

Cadillac  1998



A red Cadillac Eldorado is parked on a rocky riverbank. In the background, a person stands on the rocks, looking through binoculars. The scene is set in a mountainous, forested area with a river flowing through it. The sky is a mix of blue and orange, suggesting dawn or dusk.

"Always be drastically independent." Joseph Pulitzer

One hundred years ago, visionaries didn't just make the automobile, they created its most important by-product ... freedom. In 1902, certain of them set out to build the Cadillac. It has become one of the most respected marques in the industry. And nearly 40 years ago, the definitive expression of the joy of the open road was the Eldorado you see on the cover of this catalog. Today, the 1998 Eldorado takes its rightful place as proud heir to the litany of memorable Cadillac achievements. While this new Eldorado is certainly the most advanced and responsive ever, it adheres to a philosophy that has been a hallmark of Eldorado from the beginning. If Cadillacs are for those who have accomplished, then Eldorado is for those who have accomplished on their own terms. Those who display a fierce streak of independence. If that sounds like you, read on ... and enjoy.

ELDORADO TOURING COUPE

It's sculpted, bold and one of a kind. It's 300 thoroughbreds all eager to run. In it, cutting edge technology helps to ensure your driving enjoyment and your safety. And its crisp lines make a bold statement about its driver. From the low rumble of its tuned exhaust note, to unmistakable cues like its distinctive grille and rear styling, Eldorado Touring Coupe is like nothing else. And that makes it a perfect traveling companion for people who live to chase their dreams on their own terms. So we've got just one question: Does that sound like you?





This is the seat of power. Not just because it's attached to all those horses. This is the seat of power because it's attached to remarkable control. Control that comes from the logical layout of instrumentation surrounded by real Zebrano wood. Control that's evident in the precise steering, cornering and overall response. Here you'll find a host of standard conveniences like memory personalization, Bose sound system and Nuance leather seating areas.

STABILITRAK

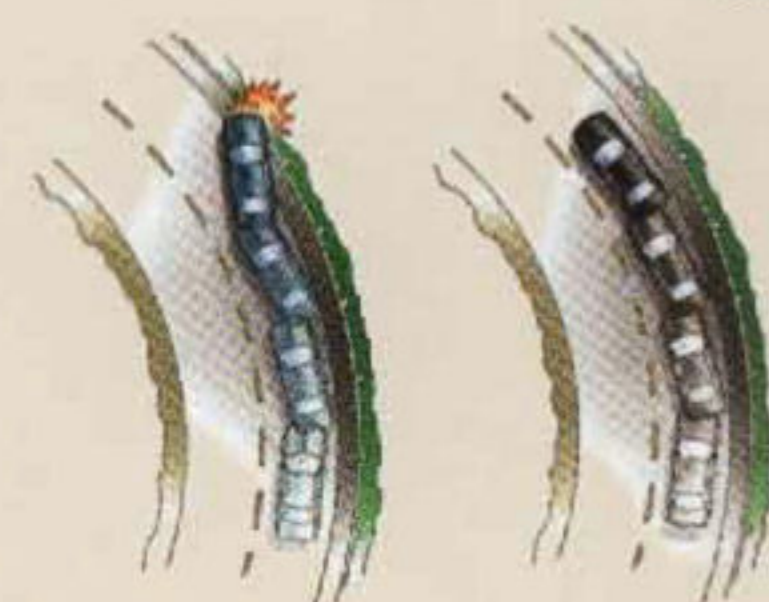
Suppose you find yourself driving in imperfect conditions. Maybe rain, snow or ice. These are precisely the kinds of conditions that could lead to any car, even a world-class car, losing its composure. Now suppose you're going into a curve. It's a curve that's far tighter or far more slippery than you might have thought. Here is where you need the most advanced integrated stability control system in the world. It's called StabiliTrak. And you'll find it as standard equipment on Eldorado Touring Coupe and available on Eldorado.

StabiliTrak compares where you want to go with where it's actually going. It's a "conversation" between the suspension system, steering and brakes ... and it all takes place in milliseconds. Here's how



StabiliTrak works: It actually analyzes your situation and, in most cases, helps your Eldorado to follow the path that you intended. It also feels so natural,

blending with all of the other Eldorado performance systems, that you might not be sure that it's



Without StabiliTrak, a car begins to lose control. With it, maintaining control is more likely.

happening. Whenever you come up against a particularly demanding driving situation, one that requires control for evasive maneuvers or in real emergencies, StabiliTrak in your new Eldorado can be the best friend you could hope to have.

ONSTAR

The available OnStar System makes cellular phone technology much more than the convenience it was intended to be. Through interactive satellite and cellular networking, OnStar connects you to a real human being at the OnStar Center, which is fully staffed 24



hours a day, 365 days a year. Suppose you're involved in a collision. If it isn't severe,

you simply press the OnStar button on your phone, and help will be dispatched to your location. But if



it's severe enough to make your front air



bags deploy, your operational cell phone lets OnStar know. You're contacted by the Center, and asked if you're okay. If you don't respond immediately, the Center pinpoints your location and directs help to you without

OnStar can give you directions if you're lost.

OnStar will send help in an emergency.

