



Cadillac announces a magnificent new *Eldorado*



For 1979, a new era of excitement...

This new breed of Eldorado is unique in features. World-class in engineering. It's everything you expect of Eldorado—with front-wheel drive, electronic level control, four-wheel disc brakes, automatic climate control. Plus new four-wheel independent suspension and electronic fuel injection. More legroom and headroom than '78. More usable trunk space. Even side window defoggers. All standard.

A word about this mailer:

We have tried to make it as factual as possible. And we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details, and, before ordering, you should ask him to bring you up to date. Some of the equipment shown and described is available at extra cost. Check with your Cadillac dealer for complete information.



A new level of luxury...

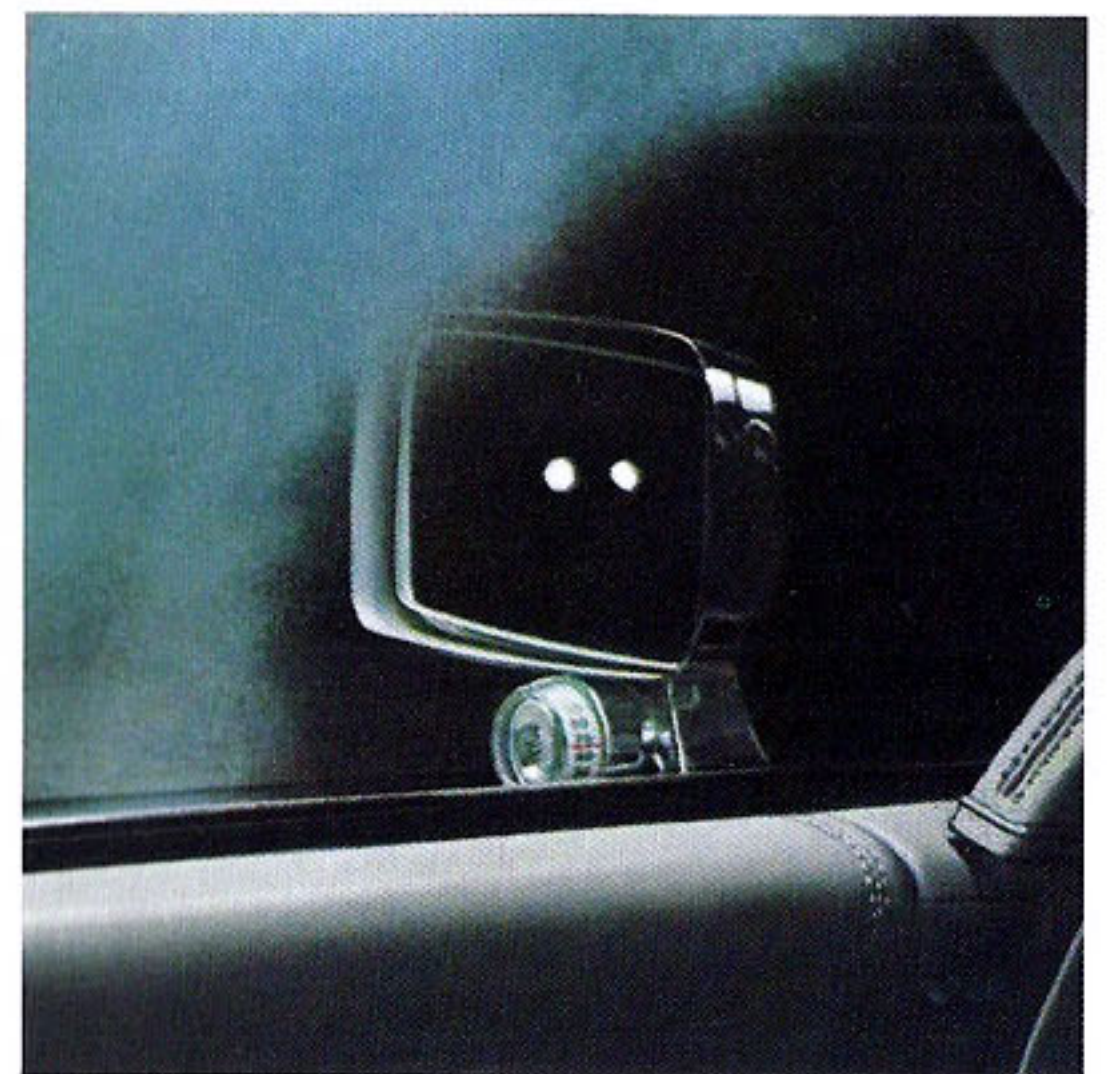
Inside Eldorado, luxury abounds. Starting with new 50/45 Dual Comfort front seats (seat two people). Leather seating areas are available in 11 shades, including Dark Carmine shown. Or select a pillow-style interior in new Dante knit cloth in any of six colors. The luxury runs deep to include such fine details as a new functionally coordinated instrument panel with simulated burl walnut. And since the floor is flat with front-wheel drive, there's added roominess, too.



