pressure, Steel-Belted Radial, Wide-Whitewall Tires.**



Front-Wheel Drive...to help pull you through in rain, sleet or snow.

Features Available for Eldorado including Touring Suspension.

Touring Suspension. The chassis has been specifically retuned for touring suspension. And even the tire size has been increased. Result: A "stiffer" suspension for added road feel. Spirited performance that doesn't have to be imported.

5.7 Liter Fuel-Injected Diesel V8 Engine. V8 design provides inherent balance, smoothness and impressive acceleration for a Diesel. With "water-in-fuel" detection system. (Please see Pages 32 and 33.)

4.1 Liter V6 Gasoline-Powered Engine (credit option). Includes 3-speed automatic transmission and 70-amp generator. (See Pages 32-33.)

Memory Seat. Six-way power driver's seat can be pre-programmed for "his and her" settings. (Please see Page 4.)

Digital Instrument Cluster (shown below). Provides digital readouts of many vital functions.

Astroroof. Glass panel, in a choice of colors, lets the sunshine in even when closed. Adjustable sunshade. (Will reduce headroom slightly.)

Heated Outside Rearview Mirrors. An added convenience that comes with the available rear window defogger.

New Symphonic Sound System. (See Page 34 for radio selection.)

Three-Channel Garage Door Opener. Provides for separate operation of as many as three different doors and gates.

Electrically Controlled Outside Rearview Mirrors. For precise mirror adjustment at the touch of a finger. Includes illuminated outside thermometer on driver's side mirror.

Cabriolet Roof Treatment. Textured Elk Grain vinyl in 17 selections, including colors to match Firemist paints.

GM Continuous Protection Plan. Additional service protection beyond that provided by GM's new vehicle limited warranty. Only in U.S. and Canada. See your Cadillac dealer for further details.

Other Features Available...

- **Wire Wheel Covers with Locking Device.**
- **Cast Aluminum Wheels.**
- **Electronic Cruise Control.**
- **Power Seat Recliners.**
- **Passenger Six-Way Power Seat Adjuster.**
- **Leather in Tufted Seating Areas.**
- **Guide-Matic Headlamp Control.** With new courtesy signaling and flash-to-pass features.
- **Trailering Package.**
- **Firemist Paints.**
- **Two-Tone Exterior Colors.** (Except Biarritz.)
- **Theft-Deterrent System.** Includes new warning labels for rear side windows.
- **Tilt and Telescoping Steering Wheel.**
- **Automatic Door Locks.**
- **Puncture Sealing Tires.**
- **Rear Window Defogger.** With heated outside mirrors.
- **Illuminated Thermometer on Driver's Side Mirror.**
- **Illuminated Vanity Mirrors.** Driver and passenger side.
- **Carpeted Floor Mats.**
- **Trunk Mat.**
- **License Frames.**
- **Engine Block Heater.** Standard with Diesel.
- **Heavy-Duty Cooling System.** (V8-6-4 only.)
- **Door Edge Guards.**
- **Trumpet Horn.**



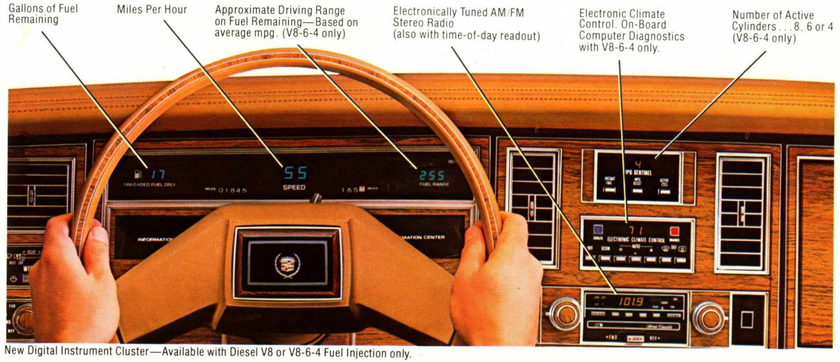
Astroroof shown with Biarritz.



Available Wheel Covers and Wheels.



New Wire Wheel Cover shown mounted.



New Digital Instrument Cluster—Available with Diesel V8 or V8-6-4 Fuel Injection only.

Eldorado Biarritz

It catches your eye and takes your breath away all in the same moment. Tufted pillow-style seating and steering wheel are tailored in rich Sierra Grain leather. (Choose from any one of five colors, including Carmine leather shown.) Plush Tampico carpeting and deluxe carpeted floor mats put your feet at rest. Front seat console provides convenient storage area. While individual adjustable lamps give your rear seat passengers light to read by.

Outside, the Biarritz magic begins with a brushed stainless steel roof that extends from the flush-mounted windshield back to the distinctive Cabriolet treatment in Elk Grain vinyl. A wide bright molding points its way across the roof on down to the front fenders, highlighting the rakish profile. Opera lamps, accent stripes and Biarritz script insignia sparkle against the lustrous acrylic finish. This special edition of the 1981 Eldorado is available in a selection of 21 exterior colors. Shown at right is Victoria Plum Firemist.