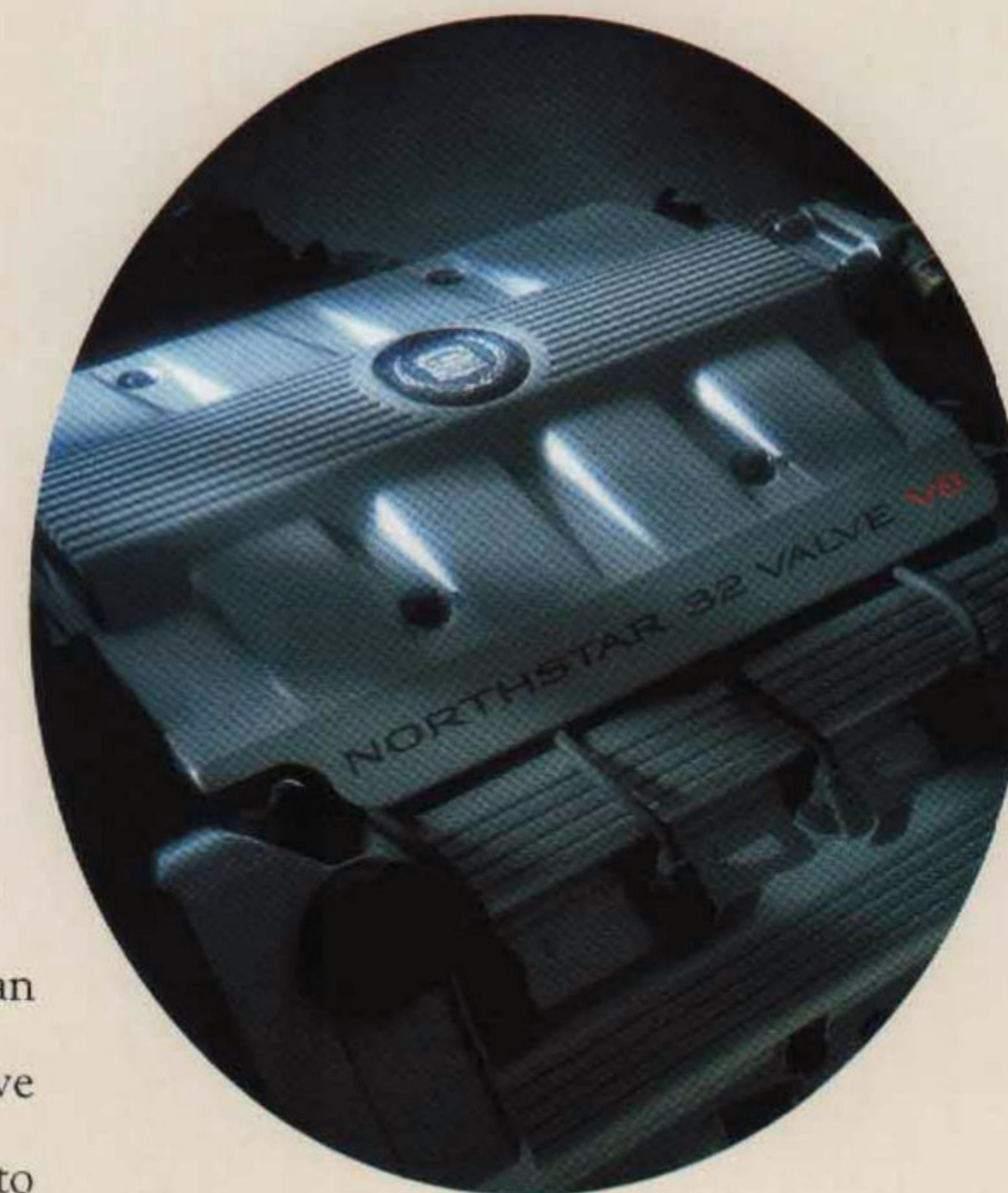
OnStar unlocks your car by "remote control."

Need an ATM? OnStar will find the closest one.



record them and play them back. Even if you're in a new town and looking for hotel or restaurant suggestions and reservations, relax; OnStar is your 24-hour-a-day concierge. It'll even send flowers for you, or give you directions to the nearest ATM. **ONSTAR**

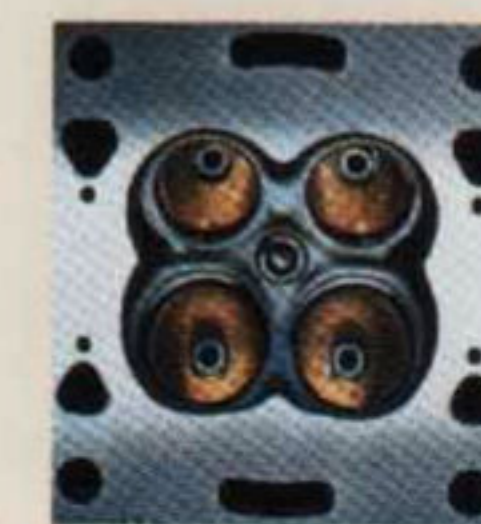
If you've got OnStar, you're only alone when you want to be alone. Because when you need help ... there's a trained professional as close as your cell phone, any time of day or night. It's one more way Eldorado enhances your personal freedom.



