



HERE IT IS—
the Eldorado Brougham!

Cadillac

1957



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

ELDORADO BROUGHAM HAS AIR SUSPENSION

A suspension system in which air springs replace steel springs is one of many outstanding engineering developments in the Cadillac Eldorado Brougham.

In this system--the first true air suspension for any automobile--the Brougham actually rides on four air springs, one at each wheel, which maintain the car at a constant level as well as smooth out rough roads. It does these things regardless of the car loading and road conditions.

These air springs replace the conventional steel coil springs in the front and the semi-elliptical leaf springs in the rear.

Development of the system stems from the principle that air is a compressible, easily controlled medium with outstanding dampening qualities. When controlled as in this Cadillac system the air does not transmit road harshness or vibrations.

The how and why can best be explained by reviewing the basic components of the system and their functions:

1. Four Air Spring Assemblies

One of these assemblies replaces the conventional steel springs at each wheel. The function is to support the weight of the car, compensate for uneven road surfaces

-more-



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

1957 CADILLAC ELDORADO BROUGHAM SPECIFICATIONS

WHEELBASE	126.0
HEIGHT	55.5
LENGTH	216.3
WIDTH	78.5
MINIMUM ROAD CLEARANCE	5.3

ENGINE	
Type	OHV V-8
Horsepower	325
Speed	4800 RPM
Engine Fuel Feed	Dual 4-Barrel Carburetor
Compression Ratio	10:1
Torque	400 ft. lb.
Speed	3300 RPM
Bore and Stroke	4" x 3.625"
Displacement	365 cu. in.
Piston Travel per car mile	1,497 ft.
Fuel Capacity	20 gals.
Oil Capacity (with filter)	6 qts.
Cooling Capacity (with heater)	22.6 qts.

TRANSMISSION (Standard)	Hydra-Matic
-------------------------	-------------

REAR AXLE RATIO	3.36:1
-----------------	--------

POWER STEERING (Standard)	
Over-all Gear Ratio	19.5:1
Turning Dia. (curb to curb)	42 ft.

POWER BRAKES (Standard)	
Effective Brake Lining Area	219.32 sq. in.

TIRE SIZE (Tubeless)	8.40 x 15
----------------------	-----------

INTERIOR DIMENSIONS	
Head Room (Front)	35.5
Head Room (Rear)	34.8
Leg Room (Front)	43.7
Leg Room (Rear)	39.7
Hip Room (Front)	61.3
Hip Room (Rear)	60.7



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

FACT SHEET ON THE CADILLAC ELDORADO BROUGHAM

MECHANICAL

1. The Brougham has an air suspension system which replaces metal springs.
2. There is a leveling system which works in conjunction with the suspension system.
3. The Brougham is powered by a 325 horsepower high performance engine with twin four-barrel carburetors. The compression ratio is 10 to 1.
4. There are three sea shell horns and one trumpet horn which work simultaneously.
5. In addition to the front speaker, the pre-selector radio has a rear speaker on the top center of the rear seat back. The antenna, when the radio and ignition switches are "ON," automatically rises to roof height for city reception. An override switch allows it to be raised to its full height for country reception.
6. With the ignition "ON" the engine automatically starts when the Hydra-Matic gear selector is moved to "Neutral" or "Park."
7. All doors are safety latched into a locking mechanism which stands 14 inches above the floor. Also, the rear doors are

-more-



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

STYLING OF THE ELDORADO BROUGHAM

The Eldorado Brougham is an automotive dream which has become a reality.

The Brougham embodies the greatest number of styling features of any car on the road today. This four-door, five-passenger sedan is 55½ inches high and 216 inches long. From its rubber tipped bumper guards, along its lowered hood and fenders, past the big compound curved windshield and brushed stainless steel roof with its tinted rear window to its spacious trunk, individualistic rear fins and three-piece rear bumper the Brougham is completely new.

The car is equipped with a true four headlamp system, development of which was pioneered by Cadillac. These lights help frame a newly designed cellular grille and inverted gull wing bumper, which houses a parking light at each extremity.

The wheel openings are new and attractively display a one-inch white side wall strip on the tires which in cross section are more oval in shape. The specially designed 15-inch wheels are of forged aluminum.

The fenders are made of one piece which is continuous across the front of the car above the grille. It is to this crossover panel that the forward hinged hood is attached.

-more-



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

THE STORY BEHIND THE ELDORADO BROUGHAM

The Eldorado Brougham - designed in 1954 as Cadillac's dream car for the General Motors Motorama of 1955 - has been brought into automotive reality through the closest kind of teamwork among engineers, designers, research experts and other car craftsmen.