Cadillac





Seville
BY CADILLAC

What other cars aspire to be, Seville for the 80's is today. Seville is the only car in the world with a Diesel V8 as standard. And only Seville offers you the choice in gas-powered engines between a V6 or the remarkable new V8-6-4 Digital Fuel Injection. Either one is available as a credit option.

V8-6-4 is just one of the technological advancements that mark Seville as a world-class motor car. Front-wheel drive, four-wheel independent suspension, electronic level control and four-wheel disc brakes all are standard on Seville. Along with a host of features that aren't even available on many self-proclaimed "luxury" cars.

The list—found on the following page—is extensive. But then, that's exactly what you would expect from the ultimate American motor car—Seville, by Cadillac.

Cadillac



Quality workmanship is evident throughout: Dual Comfort 45/45 seats nestle about you with firm, yet gentle support. Heather knit cloth is fitted and tailored to exact dimensions. Or select from 11 shades of leather available for ribbed seating areas. Deep-pile Tiffany carpeting both cushions feet and muffles noise. Map lamps, Front seat console, Electronic Climate Control, Assist straps, AM/FM Stereo, all are included in an atmosphere of gracious elegance. Shown left is the available two-tone Seville, Twilight Blue over Norfolk Gray. Shown above, Slate Gray interior with ribbed leather.

Seville...the ultimate American motor car.



Never in Cadillac's 78-year history has there been an automobile quite like it. Seville for the 80's: the car complete. From its burnished wreath and crest hood ornament to the daring slope of its deck lid, Seville stands as a unique tribute to American technology and Cadillac leadership.

Standard Features

5.7 Liter Fuel-Injected Diesel V8 Engine. The first Diesel V8 engine as standard equipment on any American production car. V8 design provides inherent balance, smoothness and impressive acceleration for a Diesel. With water-in-fuel detection system. Cadillacs are equipped with GM-built engines produced by various divisions. See Pages 32-33 for details.

Gasoline-Powered V8-6-4 Fuel-Injected Engine. Automatically goes from 8 to 6 to 4 cylinders and back again. V8-6-4 is the standard gasoline engine for Seville. A credit option. (See Pages 32-33.)

Gasoline-Powered V6 Engine. A credit option. (See Pages 32-33.)

Front-Wheel Drive. Provides impressive traction. There's added roominess, too, since the floor is virtually flat with front-wheel drive.

Four-Wheel Independent Suspension. Each wheel reacts independently for a smooth and confident Cadillac ride.

Four-Wheel Disc Brakes. Automatically adjust with every application.

Electronic Level Control. Automatically adjusts to changing loads to help keep the car level.

On-Board Computer Diagnostics. Help take the guesswork out of servicing. Continuously monitor engine control system and sensors. Standard with V8-6-4 engine only.

Electronic Climate Control System.

Electronic Cruise Control.

MPG Sentinel. Only with V8-6-4 Fuel Injection. Shows instantaneous mpg, average mpg, active cylinders and estimated driving range.

Rear Window Defogger with Heated Outside Mirrors.

Exterior Finishes. A selection of 14 high-gloss acrylic lacquer finishes, with accent striping.

Accent Molding.

Twilight Sentinel. Automatically turns lights on and off in response to outside lighting conditions. Also turns lights off after an adjustable time delay.

Electrically Controlled Outside Mirrors. With illuminated thermometer on driver's side.

Low Fuel Indicator.

45/45 Dual Comfort Front Seating. Seats two people. With six-way power adjustment for both driver and passenger. Includes power seatback recliner for passenger.

Side Window Defoggers. For added convenience.

Tungsten Halogen Highbeam Headlamps.

Remote Trunk Lid Release and Power Pull-Down.

Flush-Mounted Windshield.

Power Door Locks and Power Windows.

Tilt and Telescope Steering Wheel.

Controlled Cycle Wiper System with Washer Fluid Low-Level Indicator. New fluidic washer features oscillating spray action.

Low Rolling Resistance, High-Pressure, Steel-Belted Radial Tires. Wide whitewalls.

Lamp Monitors. Show if outside lights are functioning.

Seat Belt Chimes.

High-Pile Carpeting. With added sound insulation.

Soft Ray Glass.

New Underhood Light.

Cloth-Trimmed Rear Compartment Shelf.

Side and Deck Lid Accent Stripes.

High-Pressure Compact Spare Tire.

Color-Coordinated Spare Tire Cover and Trunk Carpeting. Including trunk lid.

Illuminated Entry System. Pushing front door handle button illuminates a "halo" lens around the door key-lock cylinder and turns on inside courtesy lights.

Wire Wheel Covers.

Illuminated Vanity Mirrors. For driver and passenger.

Power Reclining Passenger Seat.

Automatic Brake Release. Releases parking brake when car is put in gear.

Automatic Transmission.

80-Amp Generator for Diesel. 100-amp for V8-6-4, 70-amp for V6 Seville.

Power Steering.

Improved AM/FM Electronically Tuned Stereo Radio. 70% more power for cleaner, clearer sound. Includes Signal Seeker, Scanner, Digital Display.

