Cadillac presents the class of '73.
Fleetwood Brougham

Special even in the special world of Cadillac. The Brougham of 1973 is Cadillac in the grand manner—with luxury everywhere. In its spirited new styling. In its sheer spaciousness. In its total commitment to elegance and comfort. In the remarkable smoothness of its ride, due in no small measure to its individually longer wheelbase. In its exquisite appointments. In the degrees of sinuous that tell you this is one of the most rugged of sedans—like a Dual Comfort front seat and carpeted footrests. In the luxuries you may add—like steel-belted radial tires and, for a special touch of elegance, outside open lights. And you may select from 11 rich exterior colors (10 of them new for 1973)—any of seven colors for the padded vinyl roof. Read wonder so many owners have a standing order for each year’s new model of the Brougham. Shown is a Brougham in available Oceanic Taupe Finish with a White padded vinyl roof.

Medici, a brushed velour new available in Dark Blue (as shown), Marine and Havana, as well as Beige. Added luxuries available include a chrome outside rearview mirror and a chrome stainless steel exhaust tip. For a more complete list, ask your Cadillac dealer. Lumber-grain leathers are available in any of nine colors. Or you may order...
Here are our most elegant personal cars—Eldorado Coupe and Eldorado Convertible, only luxury convertible built in America. Even more glamorous and exciting for 1973. The grille—bulbous, more massive. The more horizontal hood further accentuates the jewel-like styling crest. There's new hood striping, new rear deck design throughout. And new side design, highlighted by the return of the lighted wreath-and-crescent circular rear side marker. Eldorado is unique. The only one with front-wheel drive, Automatic Level Control and an 8.2 liter engine. Variable-ratio power steering is also standard. The convertible even converts uniquely. With its re-warding Hideaway Top. And you may order steel-belted radial tires and an electronic def- detersment system. Shown is the Eldorado Coupe in available Narmor Bronze Paint with white accout stripes and a white padded vinyl roof.

Comfort matches elegance inside Eldorado. With a Dual Comfort front seat design, especially when equipped with optional chrome-plated headrests in a Latin look effect in a Spanish figure. With a wide choice of upholstery mater- ials including the distinctive tauter look of Medium Sage, as shown, and six other colors. Leather upholstery (stan- dard in convertible) is also available in ten different color trim combinations. And built into the Eldorado Custom Eldorado is a very special personal car. Available with or without a sunroof, this interior- edition version of Eldorado features a fascia covered with a cut- padded silk gray vinyl covering framed by a sheer chrome strip.
Everything seems to point to the continued reign of the Sedan deVille and Coupe deVille as the most popular of them all—the luxury car models enjoyed by more connoisseurs than any others. Start with the stunning new styling—the massive new grille, the majestic hood, the beautiful way Cadillac has incorporated its new front bumper system. Even the wheel discs are now understated and elegant. A vinyl roof center seam makes it possible for you to order the wider panel for your DeVille. One thing that hasn't changed is that great Cadillac ride (except to make it even better with redesigned body mounts and the use of Tetlon piston rings in shock absorbers for more consistent ride control). Louvers you may add include a lighted vanity mirror, lamp monitors and a Dual Comfort front seat. Shown is the Sedan deVille in available St. Tropez Blue Firemist with a Dark Blue padded vinyl roof.

Added touches of luxury inside have their own story to tell of DeVille value and prestige. The "soft flutter" door panels over a base of recessed cloth base, lighter and easier thanks to uncompromises with a choice of a rich deep velour or a textured vinyl. Each can be had in a choice of matching woodgrain panels on the doors and a choice of matching woodgrain instrument panel. Wheel discs are available in over 105 numerals and set between raised scuffs. A fully illuminated windshield wiper control. And many more. A beautiful new multi-textured weave known as VelourPlus cloth, offered in Dark Blue, as shown. Dark Taupe, Dark Blue and Black, also available in VelourPlus, a sophisticated fabric in itself. If you prefer, too, you may order leather in any of these new combinations.
The Calais Series

