

Cadillac



SEVILLE ELDORADO DEVILLE

NORTHSTAR SYSTEM SERIES

NORTHSTAR

These are the most innovative Northstar Series Cadillacs ever: each a collaboration of sophisticated design, engineering, safety and communication features. The invigorating DeVille is tastefully restyled for 1997, and advances occupant safety with new side air bags. In addition, Cadillac announces the optional OnStar System. It places you in touch with an array of convenience and security services through a nationwide cellular link. To help you maintain stability and control, Cadillac's Northstar System features StabiliTrak: an integrated chassis control system with stability management and road texture detection. You'll find it on Seville STS, Eldorado Touring Coupe and DeVille Concours for 1997: a year destined to be the next great benchmark in Cadillac's commitment to create a higher standard.



NORTHSTAR



NORTHSTAR Cadillac's Northstar System, enhanced with StabiliTrak, creates a new standard of driver control. StabiliTrak helps prevent skids or loss of directional control through curves, on slippery surfaces or during severe steering maneuvers. Sensors and computers compare the driver's steering intention to the car's direction. In the event of a discrepancy, adjustments are made to correct your course by applying or releasing the appropriate front brake. It is like a gentle, reassuring hand guiding you safely back on track. StabiliTrak's road texture detection system also helps shorten stopping distances by optimizing anti-lock brake performance on rough surfaces. A computer controls the ABS or traction control systems to respond precisely to each surface condition, from smooth to harsh.



With StabiliTrak,
driver control is
noticeably enhanced.

Without StabiliTrak,
skids and loss of
control can occur.

SEVILLE STS



SEVILLE STS

*The Seville STS links a 300-hp
32-valve Northstar V8 to the
advanced technology of StabiliTrak.*

*Result: an entirely
new definition of
performance, vehicle
control and driver*



*exhilaration. Inside, STS has room for
five adults amid aromatic Nuance
leather and warm Zebrano wood trim.*

*New computer enhancements allow STS
to recall all programmed personal
settings for two drivers at the*

*touch of the remote
keyless entry fob.*

*The power memory
driver's seat, both*

*exterior rearview mirrors and even
your favorite radio stations are
recalled each time you enter the car.*



SEVILLE SLS

The Northstar V8 and integrated chassis control system of Seville SLS work intuitively with its continuously variable road-sensing suspension. Together, they give SLS an almost instinctive sense of power and control, from behind the wheel. Magnasteer variable-assist steering provides taut



highway response as well as a helpful boost for tight parking maneuvers. Zebrano wood adds a warm, rich accent to the interior, and a leather-wrapped steering wheel includes fingertip controls for the sound system, climate settings or optional cellular telephone. Dual front air bags are standard.



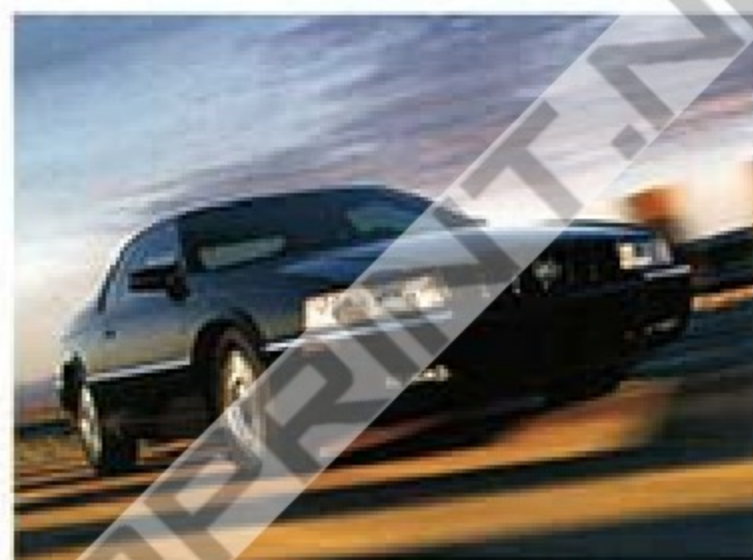
ELDORADO TOURING COUPE



ELDORADO TOURING COUPE

From its crisp styling to its elegant leather and lebrano wood interior, the Eldorado Touring Coupe is a

dynamic fusion of boldness and sophistication. The Northstar System's 300-hp V8



and StabiliTrak with road texture detection provide inspired drivers new ways to expand the envelope. Inside,

new computer programs recall a host of your pre-set preferences each time you enter the car. These include

seat position, outside mirror settings... even the numbers in your cellular phone

directory. Steering wheel fingertip controls manage audio, climate or optional integrated cellular phone.



