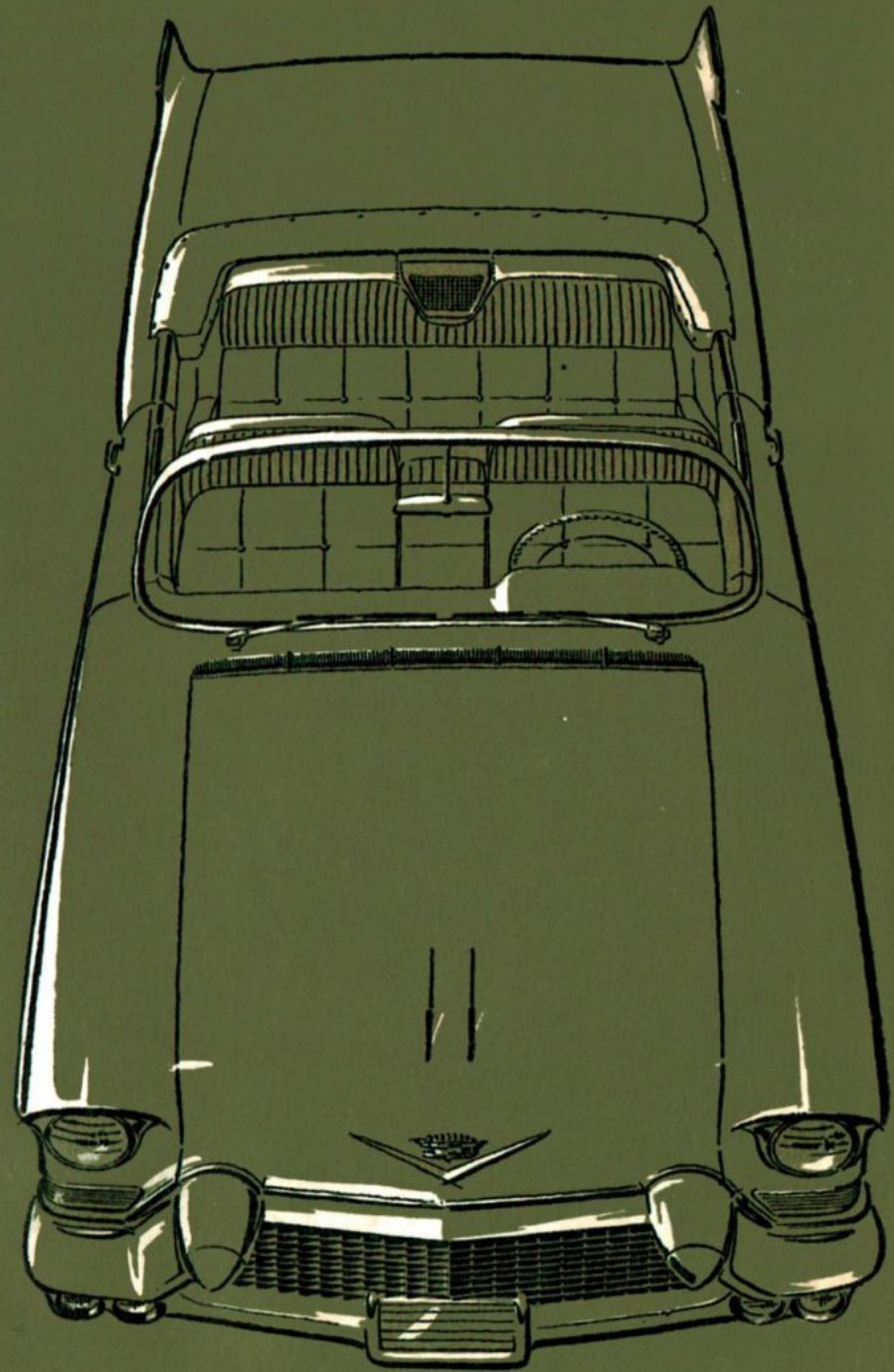


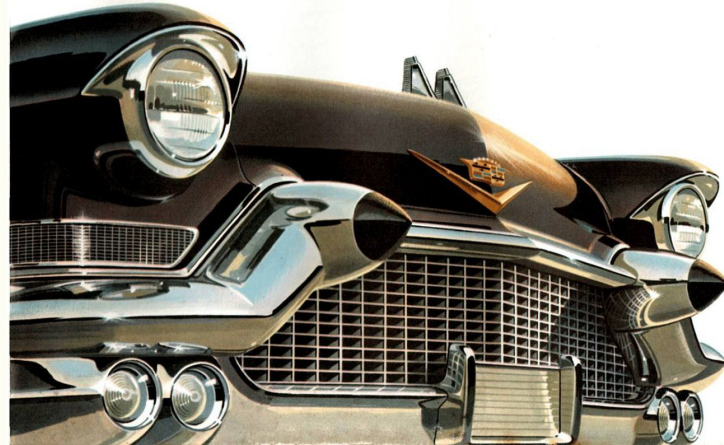
CADILLAC

NINETEEN FIFTY-SEVEN



PRESENTING THE MOST SIGNIFICANT ADVANCEMENTS

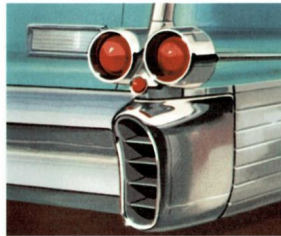
CADILLAC HAS EVER ACHIEVED IN STYLING AND DESIGN!



