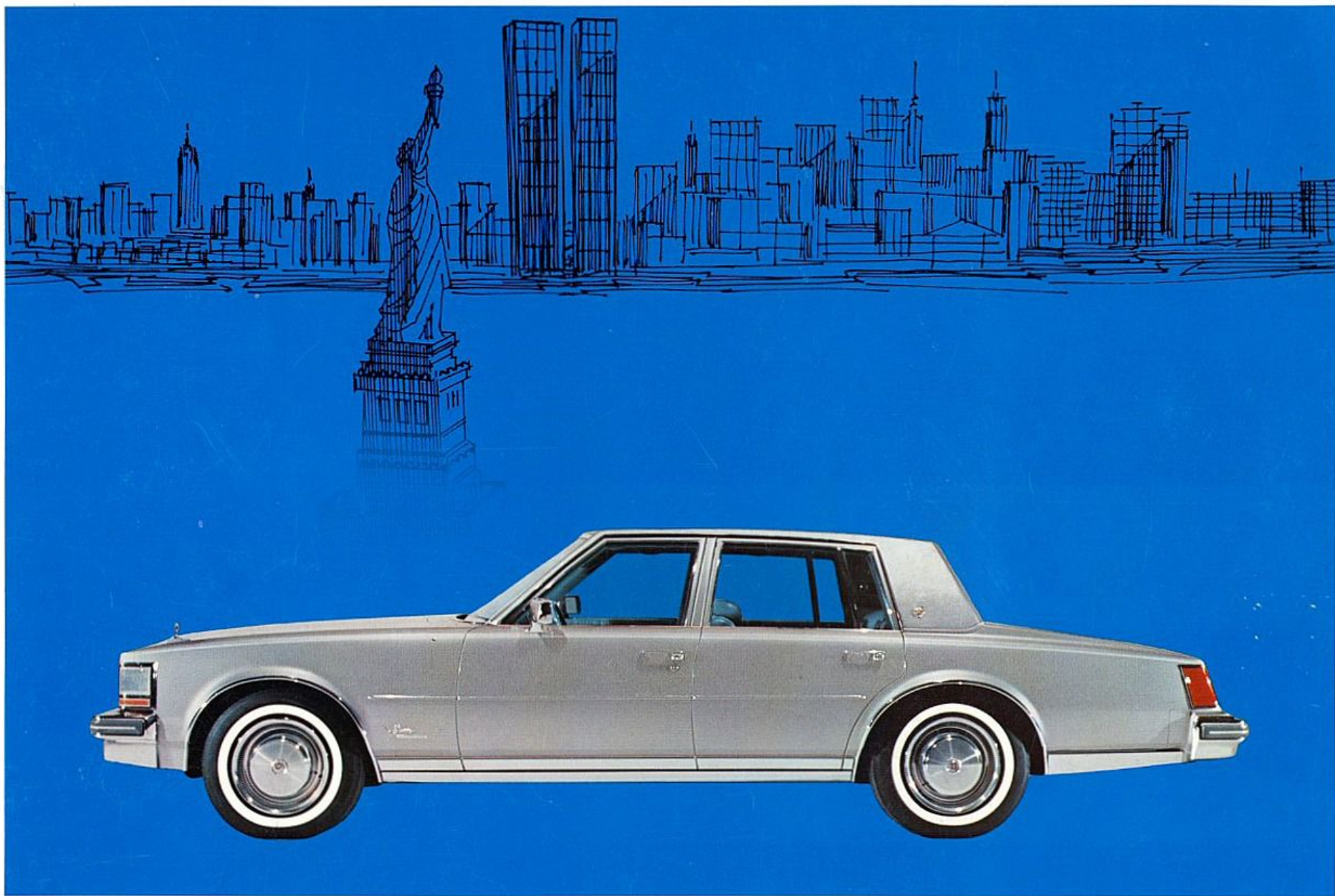
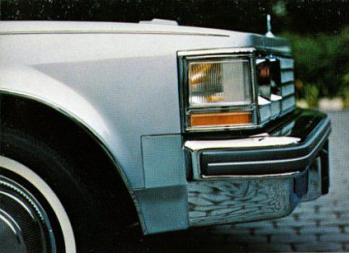




