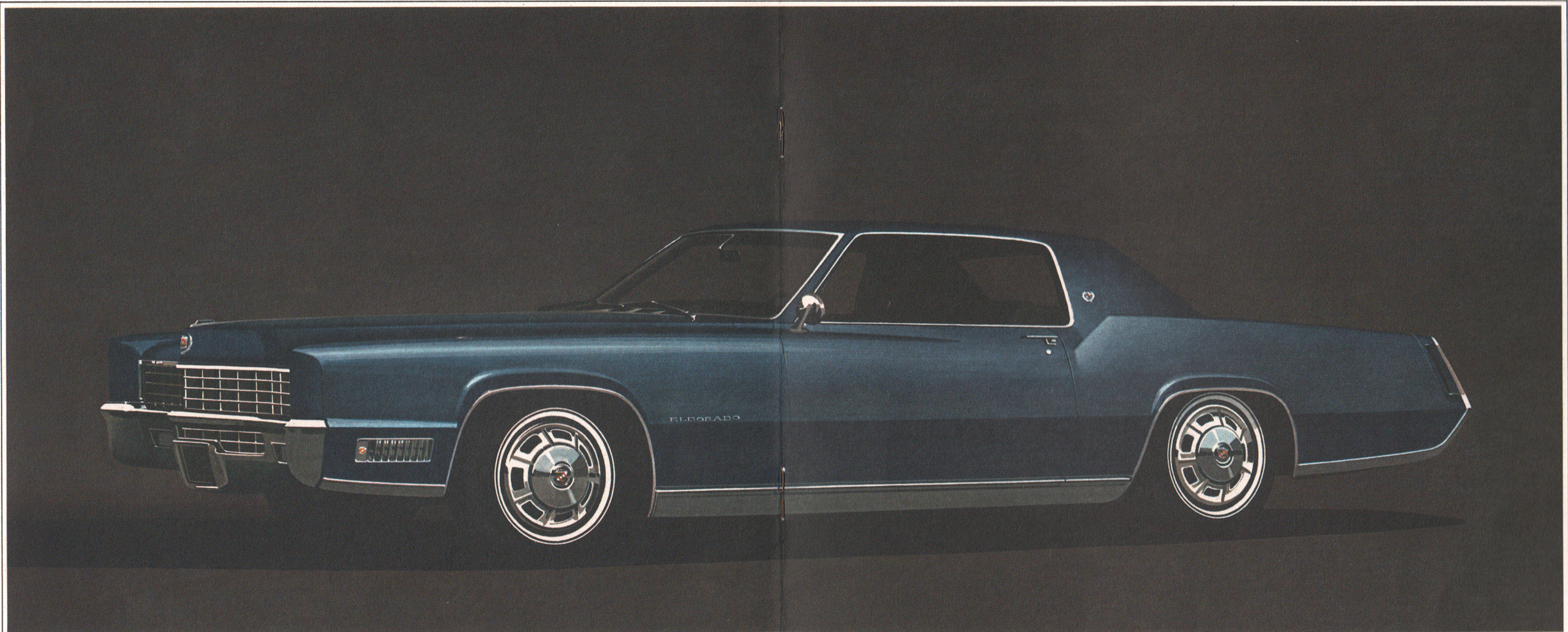
