



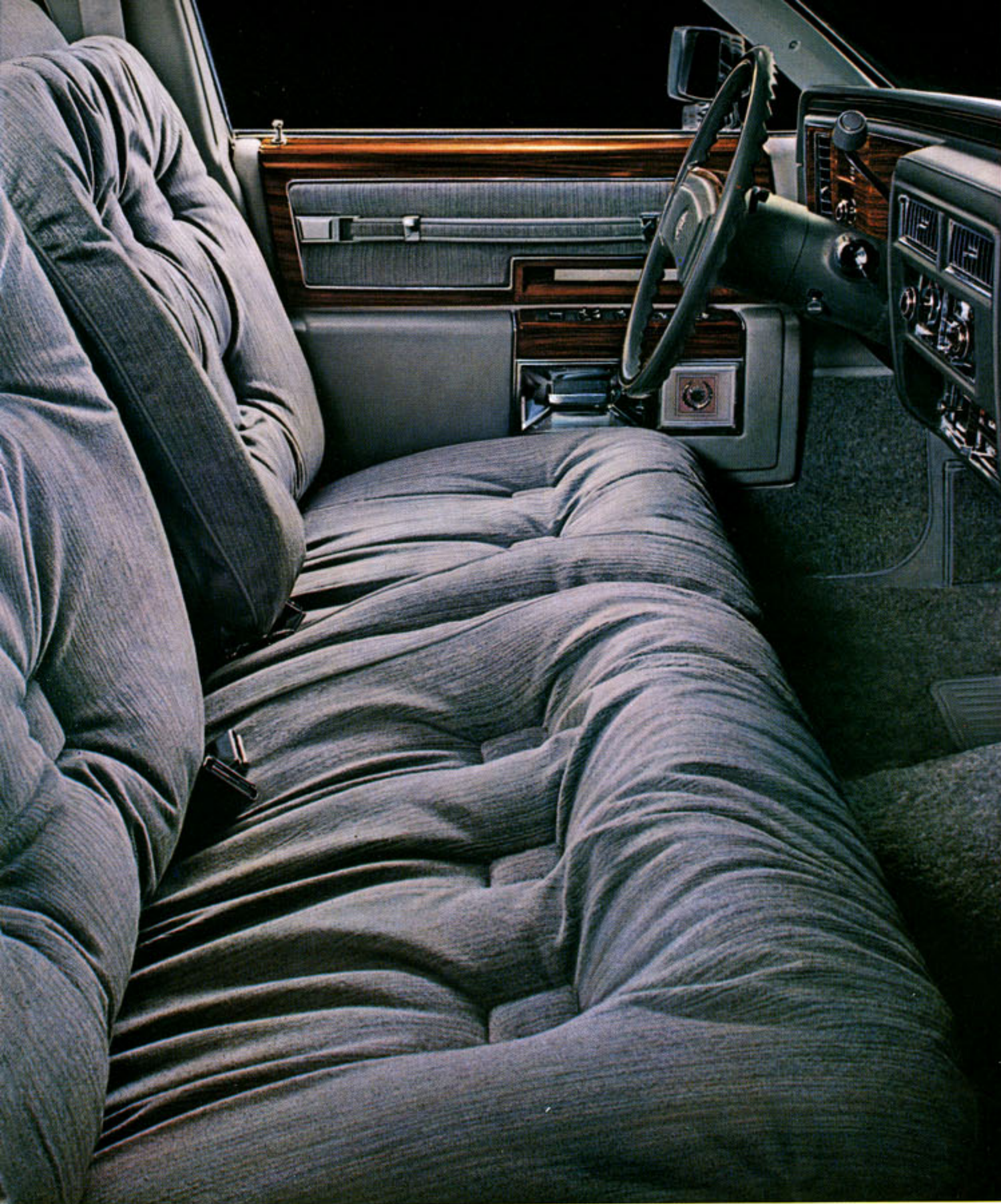
Leave it to Cadillac to lead the way...