Automatic Power Antenna. New quieter operation.

Dual-Spot Map Lamps/Courtesy Lights.

Adjustable Rear Seat Reading Lamps.

Push-To-Reset Trip Odometer.

Cadillac



Twilight Sentinel stays on to light path, then turns itself off.



MPG Sentinel shows number of active cylinders. (With V8-6-4 engine only.)



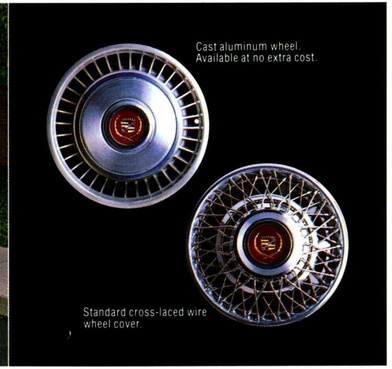
Front-Wheel Drive provides impressive traction.



Six-way power passenger seat also reclines.



Cadillac-size trunk has over 14 cubic feet of usable space.



Wheels and Wheel covers.

Features Available for Seville.

Seville for the 80's. The special features you add make it yours, and yours alone. Whether you select the remarkable Memory Seat, a stunning two-tone combination, Touring Suspension or a combination of features, the perfect accompaniment for the way you like to drive is available with Seville.

Consider the Memory Seat. Simply adjust the six-way power controls to a comfortable driving position, press the "set" button, then one of the numbered recall buttons, and this Cadillac exclusive stores the position you've selected in its computer bank. Then, whenever you touch that numbered recall button, Memory Seat will automatically return to that same comfortable driving position. With recall buttons for both husband and wife.

In 1981 you can also select from any one of 13 two-tone combinations or 7 Firemist paints. Supple Sierra Grain leather is available in 11 shades for ribbed seating areas. And for those who prefer an added feel of the road, there's the special Touring Suspension.

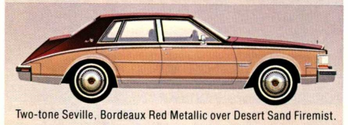
Seville for the 80's. Those added touches make it as distinctive as you are.

Features Available

V8-6-4 Gasoline-Powered Engine with Digital Fuel Injection. (Credit option.)
V6 Gasoline-Powered Engine. (Credit option.)
Genuine Sierra Grain Leather for Ribbed Seating Areas. (11 shades available.)
Firemist Paints for Exterior. (7 shades available.)
Astroroof. (Will reduce headroom slightly.)
Memory Seat.
Digital Instrument Cluster. (Not available with V6.)
Touring Suspension.
Cast Aluminum Wheels. (No-cost option.)
Two-Tone Paint Combinations. (13 available.)
New Symphonic Sound System. (For complete radio selection, see page 34.)
Power Recliner for Driver's Seat.
Guide-Matic Headlamp Control. (With new flash-to-pass feature.)
Automatic Door Locks.
Theft-Deterrent System. (Includes new warning labels for rear side windows.)
Three-Channel Garage Door Opener.
Engine Block Heater. Standard with Diesel.
Trailering Package.
Heavy-Duty Cooling System. (With V8-6-4 only.)
GM Continuous Protection Plan. (See your Cadillac dealer for complete details.)
Puncture Sealing Tires.
Leather-Trimmed Steering Wheel.


Two-tone Seville, Cotillion White over Sandstone.


Standard bright accent molding on Superior Blue Seville.


Two-tone Seville, Bordeaux Red Metallic over Desert Sand Firemist.


Touring Suspension for an added feel of the road.

Seville Elegante

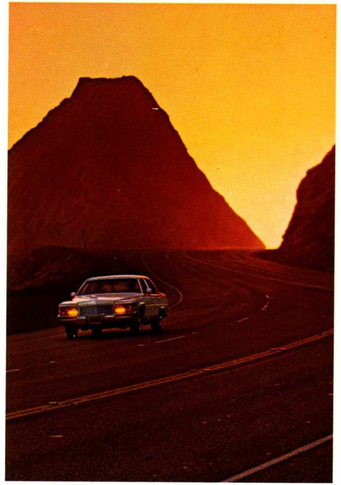
A very special edition, Seville Elegante says everything with a whisper. Tucked seating areas and steering wheel are tailored in supple Sierra Grain leather. 40/40 Dual Comfort seating (for two) features a leather-topped console with storage space for cassette tapes and more. Plush Tampico carpeting and deluxe carpeted floor mats further complement the interior look of Seville Elegante for 1981.

Outside, a bold sweep of the French Curve design marks this as the ultimate Seville. Cross-laced wire wheel covers, bright side moldings and Elegante script insignia give this uniquely distinctive automobile an aura of royalty. Seville Elegante is available in your choice of four discreet color combinations: Sheffield Gray Firemist over Sable Black with matching Slate Gray seating areas centered in leather, Superior Blue Metallic over Twilight Blue with Dark Blue interior, Desert Sand Firemist over Briarwood Brown with Light Beige interior and Mulberry Gray Firemist over Bordeaux Red with Mulberry Gray interior (shown).