NORTHSTAR SYSTEM

If you think the Northstar System is just a highly sophisticated, powerful V8 engine, you're only partially right. It's an integrated system that includes ABS, traction control, road-sensing suspension and continuous speed-sensitive, variable-assist power steering, called Magnasteer ... all "communicating" with each other, and maximizing performance. Northstar also makes Eldorado Touring Coupe the most powerful

front-wheel-drive production coupe in the world. It's been lauded by virtually every automotive publi-



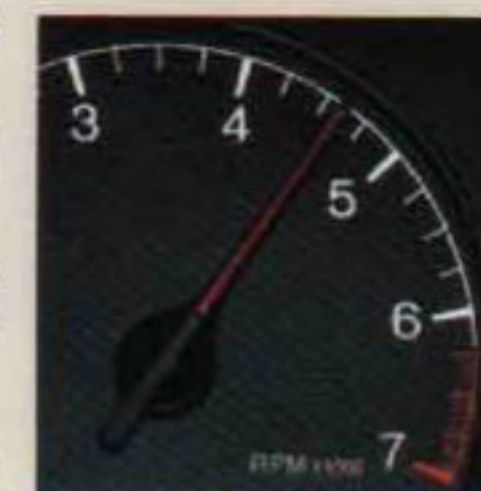
Four valves per cylinder enhance performance.

cation in print. Celebrated for innovations like Magnasteer, and the chassis' ability to "read" road surfaces and adjust accordingly. Northstar technology is responsible for the remarkable features you've just read about. But it simply won't rest. It's always evolving ... and adding new innovations. Making Eldorado more responsive, safer, more driver-friendly and the envy of our competition. The list of



luxury coupes offering all the benefits of

Eldorado makes thousands of decisions every second.



the Northstar System is comprised of exactly one nameplate: **NORTHSTAR** Eldorado. **NORTHSTAR**

Drive your Eldorado like you mean it. The Northstar System loves that kind of thing.



*"Freedom is never granted,
it is won."*

A. Philip Randolph



ELDORADO

This is the other face of Eldorado. Subtly different, but still with the Northstar System in a 275-horsepower iteration at its heart. This Eldorado also loves to perform aggressively. But it does so a little more quietly. This Eldorado is for those who wish to proclaim their independence in a slightly more understated fashion. Can you still get StabiliTrak? Absolutely. Is response still immediate? You bet. Eldorado is completely true to its proud heritage. Distinctive, powerful and eager to please drivers who look for something more.





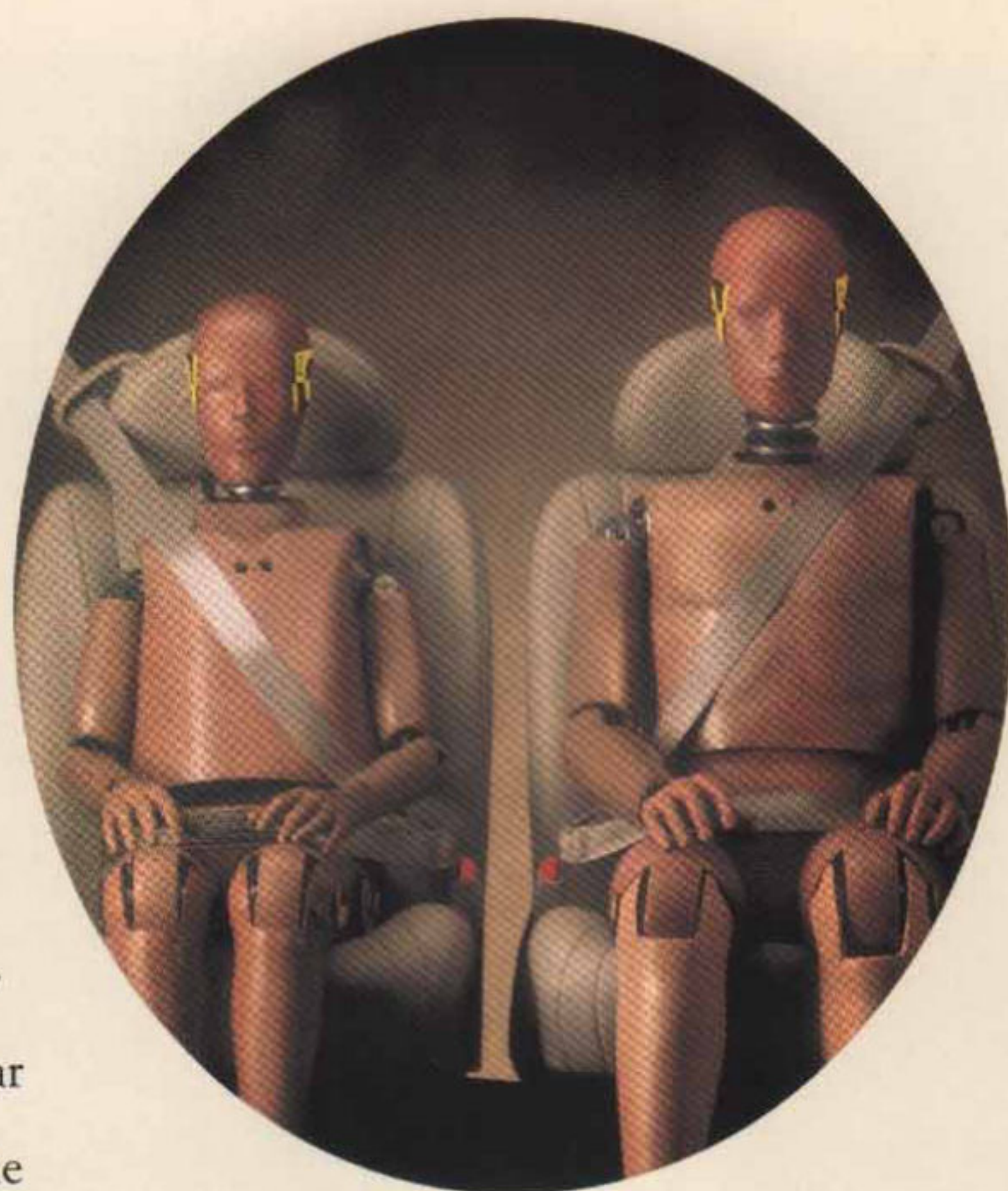
Many cars talk about luxury, comfort and attention to detail. We believe that none of them can deliver in the way that Eldorado does. Consider materials like our real Zebrano wood trim and the quality of our available leather. Consider how we've made this cockpit fit so precisely around you. Consider how you feel in this interior. You'll find yourself seeing Eldorado in a very positive light.