The Calais Sedan and Calais Coupe represent an extraordinary investment, any way you look at it. The beautiful new styling tells you at a glance that this is a Cadillac. And the ride—all Cadillac and smoother than ever with Torsion bar suspension and shock absorbers. There's the big Cadillac engine, the long wheelbase and the dream of other standard Cadillac features that tell you these are true luxury cars. Features like power windows. Variable-ratio power steering that automatically adjusts to the kind of driving you're doing. Turbo Hydra-matic transmission. Power disc front brakes. And there's Cadillac dedication to quality and all that means in lasting value and high resale. And, of course, you can individualize your Calais with such additional luxuries as lamp monitors, steel-belted radial tires, Automatic Climate Control and an electronic theft-deterrent system, to name a few. Shown is a Calais Coupe in Laredo Tan.

Everything inside a Calais tells you this is a Cadillac. From the "soft-pinch" door panels to the artfully curved instrument panel to the full-rice seating you expect in a Cadillac. Nicole-like an electric clock, a front center armrest, cornering lights, assist steps and a remote-control left-side mirror—all standard. And the luxury seats in the choice of upholstery. There's a Master Coach in any of six colors with matching vinyl headliners, and there's expanded vinyl upholstery available in either Black or Antique Saddle, as shown here.
Fleetwood Seventy-Fives

Our ultimate—the Fleetwood Seventy-Five nine-passenger Sedan and the Seventy-Five Limousine, only American-built model specifically designed as a limousine. In prestige, no other cars are so luxuriously appointed—more respected at business and social occasions. In comfort, interiors are spacious, serenously private (with a glass partition for the chauffeur in the Limousine). The ride is incredibly smooth. Automatic Level Control is standard as well as two Automatic Climate Control systems—one for the driver and another for passengers. In luxury. With full-width folding seats for three additional passengers; remote-control mirrors for both left and right sides; and a passenger's control panel that responds to a touch to raise or lower windows, turn on reading lights, activate Automatic Climate Control and, in the Limousine, raise or lower the glass partitions for the chauffeur. Shown is the Fleetwood Seventy-Five Limousine in Black Hecks with a Black padded vinyl roof.

A source of special delight is how many meaningful items are standard equipment on a Cadillac.

- Dual Power Brakes with Dual Brains in Front (all models)
- Turn Signal Transmitters (all models)
- Dual Comfort Front Seat (Standard on Broughams and available on Eldorados and De Ville). One set of controls for driver's section and another for the split, passenger section.
- Windshield Wipers (all models), activated by the turn-signal lever, they project a beam of light from side mirror to side mirror.
- Power Windows (all models)
- Turn Signal Transmitters (all models)
- Power Windows (all models)
- Single center door seam (Brougham)
- Rosewood vinyl cover panel
- The Cadillac instrument panel.
A source of added pleasure

is the array of luxuries you can order.

EIGHT RADIO SYSTEMS. Including Cadillac's exclusive AM/FM signal-seeking stereo radio.

OUTSIDE THERMOMETER. New this year.

AUTOMATIC CLIMATE CONTROL. Automatically cools you in the summer and warms you in the winter.

ELECTRICALLY OPERATED SUNROOF.

CRUISE CONTROL. Automatically maintains a selected speed without using the accelerator pedal.

TIKT AND TELESCOPE STEERING WHEEL. Adjusts for both height and reach. Swings up for easier entry/exit.

LIGHTED VANITY MIRROR. New for the lady.

LAMP MONITORS. Show if lights are functioning.

POWER DOOR LOCKS.

TWILIGHT SENTINEL. Turns your driving lights on or off in response to light conditions. Allows you to light your path from the car at night.

STEEL-BELTED RADIAL TIRES. Available for all series except the Fleetwood Seventy-Fives.

REMOTE-CONTROL TRUNK LOCK.


SIX-WAY POWER SEAT ADJUSTER.

DELUXE ROBE AND PILLOW. Robe and matching occasional pillow are fashioned from Medici crushed velour.

TRAILERING PACKAGE. For towing trailers between 2,000 and 6,000 pounds loaded.

TRACK MASTER. A computerized, rear-wheel skid-control system.


AUTOMATIC LEVEL CONTROL.

THEFT-DETERRENT SYSTEM. This electronic system sounds horn and flashes exterior lights if security of vehicle, trunk or engine compartment is violated.

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