... with a totally new generation of luxury cars. Fleetwood Brougham • Coupe deVille • Sedan deVille

No wonder these cars have received such fantastic acceptance. It's a generation designed and engineered for a changing world. Lively. Responsive. Efficient. Yet, retaining what has made Cadillac America's most popular luxury car. Roominess. Elegance. And adding to it.

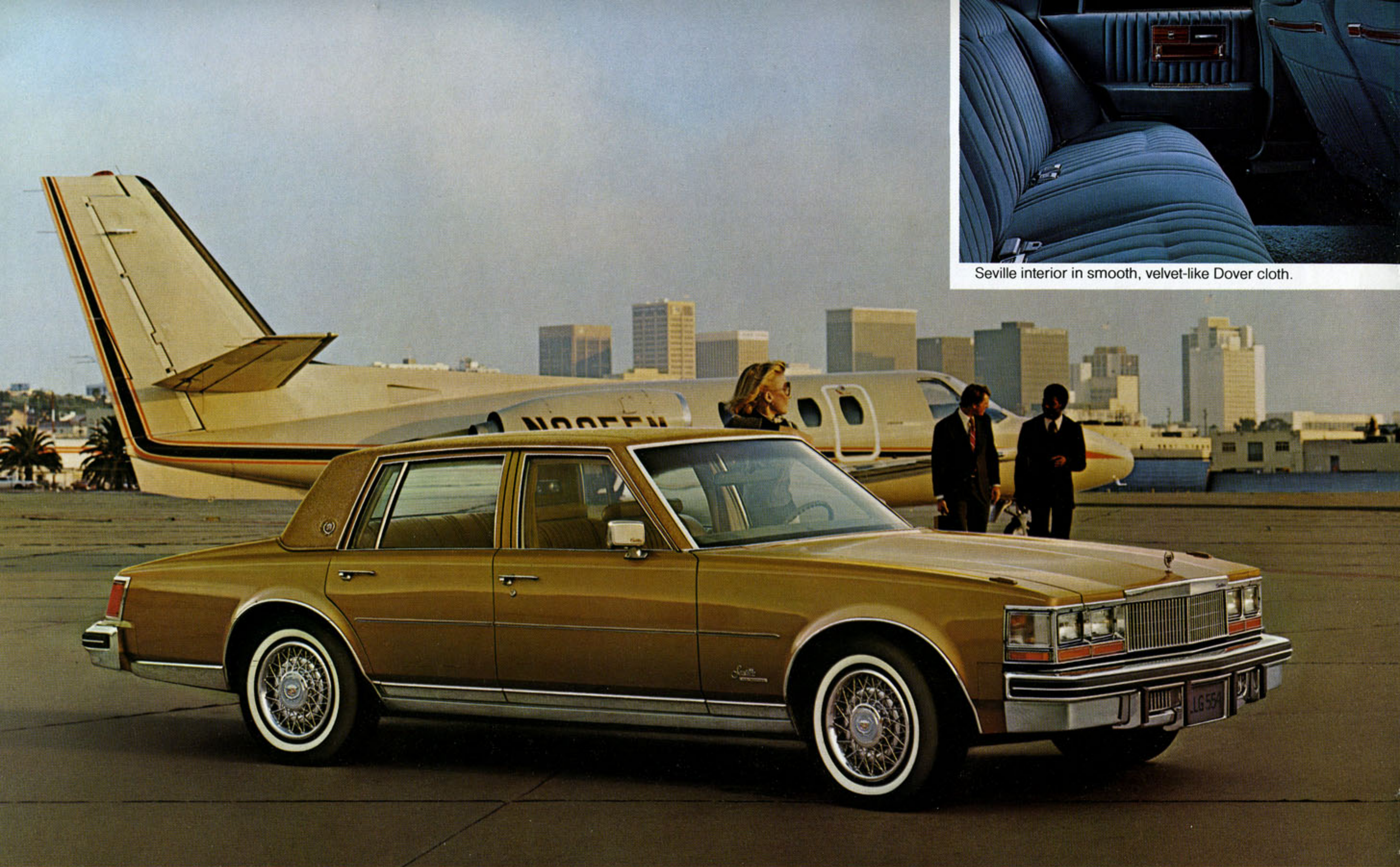


For impressive mileage . . . even more comfort and luxury.

