



THE MAGNIFICENT ELDORADO

Brougham

BY CADILLAC



INTRODUCTION



The Eldorado Brougham was conceived, developed and carefully custom-crafted with but one objective in mind . . . to provide the finest limited-production luxury motor car possible for the world's most discriminating motorists.

Bringing this objective into automotive reality required over two years of the most intensive concentration and close teamwork between Cadillac designers and engineers working with the research, styling and engineering specialists of the General Motors Technical Center.

We believe that when your prospects know the facts about the Eldorado Brougham and the unique measure of pleasure which it provides, they will agree that here indeed is the finest motor car ever created.



THE ELDORADO BROUGHAM PROVIDES STYLING ELEGANCE

The Eldorado Brougham is sleek and road-hugging in appearance, graceful and balanced in every line of contour and chrome. Its low silhouette styling, the Brougham is only 55½" in over-all height, was achieved with a proportionate lowering of the hood, rear deck and fenders. The result is a pleasingly balanced beauty, as contrasted with the squat look of cars whose lowness is achieved by arbitrary lowering of the roof line alone. What's more, since the Eldorado Brougham's sleek design begins with a special frame which permits a lower floor, the interiors provide the spacious comfort expected of the world's finest luxury sedan.

From the front or rear the Eldorado Brougham looks much wider than its actual width of 78.5". This appearance is further enhanced by the flat deck and hood, which are actually lower than the fender lines.

The lower rear fender panel and rocker sill molding are of beautiful and durable stainless steel.



Front fenders and cross-over panel, above grille, are a one-piece unit.
Hood is forward-hinged on cross-over panel.

Three-section rear bumper is flush mounted to the body.



DETAILS OF DESIGN BESPEAK
THE EXCLUSIVE BEAUTY OF THE
ELDORADO BROUGHAM

The Eldorado Brougham's parallel dual headlamps, introduced at the 1954 General Motors Motorama, utilize the upper beam of the outer pair of headlamps plus the bright inner headlamps for country driving. The lower beams of the outer lamps only are used in passing an approaching car or in city driving. Centered below each pair of dual headlamps is a sound outlet grille for the Eldorado Brougham's four specially tuned horns.



Rear end styling includes dramatically swept-back rear fender fins edged in gleaming chrome. Vertical taillamps are inset at the base of the tail fin. Outer rear bumper sections each contain a louvered exhaust outlet and twin circular lamps. The outer lamps with red lenses are stop lights and turn signals; the inner lamps are for back-up lighting. Centered between the outer bumper sections is a heavy, chromed, recessed mounting for the license plate.



A highlight of the Brougham's exclusive styling is the new, deep-fluted wheels of forged aluminum and steel. They combine strength and lightness with lasting beauty of appearance. High-speed, low-profile tires have a distinguishing 1-inch-wide whitewall stripe.

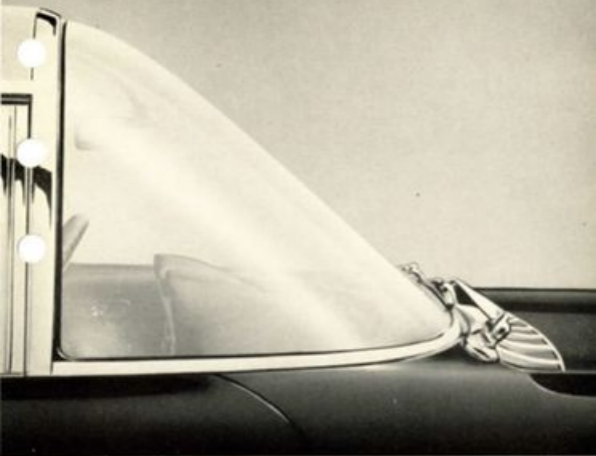




The exclusive beauty of the Eldorado Brougham is shown in several details above and at the right.

The top is of brushed stainless steel, a feature adding to the strength and durability of the Brougham as well as enhancing its appearance.

