

Cadillac®

*1999 Seville*



# THE CADILLAC HISTORY

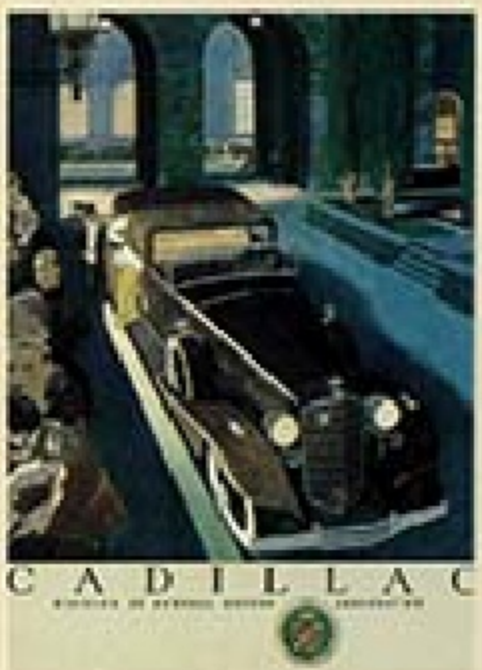


*Tradition, innovation and flair – three qualities that explain why Cadillac has played such an outstanding role in automobile history. For more than 90 years now, the brand has not just been a synonym for luxury on four wheels; it has in fact become a symbol of the "American way of driving". And it was Henry Martyn Leland who paved the way for Cadillac automobiles. On 22nd August 1902 Leland acquired an interest in what was known at the time as the "Detroit Automobile Company". And it was he who made sure that the company was given a new name: Cadillac – in recognition of the French officer called Antoine de la Mothe Cadillac, who with his courage, skills and enterprising spirit founded Detroit.*



## 1930s

*A love of speed, glamour and luxury dominated the Twenties and the Thirties. Cadillac introduced a whole stream of new developments, such as synchro-mesh transmission, laminated safety glass windows and the first 16-cylinder engine in 1930, later to be followed by a V12 version.*

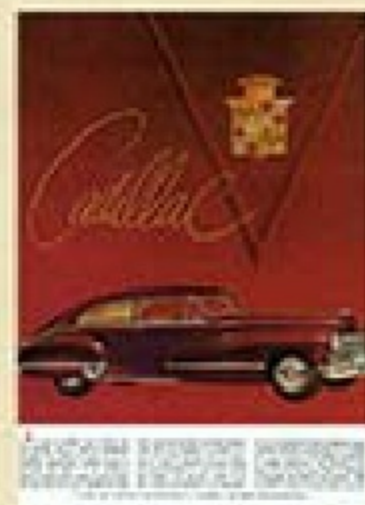


## 1940s

*The Cadillac Sixty Special as the sleekest four-door saloon in the world. After the war, Cadillac automobiles started coming off the assembly line in Detroit again in October 1945. And in 1948; Harley Earl, the head designer of GM started a new design offensive. He created automobiles with airplane tail elements, airplane cockpits in passenger compartments – jet fighters on wheel, really. Cadillac had started a new trend in automobile design.*

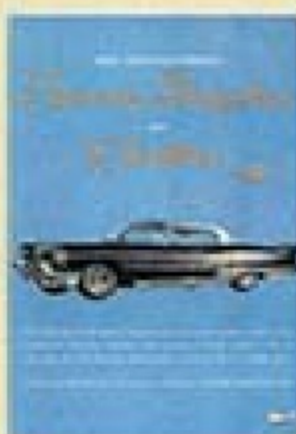
## 1950s

*The late '40s, early '50s Cadillacs epitomized Feedback styling yet were still extremely spacious. One of the most talked-about models launched in the Fifties was the 1953 Eldorado. And Cadillac innovations went on and on: air-conditioning in 1953, power steering in 1954 and cruise control in 1959.*



## 1970s

*The Seventies also started with a sensation. Cadillac presented the largest engine ever fitted into a passenger car. It was an 8.2-l engine that developed 400 horsepower. The '70s were also the decade increasing safety standards. Cadillac again was a trendsetter in this field with all models equipped with seat-belts in 1972 and a forerunner of the modern airbag was available from Cadillac in 1974.*