New Flush-Mounted Windshield.

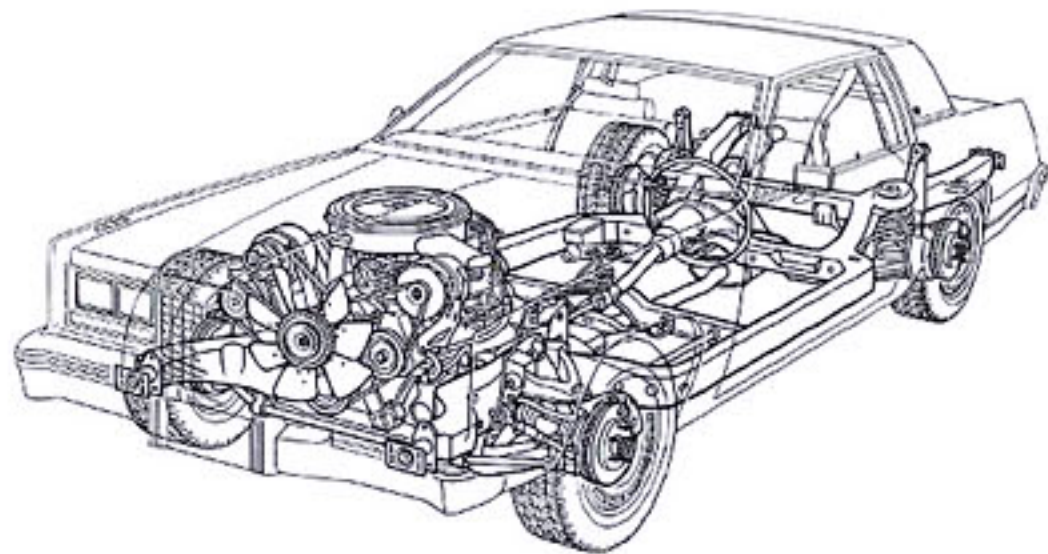


More usable trunk space than '78.



New Side Window Defoggers.

One of the world's best engineered cars.



Every detail is significant to Cadillac engineers in their quest to contribute to a new state of the art in luxury cars. Beginning with "the big five":

1. **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 flat with front-wheel drive, there's added roominess, too.
2. **Four-Wheel Independent Suspension.** Each wheel reacts independently to road variations for a smooth and confident Cadillac ride. New rear suspension also

contributes to rear seat roominess and usable trunk space.

3. **5.7 Litre Electronic-Fuel-Injected Gasoline V8.** New for Eldorado. Utilizing an on-board analog computer and electronic spark selection, it is designed for quick response, fast starting and smooth engine idle.
4. **Four-Wheel Disc Brakes.** Automatically self-adjust with every application. Staggered vane construction helps provide rapid heat dissipation. Audible wear signal triggered when pads need replacement.
5. **Electronic Level Control.** Automatically adjusts to changing loads to help keep the car level.