*"Freedom is the only law
which genius knows."* James Russell Lowell



SAFETY AND SECURITY

From time to time, all of us feel as though we spend a significant part of our lives in a cage. In this case, that's a good thing. Because our '98 Eldorado surrounds driver and passengers with a steel safety cage similar in concept to those found in some race cars. But that's only one part of the Eldorado safety story. Precision-engineered crush zones both fore and aft on your Eldorado help to absorb impact energy in a collision. Add to these features automatic daytime running lamps



that better enable others to see you. Anti-lock brakes, full-range traction control for snow-covered or other slippery surfaces, dual front Next Generation Air Bags, the PASS-Key theft-deterrent system, Twilight Sentinel ... the list of safety-related features goes on and on. But the most important safety component in any car you drive ... is you. And your ability to stay safe is directly related to how well you can control the car you're driving. Technology has enabled us to provide you with a car that is perhaps the most eminently "controllable" coupe we've

ever offered. Of course, we recognize that crashworthiness is critically important. But you should also take comfort in the fact that *crash avoidance* is another of our key priorities. That's why we've expended so much time and effort on the technological advancements and ergonomic friendliness of the '98 Eldorado. The safety of those who drive our cars, or ride in our cars, has been of paramount importance to Cadillac for nearly a century now. That dedication to your safety, and the safety of those who ride with you, will never change. And it's one more important reason you

have peace of mind when you step inside, and get



[Keyless entry locks, unlocks, turns on lighting or opens your trunk.]

behind the wheel of America's premier luxury performance coupe. The new 1998 Eldorado.

A Special Note To Parents

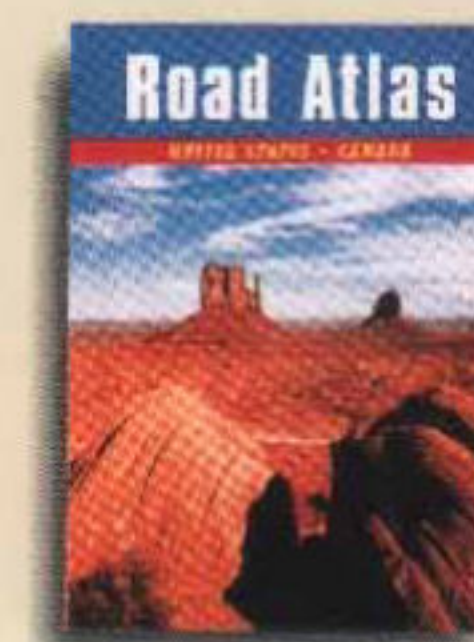
Children are generally safer if they ride in a rear seat using the appropriate child safety seats and restraints, which is why General Motors recommends that child safety seats be properly secured in a vehicle's rear seat. See your Owner's Manual and child safety seat's instructions for more information.

OWNERSHIP SERVICES

The privileges Cadillac extends to you are unlike any in the industry. Starting with a delivery system that's unique to us. It's called Custom Xpress Delivery, and it's been created to ensure that you get precisely the car you want ... the right color and equipment, and no unwanted features. The Custom Xpress Delivery system can usually deliver the Eldorado of your choice the next day. If it isn't in stock, your dealer can special order your Eldorado from one of our strategically located distribution centers and in most cases have it within three weeks.* Beyond Custom Xpress Delivery, our Customer Assistance Center and Roadside Service Program are second to none. With Roadside Assistance, two thousand factory-trained technicians in fully



equipped mobile service units are available at all times. That makes Cadillac Roadside Service vastly more responsive than programs from other manufacturers. Roadside Service is only part of what makes Cadillac owners some of the most cared for in the world. We go beyond unlocking doors, bringing you gasoline, changing flat tires and doing repairs at the side of the road. Your new Eldorado also comes with Trip Interruption Protection, which reimburses you for certain expenses incurred as the result of a warranted repair. Limited Warranty



[Anywhere in North America, service is a phone call away.]