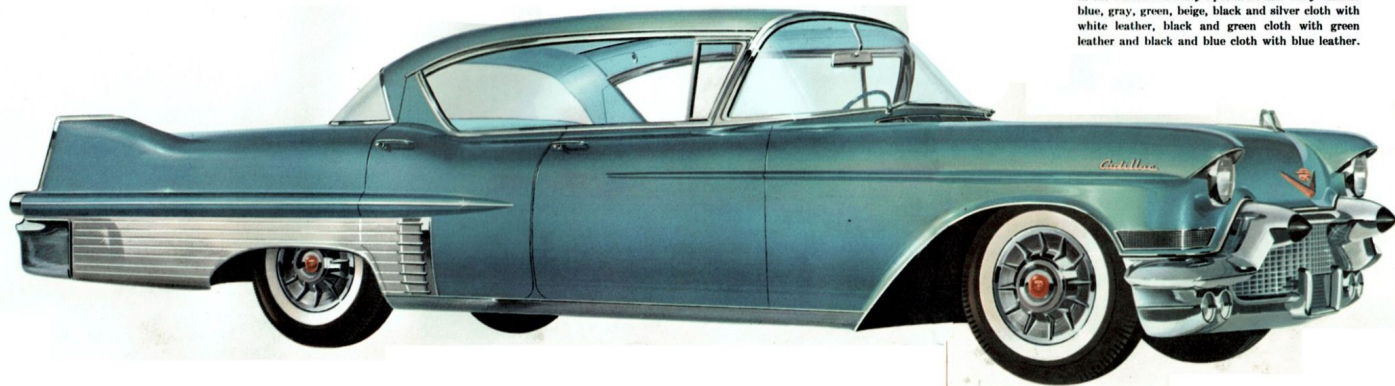
The Magnificent Fleetwood

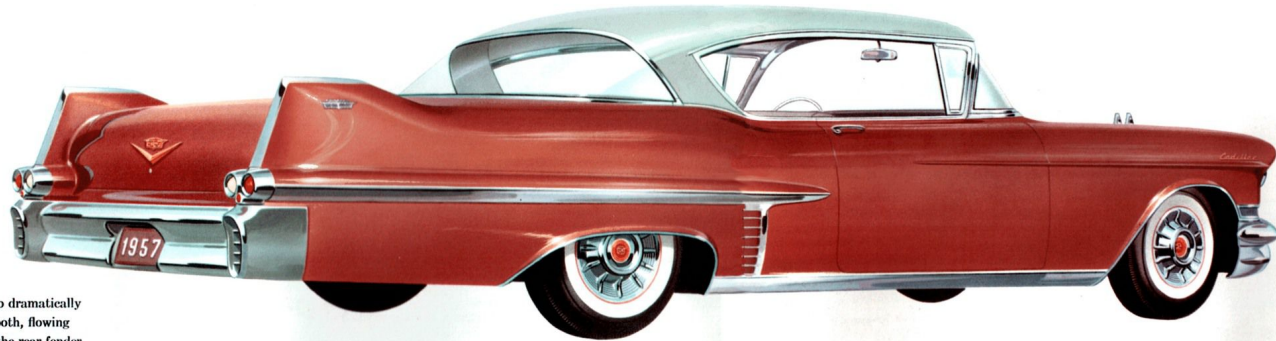
Sixty Special Sedan

The new Cadillac Fleetwood Sixty Special Sedan is typical of the magnificent new Cadillac styling for 1957. It achieves a rare beauty that will make it a treasured masterpiece for years to come. Completely new in styling, it is a superlative blend of classic symmetry and functional design. The Sixty Special is almost three inches lower in over-all height, providing a more graceful silhouette and greater highway stability. The entire grille ensemble presents, for the first time, an important safety innovation—molded rubber bumper guard inserts. The smart, new rear fenders are enhanced by fender fairings that taper gracefully into dual taillight and directional signal light assemblies. Further accent on lowness is obtained by a brushed stainless-steel rear fender panel that carries forward to the rear door stone shield. This is the Cadillac Fleetwood Sixty Special for 1957—beautiful, luxurious and distinctive as never before.

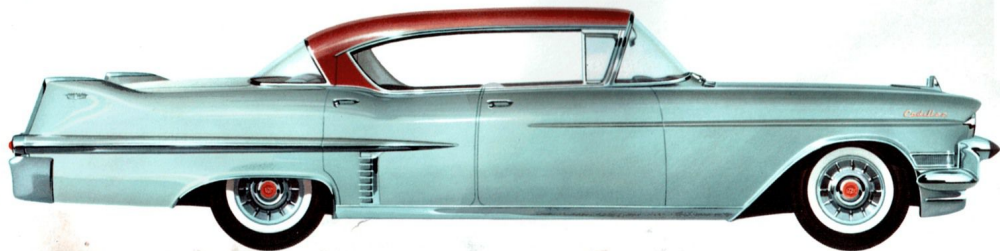


Shown above is the detail of the rear lighting assembly, while at the right is one of a selection of ten leather and fabric combinations now available in the Fleetwood Sixty Special Sedan. They include blue, gray, green, beige, black and silver cloth with white leather, black and green cloth with green leather and black and blue cloth with blue leather.





Never before have the Sixty-Two Coupe and Sedan been so dramatically beautiful and luxurious as they are for 1957. From the smooth, flowing sweep of the front fender line to the high-sweeping fins of the rear fender, they are completely new in design. Wheel openings are higher and framed in chrome . . . twin circular housings prominently display the tail lamps, back-up and stop lamps . . . and the new exhaust outlets are gracefully formed in the rear bumper. The Sixty-Two Sedan and Coupe, like the Fleetwood Sixty Special Sedan, provide all the openness and visibility of a hardtop design. Each is an outstanding Cadillac accomplishment in quality and practicality . . . in dignity and elegance.



The Luxurious Sixty-Two Coupe And Sedan



Sixty-Two Coupe and Sedan models are elegantly tailored in matching combinations of gray, blue, beige or green Neptune and Glacial Mist cloths. There are also three choices of gray, blue or green Grecian cloth with matching Elasefab bolsters.