THE AMERICAN ANSWER

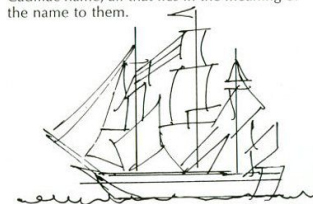


The drama of great new beginnings surrounds the entrance of the beautiful new Seville into the marketplace.

But, as always in drama, and as always in great new beginnings, the wonder of the event does not originate entirely in the present moment. The nature of things imposes a special imperative—the present must be understood in the light of the past. The exquisite new Seville cannot be assessed apart from its heritage and apart from the tradition from which it springs.

Which is to say, the new Seville is the Seville by Cadillac.

Even as expectant buyers admire and absorb the distinctive new image of the Seville, their expectations will continue the natural pairing of names. This is the Seville, by Cadillac. Buyers will come to the Seville prepared to attach to the new car everything they have felt for the Cadillac name, all that lies in the meaning of the name to them.



Meaning and feeling are one, in this case. The name Cadillac equates with a deep and abiding appreciation of excellence, of beauty, of tasteful luxury.

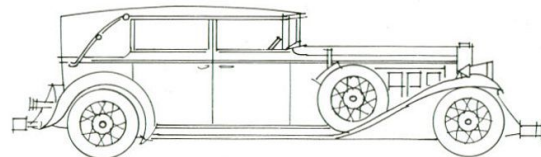
Like a golden thread of continuity, the emotion of Cadillac owners toward their cars interknits throughout the whole history of Cadillac. The experience is unique and shared uniquely,



owner to owner, generation to generation, in finely tuned shades of individual variation. Many people define their feeling as simple pride. Some say, a deep inner excitement. Others speak of high admiration, of intense personal satisfaction. Some owners are without words and merely smile; you just have to understand. This is the background of feeling and meaning about Cadillac that buyers will bring to the Seville.

Americans have always had a special respect and affection for the unique creations of American hands. This goes back, for example, to the very special feeling of the Yankee seafarers for their beautiful American-built ships, for the grace and speed of their long lean schooners, for the billowing, windblown glory of their full-rigged clippers. That was a love affair that meant something, too.

American craftsmanship has always been a characteristic blend of subtle technical skill, original style, and functional beauty. The tradition of fine handcrafting began in the original Colonies, and illuminated the history of the nation with a wide range of unique American triumphs of making, from the Colonial artisans to the fabled Conestoga wagon to the



gracious ante-bellum plantation mansions of the Old South.

And today's national attitude toward Cadillac is a typical expression of affection and admiration for traditional American quality. It's an American phenomenon.

Another characteristic American attitude motivated the creation of the Seville. Opinion researchers clearly identified a powerful undercurrent of feeling among the car-buying public that an American manufacturer could and should reply to the longstanding challenge of fine production cars entering the country under foreign nameplates. The temper of the times said the challenge should be met. The American leader should pick up the gage.

For the Seville, Cadillac reached deep into its tradition of excellence, and deep into its resources of engineering proficiency. Much would be expected of the new car. The gage was keen. But nobody understands better than the leader all that is implied in the phrase—grace under pressure. The new car would be nothing less than one of the finest American production cars ever built.

And so, the Seville by Cadillac. International in size, timeless in styling. A frank bold answer to a frank and open challenge of long standing.

Buyers will come to the Seville with all the special anticipation they have always brought to cars by Cadillac. Tradition promises them a stunning new statement of tasteful luxury and marvelous grace. And in response, the Seville speaks to buyers in beautiful lines about faithful and exhilarating fulfillment of Cadillac tradition.