James M. Roche, Cadillac General Manager, points out that the two years of concentrated testing and development which immediately preceded the announcement of the Brougham as a limited production car "were merely the climax of long years of research and experimentation by our engineers and designers in their continuous search for a better way to build the best automobile."

"Our goal was to build the finest car possible," Mr. Roche said, "and the experiment has been a success. The Brougham has been proven in tests in our engineering laboratories, at our Proving Grounds, on the highways of America and before the discerning eye of the automobile public from coast to coast. We feel that it represents achievement of the goal we set out to attain - and more."

A year ago, GM President Harlow H. Curtice told a U.S. Senate Subcommittee and the world that one of the key factors in the success of General Motors is the "attitude of the inquiring mind" which characterizes the company and all its divisions.

-more-



NEWS FROM

Cadillac

FOR RELEASE

IMMEDIATELY

CADILLAC PRESENTS THE ELDORADO BROUGHAM

DETROIT - The Cadillac Eldorado Brougham, an all new five-passenger super luxury sedan now in limited production, is a car that looks ahead, according to James M. Roche, Cadillac General Manager and Vice President of General Motors.

"The word 'first' has been synonymous with Cadillac since its beginning in 1902," Mr. Roche said, "and the Brougham, with completely new styling and numerous engineering features never before incorporated in any car, marks one of the most important 'firsts' in automobile history."

Two years of concentrated test and development preceded today's announcement of the Brougham (rhymes with home). Its styling and engineering features are the result of many years of research by Cadillac and General Motors stylists and engineers.

Completely modern in every detail, the grace and sleekness of the Brougham is accented by its pillarless four-door styling, an extremely low over-all height of 55.5 inches and a roof of brushed stainless steel.

-more-





THE CADILLAC ELDORADO BROUGHAM -- The stainless steel roof and stainless steel moldings in contrast with the dark exterior of Cadillac's Eldorado Brougham present a new appearance in sculptured metal. The doors on the Brougham open outward from a center locking plate. The rear doors are secured to this plate when the car is in any drive gear.



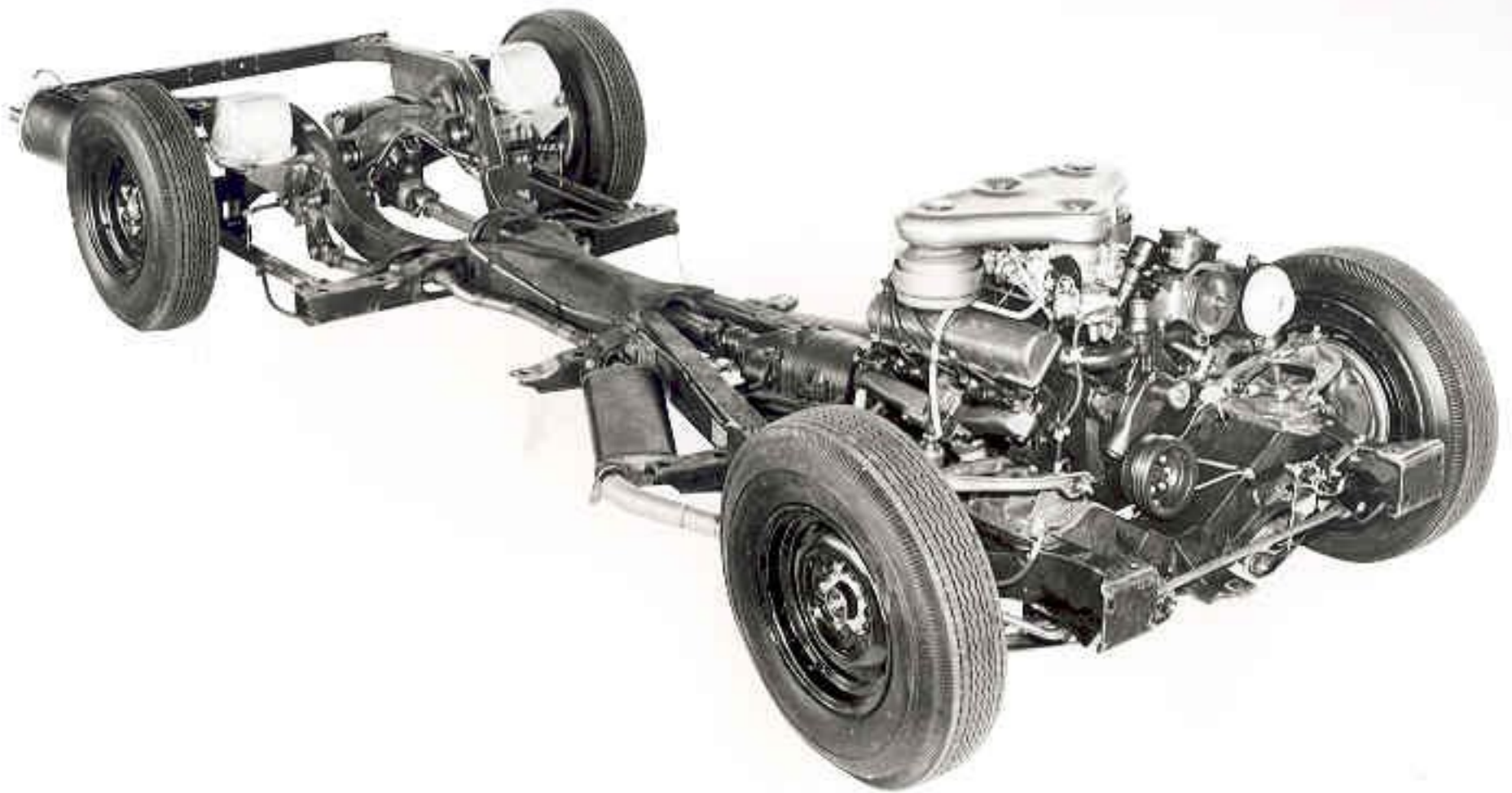
THE CADILLAC ELDORADO BROUGHAM -- This is the exclusive Cadillac Eldorado Brougham. An ultra-luxury four-door model, the Brougham features such outstanding engineering advances as the four headlamp system, air suspension and tubular center X-frame. The Brougham stands 55-1/2 inches high and is 216.3 inches long.



