

AMERICAN INNOVATION IN ACTION!



IT'S IN EVERY 1981 CADILLAC.



ALL THESE ENGINEERING ADVANCEMENTS ARE AVAILABLE ON ONLY SIX CARS IN 1981.

New V8-6-4 Fuel Injection.

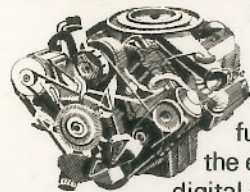
Cadillac is the first carmaker anywhere to offer an engine that automatically goes from 8 to 6 to 4 cylinders and back again as you drive.

6 8 4 FUEL INJECTION

It's the exclusive V8-6-4 fuel-injected engine offered only by Cadillac in 1981. And it's the standard gasoline engine for all 1981 Cadillacs.

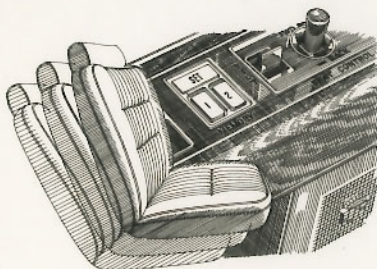
An engine without a carburetor.

Because there is no carburetor with new V8-6-4 Fuel Injection, no carburetor maintenance or adjustments are ever required. Instead, electronically controlled



injectors meter a precise mixture of fuel and air to the engine with digital accuracy.

Memory Seat—
with "His and Her" settings.
Simply adjust the 6-way power

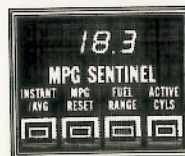


seat to a comfortable driving position, press the "set" button and then one of the two numbered recall buttons. This Cadillac exclusive will store the position you've selected in its memory bank. Then, whenever you touch the appropriate recall button, Memory Seat will automatically return to that same comfortable driving position.

MPG Sentinel.

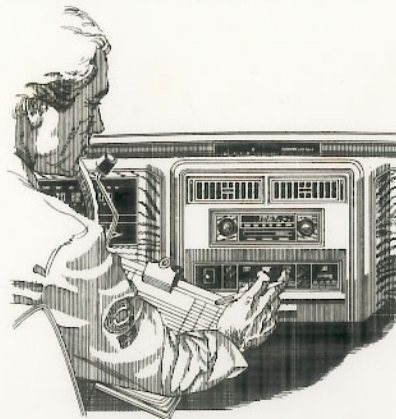
Push a button and Cadillac's MPG Sentinel (standard with V8-6-4 Fuel Injection) displays how many cylinders are active at that moment. Pushing another button displays average miles per gallon and instantaneous mpg. While touching a third button will

display your estimated driving range. Using this information, you could help yourself become a more efficient driver.



On-Board Computer Diagnostics.

New for DeVilles and Fleetwood Broughams with V8-6-4 Fuel Injection. This system helps take the guesswork out of servicing. It enables a service technician to find and correct possible problem areas quickly . . . simply by push-



ing buttons in the car, referring to a code book and making the necessary repairs. A subsequent push of buttons tells him if the problem is properly resolved.