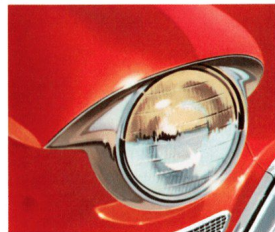


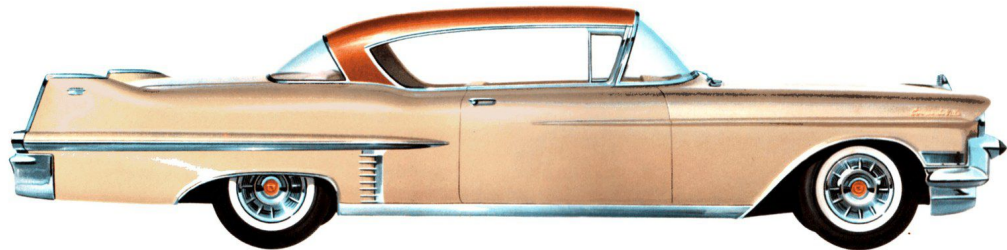


*The World Famous
Sixty-Two Convertible*

Seen here is the 1957 edition of the famous Cadillac Sixty-Two Convertible—one of the most renowned motor cars ever to travel the world's highways. Its new close-to-the-road look is immediately apparent in the forward slope of the hood and in the low, massive grille. At the rear, the chrome-edged fender fins and the gracefully contoured luggage compartment lid produce an effect of even greater lowness and width. The 1957 Sixty-Two Convertible is, of course, powered by Cadillac's dynamic new engine and offers all of Cadillac's new engineering developments. It is, in every respect, a masterpiece of Cadillac styling and design.

A colorful array of weather-resistant leathers is available in the 1957 Sixty-Two Convertible. They are black and white, solid black, light blue metallic and Orion blue, metallic turquoise and white, tan, light green metallic and Glade green, Dakota red and white or solid-toned Dakota red.





The Glamorous Sixty-Two Coupe de Ville And Sedan de Ville



It is in these two models—the Coupe de Ville and Sedan de Ville—that Cadillac styling artistry is displayed in its fullest glory. The very name "de Ville" is synonymous with great beauty . . . brilliant luxury . . . and magnificent performance. And never have these virtues been more evident than they are in these 1957 creations. Seen from without, they are an inspiration to behold—while within, there are appointments . . . luxuries . . . and fabrics that will inspire even the most experienced of Cadillac owners. Add to all this visible beauty the hidden excellence of fine design and master craftsmanship, and the result is a truly extraordinary motoring achievement.

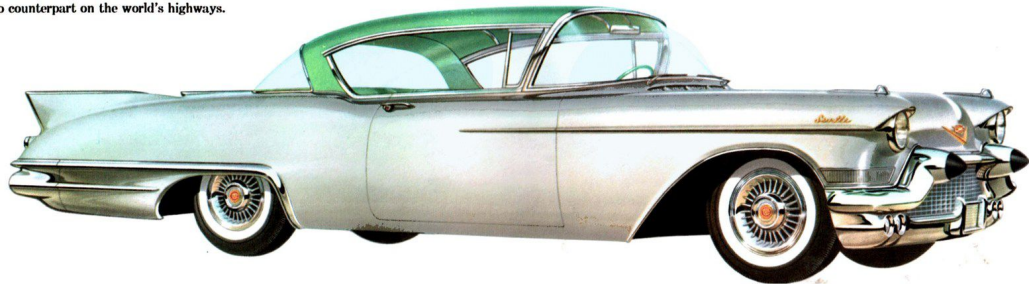
Brilliantly conceived and exquisitely executed, the 1957 Coupe de Ville and Sedan de Ville interiors are available in gray and silver Sahara cloth with white leather, blue Sahara cloth with blue leather, beige Sahara cloth with beige leather, green Sahara cloth with green leather, black and Mountain Laurel Corinthian cloth with matching leather, gray and silver brocade with white leather, blue brocade with blue leather or green brocade with green leather.



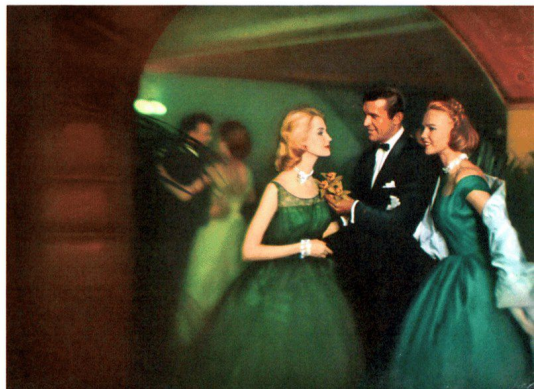
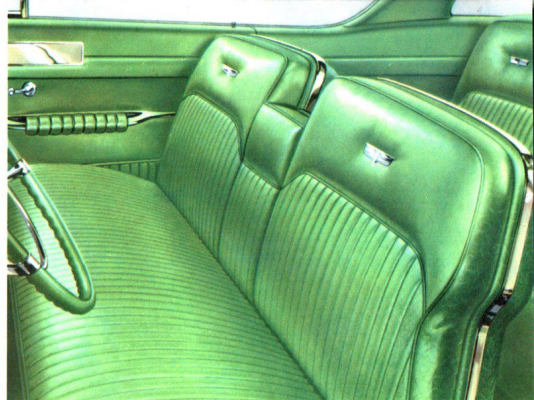