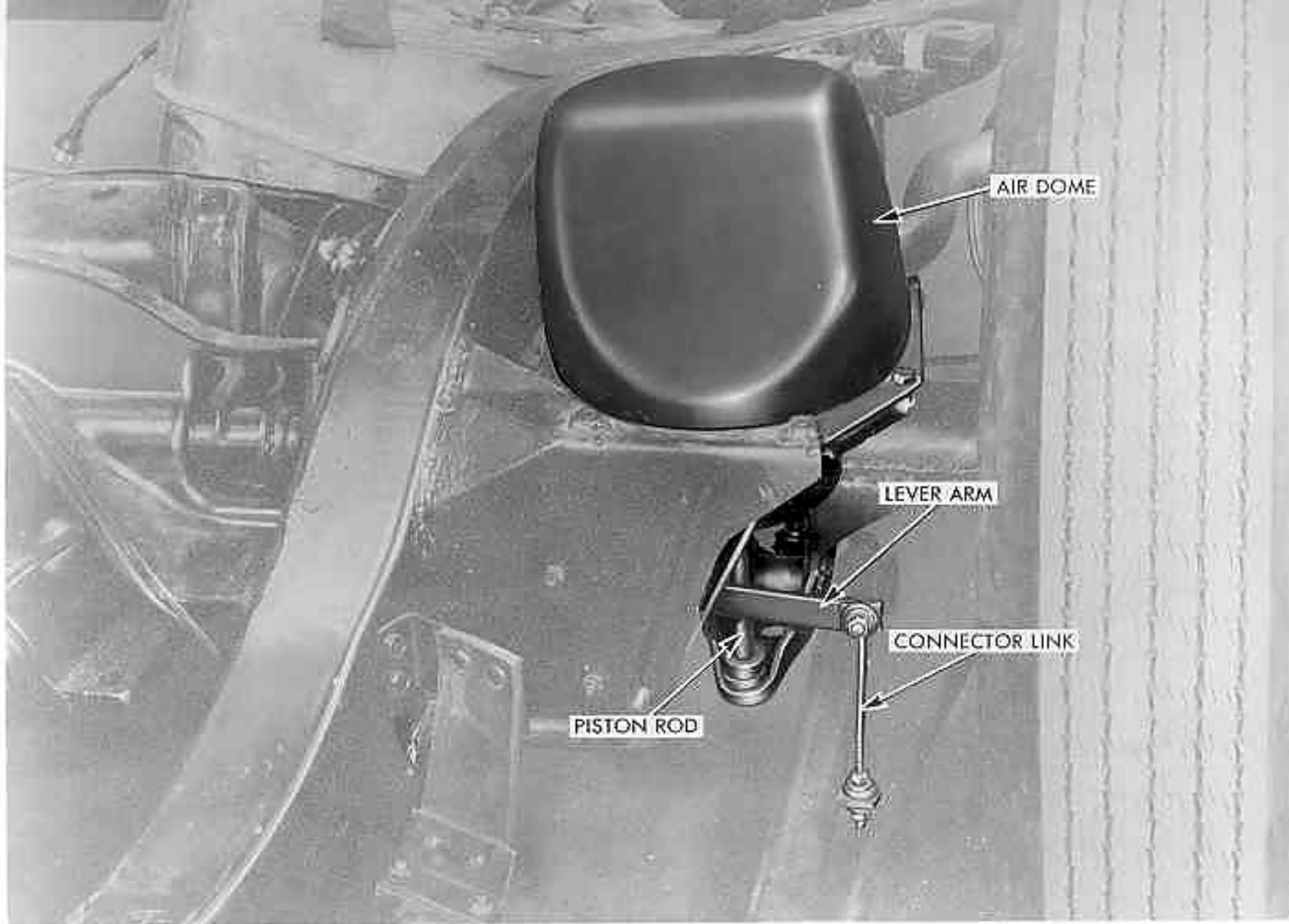
THE CADILLAC ELDORADO BROUGHAM -- This ultra luxury automobile features a true four headlamp system, which was pioneered by Cadillac. The Brougham is 55 1/2 inches high and has a length of 216 inches.