ELDORADO

Eldorado's arresting style and spirit of freedom create the perfect statement for those who set their own

pace. Its Northstar System, now with Magnasteer variable-assist power steering,



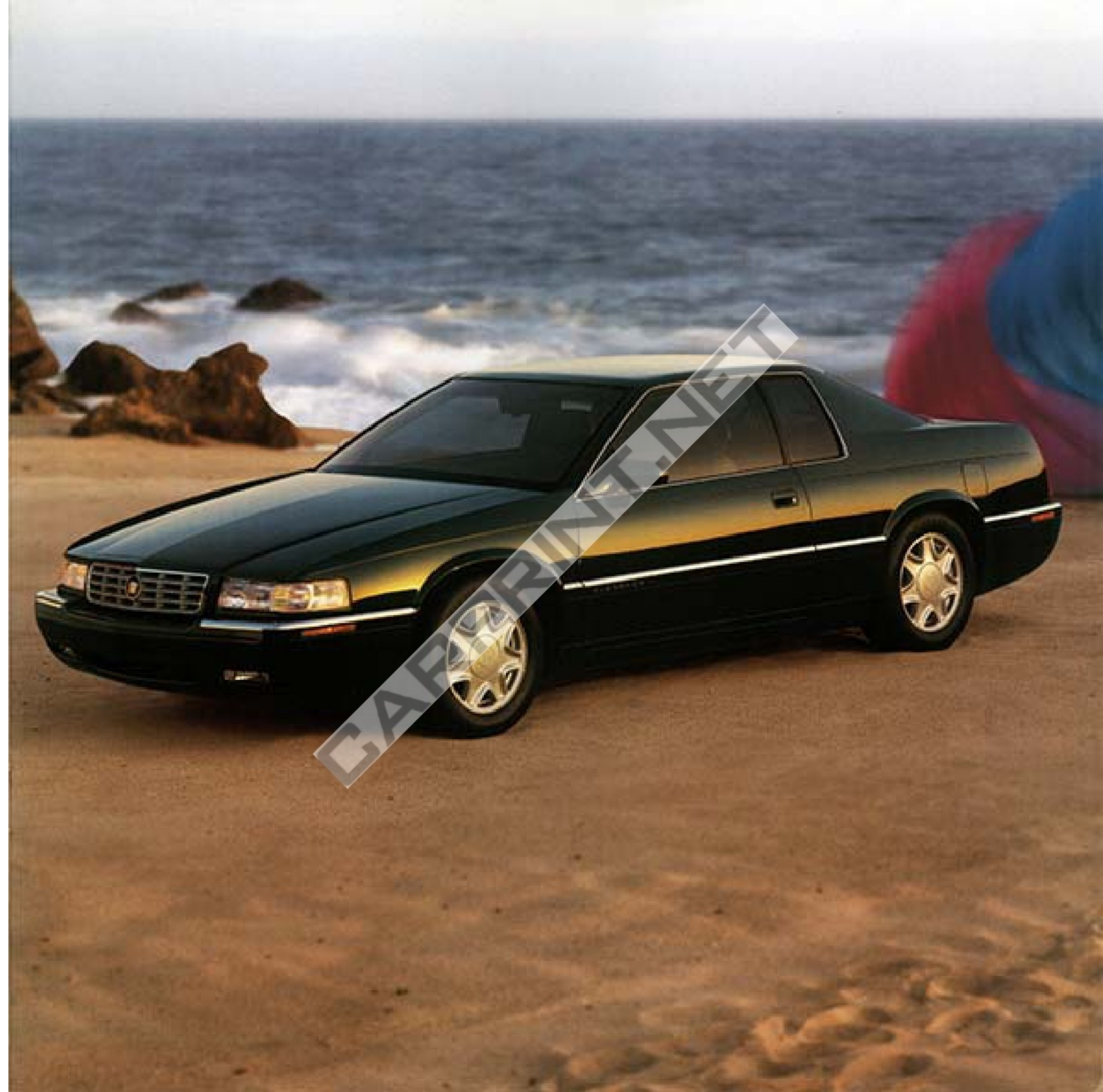
guides you through the challenges of the road ahead. All the while, Eldorado's front seats offer a new

level of comfort with power lumbar support. for colder climates, heated front seats are also available. Dual-*

zone climate control allows driver or passenger to individually tailor their specific

air temperature. A new computer-programmable feature lets you tailor door locking, security lighting and more.