The vision of what the car must be placed heavy demands on the maker's skill, but the craft of the maker met all questions superbly and brought the dream to reality. Buyers approaching the Seville will want to touch the car. It looks alive—lithe and clean-lined, poised to spring.

Buyers will circle, their eyes bright with anticipation and brightening still more in delighted discovery of expectations fulfilled.





The deep, rewarding pleasure of the Seville begins on sight and goes on from there and grows, from purely visual appreciation to the more subtle pleasures of touch

and feel. The alert response of the engine is an enduring delight—sensitive, smooth and steady under trying conditions of climate or season or weather. At each command the engine is *there*, alive for drive-away on a cold or humid morning. Sometimes it almost seems that someone took the thoughtful trouble to warm the car up in advance for the driver. There's the joy of surprised discovery in it, over and over.

The explanation is Cadillac's fuel delivery system, a system of Electronic Fuel Injection that monitors the engine environment every moment of the time and calculates the air/fuel mix demanded for steady performance every moment of the way. The smooth response that answers a touch of the ignition key remains *consistently* smooth, through hours of driving, through various changes and

extremes of environmental conditions. Across a scorching desert floor where fuel systems may struggle with vapor in the lines, or in the frigid altitudes above the timber line, the Seville starts at a touch and hums serenely.

The Cadillac system is more than just another competent system of electronic fuel injection. It's the system others can look up to. The reason for this ascendancy is not far to seek—it lies in American pre-eminence in the field of electronics. The controls of the Cadillac system are the latest practical application of electronics to the automobile and are in advance of all others on the market today.

In outline, the Cadillac system is beautifully simple and easily understood by the driver. A series of sensors monitors a wide range of operating factors—coolant temperature, intake manifold pressure, engine speed—and feeds this information to an electronic control unit on a continuous split-second basis that transmits instantly the status of the factors under surveillance.

The control unit computes and signals the

precise amount of fuel required by the engine for proper performance, and meters the fuel to each cylinder by determining how many thousandths of a second the injector valves should remain open. Fuel pressure across the injectors remains constant; a jet of atomized fuel continues as long as a valve is open. As variations in the operating factors are detected by the sensors, the control unit is informed and reacts accordingly.

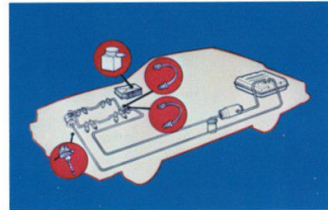
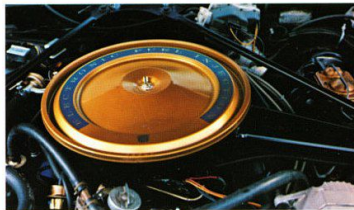
The precision of the system provides proper distribution of fuel to the cylinders. With each chamber receiving a uniform proportion of the air/fuel mixture, power output from the chambers is uniform. No chamber receives a leaner or richer mixture than another.

Precision manufacturing techniques produce highly stable electronic components. Modules of thick-film resistors, for example, are constructed of rugged ceramic substrate, the resistors themselves calibrated to exact values by laser beams, with tolerances extremely tight and rigorously maintained. Exactitude of this order helps assure precision modules in every control unit and consistent performance.

Reduction of emissions is one of the planned end results of Cadillac's electronic fuel injection system, along with conservation of fuel, in line with modern environmental and energy supply concerns. The system requires few scheduled maintenance procedures, at relatively lengthy maintenance intervals. Cadillac's electronic fuel injection bears little resemblance, of course, to fuel injection systems of a mechanical type, whose complicated linkages and diaphragms tend to require frequent adjustment, and frequent maintenance.

Many milestone advances in automobile driveability, such as automatic transmission and power steering, introduced drivers to entirely new plateaus of driving pleasure. Once initiated into the ease and convenience of such advances, many drivers cannot conceive of being without them in their cars. Cadillac's electronic fuel injection, too, introduces a new sense of driving satisfaction.

