



1969
CADILLAC



MASTERPIECE FROM THE MASTER CRAFTSMEN

For 1969, Cadillac introduces its all-time masterpiece—beautifully new and distinctively Cadillac. Completely restyled with new grille, longer hood and contemporary rear deck, the 1969 Cadillac unites its traditional dignity with youthful new styling that is unique in the luxury car field. While every line and contour have been redesigned for a longer, sleeker look, there is no mistaking that its luxurious beauty is the art of Cadillac stylists. Cadillac's 472 V-8 engine—the largest production V-8 ever to power a passenger car—has been refined for even more impressive smoothness, dependability and quiet. Cadillac's power brake system for 1969 includes front disc brakes as standard equipment on all models, and pedal effort has been noticeably reduced. New for 1969 is a General Motors-developed, theft-deterrent steering, ignition and transmission lock system. When the ignition key is removed, the car can be neither started nor steered—and a buzzer warns you if you leave the car without removing the key. A new ventilation system eliminates the need for vent windows, permitting a longer and sleeker look for Cadillac's new

roof design. Automatic Climate Control, ordered by more than nine out of ten Cadillac buyers, has undergone major revision for 1969. Both air-flow and heating and cooling capacity are significantly increased, yet air movement is barely perceptible, even at peak setting. Cooling system improvements permit prolonged idling in congested traffic or parking with Automatic Climate Control on, without overheating the engine. Interiors are the most luxurious in Cadillac history, with opulent new fabric patterns and leather textures. A new instrument panel makes dials and controls more convenient to the driver and gives front-seat passengers more room. A new Dual Comfort front seat on the Brougham provides for adjustment of the driver's portion of the seat, plus separate adjustment of the wider, right-side portion for two passengers. (Available as an option on most other models.) And Cadillac offers the widest selection of models in the luxury field—five Sedans, two Coupes, a Brougham, a Convertible, a Limousine and the front-wheel-drive Fleetwood Eldorado. Whichever model you choose, you own the world's standard of excellence in motoring.



FLEETWOOD ELDORADO

The Fleetwood Eldorado for 1969 is the third edition of a motor car already a classic in its time. The Eldorado has been refined in styling, yet retains the dramatic lines that have made it the most desired new luxury car in history. The quiet, soft-riding Fleetwood Eldorado is the only car in the world to combine, as standard equipment, the precision of front-wheel drive, the maneuverability of variable-ratio power steering, the balance of Automatic Level Control, and the fidelity of front disc brakes. Among Cadillac's many exclusive features for 1969 is a new front-seat receptacle (shown below) for storing safety belts when not in use.



Seat shown is in
Dark Blue Dubonnet cloth.
Seventeen other interiors
are available.





DEVILLE CONVERTIBLE

For the youthful zest of top-down motor-ing, Cadillac has no peer among luxury cars. Long, low and sleek, featuring handsome, new ostrich-grain leather interiors, the DeVille Convertible fulfills in every way all the action its new beauty suggests. The new theft-deterrent steering, ignition and transmission lock system (a feature on all Cadillacs) is especially important when the car is parked with the top down. With its many power assists and personal conveniences, its abundant selection of interiors (exemplified by the door panel, below) and its wide offering of options and accessories, the DeVille Convertible is one of the world's most exciting motor cars.



Seat shown is in
Black ostrich-grain leather.
Ten other interiors
are available.





No car in the luxury field can be made more personally yours

Cadillac offers an unexcelled variety of options and accessories. All are designed and built to Cadillac's standard of excellence. Shown here are some of the most popular. Your Cadillac dealer can show you a wide selection of special equipment available and will be happy to demonstrate options and accessories that can make your driving more enjoyable. Consult him for suggestions that will tailor your Cadillac exactly to your personal pleasure.

Power door locks

An electric control located on each front door (except Limousine) locks and unlocks all doors, for peace of mind when driving with children and as protection against intruders. In all Coupes equipped with this option, the seat back lock releases automatically when the door is opened.