**Available in optional Sport Package only.*



DEVILLE CONOURS



DEVILLE CONCOURS

The new 5-passenger DeVille Concours recharges your spirit with a 32-valve 300-hp Northstar V8 and a stunning new interior, which includes a full center console, analog instrumentation and



Zebrano wood trim. Its Northstar System is enhanced with StabiliTrak and road texture detection for greater

control in difficult driving situations. In addition to its front Airbuck protection system, the DeVille Concours has new side air bags for added driver and front passenger protection.

The DeVille Concours: It adds sophisticated performance to unsurpassed comfort, luxury and style.



DEVILLE

DeVille's luxury, comfort and smooth ride re-energize all six passengers. Beyond its front Airbag System, DeVille now

features side air bags for added protection.

Inside you will find a comfortable, spacious interior highlighted by



dual-zone climate control and available Nuance leather seating areas. Heated

front seats are available. So is a new memory personalization feature. It recalls your individual seat settings, out-

side mirror positions,

personal radio pre-

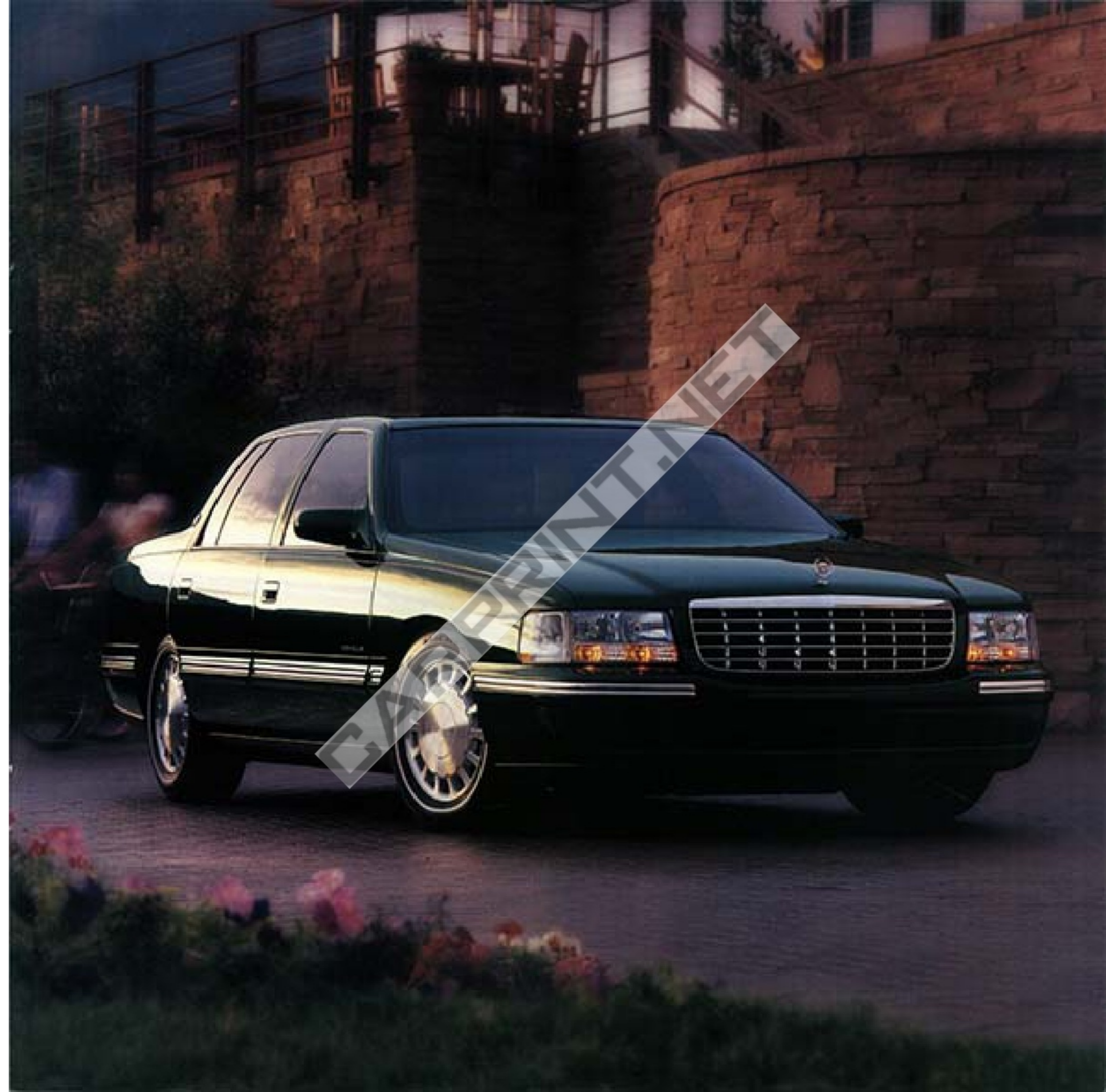
sets and more each

time you enter the

car. DeVille embodies

comfort, convenience, safety and the

invigorating feeling of true luxury.



DEVILLE D'ELEGANCE

The new DeVille d'Elegance is a distinctive expression of classic American luxury. Subtle gold accents, upgraded leather interior, Zebrano wood trim and a full complement of luxury



features set d'Elegance apart. Standard 8-way power seats with 4-way power lumbar support and easy-access,

door panel-mounted adjustment switches provide an added level of comfort and convenience. In addition, the highly acclaimed Northstar System provides security and reliability, plus the confidence of V8 power. DeVille d'Elegance offers the highest level of comfort and classic luxury amenities.





CADILLAC OWNER
Privileges

Cadillac Owner Privileges comprise an extraordinary package of assets throughout the U.S. and Canada.

CADILLAC ROADSIDE SERVICE is available 24 hours a day by phoning Cadillac at 1-800-333-4CAD. This includes

no-charge Cadillac road service for the first 48 months or 50,000 miles of ownership. EMERGENCY ROAD

SERVICE offers help for flat tires, lost keys, worn empty fuel tanks. TRIP INTERRUPTION PROTECTION

reimburses you for certain expenses incurred as a result of a warranted repair. LIMITED WARRANTY

PROTECTION safeguards your Cadillac, including the engine, for 48 months or 50,000 miles with no deductible.