**OTHER STANDARD FEATURES
INCLUDE...**

New Functionally Coordinated Instrument Panel. Driver-only controls on left... shared controls in center.

Cadillac's Automatic Climate Control. Heating/cooling/ventilating system maintains the temperature you select. Compressor works only when necessary.

New Space-Efficient Design. There's more headroom and legroom—front and rear—than the 1978 Eldorado. More usable trunk space.

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

New Dual Comfort 50/45 Front Seats. (Seat two people.) With six-way power adjustment for driver, two-way manual adjustment for passenger. Includes pull-down center armrest on driver's side.

New Side Window Defoggers. For added convenience.

Steel-Belted, Wide Whitewall Radial Tires on Match-Mounted Wheels. A tire's high point of radial force is matched with the wheel's low point. Then, the tire/wheel assembly is dynamically balanced. For improved rolling smoothness.

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

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

Controlled Cycle Wiper System with Washer Fluid Low-Level Indicator. New for Eldorado. Delay feature adjusts wiping action for light rain or other special conditions. Light indicates when washer fluid is low.

New 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.

Automatic Power Antenna. Automatically raises when radio is turned on... retracts when radio or ignition is turned off.

Quick Ratio Power Steering. A fast 14:1 steering gear contributes to maneuverability 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.

New Flush-Mounted Windshield. For reduced wind noise and added beauty.

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

New Seat Belt Chimes. Courteously urge you to buckle up.

Electric Trunk Release and Power Pull-down.

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



New individual rear seat spaciousness. Biarritz shown.

illuminate the direction of turn.

Available 5.7 Litre Fuel-Injected Diesel V8. See diesel page.

Lamp Monitors.

New Permanently Sealed Wheel Bearings.

Push-to-Reset Trip Odometer.

Freedom® Battery.

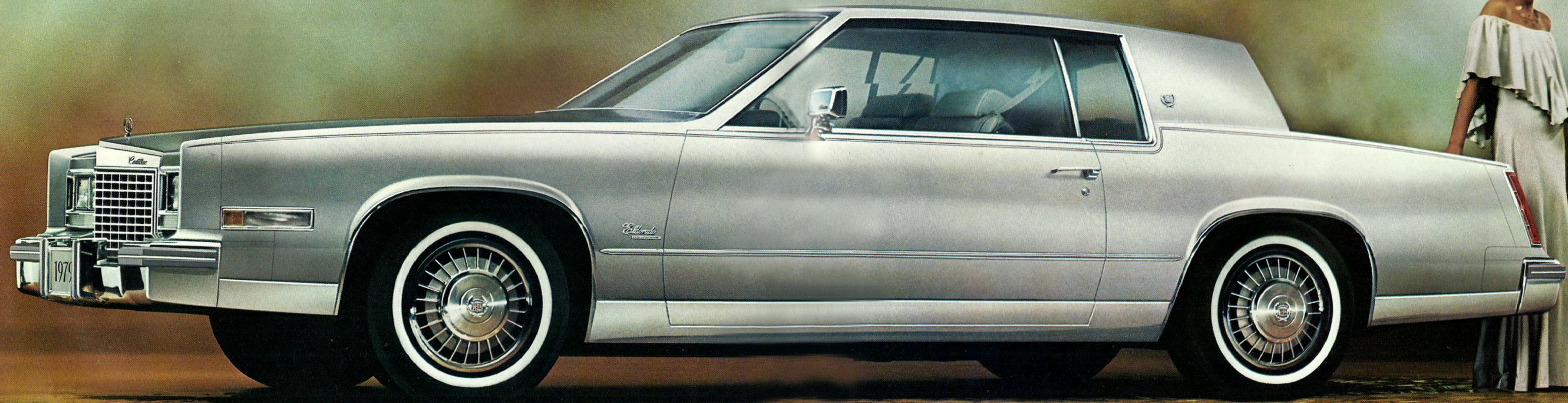
Soft Ray Glass.

