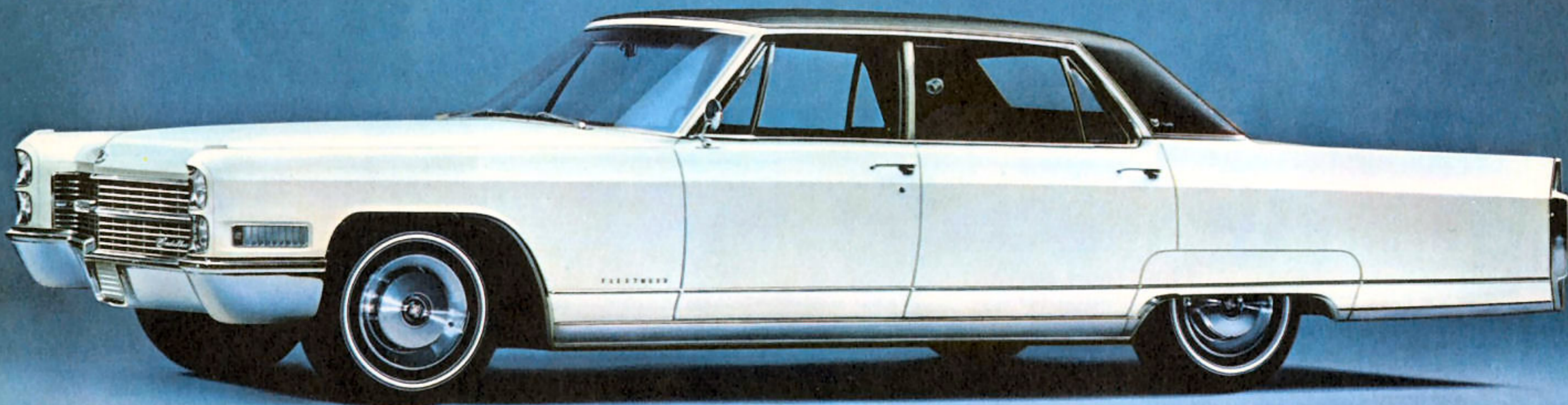




1966 Cadillac

NEW ELEGANCE...NEW EXCELLENCE...NEW EXCITEMENT



TO THOSE WHO REGARD THEIR MOTOR CARS AS PRIZED POSSESSIONS

Over the years it has been a recognized fact that few family possessions provide as much satisfaction and pleasure as a Cadillac . . . and few represent so sound an investment.

Never was this more apparent than it is in the superb new 1966 Cadillac. With its refined new styling, it is by far the most handsome Cadillac ever built. Yet with all its refinement, grace, distinction and dignity, the 1966 Cadillac has a completely new air of excitement.

This excitement starts with alert performance and new handling qualities that are truly extraordinary for a motor car of Cadillac's stature. There is further excitement in its new interior elegance, its luxurious new fabrics and leathers, and its marvelous new appointments.

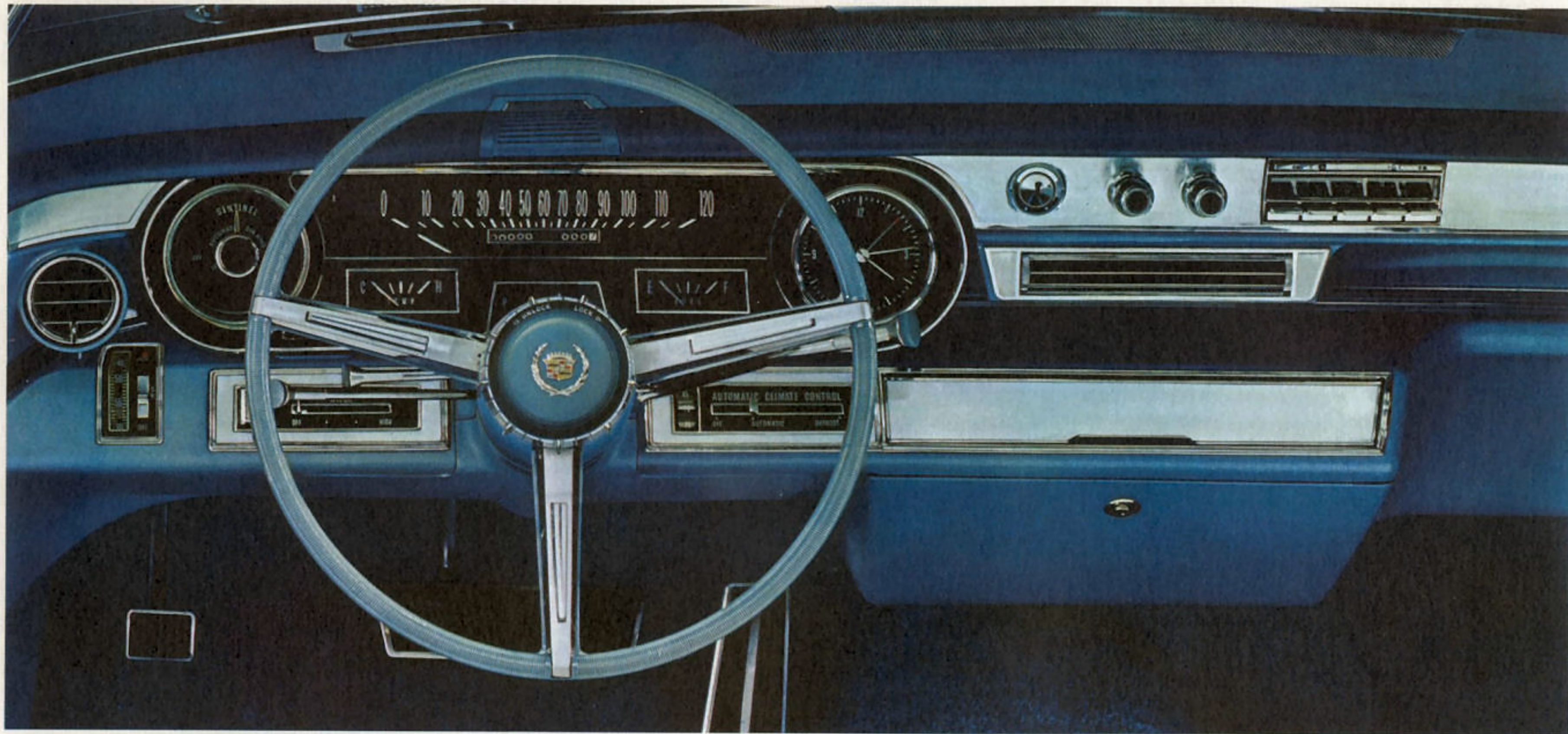
Whether you are a long-time Cadillac enthusiast or are looking forward to your first Cadillac, you will find the 1966 "car of cars" one of the most pleasurable possessions of your life.

In this catalog you are sure to see a Cadillac model which you can tailor to your exact needs from the wide variety of colors, interiors, options and accessories that are available.

Your Cadillac dealer will be happy to advise you in selecting and personalizing your Cadillac—and to put you behind the wheel of the most exciting automobile of all time.



Standard of the World



Standard of the World IN MOTORING PLEASURE AND OWNER LOYALTY

Once you have been in the driver's seat of a new Cadillac, it is difficult to find contentment at the wheel of any other car.

For in the 1966 Cadillac, you are surrounded by every driving convenience and every motoring luxury.

Power steering and handling are both importantly improved. A touch of the accelerator awakens the quietest, most responsive engine you've ever known, made even smoother by a refined Turbo Hydra-Matic transmission. Cadillac's improved suspension system provides a marvelously smooth, silken ride. And

Cadillac's wonderful new world of quiet lets you converse in a whisper or enjoy your favorite radio music without distraction.

The beautiful new instrument panel gives you ideal visibility and accessibility of controls.

Should you select Automatic Climate Control you can dial your favorite temperature as easily as you set your home thermostat—and never give it another thought from season to season whatever the outside weather.

And you can personalize your Cadillac with an extraordinary

variety of other conveniences. Cruise Control lets you drive without your foot on the accelerator. You can enjoy the glorious sound of AM-FM stereo radio, and the personal comfort of a steering wheel that telescopes as well as tilts. Twilight Sentinel automatically turns your lights on and off according to light conditions and can be set to leave lights on until you reach the door at night.