## 1960s

*The Cadillac Eldorado Brougham boasted such electronic wizardry as the world's first seats with electronic position memory. The sensation in 1967 was a new Eldorado, which – for the first time – had front-wheel drive. Disc brakes on the front wheels were also introduced and fitted as standard from 1969 onwards.*

*Cadillac went on to set new technical standards throughout the '80s and the '90s, especially with the Seville models. By combining the Northstar Drive System, introduced in 1993, with an innovative suspension system, Cadillac succeeded in upgrading riding quality considerably. In 1997 the 5th generation of the Cadillac Seville was introduced. It was completely re-engineered and designed to be the ultimate performance luxury car, a no-compromise vehicle that was aimed to be the leader in styling, technical innovation and performance. Built to set the Standard of the World.*



## Who offers the best luxury motoring money can buy?

In a Cadillac Seville you get empowering technology and convincing performance combined with sophisticated safety features and technical innovations that give you control in various driving situations. Enjoy the elegant, expressive Cadillac Styling with an award-winning interior and innovative comfort features. The Cadillac Seville is everything you ever wanted in a luxury saloon, designed in a format that will easily fit into any European garage. In the Cadillac Seville every detail was carefully considered. The result is an overall balance between leanness and muscular appearance.

A lot of effort went into interior styling. The sheet metal and the front headlights are new enhancing the Seville's front-end appearance. To give the rear a more aggressive feeling, the line that blends into the rear deck was strengthened with a low-profile spoiler. A wind tunnel was used to set the rear deck height and to significantly increase the size of the rear view mirrors without adding drag or noise.



## Cadillac's Northstar System has consistently set higher standards in technology and performance.

The Northstar V8 consistently receives international praise as one of the world's most innovative powerplants and is considered the benchmark for prestige-luxury powertrains. The 4.6-litre 32-valve 305 bhp DOHC V8 powerplant is standard on the Cadillac Seville STS. The engine backs up its performance with peace of mind. The Northstar System's reputation for reliability is exemplified by its scheduled tune-up interval of 100,000 miles, a long-life coolant and a transmission fluid which is never to be changed throughout the life of your vehicle.

A new major chapter in the Northstar story is the new Performance Shift Algorithm. This leading-edge technological advancement combines the best virtues of an electronically-controlled automatic transmission for normal driving with the quicker response and superior performance of a manual gearbox for aggressive driving. Performance Shift Algorithm works by monitoring the driver's use of the Seville's acceleration, cornering and braking capability. Performance Shift Algorithm quietly takes its cue from the driver's actions and becomes active with no additional prompting necessary.





## Designed to provide a tastefully luxurious feel.

The goal was to create a passenger compartment that combines tasteful luxury with elegance and harmony. A considerable amount of attention has been paid to every detail, making sure everything looks and fits together like a well-tailored suit. Comforts include personalized settings for two drivers. The Seville's driver's seat, mirrors and steering wheel move to preset locations when the car is unlocked and started. And the driver's seat will also automatically move to the rear to ease the exit from the car. Likewise the steering wheel will tilt up and telescope in for extra clearance during egress. Both return to the preset positions upon entry. If you prefer, even the passenger-side rear-view mirror tilts down to assist backing into a parking spot. The Climate Control system and the Audio System preferences can also be preset. Special effort was put into seating appearance and comfort. There are four adjustable headrests and front and rear seat heaters are also available. The rear seating room is ample and the rear seat cushions have been raised, providing a kind of "theater seating" for the rear passengers. A Cadillac Seville is a comfortable place to escape the everyday demands of the world.