The windshield is not only extra large, but of a compound curved design which sweeps well back into the roof line for maximum visibility. The glass itself is gray tinted E-Z-Eye glass which shields the occupants of the car from glare and helps filter out the heat rays of the sun. The gray tint does not alter the colors of traffic lights, taillights or road signs.



At the base of the windshield is a stainless steel air intake grille for ventilation, heating and air conditioning units.

Recessed into the crown of each front fender is an air outlet grille which acts as a vent for the engine compartment.



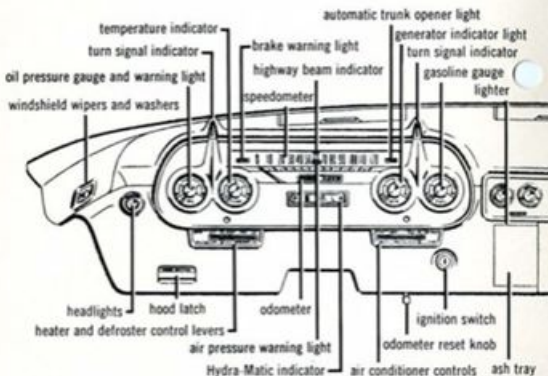


**EXQUISITE ELDORADO BROUGHAM
INTERIORS ARE EXCLUSIVELY
FASHIONED IN FINEST LUXURY
LEATHERS AND FABRICS**

The interior of the Brougham is luxurious to a high degree with 44 choices of trim and color combinations. Carpeting is available in either high-pile nylon Karakul or mouton, a specially processed lambskin. There are wide center armrests front and rear. The rear armrest contains a small compartment with such convenience items as a note pad and pencil, portable vanity mirror and a perfume bottle atomizer containing Arpege Extrait de Lanvin.

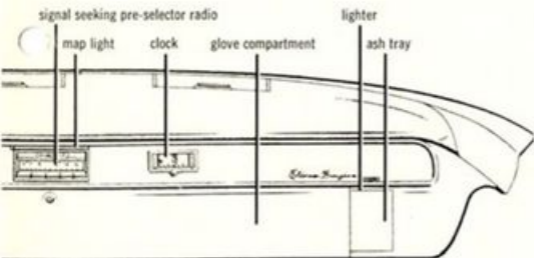


ELDORADO BROUGHAM INTERIORS PROVIDE EXCLUSIVE CONSIDERATIONS . . .



Fashioned with jeweler's precision, the neat, compact dash panel has everything arranged for maximum driver convenience. Indicator lights warn of low oil pressure, low fuel level, high water temperature and battery discharge. The glove compartment is centered in the dash panel with the lock located left of center for easier driver accessibility. Radio controls, too, are located for maximum convenience. To the right of the radio dial is an easily read, drum type electric clock.

... FOR EVERY MOTOR CAR COMFORT
AND CONVENIENCE



The glove compartment is custom fitted with cigarette case, tissue dispenser, vanity compact and lipstick, stick cologne, six metal magnetized silver-finish drinking cups and full-length, metal-back, acrylic vanity mirror which folds out to form a horizontal metal shelf.



The rear seat of the Brougham is designed for maximum comfort for two passengers. Dividing the two individual seating sections is a wide center armrest containing a compartment with note pad and pencil, portable vanity mirror and a perfume atomizer containing Arpege Extrait de Lanvin. Above the armrest is the radio rear speaker grille. An under-seat heater warms the rear compartment through grilles at the base of the rear seats. An individual heat control lever is provided on each of the two grilles.

The front seat of the Brougham accommodates three passengers when the center armrest is in its recessed position in the seat back. Electric power controls permit adjustment of the seat forward or back, up or down and also permit tilting the seat cushion and seat back to the desired angle for most comfortable posture. Thus, even the tallest or shortest person will find driving the Brougham a restful experience.