The 1977 Fleetwood Brougham, Coupe deVille and Sedan deVille are designed to conserve fuel. In 1977 EPA mileage tests, Cadillac was estimated at 14 miles per gallon city and 18 mpg highway. Your mileage will vary depending upon the type of driving you do, your driving habits, your car's condition and available equipment.

Ah, those Cadillac interiors for 1977! With even more rear legroom and

headroom than '76 models in the DeVilles. (Brougham retains the legroom and headroom of its spacious '76 counterpart.) With the Cadillac touches — like plush, one-piece, wall-to-wall carpeting. With a stunning selection of upholsteries and appointments. Such as (left) the special edition Brougham d'Elegance interior that features luxurious pillow-style seats. Or (right) the elegance of available interiors with genuine leather in the seating areas.



Seville interior in smooth, velvet-like Dover cloth.

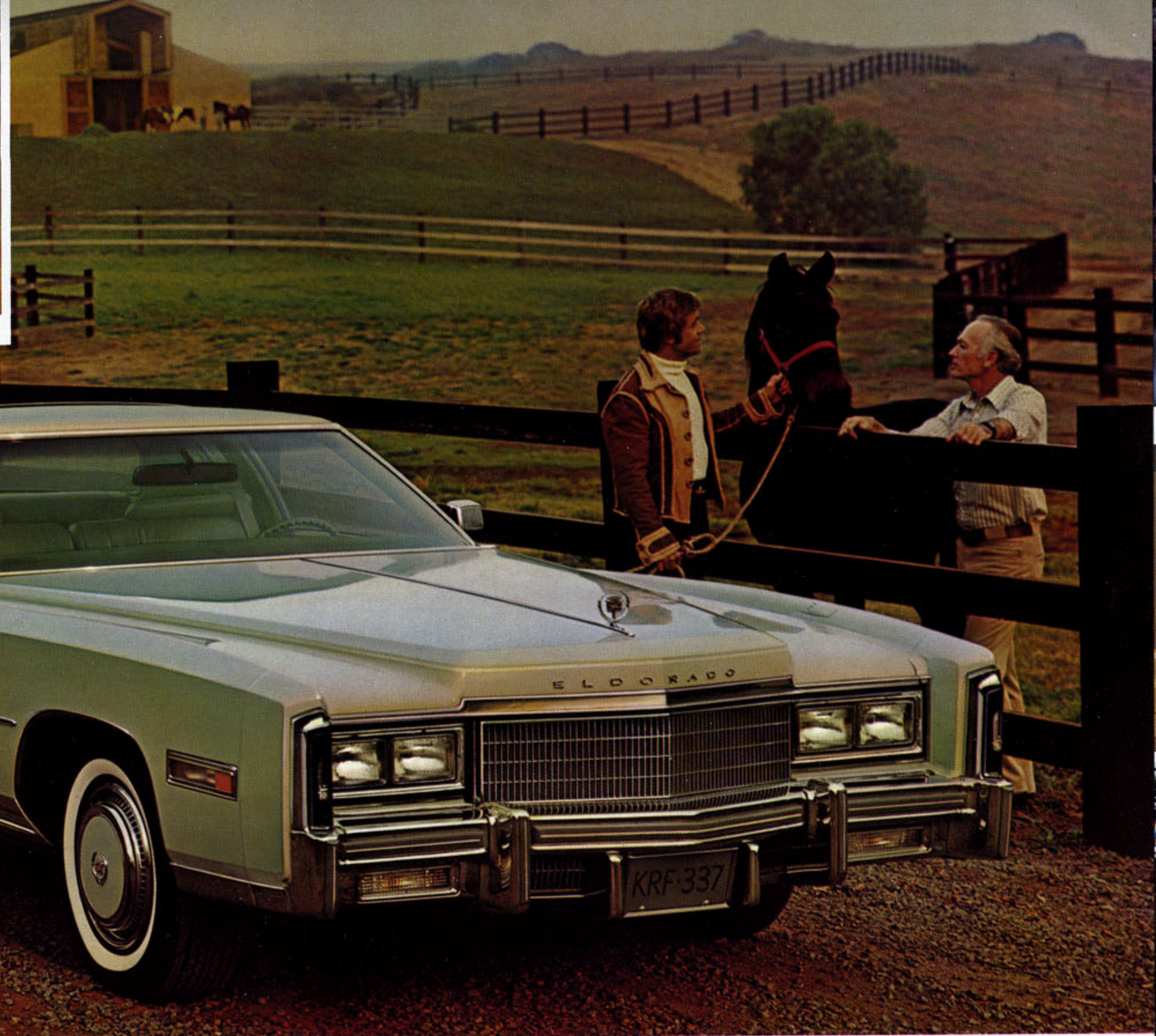
... with the luxury car that started it all ... Seville by Cadillac.