No wonder that Cadillac, in terms of elegance, excellence and excitement remains the unchallenged Standard of the World and is universally accepted as the finest of fine cars.



THE FLEETWOOD SERIES

FLEETWOOD SIXTY SPECIAL SEDAN



Standard of the World IN MAGNIFICENCE AND DIGNITY

The most distinguished name in motor cars is Cadillac—and the most distinguished Cadillac is the new 1966 Fleetwood.

All Fleetwood models—the Eldorado Convertible, the Brougham, the Sixty Special Sedan and the Seventy-Five Sedan and Limousine—are recognizable by a distinctive wreath and crest, a special rear grille and the Fleetwood name.

As in all new Cadillacs, there is a new front grille dramatically highlighted by a horizontal center bar and handsome headlight treatment.

Fleetwood interiors blend fabrics, leathers and walnut in typical Fleetwood tastefulness. Fleetwood luxury is nowhere more evident than in the Brougham, where you'll find such conveniences as folding footrests, lighted fold-down trays and adjustable reading lamps for rear seat passengers.

All models feature a complete complement of power controls. Power-operated vent panes are standard on the Brougham, Sixty Special Sedan and the Eldorado, and available on Fleetwood Seventy-Five models.

The Sixty Special Sedan and the Brougham have the distinction and roominess provided by a 133-inch wheelbase and 227.5-inch over-all length. The all-new Fleetwood Seventy-Five Sedan and Limousine have a wheelbase of 149.8 inches and an over-all length of 244.5 inches.

Automatic Level Control is standard on all Fleetwood models. Automatic Climate Control is standard on the Seventy-Five Sedan and Limousine with front and rear controls.

Every Fleetwood model is truly a masterpiece.



FLEETWOOD ELDORADO CONVERTIBLE



This Eldorado interior is finished in green leather, perforated in seat and back inserts. Other colors are black, white, midnight blue, gold, vermilion and antique saddle. Bucket seats are available at no extra cost.



FLEETWOOD SIXTY SPECIAL SEDAN



Beautiful non-perforated leather is available on the Sixty Special Sedan and Brougham, illustrated here in white. Other colors are black, blue, antique saddle, gold and red.



FLEETWOOD BROUGHAM



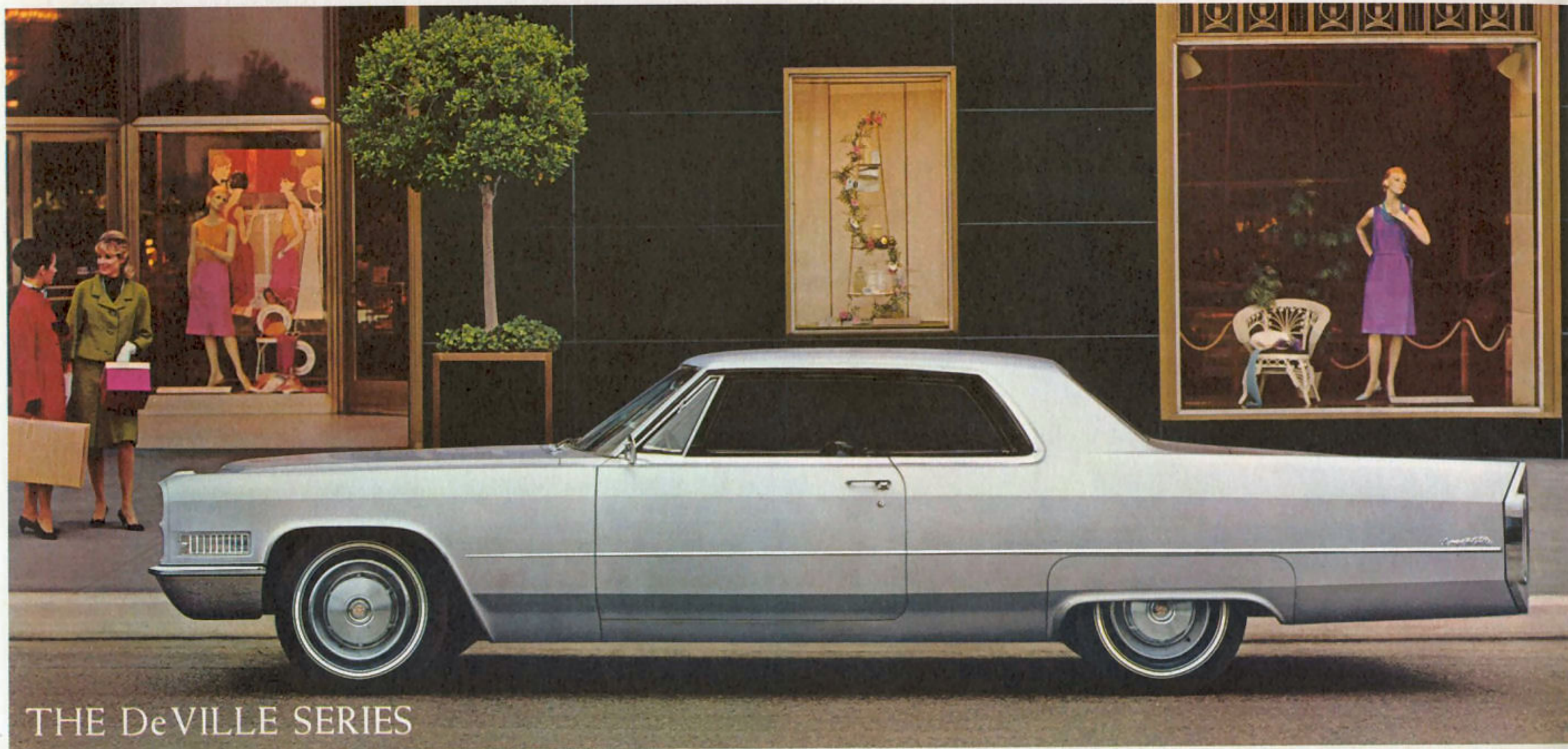
This Brougham interior is in gold Damask cloth with leather bolsters. Other colors are midnight blue, turquoise and crimson. A Dartmoor pattern is available in black, blue and beige. Also available is Delmont embroidered cloth, or leather.



FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE



Blue Delmont cloth with embroidered inserts is featured in this Fleetwood Seventy-Five Sedan. Other Delmont colors for the Seventy-Five are gray and beige.



COUPE de VILLE



Standard of the World IN GLAMOR AND EXCITEMENT

All 1966 Cadillac De Ville models offer a rare combination of fine-car luxury and elegance—and with a highly individual flair.

Four De Ville body styles — Coupe, Hardtop Sedan, Sedan and Convertible—provide the widest selection in this price range.

All models are distinguished by polished chrome cove body moldings and the De Ville script on the rear fenders.

All have a generous 129.5-inch wheelbase and an over-all length of 224 inches.

De Ville interiors are uniquely beautiful, featuring an exclusive selection of superb fabrics and fine leathers.

All-new bucket seats are available in the Convertible, the Coupe and the Hardtop Sedan—and all seats are contoured for maximum comfort. When leather is selected, both beauty and comfort are enhanced by perforated leather in the seat and back inserts.

Standard equipment on all De Ville models includes Turbo Hydra-Matic transmission, variable

ratio power steering, power brakes, power windows, power front seat adjustment, courtesy lighting and an unusually wide variety of other personal conveniences.

The visual excitement created by the De Ville's beauty is more than matched by Cadillac's brilliant new performance. Its handling ease, smoothness, quietness and all-around responsiveness are unsurpassed.

In every way, the De Ville creates a measure of motoring excellence entirely its own.



COUPE de VILLE



The Coupe de Ville is available in antique saddle color leather, shown here, with perforated seat and back inserts. Other leather colors are white, blue, black, gold and red.



HARDTOP SEDAN de VILLE



This De Ville Hardtop Sedan interior is in turquoise Desmond cloth and leather. Other colors are black, gold and copper. Folding center armrests are standard front and rear.



DeVILLE CONVERTIBLE



De Ville Convertible leather is standard, with perforated seat and seat back inserts. Colors are red, shown here, and black, white, blue, turquoise, green, gold and antique saddle. Bucket seats are available.