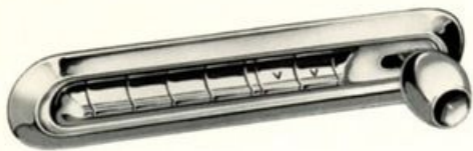
"Favorite Position Seat" controls are located on the front door on the driver's side of the car. Once the three dials have been set to the driver's preferred seating position no further adjustments are necessary. For maximum convenience in entering or leaving the car the front seat moves fully back and down when a front door is opened. When the doors are closed the seat automatically returns to the position preset by the driver. For two-driver families, separate seat settings may be selected on the control dials using the red arrows for one driver and the green arrows for the other.



All window controls on the Brougham including the ventipanes are electrically powered. A master control panel on the front door on the driver's side permits opening or closing of all windows by the driver. On the right-hand front door are controls for the right door window and ventipane. Each rear door has a control for operating that individual window.

Another exclusive Brougham feature is the use of laminated tinted plastic for the sun visors. In addition to their beauty of appearance they shield against the sun without cutting off the driver's visibility.

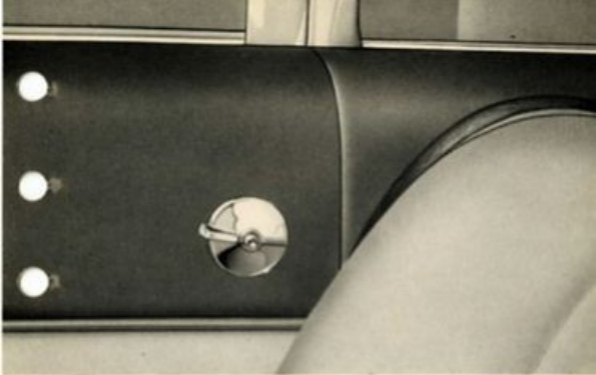
An automatic headlamp beam control, Cadillac's Autronic-Eye, is mounted at the extreme left on the instrument panel. It causes the headlights of the Brougham to switch from high to low beam when a car approaches from the opposite direction. Since the oncoming driver is not blinded both cars pass with greater safety. An overriding switch permits signaling oncoming drivers who forget to dim their lights.



ADVANCED BODY CONSTRUCTION FEATURES EXCLUSIVE TO THE CADILLAC ELDORADO BROUGHAM

Exceptionally easy entrance and exit to the Brougham are provided by ball bearing hinged doors which latch securely to a central steel pillar only 14" high. Thus, there is nothing to obstruct the passengers in entering or leaving either the front or rear compartments.





Complete safety is assured through the use of electric door locks controlled from the front seat. When the button in the center of either front door locking control lever is depressed, the locks on all doors move to the locked position.

Each rear door lock incorporates a safety switch, which prevents shifting the transmission selector lever into any drive position when either rear door is open while the ignition is turned "ON". Also, whenever the transmission selector lever is in any drive position the inside rear door handles are disengaged.

In the event an electrical failure should occur, the door locks may be operated manually, and the inside rear door handles will engage to permit opening rear doors from the inside.

FABULOUS AIR SUSPENSION EXCLUSIVE
TO AMERICA'S MOST ADVANCED
LIMITED-PRODUCTION MOTOR CAR

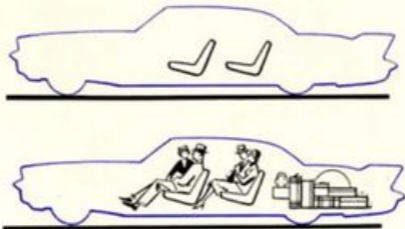


Riding on air is a reality for the driver and passengers of the Eldorado Brougham. Four air springs, one at each wheel, replace the steel springs found on conventional production automobiles.

The Brougham's air suspension system was developed on the principle that air is compressible, offers outstanding ability to dampen out shocks or jolts and may be easily controlled to provide the variable pressures in the air suspension units necessary to keep the car always at the same height whether loaded or unloaded.

Advantages which result from this air suspension system are many.

1. The Eldorado Brougham is always level and at the same height from the road whether carrying only the driver or fully loaded with passengers and luggage.