Automatic Climate Control

This combined heating and cooling unit lets you select and maintain, with a single setting of the thermostat dial, the interior temperature of your choice. No resetting is needed from season to season, regardless of outside temperature.



Tilt and Telescope steering wheel

Adjustable in four directions—up and down or in and out—for maximum personal comfort. Swings up for easier entry and exit.

Remote-control trunk release

An electric control convenient to the driver and front-seat passenger releases and raises the trunk lid for attendants outside the car. When trunk lid is brought down to a nearly closed position, the power trunk lock takes over and latches it securely. A red light on the instrument panel warns when the lid is unlocked.



Cruise Control

Maintains any preselected speed without using the accelerator pedal. Vacuum-operated on the Eldorado, electrically operated on other models.



Motoring's finest music

Cadillac's three radios (AM, AM-FM and AM-FM Stereo) and eight-track stereo tape player rival the fidelity of the finest home sound systems. Two speakers are provided with AM or AM-FM radio, and four speakers with stereo radio.



Dual Comfort Seat —power assists

Convenient six-way controls are available for the driver's side only, or for the driver and passenger's side of the Dual Comfort seat. Provides independent horizontal, vertical and angle adjustment for both driver and passengers. Six-way controls also available on other seats.



Twilight Sentinel

Turns driving lights on and off automatically as required by light conditions. It also lets you leave headlights and either cornering light on for up to 90 seconds to light your way from the car at night.





COUPE DEVILLE

For those who prefer the informality of a coupe, the DeVille, with its new beauty and grace, is an ideal choice. The Coupe DeVille is roomier than most sedans of other makes, and provides the most attractive selection of colors and interiors in its field. This selection, plus Cadillac's unsurpassed array of options and accessories, offers the DeVille buyer an excellent opportunity to personalize his motor car. That's one of the reasons why the Coupe DeVille can be expected to return a higher percentage of its original cost at trade than any other car built in the land. A new steering wheel (shown below), standard on all 1969 Cadillacs, lets you sound the horn by squeezing the inner side of any part of the wheel.



Seat shown is in Dark Mauve Delphine cloth with leather. Sixteen other interiors are available.





FLEETWOOD BROUGHAM

No automobile in years has so captured the admiration of luxury car buyers as the magnificent Cadillac Fleetwood Brougham. Its padded vinyl roof, with the distinctive chrome "halo" effect, is available in six colors. Elegant interiors of cloth and sierra-grain leather, the rich look of rare wood accents and its long 133-inch wheelbase give the Brougham distinction all its own. Carpeted footrests (shown below) are standard. Whatever the occasion, there is no more gracious way to arrive than in the Fleetwood Brougham—luxurious on the grand Cadillac scale and outstanding, even among Cadillacs.



Pictured here is the new Dual Comfort seat with optional six-way control. Shown is Gold Devereaux cloth with Antique Medium Gold leather. Eighteen other interiors are available.





FLEETWOOD SIXTY SPECIAL SEDAN

This magnificent Sedan, impressive in both size and luxury, is one of the most respected of all Cadillacs. Exclusive rear and side styling lend special distinction to the Fleetwood series. Interiors are truly gracious in their luxury and good taste. Wood paneling (shown below) enhances the dignity of the Sixty Special's many upholstery fabrics and colors. Automatic Level Control is standard on all Fleetwood models, along with a wide array of other convenience features. From every standpoint, the Fleetwood Sixty Special Sedan is a truly majestic motor car and a genuine compliment to the discernment of its owner.

Seat shown is in
Light Flax Dubonnet cloth.
Eighteen other interiors
are available.





Fleetwood Seventy-Five Sedan and Limousine in Sable Black. Background: Dürer, Self-Portrait. The Louvre Museum, Paris.