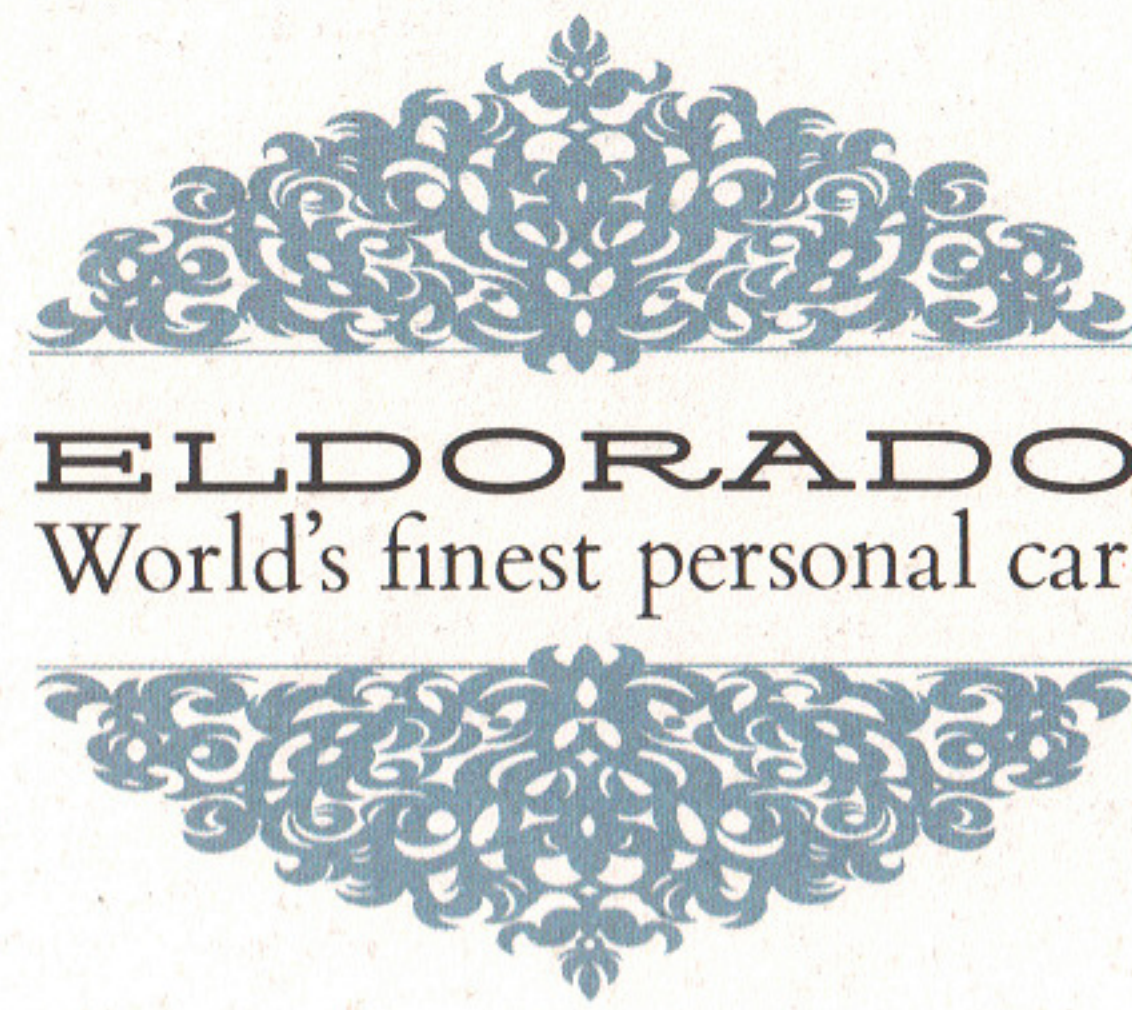