The split-second precision of the Cadillac system befits the overall precision of the finely engineered and finely finished Seville.





To be elegant, one avoids overdoing. Grace under pressure means to do what is necessary to establish distinction, or to make a point, without overdoing, but to lay on with a lavish hand those aspects of which there cannot be too much. Care, for instance, is apparent in the Seville, and craftsmanship, and the high skill of engineering, when and where it counts. Elegance means confident understatement.

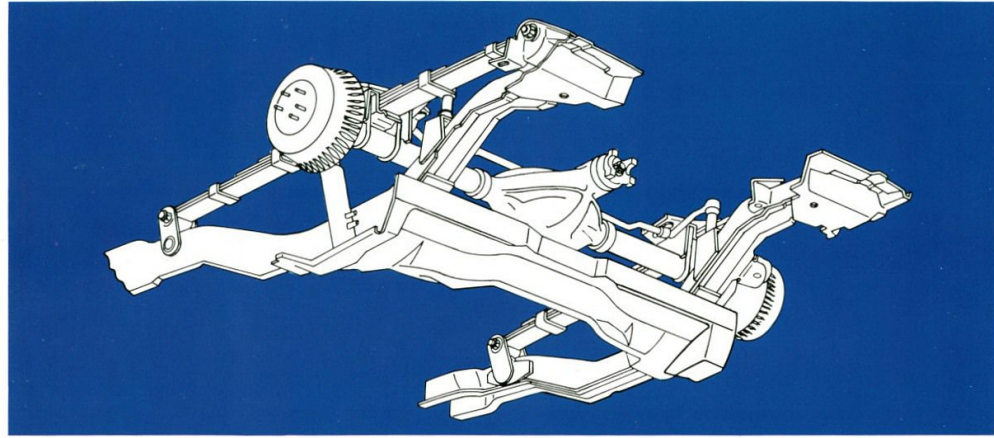
Skillful touches of design and construction are found all about the Seville . . . zincrometal to help fight rust in key places . . . epoxy encapsulated bolts that do not loosen with vibration . . . interior wood grain appointments in matched sets, obtained from a single source, for consistency of both fit and grain.

The weight distribution of Seville is such that brake balance is achieved with the front-disc, rear-drum design. Big brakes equip the large 15-inch wheels of the Cadillac Seville — brakes as big as those used on some larger and heavier cars. In front, the 15-inch wheels allow power assisted disc brakes eleven inches in diameter — the same size as those on front wheel drive Eldorado. In the rear, 11-inch drum brakes are finned for cooling. They use a new brake shoe lining material.

In choosing the Hotchkiss system of rear suspension for the Seville, Cadillac engineers were responsive to the needs of the total car, both esthetic and practical. In their judgement, the rear leaf spring design is the best suspension for this car.

The Hotchkiss system transmits a low unit loading into the car structure during ride and cornering, since these loads are distributed among the four points of mounting of the leaf springs.

Anti-squat control, during acceleration, and anti-lift control, during braking, are inherent in this system.



For the Seville, special teflon liners are included in the system. Inserted between the rear spring leaves, the liners reduce interleaf friction and are designed to assist overall ride balance. An interesting sidelight is the teamwork between the Seville's standard Automatic Level Control and the rear leaf spring suspension. The presence of the leveling factor permits a further tailoring of the springs for softness, and further enhancement of ride qualities. Ultimately, the wisdom of the decisions on the Seville's suspension is evidenced, not in words, but in personal experience. Customers need drive the Seville only once to see for themselves that the totality of design components adds up to a car with tremendous capacity to please and satisfy. Seville's combination of suspension design and braking capacity gives it an agility on the road that must be experienced to be truly appreciated.



MERCEDES 450 SEL



Daimler-Benz AG — Mercedes-Benz to us on this side of the water — takes credit for inventing the automobile (Gottlieb Daimler and Karl Benz, in Germany in 1886) and for introducing the world's first diesel passenger car engine, in a taxicab in 1936.