SEDAN de VILLE



The Sedan de Ville shown is trimmed in beige Danube cloth and leather. Other colors available in Danube cloth are gray, blue and green.



THE CALAIS SERIES

CALAIS HARDTOP SEDAN



Standard of the World IN LUXURY AND PRACTICALITY

The Calais Series represents your easiest step to the "car of cars"—and the unsurpassed enjoyment of Cadillac ownership.

Whether you choose the Coupe, the Hardtop Sedan or the Sedan, your Calais will provide complete Cadillac luxury, craftsmanship, styling and long-lasting value—and it will be priced favorably with comparably equipped cars of lesser reputation.

The Calais models are impressive in their beauty and stature. They have a wheelbase of 129.5 inches and an over-all length of 224 inches. They

have the same great V-8 engine and the same wonderful Turbo Hydra-Matic transmission that power all Cadillacs.

Power steering, power brakes, cornering lights and heater-defroster are standard equipment. The list of personal conveniences includes electric clock, ash receiver lights, courtesy lights, glove box light, reading lights, trunk light, remote-control outside mirror, door panel warning reflectors, visor vanity mirror, electric three-speed windshield wiper-washer and wheel discs as standard.

You can select from eight interior trim selections and sixteen body colors.

Each Calais model is identified by the Cadillac script on the rear deck lid and the Calais script on the rear quarter panels.

An inspection and test drive of the 1966 Cadillac Calais will convince you that no other fine car is so luxurious and at the same time so practical. In original cost, economy of operation and trade-in value, a Cadillac Calais is a proud and sound motoring investment.



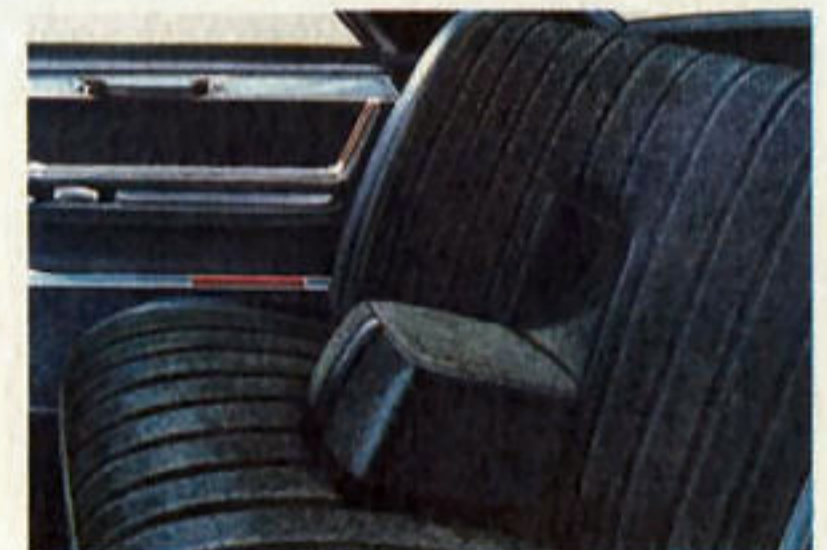
CALAIS COUPE



Above is a Calais Coupe rear interior in blue Danbury cloth with harmonizing vinyl bolsters. Other colors are gray, green and beige.



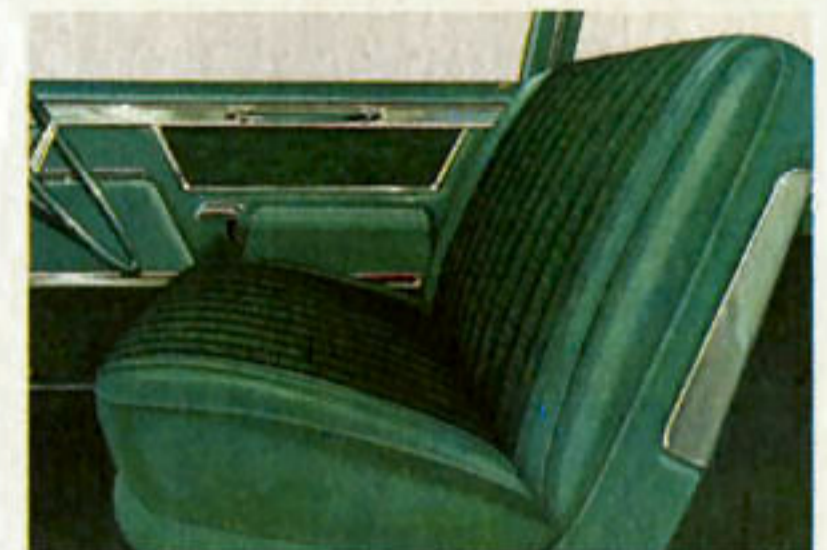
CALAIS HARDTOP SEDAN



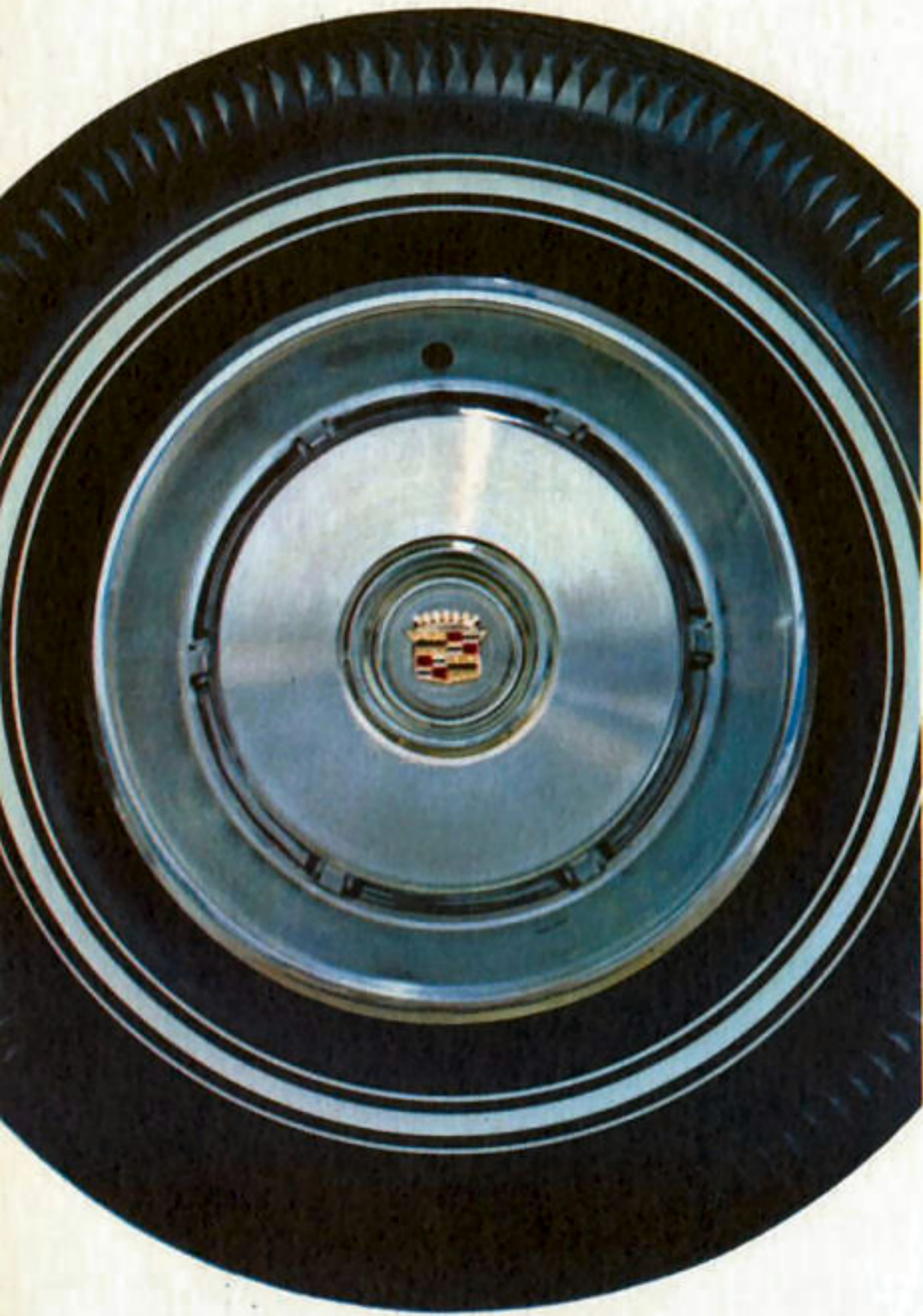
Rich textured Delrio cloth is a feature of this Calais Hardtop Sedan interior. Trim is in color-blended vinyl. Delrio colors are black (as shown) and turquoise, gold and copper.