FLEETWOOD SEVENTY-FIVE

Among the world's fine cars, none are more respected than the Cadillac Fleetwood Seventy-Five Limousine and nine-passenger Sedan. The full-width auxiliary seats (below) in both models provide space for three additional passengers. Automatic Climate Control and Automatic Level Control are standard, in addition to Cadillac's other conveniences. With its passenger privacy and unusual roominess, the Fleetwood Limousine is appreciated by businessmen as a virtual conference room on wheels, and by people from all walks of life as the aristocrat of motor cars.



Seat shown is in
Medium Gray Dumont cloth.
Four other interiors are available.
Limousine front compartment
is black leather.





HARDTOP SEDAN DEVILLE

The most popular of Cadillac's eleven models, the Hardtop Sedan deVille attracts more buyers than any other single luxury car in the world. With its brilliant new styling, its famed Cadillac luxury, its remarkably quiet comfort and handling ease, the Hardtop Sedan deVille is truly a masterpiece. The unusual choice of interiors and body colors, plus its numerous power assists, such as the power-operated adjustable front seat, (shown below) make it outstanding among fine cars. With its many personal conveniences, including power windows and a full complement of courtesy lights, the DeVille marks its owner as a sound judge of value and distinction.



Seat shown is in optional Light Flax ostrich-grain leather. Fifteen other interiors are available.