Protection safeguards your Eldorado, including tires, for 48 months or 50,000 miles with no deductible. Body rust-through is covered for 6 years or 100,000 miles. Alternate Transportation Options are also offered by your dealer should your Eldorado require repairs covered under your new vehicle warranty. Ask your dealer about Gold Key Courtesy Transportation. Finally, Gold Key Delivery takes time to familiarize you with all of the operating systems of your new Eldorado when you first take delivery. You'll also be introduced to key dealership personnel, including those who will be responsible for servicing and helping to maintain your Eldorado. We'll also equip you with a complete package of ownership materials. Want more? We're always a free telephone call away.



[Cadillac Customer Assistance is available 24 hours a day.]



*National average

ELDORADO FEATURES AND OPTIONS

STANDARD INTERIOR

Air Bags, Next Generation: driver, front passenger
 Analog instrument cluster
 Anti-lockout: any door with key in any position and via RKE fob
 Automatic programmable door locking system
 Brake/transmission shift interlock
 Cruise control
 Driver information center
 Electrochromic inside rearview mirror
 Electronic dual-zone climate control with rear fan
 Fingertip steering wheel controls for audio/climate control systems
 Full floor console with floor shift
 Headrests: Front articulating, 4-way adjustable
 Rear integrated
 Illuminated entry system
 Illuminated front visor vanity mirrors
 PASS-Key II security system
 Power door locks
 Power 8-way front-seat adjusters/recliners
 Power windows, driver express down
 Programmable features: Five auto door lock settings
 RKE activation verification—Lights flash at lock/unlock
 Horn sounds at lock
 Perimeter lighting

Battery storage mode
 Reading lamps, front/rear
 Rear window defogger
 Remote fuel door release
 Remote keyless entry
 Remote trunk release
 Retained accessory power
 Safety belts with comfort feature
 Tilt-adjusting wheel, leather trimmed
 Traction control on/off switch
 Valet lockout
 Zebrano wood trim

STANDARD EXTERIOR

Compact spare tire with cover
 Daytime running lamps
 Electrochromic driver's side mirror
 Enhanced body structure
 Flash-to-pass headlamps
 Fog lamps
 Front cornering lamps
 Front/rear crush zones
 Power antenna
 Power, heated sideview mirrors
 Solor-Ray tinted glass
 Stainless steel exhaust system
 Steel safety cage
 Tungsten-halogen headlamps
 Twilight Sentinel
 Wiper-activated headlamps

ETC, STANDARD

Heated front seating areas
 Memory Package for 2 drivers: Eight-way driver's seat plus lumbar setting • Driver's seat exit position • Outside rearview mirrors • Climate control settings • Home/

away radio settings
 Nuance leather seating areas
 Programmable features, with remote or key-in memory recall, curb-view passenger mirror
 Rainsense wipers
 Theft-deterrent system, audible

ETC, OPTIONAL

Hands-free cellular phone*
 OnStar System*
 Safety/Security Package: Electronic compass mirror
 Three-channel garage door opener

Sunroof, express open
 Trunk storage system
 Twelve-disc CD changer

ELDORADO, OPTIONAL

Accent stripe
 Comfort/Convenience Package: Heated front seating areas
 Memory Package
 Power front-seat 4-way lumbar
 Safety/Security Package: Electronic compass mirror
 Theft-deterrent system, audible
 Three-channel garage door opener
 Hands-free cellular phone*
 Nuance leather seating areas
 OnStar System*
 StabiliTrak
 Sunroof, express open
 Trunk storage system
 Twelve-disc CD changer



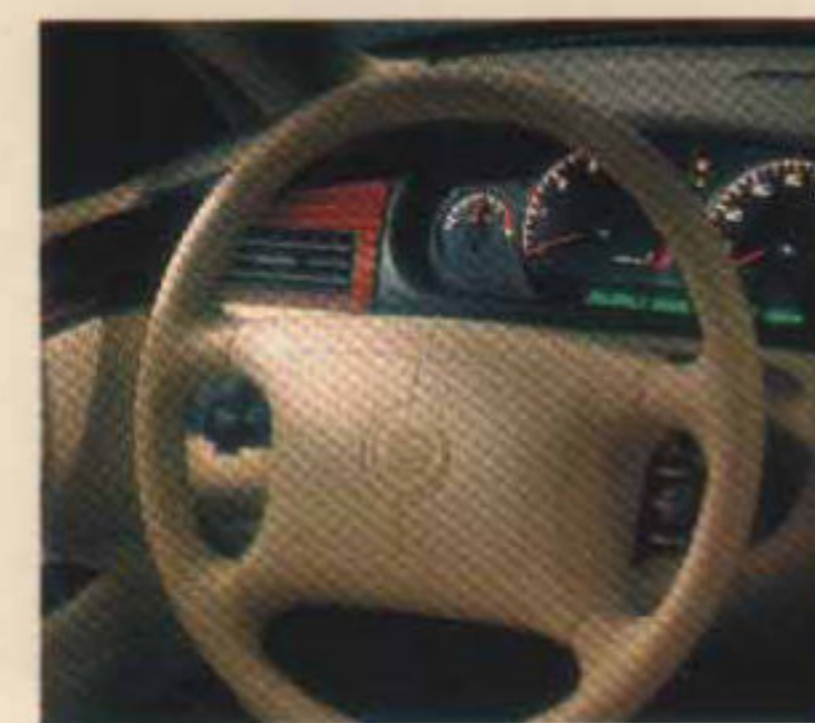
Eldorado Standard: AM/FM stereo with cassette, clock, TheftLock and six speakers



Standard ETC/Optional Eldorado: AM/FM stereo with cassette, clock, single-slot CD, TheftLock and four Bose amplified speakers



Optional: AM/FM stereo with cassette, clock, single-slot CD, RDS, WX, DSP, TheftLock and four Bose amplified speakers



Eldorado's leather-wrapped steering wheel features fingertip radio and climate controls, plus a Next Generation Air Bag.