CALAIS SEDAN



This Calais Sedan is trimmed in green Danbury cloth with harmonizing vinyl trim, shown in this front compartment view. Other Danbury colors are gray, blue and beige.



Standard of the World

IN APPOINTMENTS AND CONVENIENCES

The number of appointments and personal conveniences makes this 1966 Cadillac the most luxurious of all time. The most important of these many features are illustrated and described on these pages.

1. Two fold-down wood paneled trays on the rear of the front seat of the Fleetwood Brougham are illuminated. Behind each tray is a storage compartment.

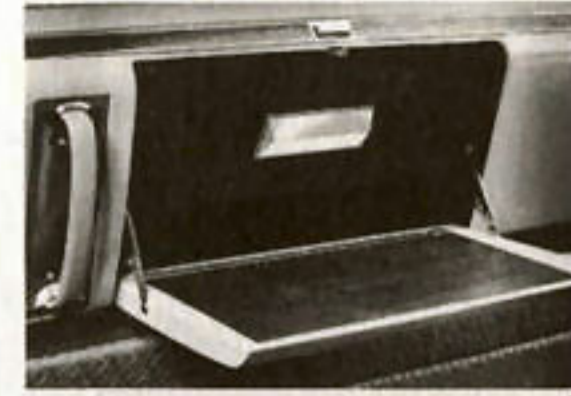
2. Two fold-down carpeted footrests are provided for rear passenger comfort in the Brougham and Seventy-Five models.

3. Tail lamps, backup lamps, stop lights, and directional lights on all models are integrated into a single unit that blends in typical Cadillac good taste with the new 1966 rear end styling.

4. New walnut wood paneling is another distinguishing feature on all 1966 Fleetwood models. It is resin-impregnated to resist wear, moisture and sunlight.

5. The Brougham features new adjustable reading lamps that swivel, permitting rear seat passengers to pin-point light.

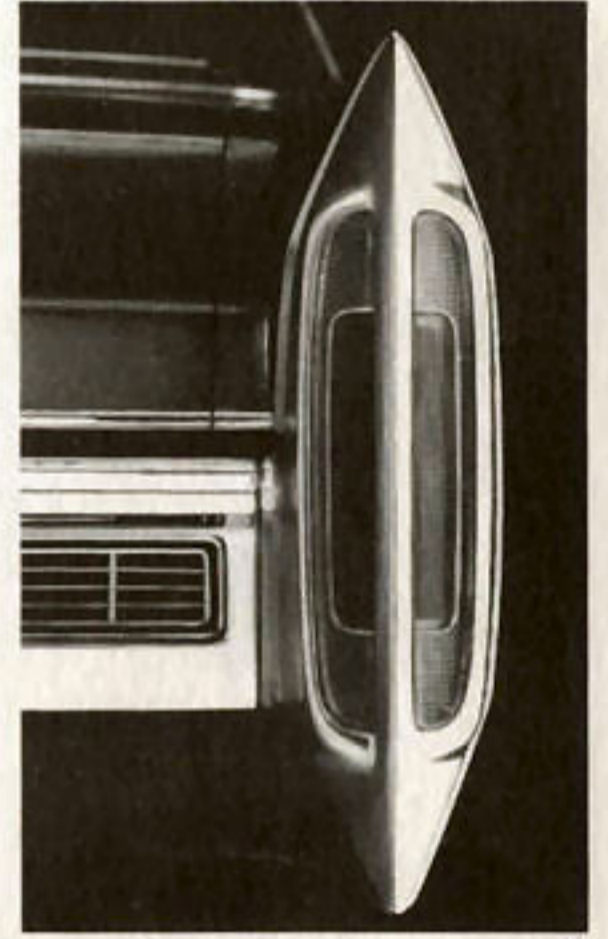
6. Cadillac's spacious trunk provides ample room for all the luggage normally carried on a trip, with room for golf clubs as well. It is lined in tweed-textured, vinyl-coated fabric. Hinges are fitted into protective covers to avoid scuffing luggage.