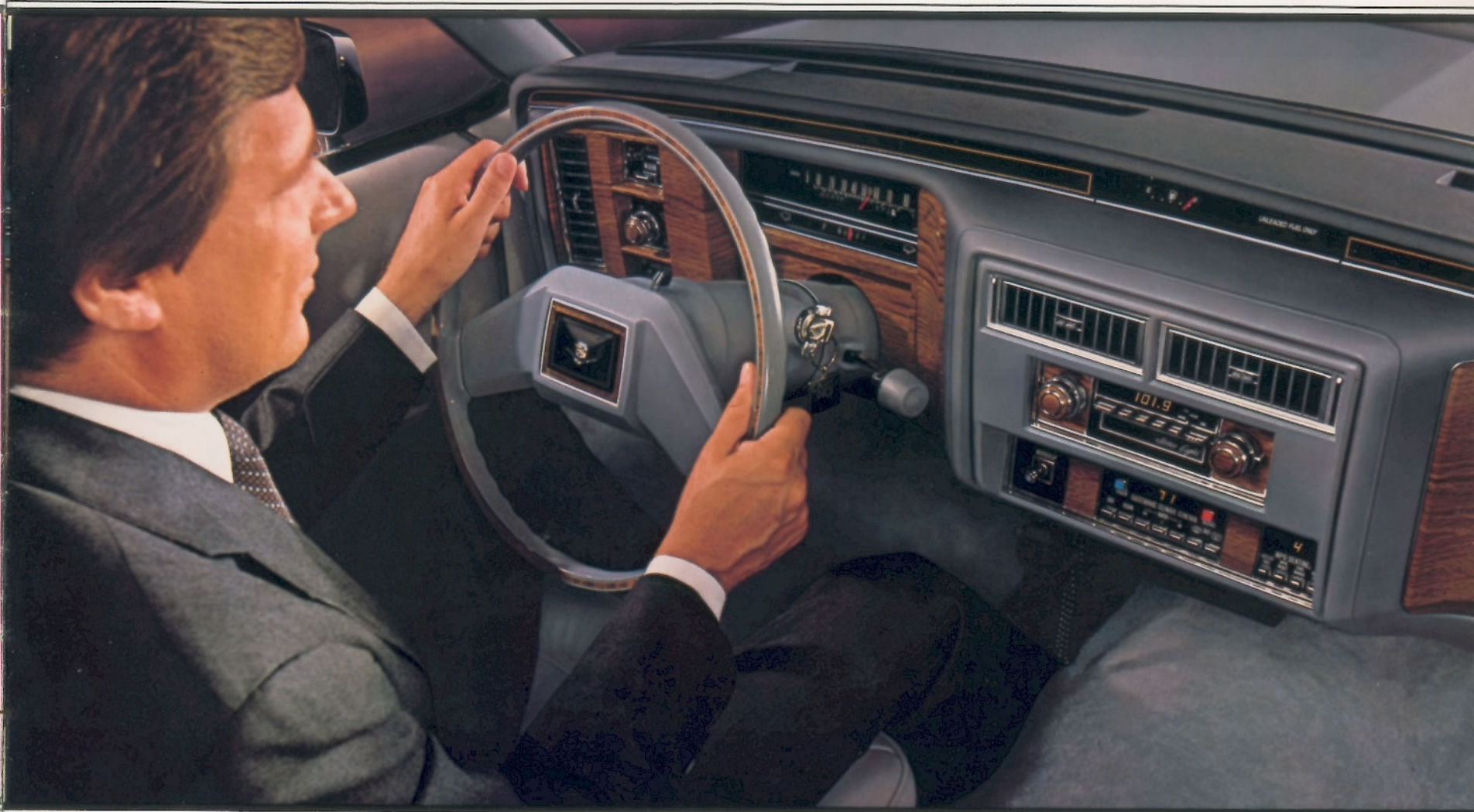
Performance Continuity System.

If a sensor gives an improper signal, the on-board computer automatically substitutes a suitable reading for that sensor.



This allows continued operation of your Cadillac until repairs can be made. Standard with V8-6-4 Fuel Injection. A heritage of innovation and quality lives on with Cadillac 1981.





New for 1981 . . . V8-6-4 Fuel Injection is standard equipment.
Trust Cadillac to lead the way with exclusive advances like the new V8-6-4 fuel-injected engine, the standard gasoline engine for all 1981

Cadillacs. As you drive, the 1981 Cadillac automatically goes from 8 to 6 to 4 cylinders. Whether you plan to buy or lease, see your Cadillac dealer for a test drive soon.

THE DE VILLES...

TOTAL CADILLAC VALUE NEVER LOOKED BETTER.



It isn't easy to improve America's favorite luxury cars. But we did. The 1981 Coupe deVille and Sedan deVille are among the most advanced Cadillacs ever built. Their many new advancements include the exclusive V8-6-4 fuel-injected engine that's like three engines in one.