It began here. With the success of Seville. A car so well-engineered that a number of its design concepts have been incorporated in the 1977 DeVilles and Fleetwood Brougham ... the cars we proudly label the next generation of the luxury car. Yet, Seville stands alone—unique among the world's great cars. Because only Seville brings together international size,

performance and design with Cadillac comfort and convenience. On one hand, Seville is a brilliant road car, with a 5.7 Litre, Electronic-Fuel-Injected Engine and an on-board analog computer. On the other hand, Seville is a car of classic elegance. A car complete—with almost every luxury feature standard. It just might be the best-performing car you've ever driven.



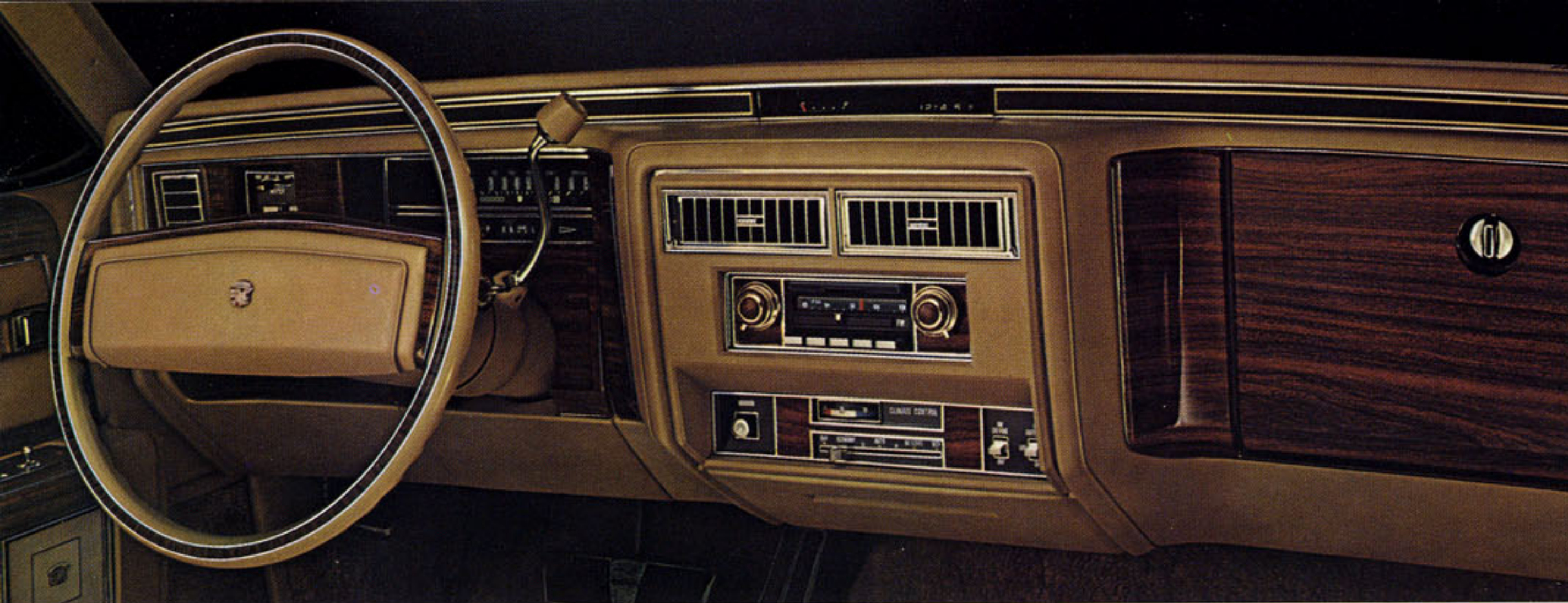
Available Eldorado Custom Biarritz with pillow-style seating.