Eldorado . . . dramatic blend of the best of two motoring worlds! For this brilliant new Cadillac combines the spirit and action of a true performance car with the comfort and five-passenger spaciousness of a true luxury car. It represents a whole new luxury car concept—yet its Cadillac identity is dramatically evident in a grille of striking simplicity and in its overall look of dignity and distinction. Eldorado seems poised and ready to go, with its long spectacular hood, its daring roof lines and its sweeping rear deck styling. Eldorado is the first motor car in the world to combine the precision of front wheel drive with the maneuverability of variable ratio power steering and the balance of automatic level control. Here is the car for those who want new spirit and action in their luxury cars. Fleetwood Eldorado . . . the one car that must be seen to be believed, driven to be appreciated and owned to be totally enjoyed.





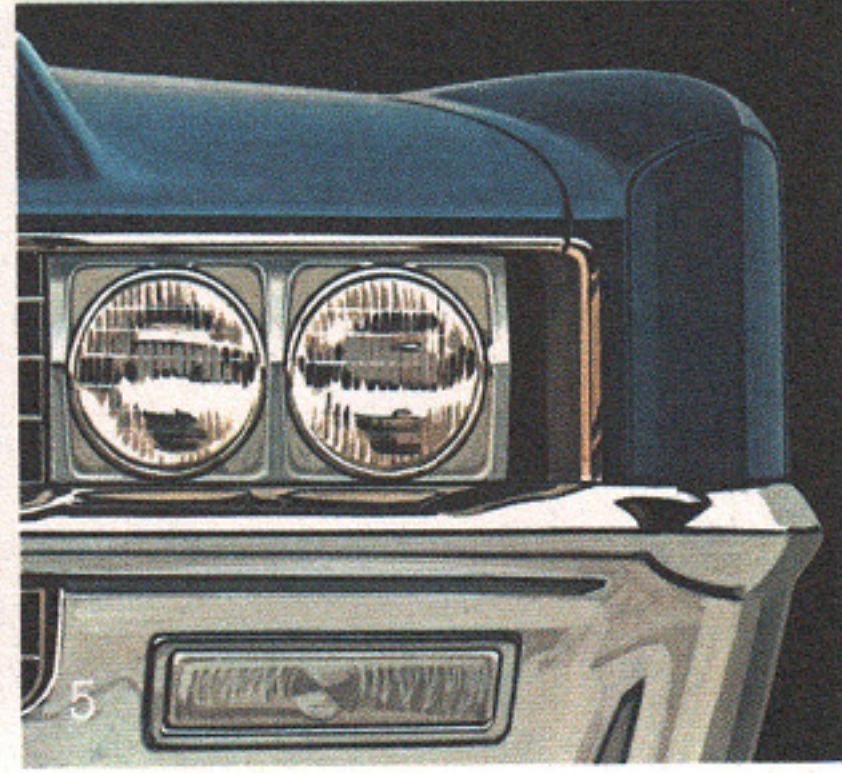
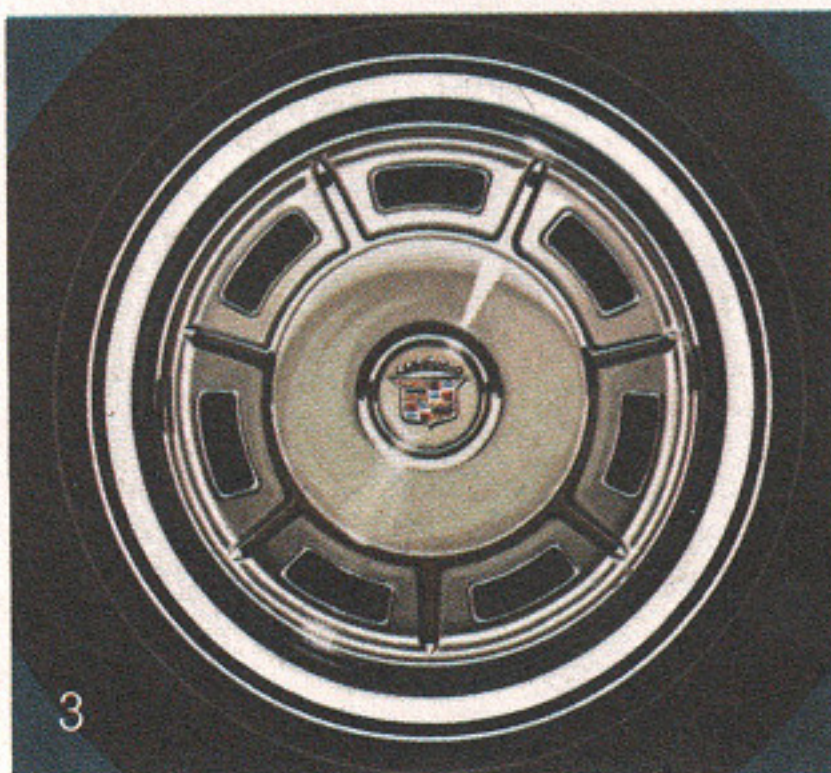
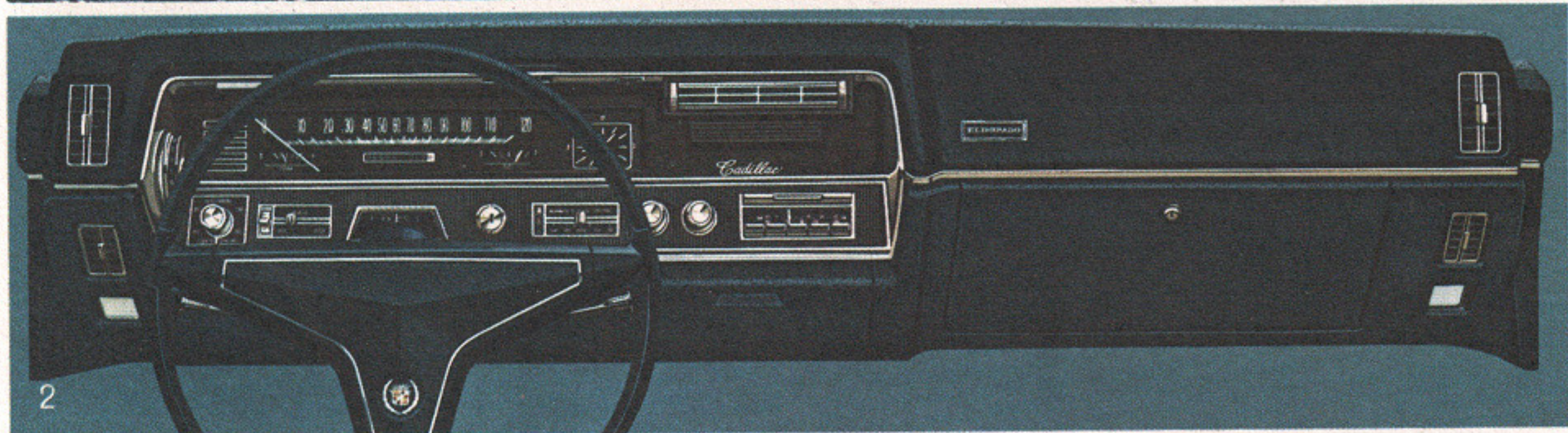
ELDORADO in optional Atlantis Blue Firemist with optional white sidewall tires.