Daimler-Benz makes some big cars. The 600 Mercedes model is more than 20 feet long and weighs well over three tons. But the "big" Mercedes of the American import market is the 450 SEL, the top of the 450 line, the premier Mercedes sedan sold in the U.S. by Daimler-Benz.

The model designations of the 450 line may not be crystal clear at first glance. A second glance may be required to sort them out: The 450 SL is a two-seat roadster and was the first of this line, introduced in 1971. The car is equipped with a removable hard-top and soft-top as standard equipment.

The 450 SLC is not simply a variation of the 450 SL. It's a coupe, all right, hence the C designation, but it's a four-seater with a wheelbase of 111.0 inches, compared with the 96.9-inch wheelbase of the 450 SL. The stretch of 14.1 inches made room for the rear seat. The top is not removable.

The 450 SE, a four-door, five-passenger sedan, has a wheelbase of 112.8 inches and an overall length of 205.5. The designation "E" stands for "Einspritzer", which means fuel injection.

The 450 SEL (L for long) is the long version of the 450 SE, 3.9 inches longer in wheelbase and overall length, with the extra inches allocated to the rear compartment.

The designation 450 refers to engine size, 4.5 liters in this case, or a displacement of 276 cubic inches. Besides engines, the 450s share transmissions and other components, and carry the flag for the line.

Standard mechanical equipment on the "big" Mercedes, the 450 SEL, includes the 4.5 liter V-8 engine with Bosch electronic fuel injection, automatic transmission, independent front and rear suspension, and power disc brakes at all four wheels. The main mechanical change for 1975 was the addition of a thermal reactor to satisfy U.S. emission standards.



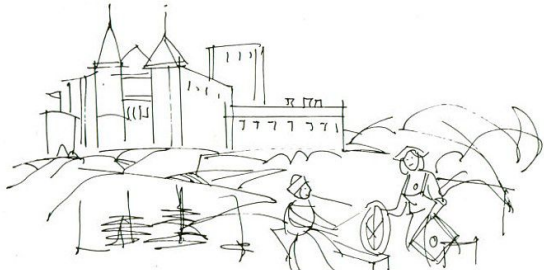
Body design features include water channels worked into the windshield posts to route water away from side windows, and taillights with stepped-surfaces to help frustrate the buildup of dirt.

Standard features include: choice of leather or velour upholstery, bucket seats, power windows, cruise control, AM/FM stereo radio, metallic paint, power steering, 14-inch wheels, radial ply tires, outside mirrors with remote control at each front door, manually adjustable front seats, two-speed wipers with intermittent mist control, manually operated air conditioning, tinted glass, electrically heated rear window, electric quartz clock, halogen fog lights, central locking system that controls doors, fuel filler lid and trunk.

No anti-lock brake system is offered on the 1975 Mercedes, and no power seat adjustment. Bucket seats can be ordered with orthopedic adjustment.

Other available options include: rear seat headrests, floor mats, fitted luggage, electrically heated seats, limited-slip differential, electrically operated sliding roof and light alloy wheels.





MERCEDES 280



This four-door sedan is the "little" Mercedes, at 195.5-inch overall length, with a companion two-door coupe version, the 280C. The trunk of the coupe is longer, with rear-seat leg room shortened accordingly, and the glass area of the coupe is smaller, but otherwise the two cars are twins in engine, transmission, suspension and wheelbase.

In fact, the two 280 models bear resemblances to the 230 and the 240D (diesel), sharing wheelbases, overall lengths, ground clearance and fuel tank capacities. All are five-passenger sedans except the 280C. The most significant difference is in the engines. Model numbers designate engine displacement — the four-cylinder 230 is a 2.3 liter, the 280 is a 2.8 liter.

For the 280, Mercedes took an existing six-cylinder single overhead camshaft engine and upgraded the design with dual overhead cams.

No other engine option is offered on the 280, and the 280 is available only with automatic transmission — a four-speed automatic. Four-wheel disc brakes are standard, as is independent suspension, front and rear.