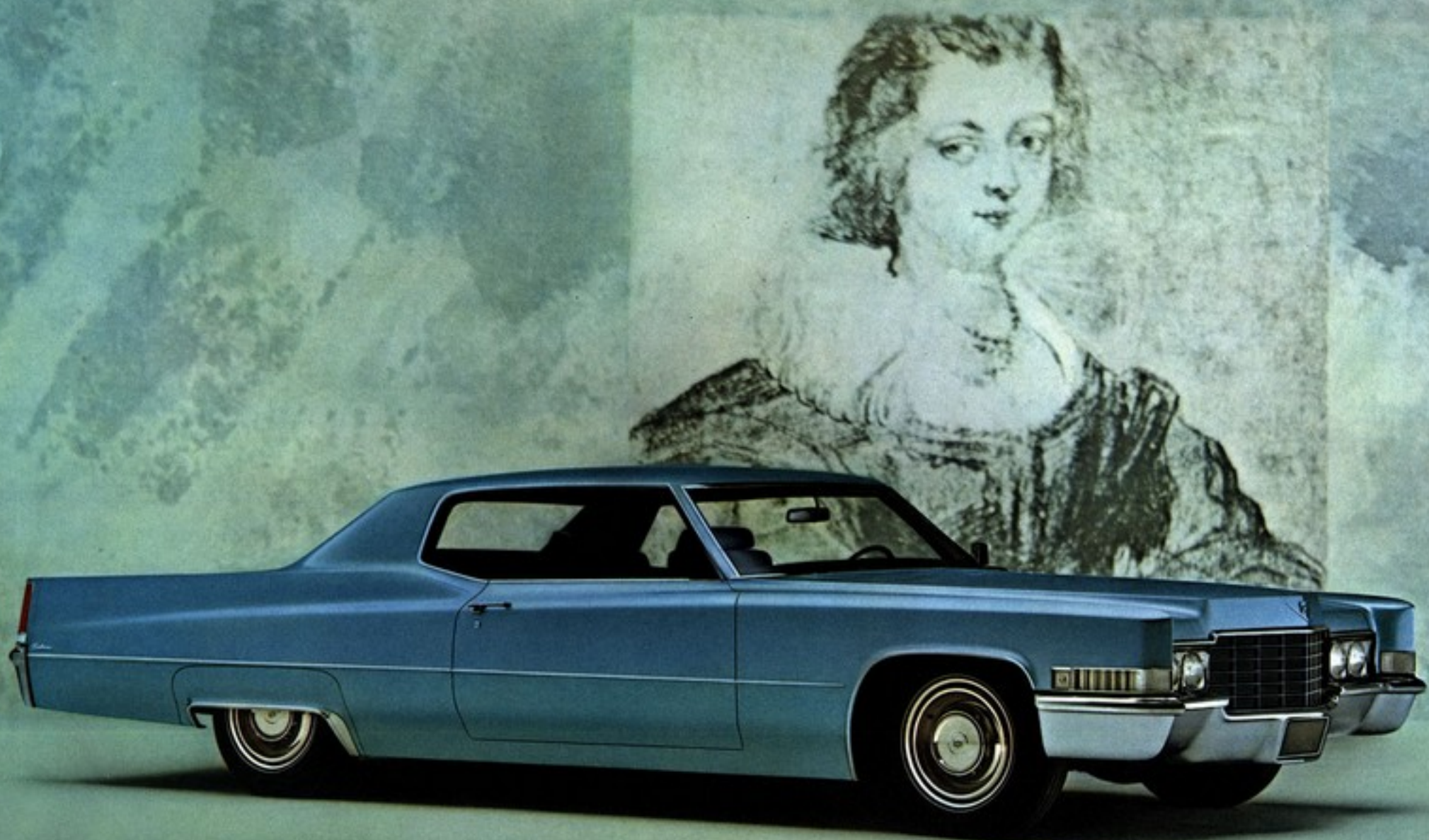
SEDAN DEVILLE

The spirited performance so unique to Cadillac in the luxury field is yours, with spacious six-passenger roominess, in the popular Sedan deVille. Typical of its luxury are the wide, soft, seat arm-rests (shown below), and the newly styled high-backed seats. Like all Cadillacs, the Sedan deVille for 1969 features new horizontal headlamps, new bumper design and more luxurious interiors of fine fabrics and leathers. A power-operated front seat is standard. The only way for you to fully appreciate the unusual comfort and the many appointments the DeVille provides is to enjoy a revealing demonstration drive.



Seat shown is in
Dark Green Dardanelle cloth
with leather. Thirteen other
interiors are available.





CALAIS COUPE

The Calais Coupe is your easiest step to the pleasures of Cadillac ownership. It displays the same distinctive new styling as other Cadillacs. Improved Turbo Hydra-Matic transmission, power steering and power brakes with front disc brakes are standard. Cadillac's new tandem windshield wiper and washer system provides much greater cleaning coverage and offers a more accessible control at the driver's left (below). The Calais Coupe, like its companion Sedan, provides power windows; electric clock; glove box, map, trunk, courtesy, cornering and backup lights; remote-control outside mirror; trip odometer and many other Cadillac conveniences. When you inspect and drive the Calais, you will discover that in every way it is uniquely Cadillac.





Seat shown is in Aqua Decameron cloth with leather-textured vinyl trim. Seven other interiors are available.





CALAIS HARDTOP SEDAN

The most modestly priced of Cadillac's three series, the Calais makes no compromise with Cadillac's basic excellence. Calais models have the same wheelbase and overall length as the DeVille series. Like all Cadillacs, the Calais Hardtop Sedan is available in sixteen standard and five optional Firemist colors. Interiors display typical Cadillac luxury. For example, shown below is the standard-equipment, power window control that regulates all windows from the driver's side. In addition, each window has its own control. In original cost, in economy of operation and in long-lasting value, the Calais Hardtop Sedan is an outstanding investment.



Seat shown is optional
Black leather-textured vinyl.
Seven other interiors
are available.