Never before has a series of Cadillac cars created such intense excitement on the American motoring scene as have the fabulous Eldorado Biarritz and Seville. Each is a crowning achievement in advanced styling and design. Their shimmering chrome or gold grille . . . their dual-winged front fender ornaments . . . their dramatic rear panel fins . . . their chrome rear panels that sweep gracefully into a rounded rear deck . . . all give the Eldorado a truly breath-taking beauty. And their performance, paced by either the standard 300-h.p. or the special 325-h.p. engine, is a revelation. Here, in either the open or closed design, is an automobile that has no counterpart on the world's highways.

The Sensational Eldorado Biarritz And Seville



Both the Eldorado Biarritz and the Eldorado Seville offer interior selections of imported Cape buffalo-grain leathers in black and white, Sabre blue, Elysian green or Kiowa red and white. In addition, the Biarritz offers a selection of solid black, metallic copper or solid Kiowa red leather. The Seville offers black and silver or black and blue paisley cloth with matching leather, green metallic cloth and leather or copper metallic cloth and leather.



*The Distinguished
Fleetwood Seventy-Five
Sedan And Limousine!*

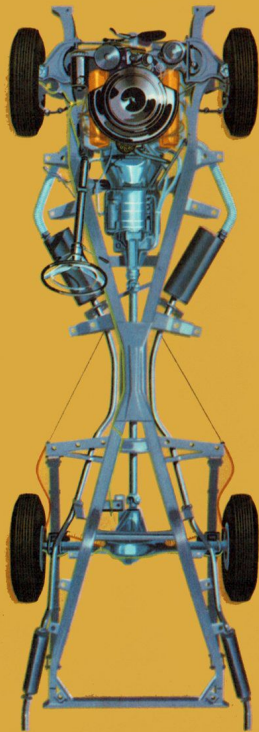
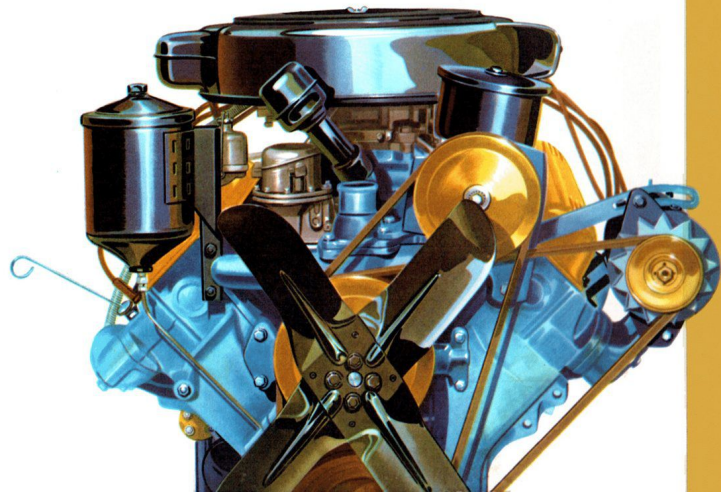
Perhaps in all the world there is no Cadillac model more celebrated for its dignity and elegance and distinction than the magnificent Fleetwood Seventy-Five. And certainly for 1957 it will add still greater lustre to its unique reputation. The new Fleetwood Seventy-Five, in both the Sedan and Limousine, is far more elegant . . . far more richly crafted . . . and far finer in performance. Its luxurious and elegantly tailored interiors are hand-finished in rich wool broadcloth and wool Bedford cords. The Seventy-Five Limousine is fitted with an electrically operated glass partition between the front and rear compartments, while the front seat of this model is furnished in luxurious black leather. As the ultimate in motoring ease and safety—for personal or for company use—the Cadillac Fleetwood Seventy-Five Nine-Passenger Sedan and Limousine are without rival.