THE CADILLAC ELDORADO BROUGHAM -- This super luxury sedan features dramatically styled rear quarter panels and swept back tail fin styling with delicately formed stainless steel fender skirts extending from the vertical molding to the rear bumper section. Protective chrome rear bumper pieces in three sections are mounted flush with the body.



1957 CADILLAC ELDORADO BROUGHAM CHASSIS--This chassis features the new Cadillac tubular center X-frame and an air suspension system which maintains the car at a constant height regardless of load or road conditions. The Eldorado Brougham engine utilizes dual four barrel carburetors and develops 325 horsepower. The compression ratio is 10 to 1.



Here is the air spring assembly which is a part of the air suspension system in Cadillac's new ultra luxury Eldorado Brougham. The function of this assembly--there is one at each wheel--is to support the weight of the car, compensate for uneven road surfaces without noticeably affecting the normal position of the body, and maintain the standing height of the vehicle regardless of car loading.



Sweeping surfaces of lustrous stainless steel—used for the entire roof and for the rear fender skirts—provide the distinctive 1957 Cadillac Eldorado Brougham with sleek, long-lasting beauty.

Dreams Do Come True

1957 marks the graduation exercises for a handsome, promising offspring of one of Detroit's most popular families. For the Eldorado Brougham, Cadillac's prestige car for next year, has passed its final tests and now leaves the dream car stage to become a production model. If you think that there's an air of elegance about the sedan pictured on the other side, you're right. It graduates with honors in futuristic engineering and styling. In fact, it sports a fashionable "cap and gown" ensemble for the occasion—roof and rear fender skirts made of lustrous, over-bright stainless steel. No newcomer to the automotive industry, stainless steel has more than survived the constant change in styling concepts over the years. Today, more pounds per car are being used than ever before, and the trend is upwards

with stainless steel being specified for new applications such as the Eldorado Brougham's roof. Its strength, resistance to corrosion, and permanent beauty are being utilized to provide the motoring public with lasting glamor and the convenience of little maintenance.

Besides the glistening stainless steel roof and the gleaming stainless steel rear quarter panels which stretch almost a third of the length of the car, the Brougham boasts many other innovations. For instance, there are four headlights—one set each for low and high beam driving. Better light control results because all four lights are on during high beam driving. Also new is the absence of center door pillars, and the use of a retractable rear seat center arm rest containing a storage compartment.

ELECTROMET REVIEW

Electromet Review brings you a monthly digest of some of the new and more interesting uses for stainless and other alloy steels. It is mailed without charge to interested persons. If you'd like other people in your organization to receive it regularly, please send their names and addresses to:

ELECTROMET REVIEW
ELECTRO METALLURGICAL COMPANY
A Division of
Union Carbide and Carbon Corporation
20 East 42nd Street, **Union** New York 17, N.Y.

In Canada: Electro Metallurgical Company
Division of Union Carbide Canada Limited
Welland, Ontario

Electromet
Ferro-Alloys and Metals