... with the car of flair and front-wheel drive ... Eldorado by Cadillac.

Here is a luxury car of great individuality. With that rare blend of sportiness and luxury that's made Eldorado a legend in its time. A car of impressive roadability—engineered to pull you through. Rain. Sleet. Snow. That's when you really appreciate the pulling action of Eldorado's Front-Wheel Drive—in combination with Automatic Level Control, Variable Ratio

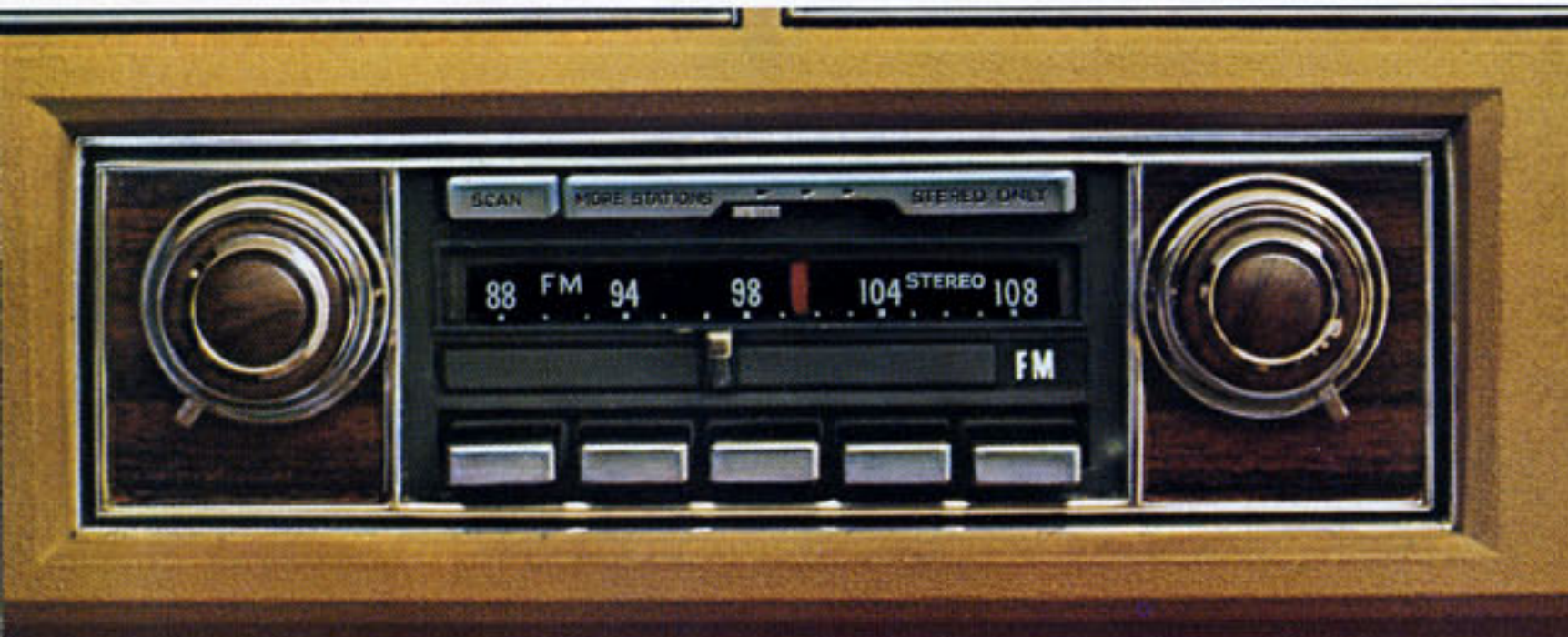
Power Steering and Four-Wheel Disc Brakes. That's also when you'll appreciate the extra front-seat roominess that Front-Wheel Drive brings with a flat front floor. Your choice of the classic Coupe, available Cabriolet (shown) or available Custom Biarritz, a special edition car that features distinctive design outside and Cadillac contoured, pillow-style seating inside.