Note: Photographs in this catalog may feature vehicles with optional equipment.

*Dealer installed

POWERTRAIN AND PERFORMANCE

PERFORMANCE

ETC Performance:
 0-60 mph: 7.1 seconds
 Top Speed:* 150 mph
 Eldorado Performance:
 0-60 mph: 7.4 seconds
 Top Speed: 112 mph
 EPA Est. MPG:
 17 city/26 highway
 Range:** 520 miles

ENGINE

Northstar 4.6L V8, 32-valve DOHC
 ETC: 300 hp, 295 ft-lbs torque
 Eldorado: 275 hp, 300 ft-lbs torque
 Aluminum block and heads
 Limp-home engine coolant loss protection
 Compression ratio: 10.3:1
 Sequential, tuned port fuel injection
 Platinum-tipped spark plugs with tune-up interval of up to 100,000 miles***
 Crank-triggered ignition
 Fuel: Unleaded

DRIVELINE

Transverse front-wheel drive
 Four-speed automatic transmission with viscous converter clutch
 Final drive ratio:
 ETC: 3.71:1
 Eldorado: 3.11:1

CHASSIS

StabiliTrak: ETC — standard
 Eldorado — optional
 Suspension: 4-wheel independent, MacPherson strut front/short-long arm rear with electronic level control
 ETC: Continuously variable road-sensing suspension, StabiliTrak and road texture detection
 Eldorado: Hydraulic dampeners with optional StabiliTrak
 Steering: Speed-sensitive variable-assist
 ETC: Magnasteer III
 Eldorado: Magnasteer
 Turning circle: 42.0 feet
 Brakes: Power, four-wheel disc, ABS
 Traction control: All speeds—brakes/engine

CAPACITIES

Oil: 7 quarts
 Coolant: 12.5 quarts
 Fuel: 20 gallons
 Trunk: 15.3 cubic feet
 Battery: 12 volts
 Towing: 1000 lbs
 Curb weight:
 ETC: 3856 lbs/1749 kg
 Eldorado: 3825 lbs/1735 kg

INTERIOR DIMENSIONS

Head room
 front 37.8" (961mm)
 rear 38.3" (972mm)
 Leg room
 front 42.6" (1081mm)
 rear 35.5" (901mm)
 Hip room
 front 57.6" (1464mm)
 rear 55.7" (1416mm)
 Shoulder room
 front 58.2" (1478mm)
 rear 57.6" (1463mm)
 Seating Capacity Five



Eldorado Std.: 16"x7" cast with Michelin XW4 P225/60R16 S-rated blackwall



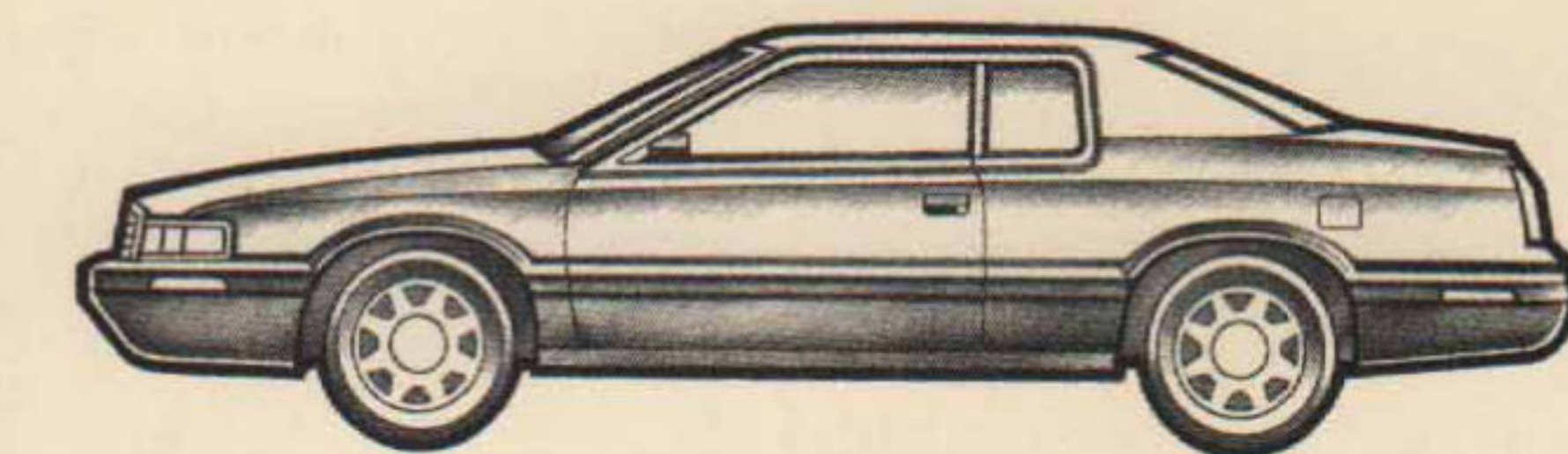
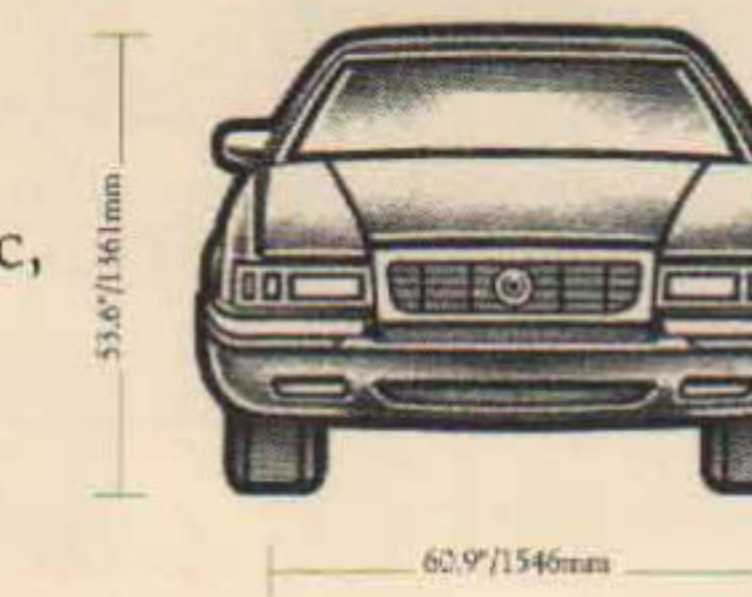
Eldorado Opt.: 16"x7" chrome with Michelin XW4 P225/60R16 S-rated whitewall