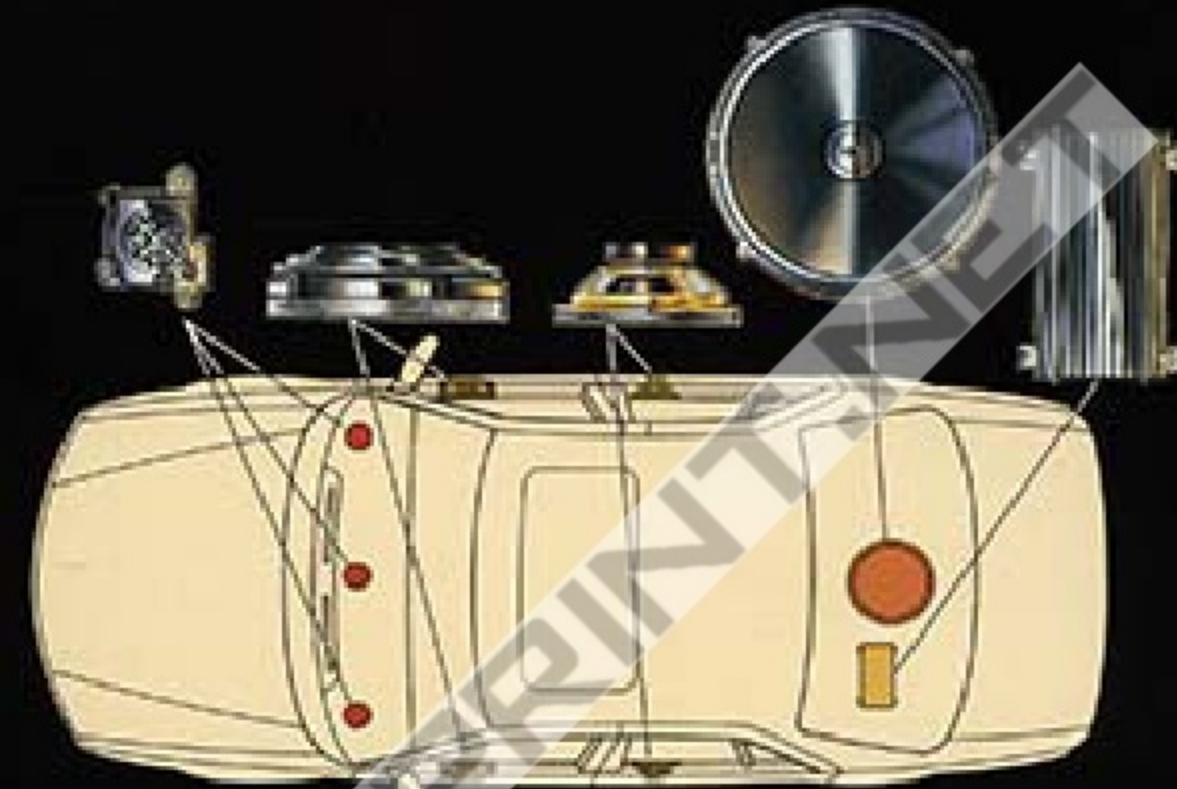


## Adaptive Seating – a degree of comfort not available in any other luxury saloon.

One of the most interesting innovations in the Cadillac Seville is an Adaptive Seat system with heat functionality available as an option for both the driver and front passenger. Unlike conventional adjustable seats, this approach recognizes occupant's differences automatically and achieves a custom fit for every individual. A network of 10 air cells positioned throughout the seat cushion and back rest are adjustable so the support they provide can be tailored to suit each seat occupant. Sensors attached to the air cells measure internal pressure and supply that information to a control module. This pressure pattern is compared with an ideal pattern stored in the control module's memory. If a discrepancy exists, pressure inside the air cells is adjusted to achieve the ideal pressure pattern. The initial adjustment procedure takes 30–60 seconds. Subsequent cycles occur every four minutes to adjust air cell pressure to respond to a person's movement in the seat. And for people who prefer more or less lumbar support than the ideal pattern, there's an override switch to adjust support.



## The Bose Audio System – a sound quality unavailable in any other luxury saloon.



Standard on the Seville is the Bose 4.0 entertainment system, the best sound system ever developed for a production automobile. The amplifier, rated at 425 watts average power output, drives eight specially tuned speakers. In audio testing, the Bose system scored higher than any automotive system ever tested. A "perfect" rating has been achieved only by a high-end home stereo in an acoustically perfect room. Music has never sounded this good in a production automobile. It also features radio data system (RDS) to permit the reception of traffic information messages that will interrupt tape or CD entertainment. A console-mounted 6-CD changer is also standard.

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