Eldorado is a truly personal car. It is personal in its appeal—designed for the special person who wants a motor car entirely his own. It is personal in appearance—with a kind of head-turning beauty never before seen on the world's highways. It is personal in its performance—with a

kind of balance, poise and response that obeys its driver's every command. And it is personal in its exclusivity—crafted with infinite care and built especially to fit the needs and personality of an individual owner. Eldorado—the totally new luxury motor car that was born to be a classic.

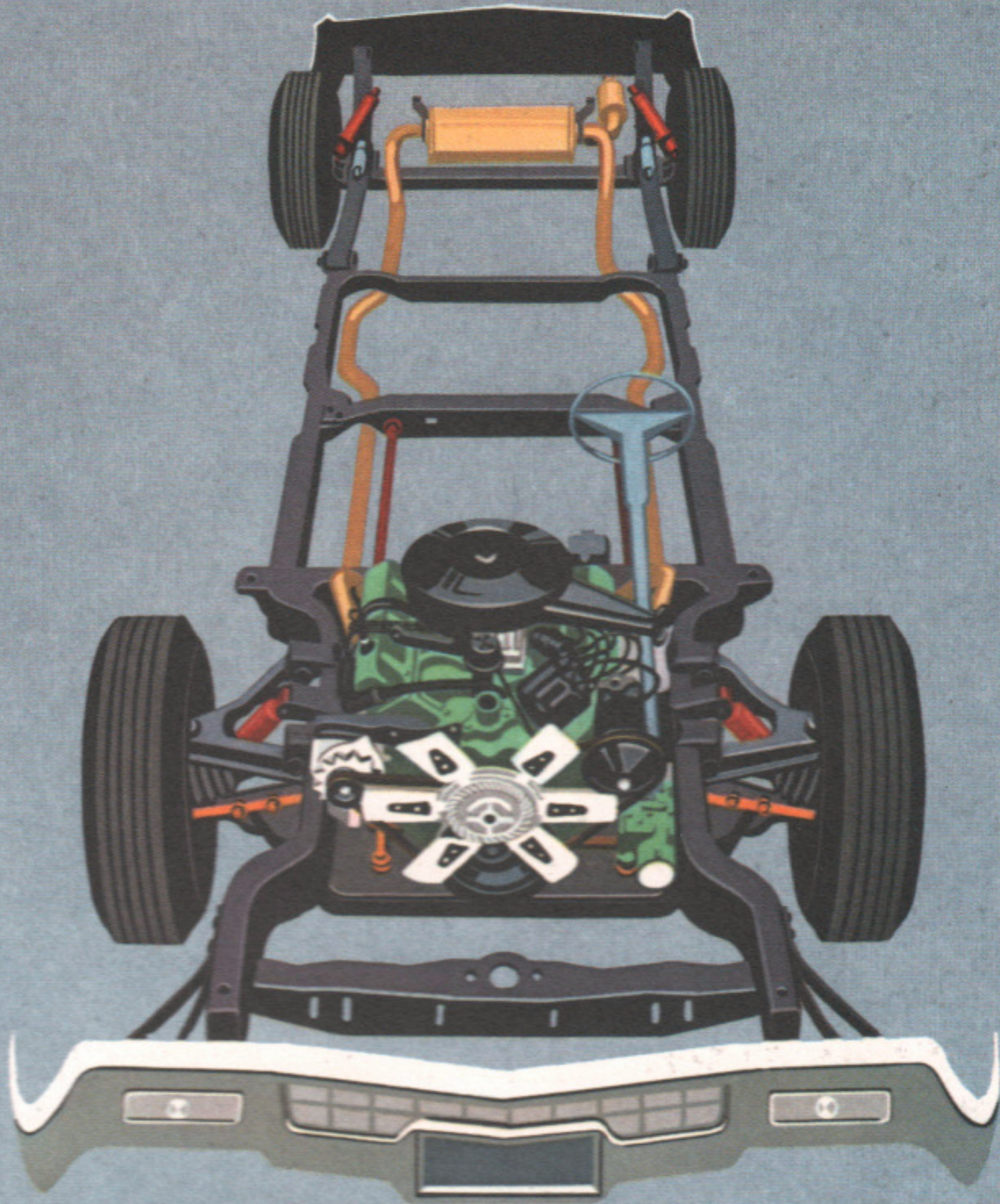




1. Eldorado's unobstructed floors permit unusual comfort for both front and rear passengers. One of eighteen selections, this Eldorado interior features Dark Blue Darien cloth and vinyl in the Strato bench seats. Contoured bucket front seats are also offered. 2. The Cadillac instrument panel for 1967 is handsome, functional and richly appointed. The steering wheel is softly padded. The glove compartment is newly located and more generously proportioned. 3. Handsome new wheel discs, designed to provide a cooling flow of air to the brakes, are an exclusive styling feature. 4. Striking new Dalmatian cloth distinguishes this Eldorado Strato bench seat. 5. Retractable headlamp covers, matching the grille, conceal the lamp area when it is not in use.