ETC Std.: 16"x7" cast with Goodyear Eagle RS-A P225/60R16 H-rated blackwall



ETC Opt.: 16"x7" chrome
 ETC Opt. Tire: Goodyear Eagle GA P225/60ZR16 Z-rated blackwall



Drag coefficient: 0.33

*With optional "Z" rated tires.

**Estimated highway range: Multiply EPA highway estimate by fuel tank capacity.

***Maintenance needs vary with different uses and driving conditions. See your Owner's Manual for more information.

ACQUISITION OPTIONS

Acquisition Options are simply the various ways that you can find yourself enjoying a new Cadillac Eldorado. And since finding the perfect Eldorado for you is the first step in the process, you should know that Cadillac's Custom Xpress Delivery system can usually make it happen the next day. All your dealer needs to do is feed the specific features you prefer into the system. If there's an Eldorado in stock that precisely fits your description, it can be Xpress delivered. Otherwise, your dealer can special order your Eldorado and have it washed and ready for you in less than three weeks.* The next move is up to you. Although your Cadillac Sales Executive has all the complete details about purchase or leasing, here are the highlights:



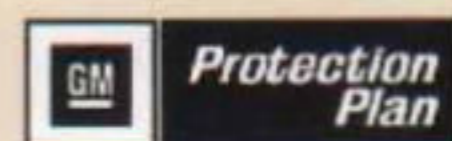
Purchase is always a wise choice, especially when you do it with GMAC financing. And for those of you who choose to buy, we want to remind you that Cadillacs have consistently maintained a high resale value at trade-in time. SmartLease is becoming a popular option and allows you to acquire a new Cadillac more frequently. It also minimizes costs and lowers monthly payments



Apply your GM Card bonus Earnings toward the purchase or lease of your Eldorado.

compared to conventional purchase. SmartLease can also hold significant advantages for businesses. SmartLease Plus embodies all of the advantages of SmartLease, but without the inconvenience of monthly payments.

The GM Card The GM Card allows you to apply your bonus Earnings toward the purchase or lease of a new Cadillac. If you carry The GM Card, consider putting its purchasing power to work for you.



GM Protection Plan is an extended service contract for your new Cadillac, and is the only one backed by General Motors. It can protect your vehicle for as long as 6 years or 100,000 miles from the date of your vehicle's first delivery or use.

*National average

IMPORTANT WORDS ABOUT THIS CATALOG

We have tried to make this catalog as comprehensive and factual as possible. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models and availability. Since some information may have been updated since the time of printing, please check with your Cadillac dealer for complete details.

ENGINES

Cadillacs are equipped with engines produced by different operating units of GM, its subsidiaries or suppliers to GM worldwide.

ASSEMBLY

Cadillacs are assembled by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Cadillacs with differently sourced components than originally scheduled. All such components have been approved for use in Cadillacs and will provide the quality performance associated with the Cadillac name. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

UPDATED SERVICE INFORMATION

Cadillac regularly sends its dealers useful service bulletins about Cadillac products. Cadillac monitors product performance in the field. We then prepare bulletins for servicing our products better. Now you can get these bulletins, too. Ask your dealer. To get ordering information, call toll-free 1-800-551-4123.