Also standard: front bucket seats, vinyl upholstery, power steering, power windows, cruise control, AM/FM radio, air conditioning, central locking system, electrically defrosted rear window, fog lights, tinted glass, radial ply tires, a quartz crystal clock and interval windshield wipers.

The body, steering, suspension, brakes and certain other components of the 280 are used by Mercedes for their new diesel powered car, the 300D.



Available options include: stereo radio with automatic antenna, rear head rests, fitted luggage, floor mats, metallic paint, parcel nets, manual or electric sliding roof, leather or velour upholstery and electrically heated seats.

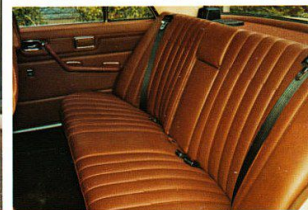
The New Diesel 300D

Mercedes is the world's largest producer of diesel-powered passenger cars. They introduced the first diesel cab in 1936 and have maintained their involvement with cabs through the years.

The new 300D has been assigned the mission of erasing from the public mind the image of the diesel engine as the drudge of taxicabs, as an approach to widening the appeal of diesel cars. The 300D has been given two advantages to help the cause — it's a luxury model, and its powerplant offers more performance than the existing 240D.

The improvement in performance was achieved by adding a fifth cylinder to the 240D engine, thereby increasing the capacity to three liters (182 cubic inches, up from 147). Balancing problems were overcome with a crankshaft featuring four balance weights and a torsional balance dampener, with special engine mounts incorporating small hydraulic dampers functioning like shock absorbers. Mercedes announces the new design as the world's only inline five-cylinder automobile engine.

Except for the powerplant, the 300D is comparable to the 280 Mercedes in all major mechanical features and appointments. Like the 280, the 300D is available only with automatic transmission.





VOLVO 164



Volvo of Sweden is frank to say they avoided anything that would look like a diving plunge when they entered the American car market. Twenty-six units were sold here the first year. That was in 1955. Management was obviously testing the waters tentatively. But in the succeeding 20 years the company

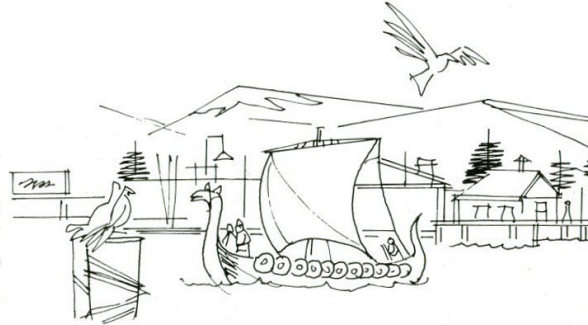
moved steadily into deeper commitment, to the point where management has earmarked \$150,000,000 for a new manufacturing plant in Chesapeake, Virginia. With construction under way in 1975, Volvo becomes the first imported car-maker to build an assembly plant in the U.S. First production cars are scheduled to roll in 1976, with a goal of 100,000 American Volvo units per year by the end of this decade.

At the top of the Volvo line, the 164 model is clearly intended to be Volvo's most elegant and best fitted offering. In describing the car, Volvo uses the phrase — a complete automobile. More ambiguously, the Swedish company has also used the phrase — a civilized car for an uncivilized world. It is possible that something gets lost in the translation here.

Exterior styling on the 164 remains essentially unchanged for 1975. The car boasts Volvo's largest engine, an inline six with 182 cubic inch displacement, a full three-liter powerplant, electronically fuel injected. This is more muscular performance than is offered by the new 240 Volvo series, available to American buyers only with the older four-cylinder engine, although on the domestic market at home in Sweden the 240 models are equipped with an inline six.

Though powered by the larger engine, the 164 is not that much bigger than the new 240 (the first new Volvo series in the U.S. in eight years). Overall length listed for both cars is identical at 192 inches, though the 164 has a three-inch longer wheelbase and a roomier rear compartment.