Three ways to enjoy your 1981 Cadillac...

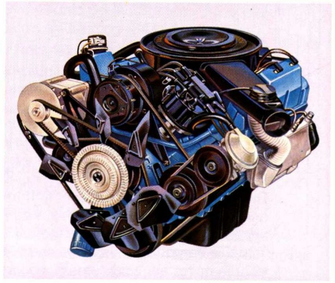


The development of an engine for Cadillac is an awesome task, requiring years of designing, building, testing and re-testing. This year, Cadillac offers a selection of engines that's unparalleled and unprecedented in the automotive industry: the Diesel-powered V8, the gasoline-powered V6, and the remarkable new gasoline-powered V8-6-4 engine.

6 8 4 FUEL INJECTION

All three engines are available on all Cadillac models (except limousines, which are available only with the standard V8-6-4 engine). All three have been subjected to dynamometer testing, Fourier computer analysis and extensive proving ground examination. A selection designed to provide you—the Cadillac owner—with the right engine for your specific driving needs.

New for 1981... V8-6-4 Fuel Injection.



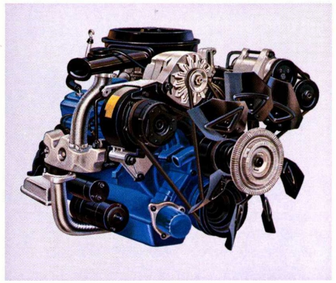
Trust Cadillac to lead the way with exclusive advances like the new V8-6-4 Fuel Injection engine, standard on all gasoline-powered 1981 Cadillacs. As you drive, the 1981 Cadillac automatically goes from 8 to 6 to 4 cylinders.

As you start out, all 8 cylinders are in operation. When your power needs lessen, the car automatically goes to 6 cylinders... and then to 4 cylinders. When you need the power to pass another vehicle, the car instantly reverts back to 8 cylinders.

To know the number of cylinders active at any given moment, merely push a button on the MPG Sentinel (also standard). This combination of V8-6-4 Fuel Injection and the MPG Sentinel can help a person to become a more efficient driver. By knowing your active cylinders and instantaneous mpg, you can adjust your driving habits to increase 4-cylinder operation.

Available V6 Engine.

(With New Automatic Overdrive for Fleetwood Broughams and DeVilles.)

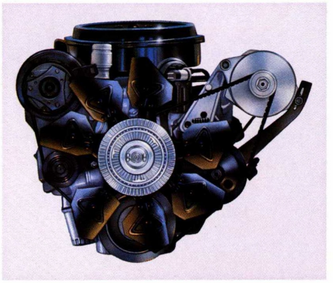


All 1981 Cadillac Fleetwood Brougham and DeVille models are available with a 4.1 liter V6 engine combined with a newly designed four-speed automatic transmission that incorporates overdrive.

Both the front-wheel-drive Eldorado and Seville are available with a V6 engine that utilizes a three-speed automatic transmission.

If you are looking for a car with the comfort, ride, roominess and quality of a Cadillac combined with the advantages of V6 power, this is an excellent choice. The V6 engine has the performance you associate with "V" design, but with two fewer cylinders than a V8.

Diesel Power available across the line.



Only Cadillac offers you a full line of luxury cars available with a Diesel V8. As a matter of fact, it's standard on Seville... making it the only car in the world with a V8 Diesel engine as standard.

Unlike foreign Diesels, the engine used for Cadillac is a V8. The dynamic balance of this design contributes to smoothness of operation ...while the high power-to-weight ratio provides impressive acceleration for a Diesel.

A significant advancement for 1981 is an increase of 66% in the recommended oil change interval, from every 3,000 miles to every 5,000 miles. Check owner's manual for conditions requiring more frequent intervals.

Engine Availability for 1981 Cadillacs.

Engine	Order Code	Displacement (cubic inches)	Availability
6.0 Liter V8-6-4 Fuel Injection(A)	L62	368	Standard for Fleetwood Broughams, DeVilles, Eldorado and Limousine. Credit option for Seville.
4.1 Liter V6 (B)	LC4	252	Credit option for Fleetwood Broughams, DeVilles, Eldorado and Seville.
5.7 Liter Fuel-Injected Diesel V8 (C)	LF9	350	Standard for Seville. Available for Fleetwood Broughams, DeVilles and Eldorado.

(A) Produced by GM—Cadillac Motor Car Division (B) Produced by GM—Buick Division (C) Produced by GM—Oldsmobile Division

1981 Cadillac Radios

including new Symphonic Sound System, our ultimate in automotive sound systems.



New Symphonic Sound System with Cassette Player and Electronically Tuned AM/FM Stereo Radio.



40-Channel Citizens Band Radio with Cassette Player and Electronically Tuned AM/FM Stereo Radio.



40-Channel Citizens Band Radio with 8-Track Tape Player and Electronically Tuned AM/FM Stereo Radio.



8-Track Tape Player with Electronically Tuned AM/FM Stereo Radio.