Same clearance loaded or unloaded.

2. The maintained clearance between the rear axle and the frame, regardless of load, assures consistent quality of ride over smooth or rough road surfaces.



3. Softer cushioning action is permitted, since any possibility of excessive bottoming is overcome by the constant maintenance of adequate clearance between the rear axle and the frame.

Average car.



Eldorado Brougham.



- ① Higher center of gravity.
- ② Low roll center.

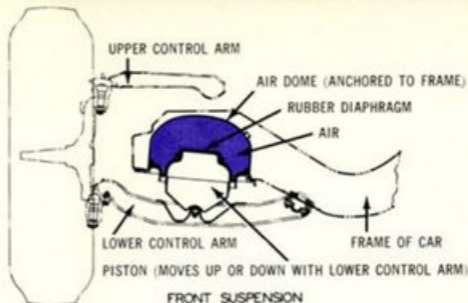


- ① Low center of gravity.
- ② High roll center.

4. The normal outward lean of a car body on curves is minimized on the Eldorado Brougham. First, because the center of the Eldorado Brougham's weight distribution (center of gravity) is much closer to the road than in ordinary cars. Second, because the Eldorado Brougham's new rear suspension permits location of the roll center near the top of the rear axle housing, higher than in cars with conventional leaf springs.

The advantages of the new higher roll center may be demonstrated by asking the prospect to hold the Cadillac Data Book between the thumb and forefinger of each hand, as shown at left. Now tap the Data Book near the top to show how it offers little resistance to being forced from an upright position. Then ask the prospect to hold the Data Book again, but with thumbs and forefingers moved upward to a point about opposite the letters LL in "Cadillac". Now again tap the book near the top. There is much less movement of the book from its upright position because the roll center (position of the finger and thumb grip) was raised.

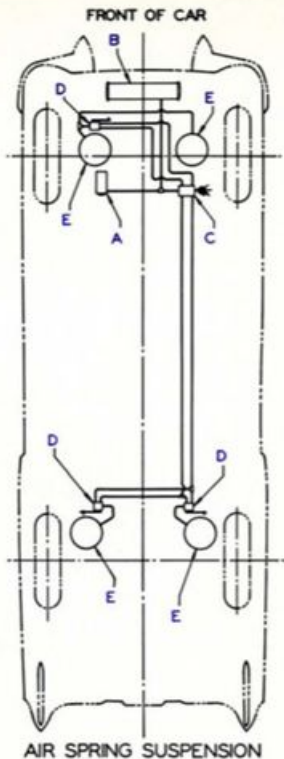
5. Side-sway, too, is minimized on the Eldorado Brougham since the new rear suspension holds the frame and body in firm alignment with the rear axle at all times.



The air springs themselves consist of a metal dome or cup mounted to the frame, a rubber diaphragm which seals the air within the dome and a piston which maintains constant contact with the diaphragm. As any wheel of the car rises and falls as it passes over road irregularities the piston increases or lessens pressure against the diaphragm, thus letting the air within the dome absorb the jolts or shocks.



Individual leveling valves, one at each rear air spring and a third leveling valve which serves both front air springs, are mounted on the frame and connected to the wheel control arms with a mechanical linkage. Any change in the height of the frame actuates the valve so that air is admitted to, or exhausted from, the air spring to restore the normal height of the car. Manual adjustment at each levelizer valve permits raising or lowering the normal height of the car approximately one inch to suit individual owner preference for increased or lessened ground clearance. The quality of the ride is not affected by these changes in height.



- | | |
|--------------------------------|--------------------------------|
| A COMPRESSOR | D WHEEL LEVELING VALVES |
| B AIR RESERVOIR | E AIR SPRINGS |
| C MAIN AIR CONTROL UNIT | |

Basic components of the Eldorado Brougham's air suspension system are the individual air springs at each wheel and an electric powered compressor which operates only as required to maintain an air pressure of from 100 to 120 pounds per square inch in an air accumulator or storage tank. From this storage tank air is metered to the individual air springs at each wheel as required to keep the car level. Passage of air from the storage tank to or from the individual air springs occurs only when a car door is open or the ignition is "ON". When the car doors are closed and the ignition is "OFF", there is no passage of air and the leveling system is locked out. This prevents loss of air from the air storage tank while the car is jacked up, while parked or during shipment.