And the new MPG Sentinel that can help you become a more efficient driver. Features available include new Automatic Lap/Shoulder Belts for driver and front seat passenger (available only for Sedan deVille equipped with V6 engine).

THE FLEETWOODS... CADILLAC OF CADILLACS.



Naturally, almost every convenience is standard with the 1981 Fleetwood Brougham Coupe or Sedan . . . as you would expect. With everything from Twilight Sentinel that automatically turns headlights on and off . . . to an illuminated entry system that turns on interior

lights at night. From tilt and telescope steering wheel to those Fleetwood styling touches like a limousine-style rear window and opera lamps. The remarkable V8-6-4 fuel-injected engine is standard, of course.

ELDORADO 1981 ANSWERS WITH TOMORROW'S TECHNOLOGY

Gallons of
Fuel Remaining

Miles Per Hour

Approximate Driving Range
on Fuel Remaining
(V8-6-4 only)

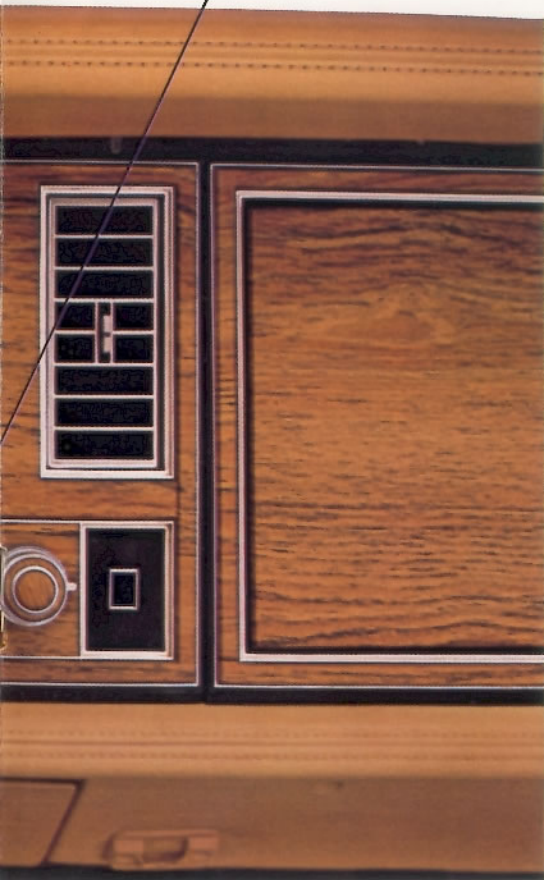
Electronic Climate Control and
On-Board Computer Diagnostics

Number of Active
Cylinders . . . 8, 6 or 4



MEETS TODAY'S NEEDS BY... AMERICAN TECHNOLOGY.

Electronically Tuned
AM/FM Stereo Radio
(also with time-of-day readout)



Trust Cadillac to lead the way with Eldorado 1981. A motor car on the cutting edge of a new automotive technological revolution. A revolution that utilizes materials, techniques and advancements of the U.S. space program.

All new for 1981... exclusive V8-6-4 Fuel Injection.

Very simply, this exclusive new V8-6-4 Fuel Injection is like three engines in one... a 6.0 liter V8, a 4.5 liter V6 and a 3.0 liter V4. A prime example of American technology and Cadillac leadership, V8-6-4 Fuel Injection is offered by no other carmaker—foreign or domestic.

MPG Sentinel to help you become a more efficient driver. Push a button and Cadillac's MPG Sentinel displays how many engine cylinders are active at that moment. Push another button to see your average mileage and instantaneous mpg. Using this information, you can adjust your driving habits to increase 4-cylinder operation. Standard with V8-6-4 Fuel Injection.

New Digital Instrument Panel for digital accuracy.

Cadillac's state-of-the-art Digital Instrument Panel is available for

precise driving information. With everything from your exact speed to gallons of fuel remaining. From estimated driving range to average mpg. And more. Even the temperature setting is displayed to the exact degree.

New Memory Seat with "his and her" settings.

This available Cadillac exclusive remembers two preset driver's positions. Just push a button and the seat automatically assumes the position of your choice.