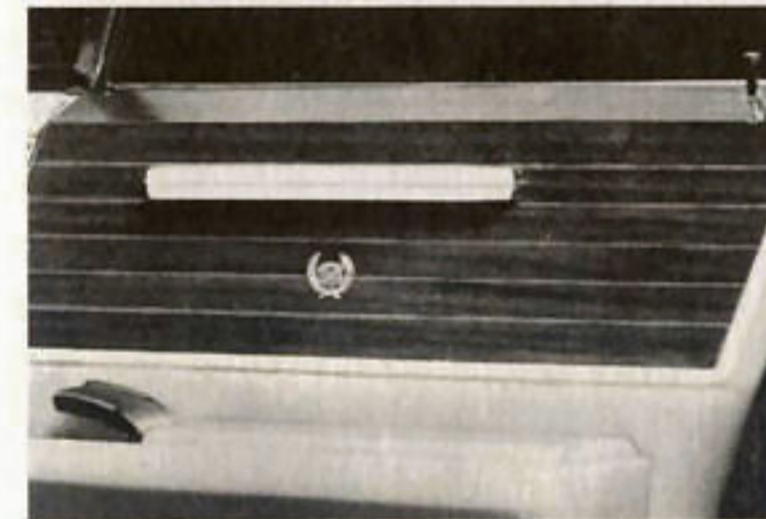
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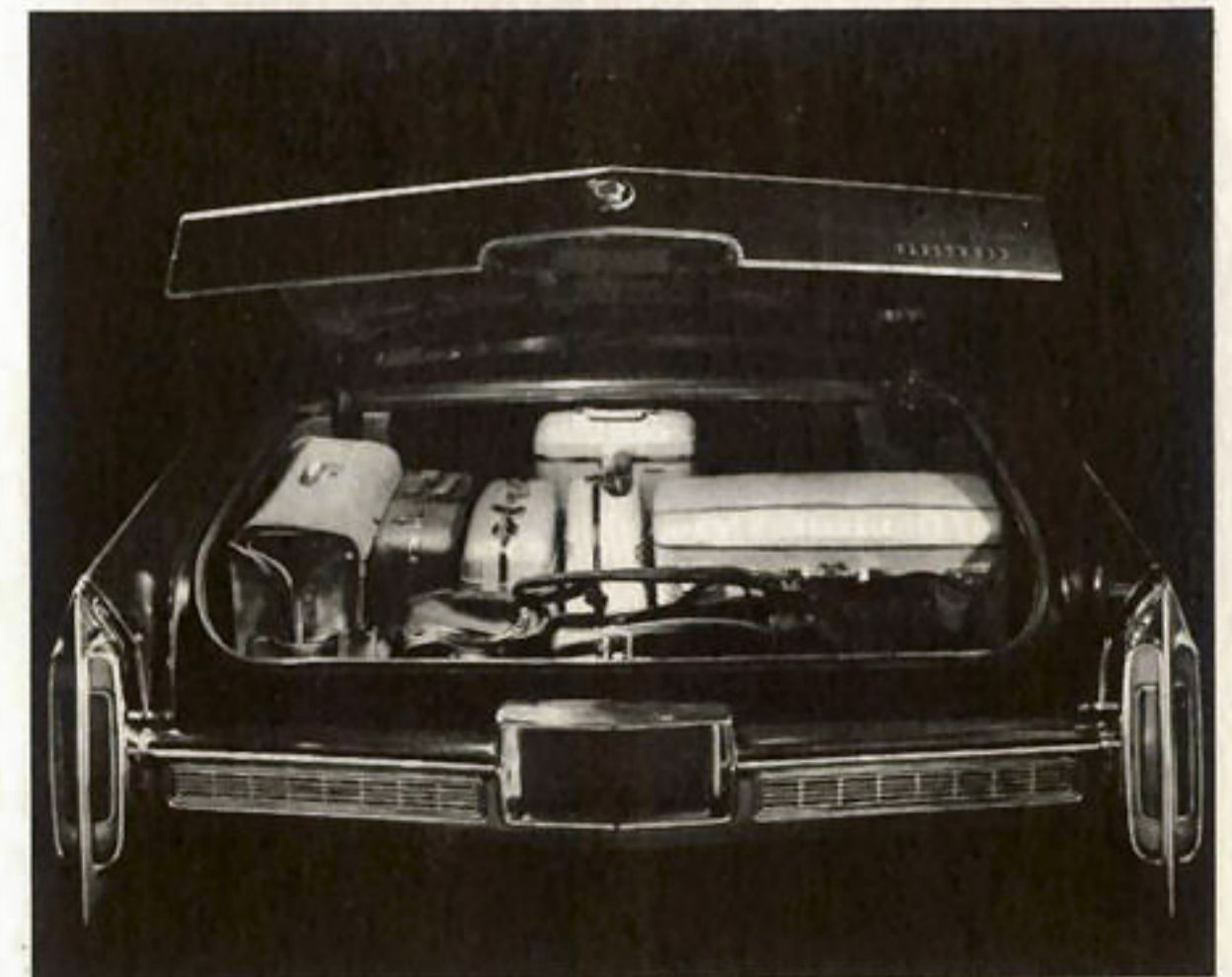
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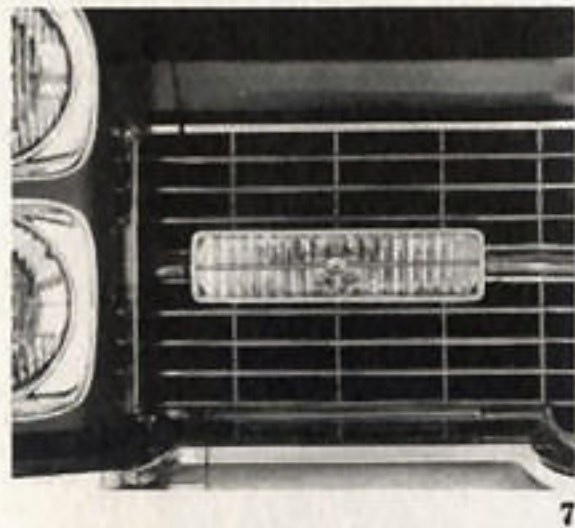
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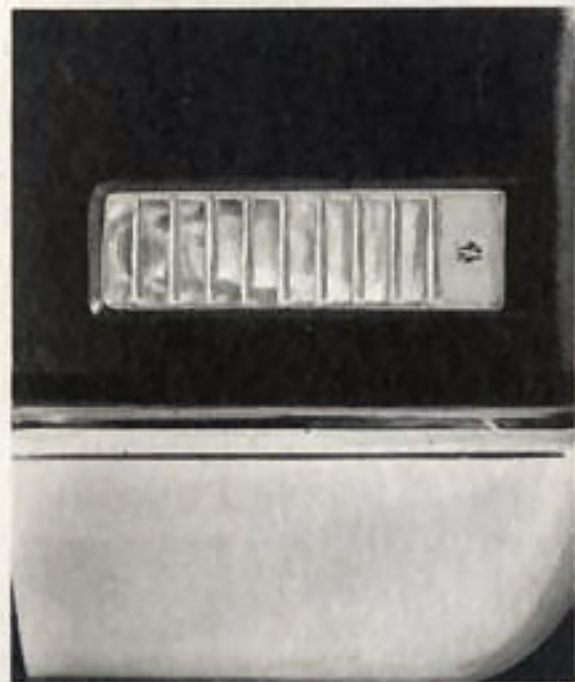
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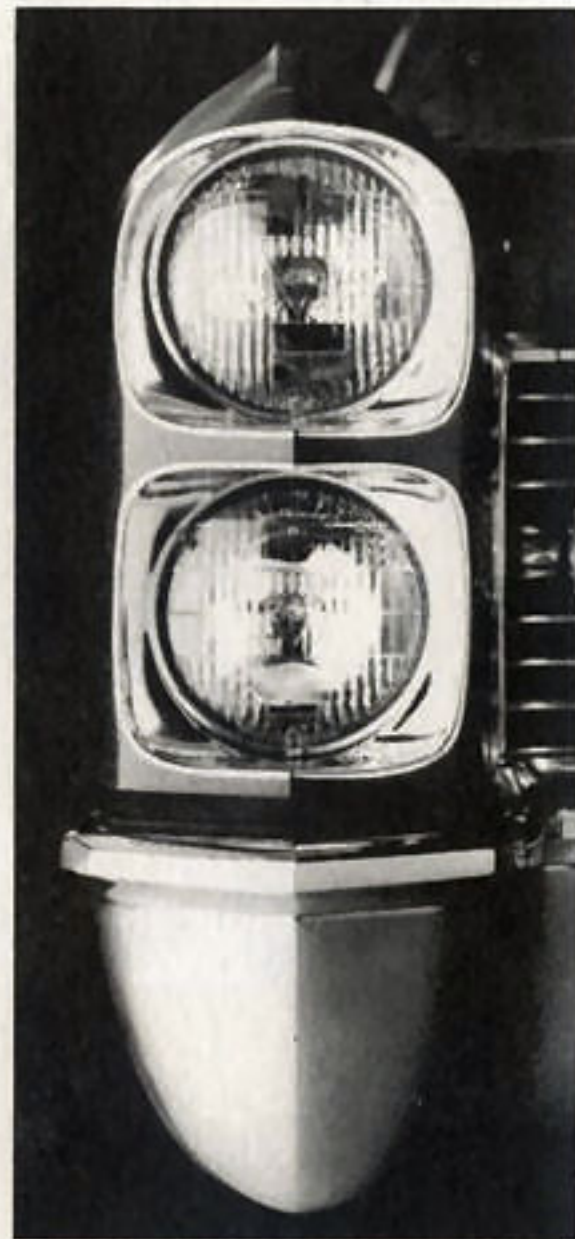
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7. New parking lamps and directional signals harmonize with the horizontal pattern in the new 1966 grille design.

8. Cadillac's cornering lights for 1966 are operated by the directional signal lever and light the side of the road when turning at night. They also provide a touch of beauty to the front fender design and carry the Cadillac crest.

9. Newly styled vertical headlamps are recessed in square chrome frames and blend gracefully into Cadillac's front end styling.

10. When bucket seats are chosen, you may also select a reclining right front seat with adjustable headrest. Headrests are available for the front seats of all models. Front and rear seat belts are standard on all models.

11. Directional signal indicators are located on the front fenders and enable the driver to see which signal is operating without taking his eyes from the road.

12. All Cadillac models feature a remote-controlled outside rear view mirror. The control is conveniently located on the driver's door panel.

13. The two front ash receivers and lighter are located just above the roomy glove compartment. When not in use they are concealed by an attractively finished cover. Both ash receivers and glove compartment are automatically lighted.

Cadillac luxury and convenience are evident in a number of other features that are sure to attract the fine car motorist. Fabrics and leathers are beautifully tailored. Carpeting is deep and soft. The instrument panel is padded. A recessed accelerator pedal footrest is a small but welcome touch that appeals to women wearing high heels. A glare-reducing, day-night rear view mirror is standard on all models . . . along with dual padded sun visors, folding center armrests, electric clock and warning lights or reflectors on the door panels. In every detail, the 1966 Cadillac is the most thoughtfully designed motor car in the world.



11



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13



Standard of the World

IN THE OPPORTUNITY FOR PERSONAL EXPRESSION

Every Cadillac model offers as standard equipment Turbo Hydramatic transmission, exclusive variable ratio power steering (except on the Seventy-Five), power brakes, cornering lights and many convenience appointments that cost extra on most other cars.

But because Cadillac owners are the most discerning motorists in the world, Cadillac also offers them the widest and finest array of available options and accessories in the luxury car field. Some of the most popular of these are shown on the opposite page.