SAFETY FEATURES

In 1969, all Cadillacs feature an impressive array of General Motors safety, theft-deterrent and convenience equipment items. Notable among these are:

Energy absorbing steering column □ Seat belts with pushbutton buckles for all passenger positions □ Shoulder belts with pushbutton buckles and special storage convenience provision for driver and right front passenger (except convertibles) □ Two front-seat head restraints □ Passenger-guard door locks with forward-mounted lock buttons □ Four-way hazard warning flasher □ Dual master cylinder brake system with warning light and corrosion-resistant

brake lines □ Folding front seatback latches □ Three-speed windshield wipers and washers □ Dual-action safety hood latches □ Remote-control outside rear-view mirror □ Backup lights □ Side marker lights and parking lamps that illuminate with headlamps □ Energy absorbing instrument panel □ Padded sun visors □ Reduced-glare instrument panel top, inside windshield moldings, steering wheel hub and windshield wiper arms and blades □ Longer inside day-night

mirror with deflecting base □ Directional signal control with lane-change feature □ Safety armrests □ Thick laminate windshield □ Soft, low-profile coat hooks, dome lamp □ Padded front and intermediate seatback tops □ Anti-theft ignition key warning buzzer □ Theft-deterrent ignition, steering and transmission lock □ Starter safety switch on all transmissions □ Tire safety rim □ Safety door latches and hinges □ Snag-resistant steering wheel hardware.

STANDARD EQUIPMENT

Your Cadillac provides, as standard equipment, a number of items offered only at extra charge on most other cars. Among them are:

CADILLAC TURBO HYDRA-MATIC TRANSMISSION provides instant, smooth response at all speeds, with proven dependability.

CADILLAC VARIABLE-RATIO POWER STEERING affords almost effortless parking and cornering and in high-way travel retains a reassuring feel of the road. (Not included on the Seventy-Five models.)

CADILLAC DUAL POWER BRAKES for smooth, straight stops; now improved and require less pedal effort. Front disc brakes standard.

CADILLAC POWER WINDOWS for greater driver and passenger comfort and convenience.

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 and rear-window defogger are standard on the Seventy-Five Sedan and Limousine.)

AIR CLEANER, dry-pack.

ARMRESTS, center, front and rear on DeVille models and Fleetwood Sedans; front only on Convertible, Eldorado and Calais models; rear only on Fleetwood Limousine.

ASHTRAYS, two front and two rear all models, except Seventy-Five models, which have four rear, two in each armrest.

AUTOMATIC LEVEL CONTROL, standard on all Fleetwood models.

CIGARETTE LIGHTERS, front, two.

CIGARETTE LIGHTERS, rear, two (except Calais models). One in rear of each Eldorado door armrest.

CLOCK, electric.

FRONT SEAT ADJUSTMENT, two-way power-operated, horizontal only (except Calais), plus driver's side only on Brougham Dual Comfort seat.

GLOVE BOX with new positive opening and locking feature that eliminates pushbutton.

LIGHT, front ash receiver.

LIGHTS, backup, dual except Eldorado, one in fuel filler door.

LIGHTS, cornering.

LIGHTS, rear compartment.

LIGHTS, reading, Brougham (adjustable).

LIGHTS, courtesy (automatic).

LIGHTS, directional indicators.

LIGHTS, front and rear side markers, "on" with headlamps.

LIGHT, glove box (automatic), map.

LIGHT, luggage compartment (automatic).

LIGHTS, in door panels for safety warning when door is opened. (Reflectors only in Calais models.)

MIRRORS, inside two-way, padded-rim with break-away feature, shatter-resistant, glare-reducing, now two inches wider.

MIRROR, outside, with inside remote control on left. Provides improved visibility and minimizes vibration at highway speed. (Right side, manual, on Seventy-Five models, optional on other models.)

OIL FILTER, full-flow.

PADDED INSTRUMENT PANEL.

SEAT BELTS, front and rear, retractable on front outboard sides.

SHOULDER BELTS, for driver and right front passenger, except Convertible.

REAR VENT WINDOWS, power-operated rear quarter windows on Eldorado.

VISOR VANITY MIRROR, right side.

WINDSHIELD WASHER AND WIPERS, concealed, three-speed with glare-reducing wiper arms, tandem articulated on driver's side for greater wiping area, four jet washer streams.