Electronically Tuned AM/FM Stereo Radio (Standard).



This year, Cadillac offers you the state-of-the-art sophistication of Electronically Tuned AM/FM Stereo Radio performance in five different models.

New Symphonic Sound System. A premium cassette player with Electronically Tuned AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. Features automatic tape reverse—eliminating the need to remove cassette and reinsert it to play other side. Also includes lighted tape direction indicators... separate bass and treble controls...channel balance control...and high-sensitivity speakers for realistic sound reproduction. Available all models.

Combination Cassette Player and Built-In Citizens Band Radio with Electronically Tuned AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. Digital Display also identifies CB channel being monitored. Four push buttons may be set for CB channels, along with four AM and four FM stations. Pushing Scan button samples preset CB channels, while pushing Seek button previews all CB channels. Also includes CB Squelch and Monitor controls. Available all models.

8-Track Tape Player with Electronically Tuned AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. Features integral 8-track tape player and tape track change switch. Available all models.

40-Channel Citizens Band Radio and 8-Track Tape Player with AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. (CB Digital Display features described above.) Available all models.

Electronically Tuned AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. With over 70% more power output over last year for clearer, cleaner sound reproduction. Also features digital display of time and radio frequencies...signal seeking and scanning capabilities...crystal-controlled frequency synthesizer for drift-free reception...and new automatic loudness control to help minimize distortion at high volume levels. Standard all models.

Safety Features

for 1981 Cadillacs.

Occupant Protection

Manual lap belts with push-button buckles for rear and center front (when applicable) passenger positions.

Manual lap/shoulder belts for driver (with reminder light and chimes) and right front passenger.

Energy-absorbing steering column.

Passenger guard door locks.

Safety door latches and stamped steel hinges.

Folding seatback latches.

Energy-absorbing padded instrument panel and front seatback tops.

Laminated windshield/tempered side and rear glass.

Safety armrests.

Identification symbols for controls and displays.

Glove box and console door latch impact security.

Smooth contoured door handles.

Automatic locking rear outboard seat belt retractors.

Pressure lock radiator cap.

Available Equipment

Automatic lap/shoulder belt system (Sedan deVille with V6 only. See your dealer for additional required equipment.)

Infant Love Seat.

Child Love Seat.

Manual rear shoulder belts.



Accident Avoidance

Side marker lights and reflectors.

Parking lamps that illuminate with headlamps.

Four-way hazard warning flasher.

Backup lights.

Lane change feature in direction signal control.

Windshield defrosters, washer and three-speed wipers.

Cadillac

Vinyl-edged inside mirror.

Outside rearview mirrors.

Dual master cylinder brake system with warning light.

Starter safety switch.

Dual-action safety hood latches.

Low glare finish on instrument panel top, inside windshield moldings, wiper arms and blades and steering wheel metallic surfaces.

Safety wheel rims.

Disc brakes with audible wear indicators.

Self-adjusting brakes.

Illumination of windshield wiper and washer, heater, air conditioner and defroster controls on instrument panel.

Pressure relief gas cap.

Anti-Theft

Anti-theft ignition key reminder buzzer.

Anti-theft steering column lock.

Anti-theft key system (one key for ignition only, other key for glove compartment, doors and trunk).

Visible vehicle identification number.

Available Anti-Theft Feature

Theft-Deterrent System.

1981 SPECIFICATIONS

DeVILLES, FLEETWOOD BROUGHAMS AND LIMOUSINES

Engines
V8-6-4 Fuel Injection . . . . . Standard on DeVilles, Fleetwood Broughams & Limousines.
Displacement . . . . . 6.0 liters (368 cu. in.)
Diesel with Fuel Injection . . . . . Available on DeVilles & Fleetwood Broughams.
Displacement . . . . . 5.7 liters (350 cu. in.)
V6 . . . . . Available on DeVilles & Fleetwood Broughams.
Displacement . . . . . 4.1 liters (252 cu. in.)

Fuel Tank
Capacities
DeVilles & Fleetwood Broughams with V8-6-4 Fuel Injection . . . . . 93 liters (24.6 gallons approx.)
DeVilles & Fleetwood Broughams with available Diesel . . . . . 102 liters (27 gallons approx.)
DeVilles & Fleetwood Broughams with available V6 . . . . . 95 liters (25 gallons approx.)
Limousines . . . . . 93 liters (24.6 gallons approx.)

Electrical
Freedom* II Battery—Delco Remy F18 . . . . . 12-volt, negative ground, side terminals. No filler/vent caps.
With Diesel: Two Delco Remy F20 Freedom* II Batteries.
Generator . . . . . 80 amp. 70 amp. for V6.