Let it snow, sleet, rain. Eldorado has front-wheel drive.

The engine's weight is over the wheels that drive the car... giving Eldorado impressive traction in a wide variety of weather conditions. Naturally, four-wheel independent suspension, electronic level control and four-wheel disc

brakes are also standard. And for spirited performance that doesn't have to be imported, Eldorado is now available with a sports car-like Touring Suspension to provide added road feel.

Expanded Computer Diagnostics System... a spin-off of the U.S. space program.

Cadillac On-Board Computer Diagnostics System helps take the guesswork out of servicing. It enables a service technician to find and correct possible problem areas quickly. Simply by pushing buttons in the car, referring to a code book, then taking corrective action needed for repairs. The system will also show when the problem is properly resolved.

Drive into tomorrow.

Drive into your Cadillac dealer's today... to buy or lease your 1981 Eldorado.



SEVILLE BY CADILLAC...
THE ULTIMATE AMERICAN MOTOR CAR.



What other cars aspire to be, Seville for the 80's is today. Seville is the only car in the world with a Diesel V8 as standard... and only Seville also offers you the choice in gas-powered engines between a V6 or exclusive new V8-6-4 Digital Fuel Injection at no additional charge.

Offered only by Cadillac, V8-6-4 is just one advancement that marks Seville as a world-class motor car. Front-wheel drive, four-wheel independent suspension and four-wheel disc brakes are all standard on Seville. Along with a host of other features that aren't even available on many self-proclaimed "luxury" cars.

MPG Sentinel. Standard with the V8-6-4 fuel-injected engine, MPG Sentinel can help you become a more efficient driver. One push of the Active Cylinder Display button shows the number of cylinders in use—which can help you adjust your driving habits to increase 4-cylinder operation. Other features of MPG

Sentinel include instantaneous mpg and average mpg.

Twilight Sentinel. It automatically turns your headlights on and off in response to outside lighting conditions.

Tilt and Telescope Steering Wheel, and more. Everything from side window defoggers to an improved AM/FM stereo radio with 70% more power than last year.

Features Available. There's the remarkable new Memory Seat, stunning two-tone combinations like Cotillion White and Sandstone Firemist (shown opposite), Touring Suspension and more.

Seville Elegante. A very special edition, Seville Elegante beckons with Sierra Grain leather in tucked seating areas, a leather-wrapped steering wheel and leather-topped console. Outside, the two-tone contrast and sweeping French Curve mark this as the ultimate Seville—exclusively at your Cadillac dealer.



FOR SIMPLIFIED SERVICING... ON-BOARD COMPUTER DIAGNOSTICS.

Greatly expanded for 1981.

All 1981 Cadillacs equipped with the standard V8-6-4 fuel-injected engine offer the benefits of Cadillac's On-Board Computer Diagnostics system . . . greatly expanded for 1981 to help simplify servicing even more. It constitutes another giant step to help eliminate guesswork from servicing. In all, results from 45 separate diagnostic tests may be displayed.

Digital Diagnostics at the touch of a button.