SPECIFICATIONS

ENGINE: Eight-cylinder, 375-HP overhead, 90° V-type; bore 4.30, stroke 4.06, displacement 472 cu. in. Max. torque 525 ft.-lbs. Engine mounted in rubber at three points. Compression ratio 10.5 to 1.

PISTONS: Aluminum alloy, slipper-type cam, ground to reduce friction surfaces and permit nesting between crankshaft counterweights. One wide 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: Quadrajet four-barrel downdraft with equalized manifold, mechanical fuel pump, dry-type air filter, improved automatic choke. Air-injection reactor system to reduce hydrocarbons in exhaust.

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

ELECTRICAL SYSTEM: 12-volt, 15-plate battery. High-capacity, 42-amp. generator (55-amp., air cond. cars).

GASOLINE TANK CAPACITY: Approximately 26 gallons. Eldorado, approximately 24.

TURBO HYDRA-MATIC: Fully automatic, torque-converter type with fixed stator. Converter multiplies engine torque for increased driving thrust to drive wheels during acceleration in any gear (low, intermediate or high).

REAR AXLE: Hypoid. Differential housing offset to provide straight-line drive. Heavier, stronger rear axle and differential, designed for the unusually high torque of the new 472 V-8 engine. Ratio is 2.94 to 1 (3.07 to 1 on Eldorado), 3.21 to 1 axle ratio on Seventy-Five models. Available (except Eldorado) is the Controlled Differential, which directs power to the rear wheel having better traction.

FRONT SUSPENSION: Spherical joint with independent, helical-coil-type springs. Rubber-mounted strut rods and rubber bushings absorb impacts and isolate road noise. (Torsion bar suspension on Eldorado.)

REAR SUSPENSION: Four-link drive. Rear springs are helical-coil-type. Rubber bushings for quieter, softer ride. (Single-leaf springs with two horizontal and two vertical shock absorbers on Eldorado.)

BRAKES: Cadillac power brakes with self-adjusting feature; composite finned rear drums; disc front. Split hydraulic master cylinder provides for front and rear brakes.

PARKING BRAKE: 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 with engine running.

STEERING: Cadillac variable-ratio power steering is standard equipment (except Seventy-Five models). Energy absorbing steering column and padded steering wheel hub. Overall steering ratio of 16.6 to 1 (except 18.2 to 1 on Seventy-Five models and 16.3 to 1 on Eldorado). 38.5° turning angle provides fast response and short turning diameter.

FRAME: New, longer perimeter frame is boxed in its entire length, and has hidden bulkheads for additional torsional rigidity. Eldorado has a frame especially designed for its front-wheel drive and front and rear suspension systems.

TIRES: Low-pressure, 2-ply, 4-ply rate, tubeless, size 9.00 x 15 on all models except the Fleetwood Seventy-Fives, on which the size is 8.20 x 15, 4-ply. Black sidewalls are standard on all models. White sidewalls are optional. Higher mileage, heavy-duty tires available on Eldorado.

CORNERING LIGHTS: On the side of front fenders, activated by directional signal lever when headlamp switch is on. They project a beam of light from the side of the car, thus illuminating roadside and road signs for convenience at night.

TREAD: Front and rear, 63". (Eldorado 63.5", front; 63", rear.)

WHEELBASE: 129.5". (Fleetwood Sixty Special and Brougham, 133"; Fleetwood Seventy-Five, 149.8"; Eldorado, 120".)

OVERALL LENGTH: 225". (Fleetwood Sixty Special and Brougham, 228.5"; Fleetwood Seventy-Five, 245.3"; Eldorado, 221".)

ADDITIONAL BODY COLORS not shown on cars illustrated include: Patina Silver, Cotillion White, Phantom Gray, Astral Blue, Athenian Blue, Colonial Yellow, Shalimar Gold, Cordovan, Wisteria, San Mateo Red and Empire Maroon.

NOTE: Richly textured vinyl is provided in certain areas of leather-trimmed Fleetwood and DeVille models.

CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models and also to discontinue models.