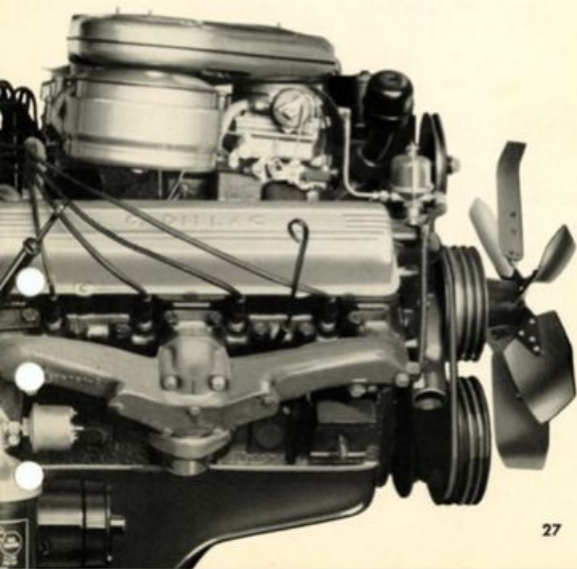
When any door is opened, whether the ignition is "ON" or "OFF", an unrestricted flow of air to the leveling valves at each wheel quickly compensates for any change in car height due to entrance or exit of passengers. During all driving there is a restricted flow of air which permits constant adjustment of car height to compensate for any loss of weight (as with consumption of gas) or a gain in weight (as with an accumulation of snow or ice).

THE ELDORADO BROUGHAM
IS POWERED BY THE FINEST,
MOST POWERFUL ENGINE
IN CADILLAC HISTORY

In keeping with its elegant beauty, the luxury of its air ride and the wonderful comforts and conveniences which it provides, the Eldorado Brougham leaves nothing to be desired in the smooth, powerful and quiet responsiveness of its 325-horsepower engine.

Here are all of the advanced engine features discussed in the regular engine section of the Cadillac Data Book plus the extra power and performance provided by dual four-barrel carburetors, larger capacity air intake and air cleaner and larger free-flow intake manifold.

The transmission of power from the engine to the rear wheels is accomplished with maximum smoothness and efficiency through the finest Cadillac Hydra-Matic transmission ever developed. The changing of gear ratios as the car accelerates or decelerates, for example, is accomplished smoothly, quietly, almost imperceptibly through the automatic filling and emptying of a small fluid coupling with oil.



THE MAGNIFICENT ELDORADO
BROUGHAM . . . MOST COMPLETELY
EQUIPPED MOTOR CAR IN
PRODUCTION TODAY

POWER STEERING

Famous Cadillac Power Steering relieves the driver of all but the minimum steering effort required as an aid in judging safe speed on curves or slippery road surfaces. Additional advantages are explained in the Cadillac Data Book.

POWER BRAKES

Cadillac Power Brakes provide smooth, safe, sure braking with a minimum of pressure on the brake pedal.

POWER WINDOWS

All door windows, including the ventipanes, are electrically powered on the Eldorado Brougham.

POWER SEATS

As explained in detail on the previous pages, the front seat is power adjusted to exactly the position desired by the driver . . . then always returns to that preselected position once the driver is seated.

AUTOMATIC STARTING

With the transmission selector lever in either Neutral or Park positions the Eldorado Brougham engine is automatically started simply by *turning* the ignition key to the right. It is not necessary to *hold* the key to the right unless additional engine cranking is required as with a flooded engine.

POWER DECK LID

Even the deck lid on the Eldorado Brougham is power operated. Buttons located within the glove compartment permit unlocking, raising, then lowering and locking the deck lid . . . all without the driver having to leave the car.