New instrument panel for the DeVilles and Fleetwood Brougham.



Lamp Monitors and Cornering Lights.



AM/FM Signal-Seeking Stereo Radio with Scanner. (Standard on Brougham, Seville & Eldorado.)



Push-to-reset trip odometer.



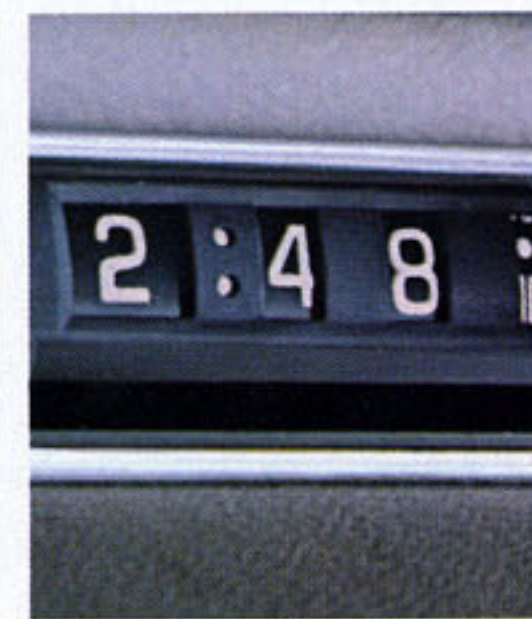
Power Door Locks and Power Windows.



Automatic Climate Control.



Wipers with delay. (Standard on Seville.)



Quartz Digital Clock.

... with one great feature after another.



Astrorooft. (Not available on Limousines.)



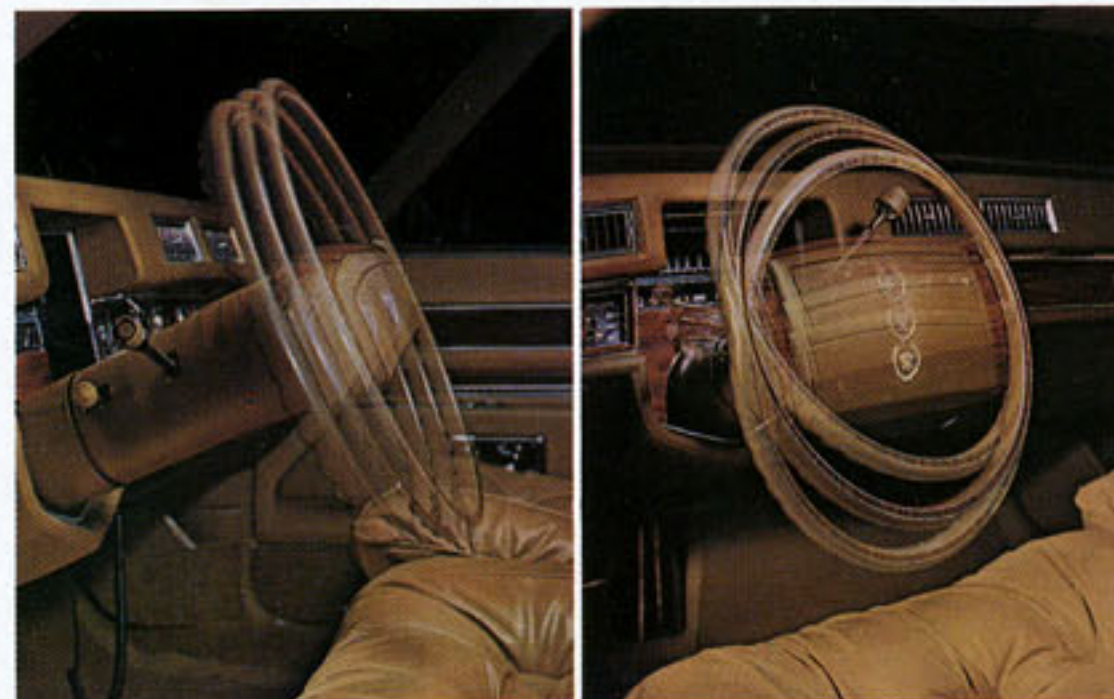
Wire Wheel Discs (except Eldorado).