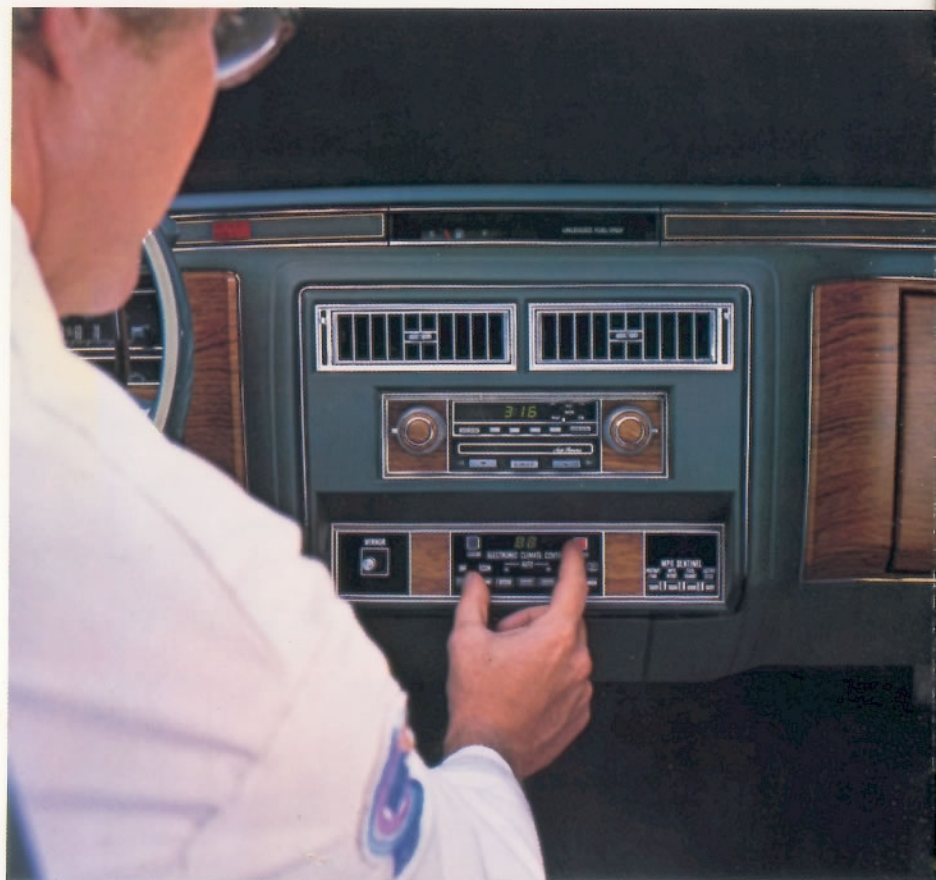
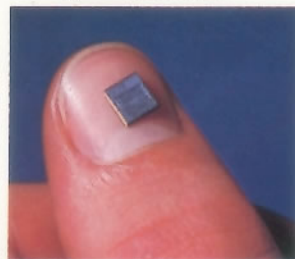
Here's how the system works: If the CHECK ENGINE light at the top of the instrument panel comes on, drive to a Cadillac dealership.

1. There, a Cadillac service technician presses two buttons on your car's instrument panel.
2. And a coded number signifying the problem appears. He checks the service manual for the specific tests, and takes the corrective action needed for repairs.

3. Then, he reactivates the diagnostic system. If the original problem is fixed, the number 70 will appear, verifying that the work has been done correctly.

Benefits to the Cadillac owner. Benefits to the Cadillac owner may include faster and more thorough service . . . increases in the percentage of cars fixed right the first time . . . in many cases, reduction in the need for car disassembly . . . and greater peace of mind for the Cadillac owner. It's all part of our commitment to those who drive Cadillac motor cars.

Solid-state microcircuits for digital accuracy.



A Cadillac service technician finds a problem area quickly and accurately with Cadillac's On-Board Computer Diagnostics System . . . greatly expanded for 1981.

INTRODUCING OUR ULTIMATE IN ELECTRONIC SOUND SYSTEMS...



New Symphonic Sound System. A premium cassette player with Electronically Tuned AM/FM Stereo Radio including Signal Seeker, Scanner and Digital Display. Features automatic tape reverse—eliminating the need to remove cassette and reinsert it to play the other side. Also includes lighted tape direction indicators . . . separate bass and treble controls . . . channel balance control . . . and high sensitivity speakers for realistic sound reproduction. The new Symphonic Sound System is just one of five magnificent sound systems available to Cadillac owners in 1981.



New for 1981... V8-6-4 Fuel Injection.

Trust Cadillac to lead the way with exclusives like the new V8-6-4 fuel-injected engine, standard on all gas-powered 1981 Cadillacs. As you drive, it automatically goes from 8 to 6 to 4 cylinders.

As you start out, all 8 cylinders are in operation. When your power needs lessen, the car automatically goes to 6 cylinders . . . and then to 4 cylinders. When you need the power to pass another vehicle, the car instantly reverts back to 8 cylinders.