SAFETY AND SECURITY

The following are just some of the features found on the 1998 Eldorado:

OCCUPANT PROTECTION: Next Generation Air Bags, driver and front passenger • Automatic door locks • Safety belt cinch capability for child seats • Intentional-set belt comfort feature • Power window lockout CRASH AVOIDANCE: Anti-lock brakes, front and rear • Brake transmission/shift interlock • Disc brakes, front and rear, audible wear indicator • Maintenance-free battery • Stability enhancement • Steering wheel controls • Tires with built-in tread wear indicators • Traction control • Automatic daytime running lamps • Automatic windshield wipers • Cornering lamps • Door warning lights or reflectors • Fog lamps • Halogen headlamps • Inside electrochromic rearview mirror • Outside power rearview mirrors, heated, electrochromic • Rear window defogger • Side window defogger, front • Tinted glass windshield • Automatic exterior lamp control • Wiper-activated exterior lamps SECURITY: Anti-lockout feature • Audible theft-deterrent system • Battery rundown protection • Laser-etched VIN plate • PASS-Key theft-deterrent • Remote deck lid release • Remote hood release • Remote keyless entry • Stolen vehicle tracking/emergency communication (optional)

CORROSION PROTECTION

Cadillacs are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through corrosion for 6 years/100,000 miles. There is no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended.

WARRANTY

The GM 4-year/50,000-mile Gold Key Bumper to Bumper limited warranty covers repairs for any new Cadillac, including labor and parts, to correct any defects in material or workmanship occurring during the warranty period. The complete vehicle will be covered for 4 years or 50,000 miles, whichever comes first, except adjustments and normal maintenance items. Plus free towing and a portfolio of other services. There is no deductible on any Cadillac warranty. See your Cadillac dealer for terms of these limited warranties.

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ELDORADO COLOR GUIDE

EXTERIOR SELECTIONS



06 Mulberry



17 Silver Mist



21 Moonstone



27 Baltic Blue



38 Emerald Green



39 Dk Adriatic Blue



40 Cotillion White



41 Sable Black



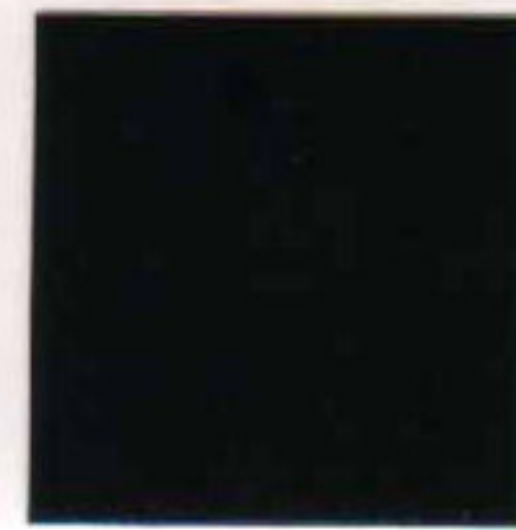
46 Shale



60 Gold Firemist



86 Crimson Pearl[■]



91 Polo Green



93 White Diamond[■]



33 Frost Beige

[■]Available at extra charge.

INTERIOR LEATHER SELECTIONS



WARRANTY

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ELDORADO COLOR GUIDE

EXTERIOR SELECTIONS



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21 Moonstone



27 Baltic Blue



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40 Cotillion White



41 Sable Black



46 Shale



60 Gold Firemist



86 Crimson Pearl[■]



91 Polo Green



93 White Diamond[■]



33 Frost Beige

[■]Available at extra charge.

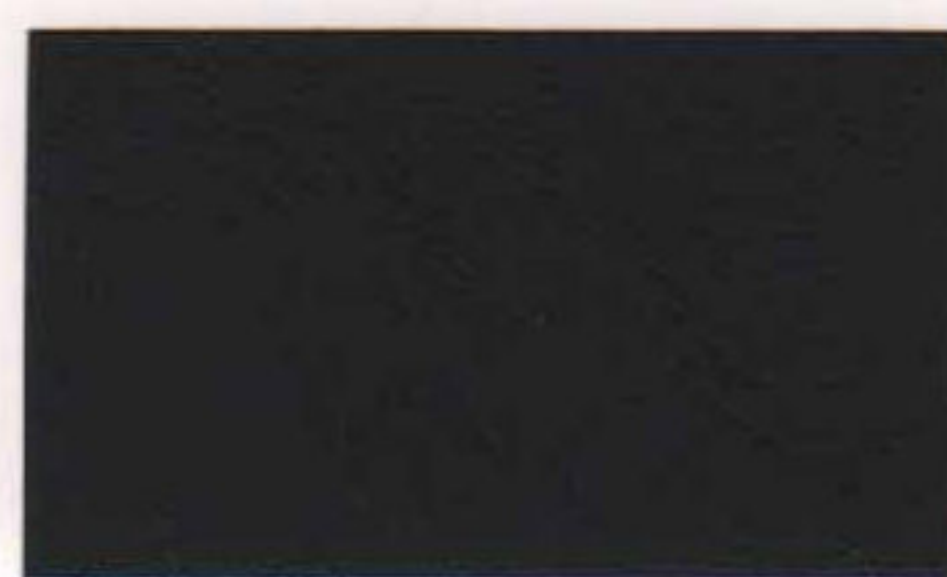
INTERIOR LEATHER SELECTIONS



15 Neutral Shale



16 Cappuccino Cream



19 Black



21 Dark Blue



67 Camel



77 Mulberry



92 Pewter

Note: Standard leather seating areas include perforated leather inserts on the Eldorado Touring Coupe.

INTERIOR CLOTH SELECTIONS



15 Neutral Shale



21 Dark Blue



92 Pewter



[Eldorado]
Live Without Limits