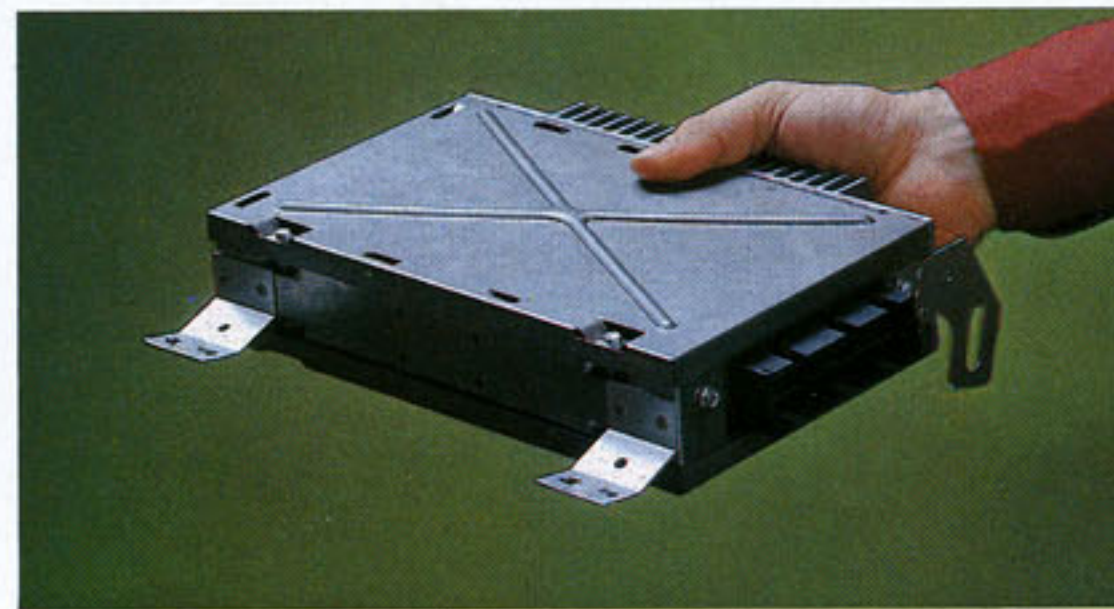
Illuminated Vanity Mirror.



Power Recliner Seat. (Not available on Limousines.)



Tilt and Telescope Steering Wheel.



Electronic Fuel Injection. (Standard on Seville.)



AM/FM Stereo Radio with CB and disappearing, integral antenna.

A source of special pleasure are the many meaningful features which come as standard equipment. As a matter of fact, all those on the left page are standard—and many, many more, depending upon the model you select. A source of added pleasure is the inviting array of features you can order. Some of those—but by no means all—are pictured on the

page at the right. Or, if you wish to express your individuality even further, you can select one of the Cadillac Special Edition cars—Brougham d'Elegance, DeVille d'Elegance, Coupe deVille Cabriolet, Eldorado Cabriolet or Eldorado Custom Biarritz. You have many good reasons for visiting your Cadillac dealer soon.





Seville by Cadillac



Eldorado by Cadillac



Coupe deVille



Sedan deVille



Fleetwood Brougham



Cadillac Limousines

...with the great American choice in luxury cars.

CAPITOL CADILLAC COMPANY
1260 Twenty-Second Street, N.W.
WASHINGTON, D. C. 20037

Leave it to us to bring you golf at its best, too. • The Masters • CBS-TV • April 9-10

Litho in U.S.A.