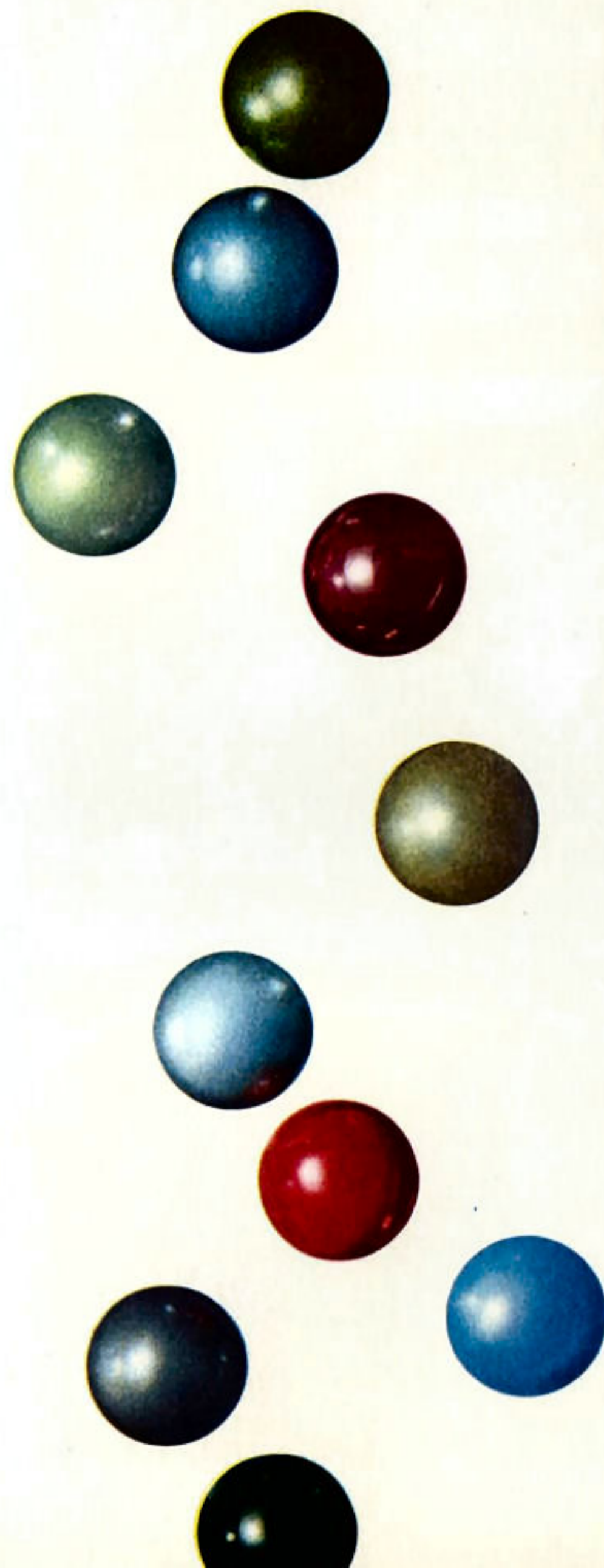
Not illustrated is a variety of other options, such as the six-way power seat which permits horizontal, vertical and tilt adjustment. It is available on all models with bench seats, except the glass partitioned Limousine and is standard on the Eldorado.

With bucket seats, a power horizontal and tilt adjustment is available for the driver's seat. A new Hazard Warning Flasher blinks all front and rear turn signal lamps when you make roadside stops. Automatic Level Control, standard on the Fleetwood Series, compensates for load conditions in the rear compartment or trunk. This feature maintains the attractive level appearance of the car, preserves Cadillac's fine handling, provides more accurate headlamp aiming and holds designed road clearance. Controlled Differential provides more positive traction on slippery road surfaces. A new electrically heated front Seat Warmer is a most desirable Cadillac accessory (rear seat only on Seventy-Five models).

Other popular Cadillac accessories include Guide-Matic power headlamp dimmer, remote-control trunk lock, rear window defogger, Soft Ray glass, door edge guards and white sidewall tires.

Your dealer is an expert in serving fine car buyers. He can help you personalize your Cadillac to your exact needs.

At right are additional body color selections not shown on cars illustrated on the previous pages.

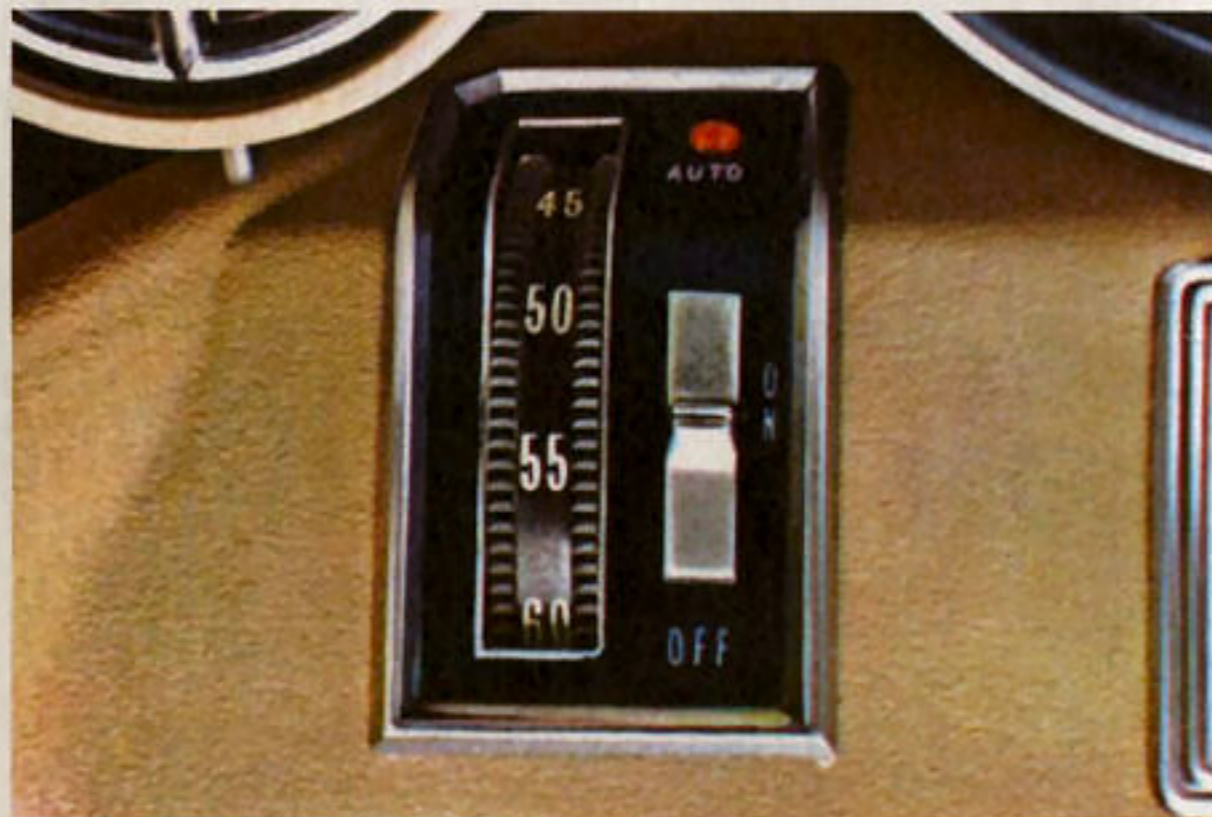




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1. With Automatic Climate Control, standard on Seventy-Five models and available on all others, you merely dial your favorite interior temperature and it is maintained automatically.

2. Calais models can be ordered with power window regulators (standard on all other models). A switch may be set to control all windows from driver's seat only. Power vent window regulators are available on all models with power windows and are standard on the Sixty Special, Brougham and Eldorado.

3. Cruise Control permits the driver to maintain a selected speed without using the accelerator. A red "on" light indicates the automatic operation. It is automatically disengaged by touching the brake, re-engaged by attaining selected speed. Cruise Control also acts as a speed reminder by giving a gentle back pressure to the accelerator when selected speed is reached.