AUTOMATIC RADIO ANTENNA

Rises to a height level with the roof of the car when the radio is turned on . . . automatically recesses when radio is turned off. It may also be raised to its maximum height for country driving or for best reception of distant stations.

TRANSISTOR RADIO

Cadillac's new transistor radio uses tiny but powerful transistors rather than the previous bulky radio tubes. Transistors put less drain on the battery, provide longer, more reliable performance and are unaffected by the normal stress to which a car radio is subjected as the car traverses rough roads.

HEATING AND AIR CONDITIONING

Complete all-weather comfort is provided by separate front and rear compartment heaters and by the Cadillac Air Conditioning System.

COMPLETE STANDARD EQUIPMENT

- Air Cleaner, oil-bath type
- Armrest, center, front
- Armrest, center, rear, custom fitted
- Cadillac Air Conditioner
- Cadillac Power Brakes
- Cadillac Power Steering
- Cigarette Lighters, front (two)
- Cigarette Lighters, rear (two)
- Clock, electric, drum type
- E-Z-Eye Glass
- Fog Lamps (pair)
- Front Seat Adjustment (6-way), Favorite Position, electrically operated
- Glove compartment, custom fitted
- Headlight Dimmer (automatic)
- Heater, front
- Heater, rear, underseat
- Hydra-Matic Transmission
- License Frames
- Light, courtesy or map (automatic)
- Light, glove box (automatic)
- Light, luggage compartment (automatic)
- Lights, back-up (dual)
- Lights, directional signal
- Lights, front ash receivers
- Oil Filter
- Outside Mirror, left-side, remote-control
- Parking Brake Warning Signal
- Radio, transistor
- Rear-View Mirror, 3-way, E-Z-Eye
- Remote-Control Trunk Lid Lock
- Special Wheels (set of five), forged aluminum and steel
- Visors, dual sun, translucent tinted plastic
- Whitewall Tires, high-speed, low-profile type, 8:40 x 15 (4 ply)
- Window Lifts (including ventipanes), electrically operated
- Windshield Washer and Coordinator

ELDORADO BROUGHAM

GENERAL SPECIFICATIONS*

Wheelbase.....	126"
Over-all Length.....	216.3"
Over-all Width.....	78.5"
Over-all Height.....	55.5"
Tread, front and rear.....	61.0"
Min. Ground Clearance.....	5.3"
Adjustable to.....	6.3"
Steering Ratio, over-all.....	19.5
Turning Diameter, curb to curb.....	42 ft.
Rear Axle Ratio.....	3.36 to 1
Tire Size (tubeless, low profile).....	8.40 x 15 (4-ply)
Wheels.....	Forged aluminum and steel
Suspension, front and rear.....	Air springs
Drive.....	Cadillac Four-link
Frame.....	Tubular-center X frame
Engine.....	325 horsepower at 4800 rpm
Compression Ratio.....	10.0 to 1
Torque.....	400 ft. lbs. at 3300 rpm
Carburetor.....	Dual four-barrel
Oil Filter.....	Full-flow
Oil Capacity with Filter.....	6 qts.
Cooling System Capacity.....	22.6 qts.
Fuel Pump.....	Electric
Fuel Capacity.....	20 gals.
Headlights.....	Four lamp system
Inner pair.....	High beam
Outer pair.....	High and low beam
Horns.....	3 seashell, 1 trumpet
Battery.....	12 volt, 11 plate, 72 watt
Location.....	Trunk
Generator.....	55 amp.
Regulator.....	55 amp.

INTERIOR DIMENSIONS

	<i>front</i>	<i>rear</i>
Head Room.....	35.5"	34.8"
Leg Room.....	43.7"	39.7"
Hip Room.....	61.3"	60.7"
Shoulder Room.....	59.2"	56.9"
Seat Height.....	(Adjustable height) 13.3"	

*For additional information or specifications on the engine, transmission, frame, brakes, steering, heating or air conditioning, refer to the regular sections of the 1957 Cadillac Data Book.



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