The spacious and luxurious interiors of the Fleetwood Seventy-Five models are upholstered in light gray wool Bedford cord and broadcloth, beige wool Bedford cord and broadcloth, dark gray wool Bedford cord and light gray broadcloth, brown wool Bedford cord and beige broadcloth or in solid gray or beige wool broadcloth.



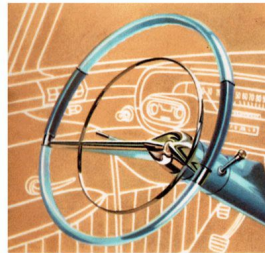
*Introducing
A New 300 h.p. Cadillac Engine
And Revolutionary New Frame Design*



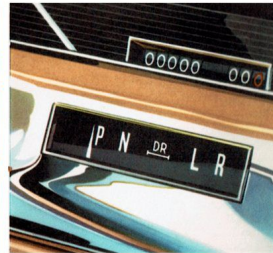
The dynamic Cadillac engine for 1957 provides power, eagerness and responsiveness that set a new standard of automotive performance. This remarkable power plant features a higher compression ratio; a redesigned four-barrel carburetor; new, larger diameter combustion chambers; and a full 300 horsepower. Also available on the Eldorado models is an advanced engine utilizing two four-barrel carburetors and providing 325 horsepower. Both of these new Cadillac engines were deliberately designed and built to give the Cadillac owner a new dimension of driving ease and confidence.

Cadillac's completely new tubular-center X frame design for 1957 permits lowering both floor and car. The body is mounted on "outrigger" mounting brackets and actually gains in structural rigidity and resistance to twisting over the conventional type of frame.

...together with a host of Cadillac's greatest engineering achievements!



Spherical joint suspension and an improved Cadillac Power Steering unit remove the last noticeable trace of handling effort. Maximum power assistance is obtained precisely when it is needed. All 1957 Cadillac models are factory-equipped with advanced Power Steering at no extra cost.



Veteran Cadillac owners will be amazed at the smoothness and eager responsiveness of the 1957 Cadillac controlled-coupling Hydra-Matic. Mechanical refinements have virtually eliminated noticeable shift points, yet retained all the efficiency and economy of the basic Hydra-Matic transmission design.



A vastly improved Cadillac Power Brake is standard, at no extra cost, on all 1957 models. Larger than last year, it noticeably reduces the amount of pedal effort required. And a new, wider brake pedal enables the driver to brake to a quick, safe stop with either his right or left foot with greater ease.



The Cadillac Air Conditioner for 1957 has been completely redesigned. Located completely forward of the passenger area, it circulates outside air that has been filtered of dust and pollen and has been cooled to the temperature the driver desires. It is available as an extra-cost item on all models.

The new Cadillac Accessories designed for your comfort, safety and convenience

PRE-SELECTOR RADIO—The Cadillac Pre-Selector Radio provides a fidelity and long-range reception that are unique in a motor car radio. Its automatic, precision tuning bar is a feature rare even in home radios. The antenna rises and lowers at the touch of a button and a foot control for changing the station is also available.

LICENSE PLATE FRAMES—For 1957, Cadillac License Plate Frames are available in gold-colored anodized aluminum with a durable plastic window. They are styled to become an integral part of the car design, to eliminate sharp edges and to provide a final touch of elegance. They may be purchased singly or in sets of two.

CADILLAC HEATING AND VENTILATING SYSTEM—All Cadillac models can be factory-equipped with a heating and ventilating unit of unusually high efficiency. Simple to operate, the Cadillac heater provides the desired warm air for front and rear compartments, as well as warm or cool streams to the windshield.

"AUTRONIC-EYE"—The Cadillac "Autronic-Eye" or Automatic Headlight Beam Control electronically dims your headlights as cars approach. The lights automatically return to high beam after cars pass and the road is clear. A foot switch is provided to signal drivers who forget or neglect to dim their lights.