Body rust-through is covered for six years or 100,000 miles. ALTERNATE TRANSPORTATION OPTIONS are offered

by your dealer should your Cadillac require repairs covered under your new-vehicle warranty. Ask your dealer

about Cold Key Courtesy Transportation. GOLD KEY DELIVERY helps familiarize you with your new Cadillac,

introduce you to key dealership personnel and equip you with a complete package of ownership materials.



ONSTAR *The OnStar System offers a new dimension of security*

on all front-wheel-drive Cadillacs through a participating dealer. OnStar

included in the OnStar installation. Need roadside assistance? The team

OnStar Center and help can be dispatched. Lock the keys in your Cadillac

cellular signal. If your car is stolen, OnStar can help locate it with GPS

in which front air bags are deployed, a signal is sent to OnStar. If you

Center, emergency help is sent. OnStar can also provide assistance in

TO ACQUIRE A NEW CADILLAC, your sales executive can provide

to either purchase with GMAC financing, lease through SMARTLEASE

application of bonus earnings from THE GM CARD toward the perc



Cadillac



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and the location of your nearest Cadillac dealer
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introduce you to key dealership personnel and equip you with a complete package of ownership materials.



ONSTAR *The OnStar System offers a new dimension of security and convenience features. Available*

on all front-wheel-drive Cadillacs through a participating dealer. OnStar works with the fixed cellular phone

included in the OnStar installation. Need roadside assistance? The touch of a button connects you with the

OnStar Center and help can be dispatched. Lock the keys in your Cadillac? OnStar can open the door with a

cellular signal. If your car is stolen, OnStar can help locate it with GPS satellite technology. In a collision

in which front air bags are deployed, a signal is sent to OnStar. If you do not respond to a call from the

Center, emergency help is sent. OnStar can also provide assistance in getting you where you want to go.

TO ACQUIRE A NEW CADILLAC, your sales executive can provide full details about your option

to either purchase with GMAC financing, lease through SMARTLEASE or SMARTLEASE PLUS and the

application of bonus Earnings from THE GM CARD toward the purchase or lease of your Cadillac.



Cadillac



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