This is *Seville*
BY CADILLAC

A unique American luxury car.

Seville

What makes Seville unique?

This is the first American car to combine international size, styling and performance with Cadillac comfort and convenience. For impressive maneuverability and ease of parking, Seville is about 18 inches shorter than full-size Cadillacs. Yet, Seville is designed for interior roominess and comfort.

Electronic-Fuel-Injected Engine.
Seville is the first American production car to offer a 5.7 Litre (350 cu. in.) Electronic-Fuel-Injected Engine as standard equipment. This advanced EFI system is designed for quick response, fast starting, smooth engine idle and few required maintenance operations. There is no carburetor maintenance because there is no carburetor.

As you drive, Seville's on-board analog computer is constantly fed data on various engine factors. It calculates each requirement, then signals the injectors

radial tires. And Automatic Level Control to help keep the car level with changing loads.

Large-diameter Pliacell shock absorbers—as on the Cadillac Limousines—contribute to Seville's impressive ride. To help keep outside noise outside, sound-absorbing padding and molded acoustic insulators are strategically applied in key areas. Super-soft weather stripping on doors helps reduce wind noise. And the one-piece instrument panel cover helps reduce squeaks and rattles.

The luxury inside.
Seville interiors are understated—elegant in their simplicity—with almost every luxury feature standard. There's Automatic Climate Control. Dual Comfort 50/50 front seats. Power windows and door locks. Tilt and Telescope Steering Wheel. AM/FM Signal-Seeking Stereo Radio with Scanner. And many more.

All-metal roof.

Service: Another strength.
Seville was designed for few required maintenance operations. And there are over 1,600 Cadillac dealers across the U.S.—with trained technicians and parts readily available.

On-board computer for EFI.

to meter the exact fuel charges to the cylinders.

A beautiful road car.
Seville is engineered to be a delight to drive—in the city and on the highway. Its agility is due in part to its trim, 114.3" wheelbase. However, many factors contribute to Seville's ease of handling. There's Variable Ratio Power Steering for easy parking, while retaining a feel of the road. Front and rear stabilizer bars to help reduce body roll during cornering. Standard 15" steel-belted

Dover Cloth in Claret.

The quest for perfection.