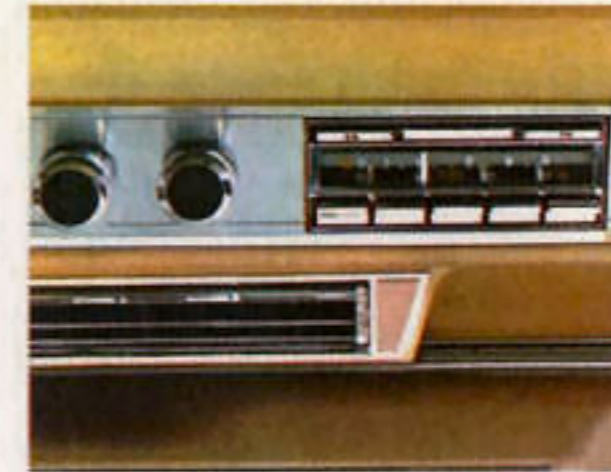
4. Enjoy fine music to the fullest with the new Cadillac AM-FM Stereo Radio. A regular AM signal-seeking radio and an AM-FM radio are also available. All have a power-operated antenna and front and rear speakers (four with stereo).

5. Padded vinyl roof, standard on the Brougham, is offered in white, black, blue, covert or sandalwood (also available on De Ville Sedans, Coupe de Ville and Seventy-Five models).

6. Tilt and Telescope Steering Wheel provides maximum adjustment for personal comfort. It may be adjusted while the car is in motion.

7. Power door locks are especially appreciated by women and important when children are in the car. All doors lock from a switch on either front door. They can be unlocked by either front switch or by pulling up individual door lock buttons.

8. Twilight Sentinel automatically turns lights on at dusk or under poor light conditions, off at sunrise or when light conditions improve. Headlamps and a cornering lamp may be left on up to 90 seconds to provide a path of light from the car.



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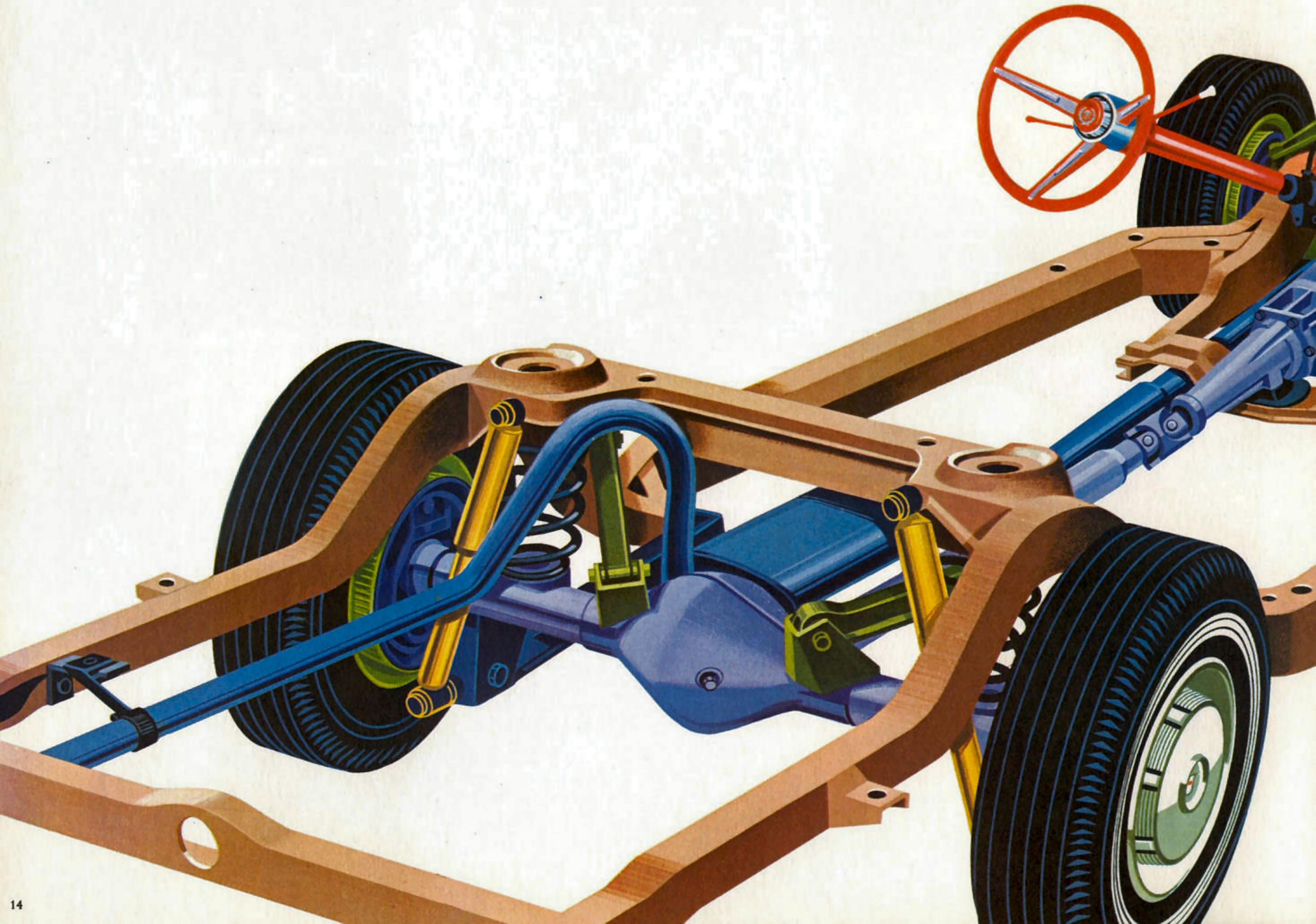
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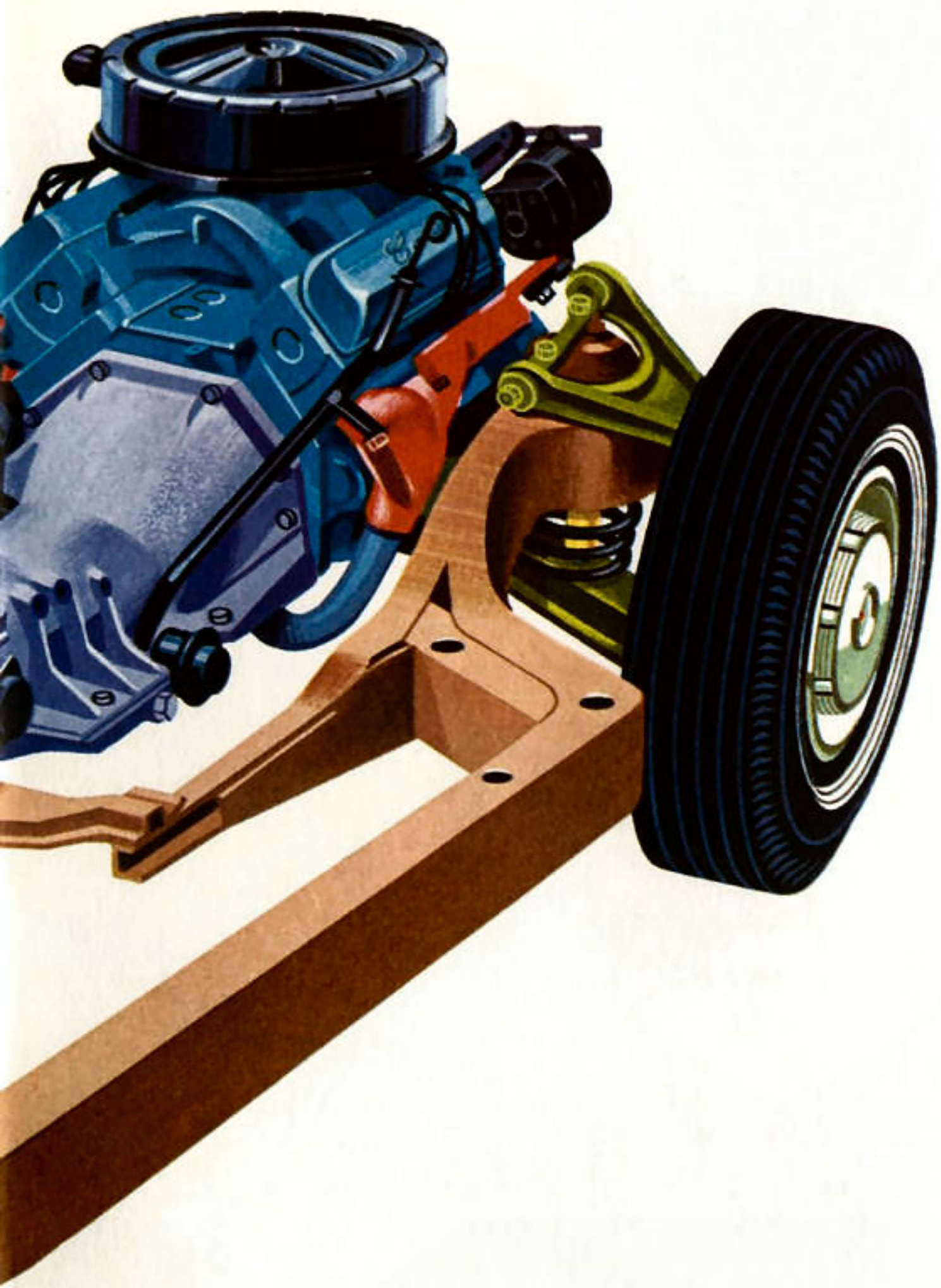