Cadillac
Is Unexcelled in
Motoring Safety Features



Eldorado is the first car in the world to offer the precision of front wheel drive with the disciplined maneuverability of variable ratio power steering and the balance of automatic level control.

For years, Cadillac's advanced engineering has provided a constantly increasing number of motoring safety and convenience features—in addition to the car's inherent quality, stability, quietness and handling. For 1967 the list is even more impressive than ever.

New energy absorbing steering column, developed by General Motors, is designed to compress on impact and is standard with the regular or optional Tilt and Telescope steering wheels. Both steering wheels have large, padded load-distributing centers.

The redesigned instrument panel is heavily padded and also reduces glare. Knobs are of minimum length with flat surfaces. Sun visors are softly padded.

Folding front coupe seats or bucket seats automatically latch firmly in place and can be released by individual manual pushbutton controls.

The hazard warning system, activated by a control on the right side of the steering column, flashes front direc-

tional lamps and rear stop lamps to warn drivers when you are moving slowly or stopped at the roadside.

Cadillac's triple braking system keeps front or rear brakes individually operative if one pair should fail. A red tell-tale light warns of malfunction of either system. Brakes are self-adjusting each time the car is reversed. In addition, the foot-operated parking brake operates separately as a true emergency brake and releases itself whenever the car is in any drive position with the engine running.

Front and rear seat belts, retractable on the outboard sides, are standard. Anchors are provided for center seat belts. Closed models have anchors installed on the outboard sides for optional shoulder straps.

Windshield wiper-washers are adjustable to three speeds, and arms are glare-reducing.

Manual window and vent handles, shift lever and turn signal lever have large diameter, soft plastic knobs. Front and rear door handles are inoperative when passenger-guard door lock buttons are depressed.

The direction signal has been redesigned with a special position for easier lane-change signaling. The other position is for turning. Indicators are on the top of the fenders.

Cadillac safety engineers are constantly striving to keep Cadillac motoring the most reassuring motoring in the world. You can help them—and yourself—by driving courteously, keeping alert and obeying all traffic regulations.



Eldorado's exclusive new ventilating system permits elimination of front ventipanes, for a sleek appearance, and at the same time provides a draft-free flow of outside air—at all levels and for all passengers—with windows closed.

INDIVIDUALIZE YOUR ELDORADO FOR GREATER MOTORING PLEASURE

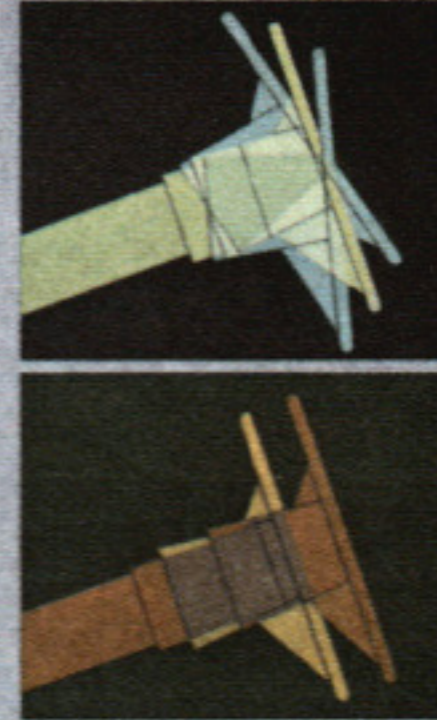
In addition to all its standard equipment, Cadillac offers an exceptional array of options and accessories to make your new Eldorado the ultimate in personal cars.

1. Twilight Sentinel automatically turns lights on and off according to light conditions and can be set to leave lights on up to ninety seconds for a path of light at night.
2. Cruise Control permits setting desired speed and holding it until released and also acts as a speed reminder by a gentle back pressure to the accelerator when selected speed is reached.