Transmission . . . . . Automatic

Rear Axle Differential . . . . . Hypoid Type
Ratios
DeVilles & Fleetwood Broughams with V8-6-4 . . . . . 2.41:1
DeVilles & Fleetwood Broughams with available Diesel 2.41:1
DeVilles & Fleetwood Broughams with available V6 . . . . . 3.23:1
Limousines 3.08:1
Avail. Limited Slip Differential . . . . . Clutch-Plate Type

Front Suspension . . . . . Independent Coil Springs . . . . . Coil
Stabilizer Bar . . . . . Link Type
Shock Absorbers . Hydraulic, Direct Action

Rear Suspension . . . . . Four-link Springs . . . . . Coil
Shock Absorbers . Hydraulic, Direct Action
Height Control . . . Electronic Level Control (Std. on Limousine, available on DeVilles and Fleetwood Broughams)

Brakes . . . . . Disc-drum self-adjusting
Master Cylinder . . . . . Dual hydraulic
Power Boosters . . . . . Tandem vacuum. Hydraulic for Diesel.
Front . . . . . Vented rotors
Caliper . . . . . Single piston sliding
Rear . . . . . Duo servo drums
Drums—DeVilles and Broughams . . . 279 mm (11″) Composite cast iron/steel.
—Limousines . . . . . 305 mm (12″) Composite cast iron/steel.
Parking Brake . . . . . Foot pedal with vacuum release.
Action . . . . . Mechanical on rear brakes.
Telltale Light . . . . . Indicates hydraulic malfunction or parking brake applied.
Linings . . . . . Audible wear indicators (on disc brakes)

Steering . . . . . Power
Gear Ratios
DeVilles, Fleetwood Broughams . 15-13:1
Limousines 17.5:1
Overall Ratios
DeVilles, Fleetwood Broughams . 17-15:1
Limousines 20.0-20.6:1
Wheel & Column . . . . . Tilt and Telescoping (Std. on Fleetwood Broughams and Formal Limousine, available on DeVilles and Fleetwood Limousine)

Wheels & Tires
Tires . GM Specification Steel-Belted Radial
Sidewall . . . . . Wide white stripe
Size—DeVilles & Fleetwood Broughams P215/75R15
Limousines . . . . . HR 78-15/D
Wheels—Except Limousines . . . . 15 x 6 JJ
Limousines 15 x 6 JJ Heavy-duty

Overall Sizes
Tread Width . . . . . 1568 mm Front (61.7″) 1542 mm Rear (60.7″)

Turning Diameter
DeVilles & Fleetwood Broughams . . . . . 13.43 m (44.07′)
Limousines . . . . . 15.57 m (51.09′)

Wheelbase
DeVilles . . . . . 3085 mm (121.4″)
Fleetwood Broughams 3085 mm (121.4″)
Limousines . . . . . 3670 mm (144.5″)

Overall Length
DeVilles . . . . . 5614 mm (221.0″)
Fleetwood Broughams 5614 mm (221.0″)
Limousines . . . . . 6199 mm (244.1″)

Overall Height
Coupe deVille . . . . . 1387 mm (54.6″)
Sedan deVille . . . . . 1411 mm (55.6″)
Fleetwood Brougham Coupe . . 1387 mm (54.6″)
Fleetwood Brougham Sedan . . . 1441 mm (56.7″)
Fleetwood Limousine . 1446 mm (56.9″)
Formal Limousine . . . . 1446 mm (56.9″)

Overall Width
Coupe deVille . . . . . 1938 mm (76.3″)
Sedan deVille . . . . . 1912 mm (75.3″)
Fleetwood Brougham Coupe . . 1938 mm (76.3″)
Fleetwood Brougham Sedan . . . 1912 mm (75.3″)
Fleetwood Limousine . 1938 mm (76.3″)
Formal Limousine . . . . 1938 mm (76.3″)

Curb Weight (with standard engine)
Coupe deVille . . . . . 1882.9 kg (4151 lbs.)
Sedan deVille . . . . . 1906 kg (4202 lbs.)
Fleetwood Brougham Coupe . . . 1906.9 kg (4204 lbs.)
Fleetwood Brougham Sedan . . . . 1927.8 kg (4250 lbs.)
Fleetwood Limousine . 2161 kg (4764 lbs.)
Formal Limousine . . 2200.9 kg (4852 lbs.)

Headroom Front
Coupe deVille . . . . . 967 mm (38.1″)
Sedan deVille . . . . . 991 mm (39″)
Fleetwood Brougham Coupe . . . . . 967 mm (38.1″)
Fleetwood Brougham Sedan . . . . . 991 mm (39.0″)
Fleetwood Limousine . . . . . 991 mm (39″)
Formal Limousine . . . . . 991 mm (39″)

Headroom Rear
Coupe deVille . . . . . 961 mm (37.8″)
Sedan deVille . . . . . 967 mm (38.1″)
Fleetwood Brougham Coupe . . . . . 961 mm (37.8″)
Fleetwood Brougham Sedan . . . . . 967 mm (38.1″)
Fleetwood Limousine . . . . 986 mm (38.8″)
Formal Limousine . . . . . 986 mm (38.8″)

Legroom Front
Coupe deVille . . . . . 1067 mm (42″)
Sedan deVille . . . . . 1067 mm (42″)
Fleetwood Brougham Coupe . . . . . 1067 mm (42″)
Fleetwood Brougham Sedan . . . . . 1067 mm (42″)
Fleetwood Limousine . . . . . 1067 mm (42″)