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Standard of the World

IN ENGINEERING AND CRAFTSMANSHIP

For 64 years, Cadillac's reputation for advanced engineering and precise manufacturing has been universally acknowledged. Many major features found on most cars today were first introduced by Cadillac. And for 1966, Cadillac continues this engineering leadership.

New and exclusive variable ratio power steering and an improved suspension system provide the Cadillac driver with a new sense of ease and mastery under all driving conditions. Variable ratio steering reduces steering effort by as much as one-third for extreme cornering and parking—and also provides a new sureness in highway driving.

The improved suspension offers greater highway stability and an even smoother ride.

Significant improvements in engine components, body mountings and acoustical design have enhanced Cadillac's famed quietness of operation.

Cadillac's renowned Turbo Hydra-Matic transmission is smoother and quieter than ever before.

Additional innovations and refinements throughout the chassis, body and electrical system provide the 1966 Cadillac owner with the easiest and most carefree driving in the world.

Even experienced Cadillac owners will be surprised and delighted at the extraordinary new performance of the new 1966 Cadillac. In response, handling, maneuverability, roadability and in ride, this is by far the finest Cadillac of all time.

The full story awaits you at your authorized Cadillac dealer. See him soon for an exciting experience in automotive excellence.

MAJOR STANDARD EQUIPMENT ON ALL MODELS

CADILLAC TURBO HYDRA-MATIC automatic transmission . . . provides instant, smooth response and proven dependability.

CADILLAC POWER BRAKES . . . for smoother, straighter stops with a minimum of effort.

CADILLAC POWER STEERING . . . exclusive new variable ratio affords almost effortless parking, cornering and highway travel and retains a reassuring feel of the road.

**All models may be ordered without this item as an option at reduced cost.*

CADILLAC HEATER AND DEFROSTER . . . directs an even flow of controlled warm air to both front and rear passengers, helps keep windshield free of fog and ice.* Automatic Climate Control heating and air conditioning standard on Seventy-Five Sedan and Limousine.

OTHER STANDARD EQUIPMENT

Your Cadillac provides, as standard equipment, a number of items offered as extra-cost items on most other cars.

Among them are:

AIR CLEANER, dry-pack

ARMRESTS, center, front and rear on De Ville models and Fleetwood Sedans; front only on Convertible models and Calais Coupe; rear only, Calais Sedans and Fleetwood Limousine

ASHTRAYS, dual front all models, two rear all models, except Seventy-Five models, which have two front, two rear of front seat for auxiliary passengers, plus two with lighters for rear seat passengers

AUTOMATIC LEVEL CONTROL, standard on Eldorado, Sixty Special, Brougham and Seventy-Five models

CIGARETTE LIGHTER, center front

CIGARETTE LIGHTERS, rear (two) except Calais Coupe

CLOCK, electric

FRONT SEAT ADJUSTMENT, power-operated (except Calais)

LIGHT, front ash receiver

LIGHTS, backup (dual)

LIGHTS, cornering

LIGHTS, rear compartment

LIGHTS, reading, Brougham (adjustable)

LIGHTS, courtesy (automatic)

LIGHTS, directional indicators

LIGHT, glove box (automatic)

LIGHT, luggage compartment (automatic)

MIRROR, shatter-resistant, glare-reducing, rear view, flip-type: 3-way, Soft Ray in Eldorado and Fleetwood Sixty Special Sedan and Brougham

OIL FILTER, full-flow

OUTSIDE MIRROR, left side, inside remote-control

PADDED INSTRUMENT PANEL

REFLECTORS, door panels, safety warning (illuminated in Eldorado, Fleetwood Sixty Special Sedan, Brougham and De Ville models)

SEAT BELTS, front and rear, retractable on outboard sides

VENTILATOR WINDOWS, power-operated on Fleetwood Sixty Special Sedan, Brougham and Eldorado

VISOR VANITY MIRROR, right side

VISORS, dual sun, padded

WHEEL DISCS

WINDSHIELD WASHER AND WIPERS, three-speed with glare-reducing wiper arms

WINDOW REGULATORS, power-operated (except Calais)

WHITETALL TIRES, 9.00 x 15 (set of five) standard on Eldorado

SPECIFICATIONS

ENGINE: Eight-cylinder, 340 HP, overhead, 90° V-type; bore 4.13", stroke 4.0"; displacement 429 cu. in. Max. torque 480 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

PISTONS: Aluminum alloy, slipper type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one new wider oil ring with expander; top compression ring molybdenum-filled to minimize wear on cylinder walls. Contoured piston head increases turbulence for fast, complete burning of fuel-air mixture.

CARBURETOR: Four-barrel downdraft with equalized manifold; mechanical fuel pump; dry type air filter; automatic choke.

LUBRICATION: Full pressure. Full-flow oil filter standard.

ELECTRICAL SYSTEM: 12-volt, 13-plate battery. High capacity 42 amp. generator (55 amp. air cond. cars).

GASOLINE TANK CAPACITY: Approximately 26 gallons.

TURBO HYDRA-MATIC: Fully automatic, torque converter type with variable stator (except Seventy-Five). Converter multiplies engine torque for increased driving thrust at rear wheels during acceleration in any gear (low, intermediate or high).

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive.

Ratio is 2.94 with a 3.21 axle available. The 3.21 axle is standard on all air-conditioned models and the Seventy-Five models. Available is the controlled differential which directs power to rear wheel having better traction.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil-type springs. Rubber mounted strut rods and rubber bushings absorb impacts and isolate road noise.

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride.

BRAKES: Cadillac Power Brakes with self-adjusting shoes; finned front and rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes.

PARKING BRAKE: Serves as true auxiliary brake . . . will not lock in position with engine running and car in gear . . . can be operated as a foot emergency brake while car is in motion. Automatically releases when transmission is in any drive range.

STEERING: Cadillac Variable Ratio Power Steering standard equipment. Over-all steering ratio of 16.7 to 1 (except 18.2 on Seventy-Five models) and 38½° turning angle for fast response and short turning diameter.

FRAME: Perimeter frame is fully boxed in its entire length with hidden bulkheads for additional torsional rigidity.

TIRES: Low pressure, 2-ply (4-ply rating) tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Five on which the size is 8.20 x 15, 4-ply (8-ply rating). Black sidewalls are standard on all models except the Eldorado on which white sidewalls are standard. White sidewalls may be selected on all other models.

CORNERING LIGHTS: (Standard Equipment) On the side of front fenders, activated by directional signal lever when headlamp switch is on. Project a beam of light from the side of the car, thus illuminating road-side and road signs for extra convenience at night.

TREAD: Front and rear, 62½".

WHEELBASE: 129.5" (Fleetwood Sixty Special Sedan and Brougham, 133"; Fleetwood Seventy-Five, 149.75").

OVER-ALL LENGTHS: 224" (Fleetwood Sixty Special Sedan and Brougham, 227.5"; Fleetwood Seventy-Five, 244.5").

CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION

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