"CUSHION TOPPERS"—To protect your car's upholstery, Cadillac makes available specially styled and color-blended "Cushion Toppers". They are made of beautiful, durable rayon-and-cotton twill and may be obtained in blue, green, gray, brown or black in the attractive and familiar "V" and Crest pattern.

FOG LAMPS—Cadillac Fog Lamps contribute greatly to safer driving in adverse weather. They are designed to throw a low, narrow vertical beam and a safe, broad horizontal area of light. When installed, they replace the standard parking light and directional signal assembly since they incorporate these functions.

E-Z-EYE GLASS—Your Cadillac may, if desired, be equipped with E-Z-Eye Glass—a subtly graduated gray tint that eliminates annoying road glare and filters out much of the sun's radiant heat. It does not interfere with vision in any way and may be ordered at nominal extra cost for all window areas in the 1957 Cadillac.

SEAT BELTS—Cadillac Seat Belts are made of attractive, extra-rugged nylon webbing. They are safe, sturdy and comfortable. The buckle is of the tested and proved airplane type design. Seat belts are available in a variety of matching colors for both front and rear seats—black, green, blue, gray, beige, red or white.

SPECIFICATIONS

ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V type; bore 4.0"; stroke 3.625"; displacement 365 cu. in. Engine mounted in rubber at three points. Compression ratio 10 to 1. Optional dual-carburetor engine available on Eldorado Biarritz and Seville only.

PISTONS: Aluminum alloy, slipper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression rings, one oil ring with expander; top compression ring chrome-plated to minimize wear on cylinder walls; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

CARBURETOR: Four-barrel downdraft with equalized manifold; mechanical fuel pump; oil-bath type air cleaner; intake silencer; automatic choke. A special engine with dual, four-barrel carburetors is optional on the Eldorado Biarritz and Seville only.

LUBRICATION: Full-pressure. Oil filter standard.

ELECTRICAL SYSTEM: 12-volt.

GASOLINE TANK CAPACITY: 20 gallons.

HYDRA-MATIC DRIVE: Fully automatic, step-gear type. Controlled fluid coupling on forward gear set for smoother shifts. Provides two Drive Ranges, Lo Range and Reverse.

REAR AXLE: Hypoid, semifloating. Differential housing offset to provide straight-line drive. Ratio is 3.07 on all except Series 75. A 3.36 axle is provided on Eldorados with the 325-h.p. engine, on Series 75, on air-conditioned models and optional on all other models. A 3.77 is optional on Series 75.

FRONT SUSPENSION: Spherical joint with Cadillac independent, helical-coil type springs.

REAR SUSPENSION: Hotchkiss drive. Rear springs are 5-leaf, semielliptic, 56½" long, 2½" wide (Series 75: 6-leaf).

BRAKES: Cadillac Power Brake System standard equipment. Low-pedal type with master brake cylinder mounted on the frame and the vacuum power cylinder mounted on the cowl. Effective brake lining area, 210.32 sq. in., 233.72 sq. in. on Series 75 models.

STEERING: Cadillac Power Steering standard equipment with an over-all steering ratio of 19.5 to 1.

FRAME: Cadillac tubular-center X frame provides increased rigidity while permitting lowering of body for improved appearance and greater stability.

TIRES: Low-pressure, 4-ply, tubeless. Size—8.00 x 15 (Series 75: 6-ply, size—8.20 x 15). White sidewall tires*, optional at extra cost.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

SABRE-SPOKE WHEELS*: Heavy-gauge steel and aluminum. Optional at extra cost.

TREAD: Front and rear, 61".

WHEELBASE: 60 Special, 133"; Series 62, 129.5"; Series 75, 149.75".

OVER-ALL LENGTH: 60 Special, 224.4"; Series 62 Coupe, Convertible and Coupe de Ville, 220.9"; Series 62 Sedan and Sedan de Ville, 215.9"; Eldorado Seville and Biarritz, 222.1"; Series 75, 236.2".

*Standard on Eldorado Seville and Biarritz.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



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NINETEEN FIFTY-SEVEN