When introduced, Seville was a great luxury car. A car of innovation—incorporating the latest American technical achievements. Yet, it is our policy to constantly seek out ways to enhance Seville—and the quest for perfection goes on.
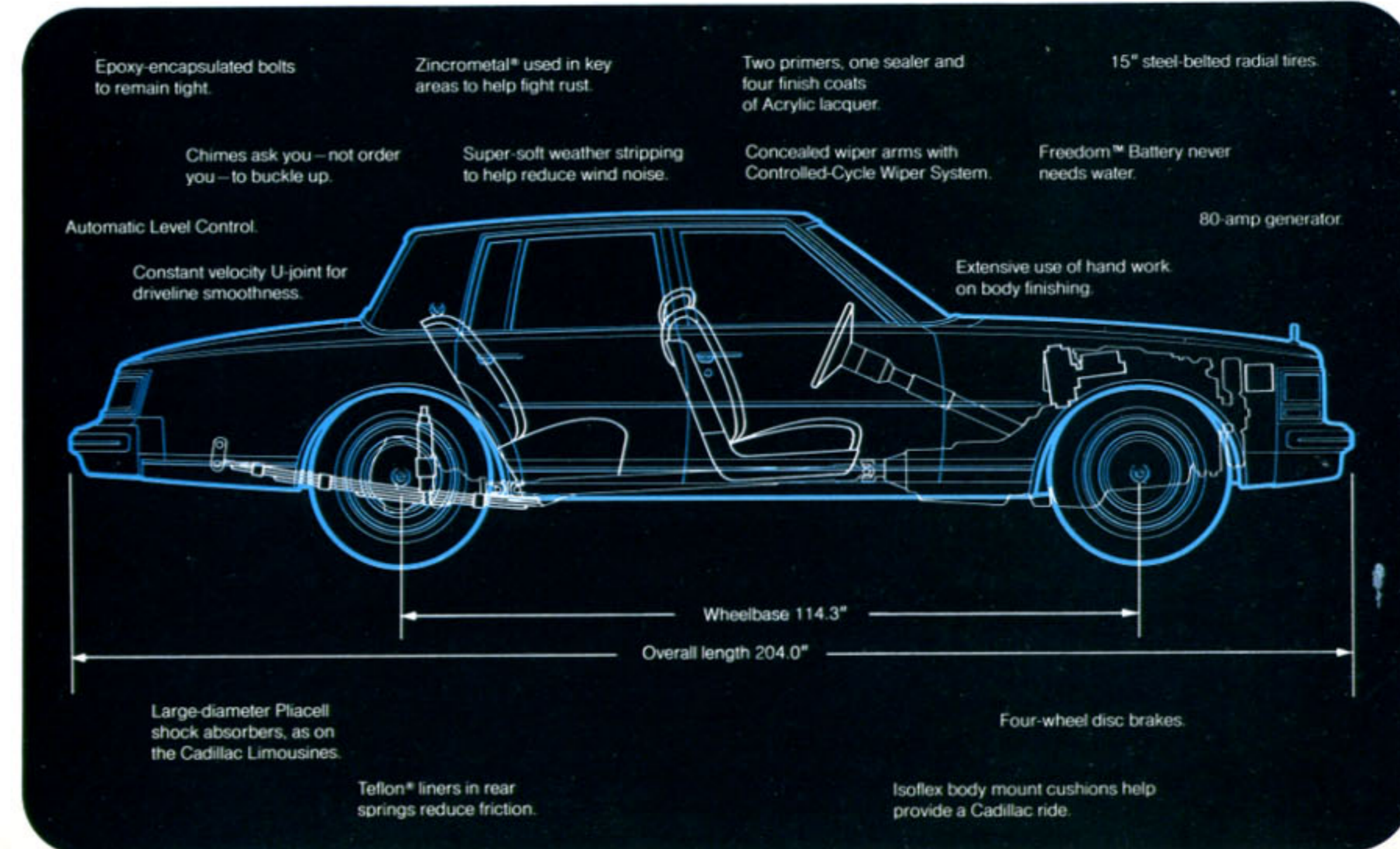
The refinements.
Today, Seville is an even more refined car. Four-wheel disc brakes are standard. The retuned suspension system is complemented by special Butyl® rubber body mounts to provide vibration dampening qualities. The timeless styling of
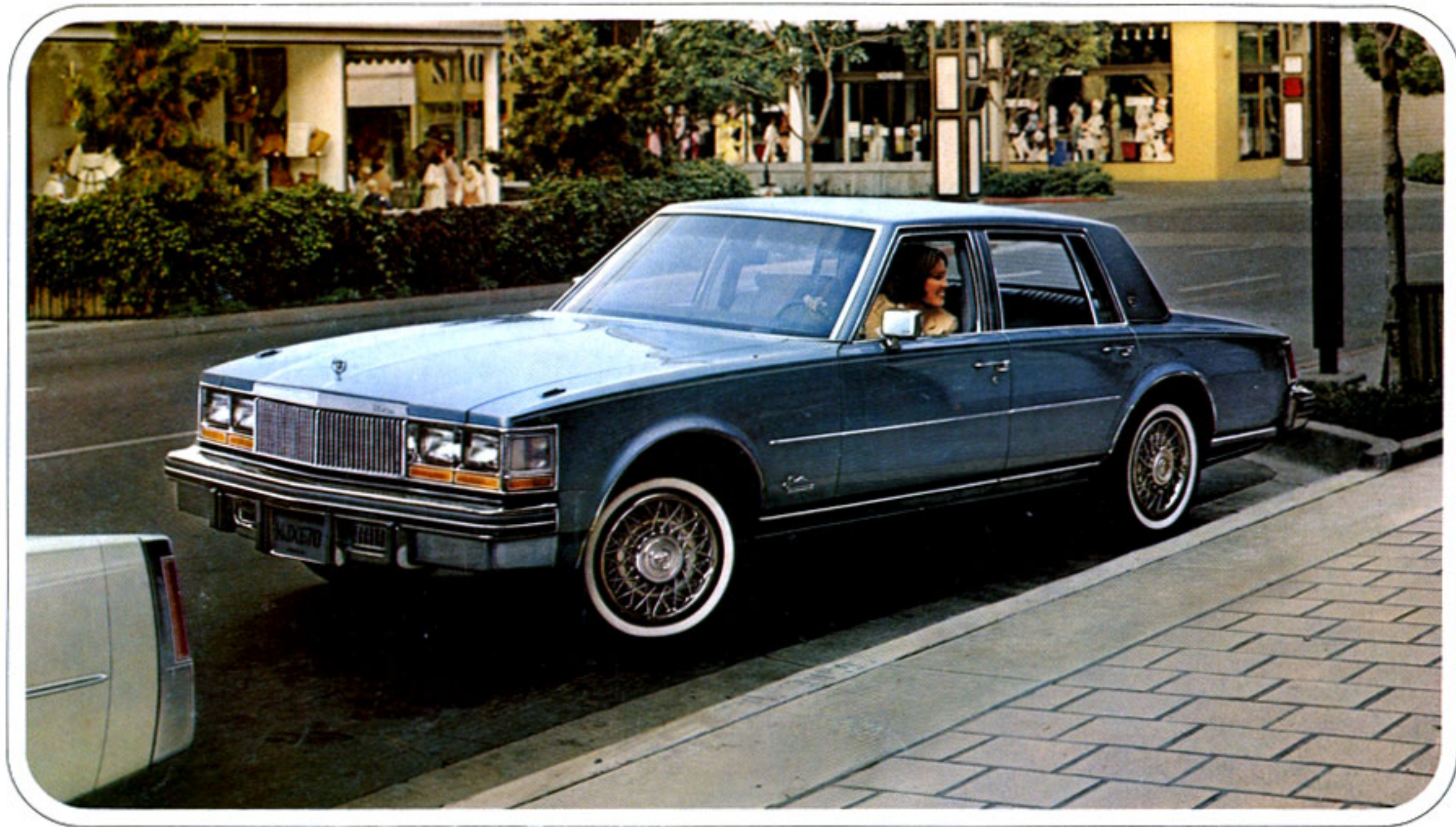
Seville has been enhanced by a new, more distinctive grille. And you may now select either a vinyl top or the stylish simplicity of an all-metal roof. All other styling remains happily unchanged.