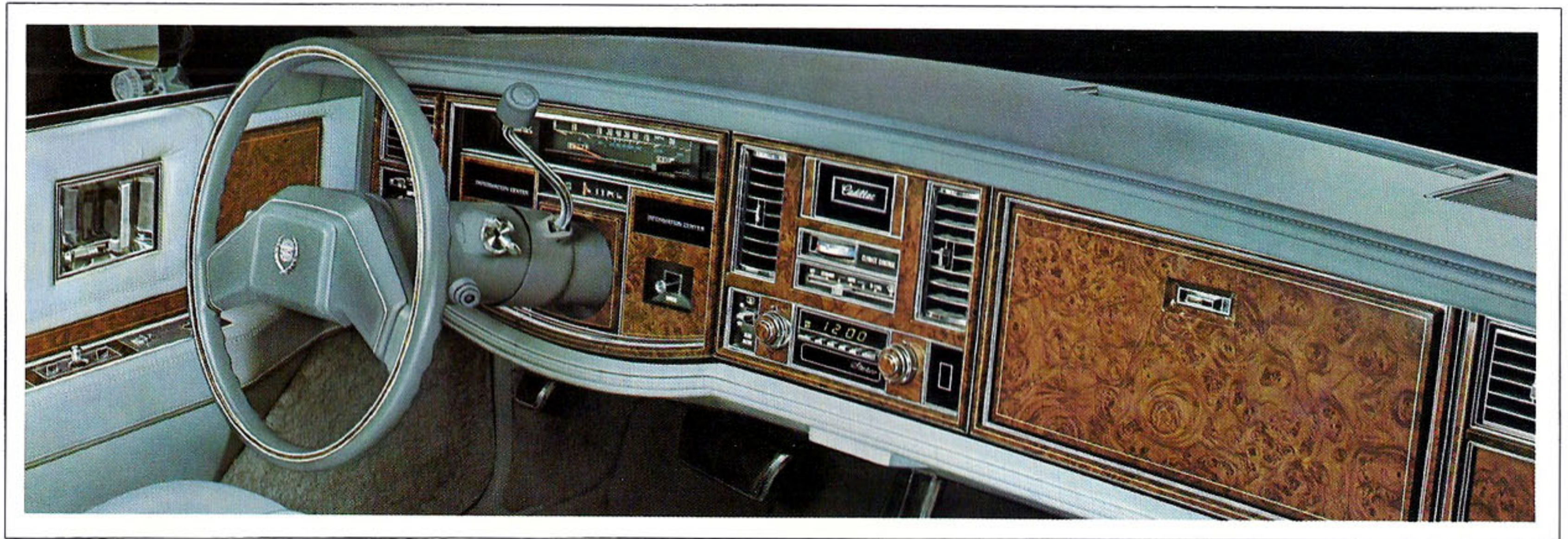
Automatic Parking Brake Release.

Inside Hood Release.

80-Amp Generator.

Impressive mileage estimates for '79. For standard EFI engine, EPA estimates are 22 mpg highway, 14 city and 17 composite. EPA estimates for Calif. are 20 mpg highway, 13 city and 15 composite. Your actual mileage will vary depending on how and where you drive, your car's condition and available equipment.





New Eldorado Wire Wheel Discs.

Features available for Eldorado.

New Two-Tone Exteriors. A dramatic way to highlight Eldorado's new sculptured body.

In seven color combinations. Not on Biarritz.

Astrorooft. Tinted, laminated glass panel lets the sunshine in even when closed. Adjustable sunshade. (Will reduce headroom.)

Sunroof. Similar to Astrorooft, except electrically powered panel is metal. Not available on Biarritz. (Will reduce headroom.)

New AM/FM Electronically Tuned Stereo Radio with 8-Track Tape Player and 40-Channel Citizens Band. Incorporates all features of standard radio plus stereo 8-Track Tape Player and 40-Channel Citizens Band Radio controls in one unit.

New Cast Aluminum Wheels. Bright-edged vanes flare out from a brushed-chrome hub with wreath and crest ornamentation. Standard