To know the number of cylinders active at any given moment, merely push a button on the standard MPG Sentinel (another Cadillac exclusive). This combination of V8-6-4 Fuel Injection and the MPG Sentinel can help a person to become a more efficient driver. By knowing your active cylinders and instantaneous mpg, you can adjust your driving habits to increase 4-cylinder operation.



Available V6 Engine.

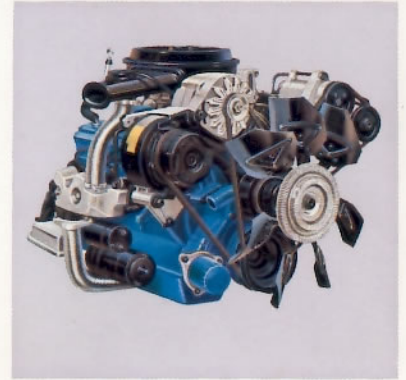
(With overdrive for Fleetwood Broughams and DeVilles.)

All 1981 Cadillac Fleetwood Brougham and DeVille models are available with a 4.1 liter V6 engine combined with a newly designed four-speed automatic transmission that incorporates overdrive.

Both the front-wheel-drive Eldorado and Seville are available with a V6 engine that utilizes a three-speed automatic transmission.

In all cases, the V6 engine used is manufactured by another GM division but it is specially prepared by Cadillac.

If you are looking for a car with the comfort, ride, roominess and quality of a Cadillac combined with the advantages of V6 power, this is an excellent choice. The V6 engine has the performance you associate with "V" design, but with two fewer cylinders than a V8.



YOUR 1981 CADILLAC...

Diesel Power available across the line.

Only Cadillac offers you a full line of resized luxury cars available with a Diesel V8. As a matter of fact, it's standard on Seville . . . the only car in the world with a V8 Diesel engine as standard.

Unlike foreign Diesels, the engine used for Cadillac is a V8. The dynamic balance of this design contributes to smoothness of operation . . . while the high power-to-weight ratio provides impressive acceleration for a Diesel.

A significant advancement for 1981 is an increase of 66% in the recommended oil change interval, from every 3,000 miles to every 5,000 miles. Check owner's manual for conditions requiring more frequent intervals.



New Computer Command Control for cleaner air.

This system, standard on all gas-powered models, utilizes its own separate computer to help reduce exhaust emissions. Computer Command Control, together with the rest of the emissions control system, is covered by a 5-year/50,000-mile warranty. Ask your Cadillac dealer for details. See him soon to test-drive the Cadillac of your choice . . . with the engine of your choice.

Engine Availability for 1981 Cadillacs.

A word about engines:

Cadillacs are equipped with GM-built engines produced by various divisions. See your dealer for details.

Engine	Order Code	Displacement (cubic inches)	Availability
6.0 Liter V8-6-4 Fuel Injection (A)	L62	368	Standard for Fleetwood Broughams, DeVilles, Eldorado and Limousines. No-cost option for Seville.
4.1 Liter V6 (B)	LC4	252	Credit option for Fleetwood Broughams, DeVilles, Eldorado and Seville.
5.7 Liter Fuel-Injected Diesel V8 (C)	LF9	350	Standard for Seville. Available for Fleetwood Broughams, DeVilles and Eldorado.

(A) Produced by GM—Cadillac Motor Car Division

(B) Produced by GM—Buick Division

(C) Produced by GM—Oldsmobile Division

Information regarding available options and components is available from your Cadillac dealer.

AN INVITING INVITATION.

Your Cadillac dealer invites you to drive and enjoy these remarkable automobiles. To experience the smoothness of V8-6-4 Fuel Injection. To see how MPG Sentinel can help you drive more efficiently. To know all the quality that has made Cadillac an American standard for the world.

Visit your Cadillac dealer, soon.

BRIEF SPECIFICATIONS FOR ENGINES FOR CADILLAC 1981.