An American Success Story.
Few cars in so short a period of time have so captured the imagination of the motoring public as this car. In fact, Seville is meeting the needs of more and more particular people—making it one of the most successful new luxury cars of this, or any other decade.

Four-wheel disc brakes.

Epoxy-encapsulated bolts to remain tight.

Zincrometal® used in key areas to help fight rust.

Two primers, one sealer and four finish coats of Acrylic lacquer.

15" steel-belted radial tires.

Chimes ask you—not order you—to buckle up.

Super-soft weather stripping to help reduce wind noise.

Concealed wiper arms with Controlled-Cycle Wiper System.

Freedom™ Battery never needs water.

Automatic Level Control.

Constant velocity U-joint for driveline smoothness.

Extensive use of hand work on body finishing.

80-amp generator.

Wheelbase 114.3"

Overall length 204.0"

Large-diameter Pliacell shock absorbers, as on the Cadillac Limousines.

Four-wheel disc brakes.

Teflon® liners in rear springs reduce friction.

Isoflex body mount cushions help provide a Cadillac ride.

The only way.

There is only one way to really appreciate the Seville experience. Test-drive the Seville for yourself—by yourself. For if you judge a car by the way it responds...rides...parks...and caters to your every driving need, Seville could well be the luxury car you've had in mind all along. It is here, in the driver's seat, that you will realize Seville is a unique American luxury car. Responsive. Rugged. Smooth of ride. And solid of feel. It just might be the best-performing car you've ever driven.

Seville... Eldorado... Cadillac
Whatever you want in a luxury car, we have it.