Legroom Rear
Coupe deVille . . . . . 1060 mm (41.7″)
Sedan deVille . . . . . 1075 mm (42.3″)
Fleetwood Brougham Coupe . . . . 1032 mm (40.6″)
Fleetwood Brougham Sedan . . . . . 1047 mm (41.2″)
Fleetwood Limousine . . . . 1126 mm (44.3″)
Formal Limousine . . . . . 1126 mm (44.3″)

Hip Room Front
Coupe deVille . . . . . 1405 mm (55.3″)
Sedan deVille . . . . . 1405 mm (55.3″)
Fleetwood Brougham Coupe . . . . 1405 mm (55.3″)
Fleetwood Brougham Sedan . . . . . 1405 mm (55.3″)
Fleetwood Limousine . . . 1405 mm (55.3″)
Formal Limousine . . . . . 1406 mm (55.4″)

Hip Room Rear
Coupe deVille . . . . . 1410 mm (55.5″)
Sedan deVille . . . . . 1408 mm (55.4″)
Fleetwood Brougham Coupe . . . . . 1410 mm (55.5″)
Fleetwood Brougham Sedan . . . . . 1408 mm (55.4″)
Fleetwood Limousine . . . . 1450 mm (57.1″)
Formal Limousine . . . . . 1450 mm (57.1″)

Shoulder Room Front
Coupe deVille . . . . . 1508 mm (59.4″)
Sedan deVille . . . . . 1508 mm (59.4″)
Fleetwood Brougham Coupe . . . . 1508 mm (59.4″)
Fleetwood Brougham Sedan . . . . . 1508 mm (59.4″)
Fleetwood Limousine . . . 1508 mm (59.4″)
Formal Limousine . . . . . 1508 mm (59.4″)

Shoulder Room Rear
Coupe deVille . . . . . 1488 mm (58.6″)
Sedan deVille . . . . . 1508 mm (59.4″)
Fleetwood Brougham Coupe . . . . 1488 mm (58.6″)
Fleetwood Brougham Sedan . . . . 1508 mm (59.4″)
Fleetwood Limousine . . . 1485 mm (58.5″)
Formal Limousine . . . . . 1485 mm (58.5″)

ELDORADO

Engines
V8-6-4 Fuel Injection . . . . . Standard.
Displacement . . . . . 6.0 liters (368 cu. in.)
Diesel with Fuel Injection . . . . . Available.
Displacement . . . . . 5.7 liters (350 cu. in.)
V6 . . . . . Available.
Displacement . . . . . 4.1 liters (252 cu. in.)

Fuel Tank
Capacities
With V8-6-4 Fuel Injection . . . . . 77 liters (20.3 gallons approx.)
With available Diesel . . . . . 86 liters (22.8 gallons approx.)
With available V6 . . . . . 79 liters (21.1 gallons approx.)

Electrical
Freedom* II Battery—Delco Remy F18 . . . . . 12 volt, negative ground, side terminals. No filler/vent caps.
With Diesel: Two Delco Remy F20 Freedom* II Batteries.
Generator . . . . . 80 amp. 70 amp. for V6.

Transmission . . . . . Automatic.
Ratios
With V8-6-4 or available Diesel . . . 2.41:1
With available V6 . . . . . 2.93:1

Front Suspension . Independent Torsion Bar
Springs . . . . . Torsion Bar
Stabilizer Bar . . . . . Link Type
Shock Absorbers . . Hydraulic, Direct Action

Rear Suspension . Independent trailing arm
Springs . . . . . Coil
Shock Absorbers . Hydraulic, Direct Action
Height Control . . . Electronic Level Control

Brakes . . . . . Disc—self-adjusting
Master Cylinder . . . . . Dual hydraulic
Power Booster . . . . . Tandem vacuum. Hydraulic for Diesel.
Front & Rear . . . . . Single piston sliding calipers, vented rotors.
Parking Brake . . . . . Foot pedal with vacuum release.
Action . . . . . Mechanical on rear brakes.
Telltale Light . . . . . Indicates hydraulic malfunction or parking brake applied.
Linings . . . . . Audible wear indicators.

Steering . . . . . Power
Gear Ratio 14:1
Overall Ratio 14:1

Wheels & Tires
Tires . GM Specification Steel-Belted Radial
Sidewall . . . . . Wide white stripe
Size P205/75R15
Wheels . . . . . 15 x 6 JJ

Overall Sizes
Tread Width . . . . . 1506 mm Front (59.3″) 1538 mm Rear (60.6″)
Turning Diameter . . . . . 12.85 m (42.17′)
Wheelbase . . . . . 2895 mm (114.0″)
Overall Length . . . . . 5195 mm (204.5″)
Overall Height . . . . . 1378 mm (54.3″)
Overall Width . . . . . 1816 mm (71.5″)
Curb Weight (with standard engine) . 1782.6 kg (3930 lbs.)
Headroom Front . . . . . 962 mm (37.9″)
Headroom Rear . . . . . 962 mm (37.9″)
Legroom Front . . . . . 1088 mm (42.8″)
Legroom Rear . . . . . 987 mm (38.9″)
Hip Room Front . . . . . 1316 mm (51.8″)
Hip Room Rear . . . . . 1241 mm (48.9″)
Shoulder Room Front . . . 1426 mm (56.1″)
Shoulder Room Rear . . . . 1374 mm (54.1″)