V8-6-4 Fuel Injection

Displacement 6.0 liters (368 cu. in.)
 Bore 96.52 mm (3.80 in.)
 Stroke 103.12 mm (4.06 in.)
 Horsepower . . 105 kw (140 bhp) @ 3800 rpm
 Torque 360 N•m (265 ft lbs) @ 1400 rpm
 Compression Ratio 8.2:1
 Firing Order 1-5-6-3-4-2-7-8
 Fuel System Digital Fuel Injection
 Fuel Tank
 DeVilles and
 Fleetwood Broughams 93 liters
 (24.6 gallons approx.)
 Eldorado and Seville 77 liters
 (20.3 gallons approx.)

Produced by GM—Cadillac Motor Car Division

4.1 Liter V6

Displacement 4.1 liters (252 cu. in.)
 Bore 100.71 mm (3.965 in.)
 Stroke 86.36 mm (3.400 in.)
 Horsepower . . . 93 kw (125 bhp) @ 3800 rpm
 Torque 284 N•m (210 ft lbs) @ 2000 rpm
 Compression Ratio 8.0:1
 Firing Order 1-6-5-4-3-2
 Fuel System 4 Bbl Carburetor
 Fuel Tank
 DeVilles and
 Fleetwood Broughams 95 liters
 (25 gallons approx.)
 Eldorado and Seville 79 liters
 (21.1 gallons approx.)

Produced by GM—Buick Division

Fuel-Injected Diesel V8

Displacement 5.7 liters (350 cu. in.)
 Bore 103.05 mm (4.057 in.)
 Stroke 85.98 mm (3.385 in.)
 Horsepower . . . 78 kw (105 bhp) @ 3200 rpm
 Torque 271 N•m (200 ft lbs) @ 1600 rpm
 Compression Ratio 22.5:1
 Firing Order 1-8-4-3-6-5-7-2
 Fuel System Injector Diesel
 Fuel Tank
 DeVilles and
 Fleetwood Broughams 102 liters
 (27 gallons approx.)
 Eldorado and Seville 86 liters
 (22.8 gallons approx.)

Produced by GM—Oldsmobile Division

MORE IMPORTANT ENGINE INFORMATION FOR CADILLAC 1981.

Exclusive V8-6-4 is the standard gasoline engine.

Recently introduced, the gasoline-powered V8-6-4 engine from Cadillac is already recognized as a most significant automotive achievement . . . a prime example of American innovation in action.



One of the most significant features of V8-6-4 is how it can actually help you to become a more efficient driver. Because this remarkable engine also includes an MPG Sentinel . . . a digital monitor on the instrument panel which displays your active cylinders and instantaneous mpg. Using this information, you can adjust your driving habits to increase the time your Cadillac operates on four cylinders.

You can best demonstrate this to yourself when you test-drive V8-6-4 at your Cadillac dealer. Stop by soon. (When you order this engine for Seville, it is a credit option since the Diesel is standard with Seville.)

Why a V6 for Cadillac.

The time is right for an engine with the responsiveness you associate with "V" design but with two fewer cylinders than a V8. That's why for the first time ever, a gasoline-powered V6 is available across the line (except Limousines) for Cadillac.



Another plus: when you order this 4.1 liter engine, you receive a credit option.

In all cases, the V6 engine used is manufactured by Buick Division. While no changes are made to the engine itself, Cadillac does a number of things to fit the engine in Cadillac models, which, however, does not change the operational characteristics of the engine.

If you've never driven a luxury car with a V6 engine, you may be in for a pleasant discovery when you test-drive a V6-powered Cadillac. Visit your Cadillac dealer soon and see why your next car could very well be a V6-powered Cadillac.

Available Diesel V8—never needs conventional tune-up.

You'll be interested to know that the Diesel V8 has no spark plugs, no carburetor and no distributor. This means you save the time



and expense normally associated with replacing or servicing these items . . . because your Diesel-powered Cadillac never needs a conventional tune-up.

There's never been a better time to test-drive a Diesel-powered Cadillac than right now. Visit your Cadillac dealer and see for yourself why a Diesel-powered Cadillac may be just right for you.