3. Tilt and Telescope Steering Wheel adjusts four ways for personal comfort and swings up for easier entry and exit.

Among the other popular Cadillac accessories your dealer can demonstrate are automatic climate control; AM Radio, AM-FM Radio or AM-FM Stereo Radio; automatic door locks; six-way power front seat; front seat headrests; Guide-Matic power headlamp dimmer; power rear vent windows; remote control trunk lock.

For advice concerning equipment and accessories for the Cadillac of your choice, consult your authorized dealer.



MAJOR STANDARD EQUIPMENT

Turbo Hydra-Matic automatic transmission: provides instant, smooth response and proven dependability. **Dual Power Brakes:** for smoother, straighter stops with a minimum effort. **Power Steering:** exclusive Cadillac variable ratio affords almost effortless parking and cornering...and

in highway travel and lane changing it retains a reassuring feel of the road. **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. (Car may be ordered without this item at reduced cost.)

Other Standard Equipment

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

Air cleaner, dry-pack • Armrest, center, front, with Strato bench seat • Ashtrays, front and rear • Automatic Level Control • Cigarette Lighters, front and rear • Clock, electric • Front Seat Adjustment, power-

operated • Lights: front ash receiver; backup (dual); cornering; rear compartment; courtesy (automatic); directional indicators; glove box (automatic); luggage compartment (automatic); map • **Mirror,** padded rim with breakaway feature, shatter-resistant, glare-reducing, rear-view, flip-type • **Mirror, Outside,** left side, inside remote control • **Oil Filter,** full-flow • **Padded**

Instrument Panel • Reflectors, door panels, safety warning, illuminated • **Seat Belts,** front and rear, retractable on outboard sides • **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

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. New top compression ring inverted to pump oil upwards rather than down, 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: New Quadrajets four-barrel downdraft with equalized manifold; mechanical fuel pump; dry type air filter; new 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 conditioned cars).

Gasoline Tank Capacity: Approximately 24 gallons.

Turbo Hydra-Matic: Fully automatic, improved torque converter type with variable 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. Ratio is 3.21 axle.

Front Suspension: Spherical joint with independent torsion bars. Rubber mounted strut rods and rubber bushings absorb impacts and isolate road noise.

Rear Suspension: Single leaf springs with two horizontal and two vertical shock absorbers.

Brakes: Cadillac power brakes with self-adjusting shoes; finned front and composite finned rear drums. Split hydraulic master cylinder provides independent piston and fluid reservoir for front and rear brakes. (Front disc brakes available as an option.)

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 is standard equipment. Energy absorbing steering wheel and column. Overall steering ratio of 16.3 to 1 for fast response.

Frame: Eldorado frame is especially designed for its front wheel drive and front

and rear suspension systems.

Tires: Low pressure, 2-ply tubeless, size 9.00 x 15. Black sidewalls are standard. White sidewalls, optional.

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 roadside and road signs for extra convenience at night.

Tread: 63.5", front; 63", rear. **Wheelbase:** 120".

Overall Length: 221".

Additional Colors not shown include: Sable Black, Grecian White, Regal Silver, Summit Gray, Venetian Blue, Marina Blue, Admiralty Blue, Capri Aqua, Pinecrest Green, Sherwood Green, Persian Ivory, Sudan Beige, Baroque Gold, Doeskin, Flamenco Red, Regent Maroon and, as options, Crystal Firemist, Tropic Green Firemist, Olympic Bronze Firemist and Ember Firemist.

Note: Where leather is used, it is combined with richly textured vinyl in heavy wear areas.

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GENERAL MOTORS CORPORATION
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MARK OF EXCELLENCE

Included previously in illustrations or text are the following items of equipment which are available at extra cost depending on model selection: white sidewall tires, Firemist finishes, special interiors, vinyl top and bucket seats.