SEVILLE

Engines
Diesel with Fuel Injection . . . . . Standard
Displacement . . . . . 5.7 liters (350 cu. in.)
V8-6-4 Fuel Injection . . . Standard gasoline engine.
Displacement . . . . . 6.0 liters (368 cu. in.)
V6 . . . . . Available.
Displacement . . . . . 4.1 liters (252 cu. in.)

Fuel Tank
Capacities
With Diesel . . . . . 86 liters (22.8 gallons approx.)
With available V8-6-4 . . . . . 77 liters (20.3 gallons approx.)
With available V6 . . . . . 79 liters (21.1 gallons approx.)

Electrical
Freedom* II Battery—Delco Remy F18 . . . . . 12 volt, negative ground, sealed top, side terminals. No filler/vent caps.
With Diesel: Two Delco Remy F20 Freedom* II Batteries.
Generator . . . . . 80 amp for Diesel. 100 amp for V8-6-4. 70 amp for V6.

Transmission . . . . . Automatic.
Ratios
With Diesel or available V8-6-4 . . 2.41:1
With available V6 . . . . . 2.93:1

Front Suspension . Independent Torsion Bar
Springs . . . . . Torsion Bar
Stabilizer Bar . . . . . Link Type
Shock Absorbers . . Hydraulic, Direct Action

Rear Suspension . Independent trailing arm
Springs . . . . . Coil
Shock Absorbers . Hydraulic, Direct Action
Height Control . . . Electronic Level Control

Brakes . . . . . Disc—self-adjusting
Master Cylinder . . . . . Dual hydraulic
Power Booster . . . . . Hydraulic. Tandem vacuum for gas engines.
Front & Rear . . . . . Single piston sliding calipers, vented rotors.
Parking Brake . . . . . Foot pedal with vacuum release.
Action . . . . . Mechanical on rear brakes.
Telltale Light . . . . . Indicates hydraulic malfunction or parking brake applied.
Linings . . . . . Audible wear indicators.

Steering . . . . . Power
Gear Ratio 15-13:1
Overall Ratio 15-13:1
Wheel & Column . . . . . Tilt & Telescoping

Wheels & Tires
Tires . GM Specification Steel-Belted Radial
Sidewall . . . . . Wide white stripe
Size P205/75R15
Wheels . . . . . 15 x 6 JJ

Overall Sizes
Tread Width . . . . . 1506 mm Front (59.3″) 1538 mm Rear (60.6″)
Turning Diameter . . . . . 12.85m (42.17′)
Wheelbase . . . . . 2895 mm (114.0″)
Overall Length . . . . . 5202 mm (204.8″)
Overall Height . . . . . 1379 mm (54.3″)
Overall Width . . . . . 1805 mm (71.1″)
Curb Weight (with standard engine) . 1890.2 kg (4167 lbs.)
Headroom Front . . . . . 968 mm (38.1″)
Headroom Rear . . . . . 947 mm (37.3″)
Legroom Front . . . . . 1088 mm (42.8″)
Legroom Rear . . . . . 1002 mm (39.4″)
Hip Room Front . . . . . 1306 mm (51.4″)
Hip Room Rear . . . . . 1375 mm (54.1″)
Shoulder Room Front . . . 1414 mm (55.7″)
Shoulder Room Rear . . . . 1442 mm (56.8″)

All GASOLINE-POWERED MODELS
Unleaded Fuel . . . Use *only unleaded* gasoline meeting Federal government regulations. The Federal government specifies the minimum octane number of unleaded gasoline. Unleaded gasoline must be used for proper emission control system operation. It will also minimize spark plug fouling. The use of leaded gasoline can damage the emission control system, and could result in loss of warranty coverage.

ALL MODELS
Headlamps . . . 4 Rectangular
Cornering Lamps . Integral with side marker lamps
Lamp Monitors . . . Standard front and rear

A WORD ABOUT ENGINES: Cadillacs are equipped with GM-built engines produced by various divisions. See your dealer for details.

Litho in U.S.A. 11/4/80

A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE CADILLAC PRODUCTS.

The Cadillacs described in this brochure are assembled at facilities of General Motors Corporation operated by Cadillac Division or GM Assembly Division. These vehicles incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce Cadillac products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Cadillac products and will provide the quality performance associated with the Cadillac name.

With respect to extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of options. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest that you verify that your car includes the optional equipment you ordered or if there are changes, that they are acceptable to you.

THE CADILLAC COMMITMENT

We believe that when you buy or lease a Cadillac, you deserve to be treated like a Cadillac owner. And when you take your car in for service, you have the right to expect the type of consideration traditionally reserved for Cadillac owners. We intend to keep that tradition alive.