While the three-speed automatic transmission is standard, a four-speed manual with overdrive is available anywhere in the U.S. except California.



The comfort of the seating arrangements is a point of pride with Volvo. Orthopedic specialists consulted in the design of the adjustable bucket seats. For a luxury touch, the seats are upholstered in leather. Perhaps inspired by the Swedish climate, Volvo designers arranged electrical heating for the driver's seat.

Standard features include the Bosch electronic fuel injection system, four-wheel power disc brakes, automatic transmission, power steering, power front windows, air conditioning and steel belted radial whitewall tires.

Available options are few — a sliding steel sunroof, and a choice of radios and tape decks.

ROLLS-ROYCE SILVER SHADOW



On the Silver Shadow's tenth anniversary, Rolls-Royce continues to reign as the *grande dame* of European automotive society, and continues her emphasis on the unflappable good breeding that befits an Old World symbol.

Although the aluminum V-8 engine, a redesign of the 15-year old aluminum V-8 introduced in 1960, is reportedly capable of winding the car up to a speed of over 110 miles per hour, we note that the typical Rolls owner continues to observe a certain special Old World decorum and propriety in his driving.

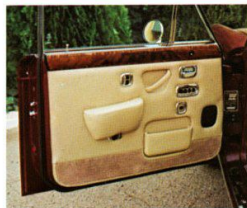
Design of the Silver Shadow involved something new for Rolls in the "monocoque" chassis and frame unit to which subassemblies are fitted with what Rolls calls "a great deal of welding." "Monocoque" is a word borrowed from French aviation and means "one shell."

As a result of this integral body and frame construction, the traditional Rolls radiator grille had to be lowered several inches. When the modification was completed, it was observed that the new grille had turned out to be almost identical in size and shape to the one originally designed by Sir Henry Royce in 1904, an outcome that Rolls feels adds a touch of nostalgic charm to the modern vehicle.

Wheelbase of the Silver Shadow is 119.5 inches. The overall length is 207.5. For buyers who want their Silver Shadow longer, the seven-passenger Long Wheelbase Sedan is offered on a wheelbase of 123.5 inches.

Mechanical features of the car include independent suspension front and rear, power disc brakes all around and automatic self-leveling.

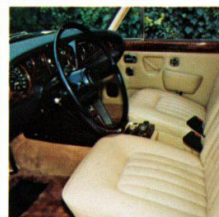
In a further effort to lend the car an up-to-date feel, Rolls includes as standard equipment a number of electrically operated comfort and convenience features such as power steering, power windows, front seat adjustment, rear window defroster, automatic antenna, air conditioning, windshield wipers with intermittent wipe, power door and trunk lock, and automatic gas tank cap release.

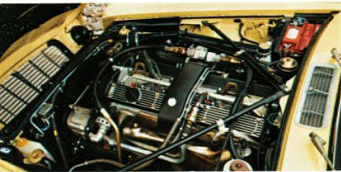


A range of cautioning lights on the instrument panel includes engine coolant level, fuel level and handbrake/stoptight bulb failure. AM/FM stereo radio and eight-track stereo player are also standard.

For buyers who fancy their Silver Shadow with a sportier flair, the Corniche Convertible and the Corniche Coupe are available, sharing the Silver Shadow engine, running gear and general mechanical specifications.

Rolls-Royce has built only 60,000 units since 1904, but currently announces expansion plans of a sort — a new line of Rolls-Royces, pledged to be the most advanced motorcars ever built, to be priced well in excess of present Corniche levels.





JAGUAR



As a company, Jaguar began life manufacturing motorcycle sidecars with the brand name Swallow, in 1922. In a few years the Swallow company diversified into the manufacture of automobile bodies. In 1931 the firm introduced a car of its own under the name S S. In 1935 the name Jaguar was added, and S S Jaguar cars began their climb to recognition. In 1945 the company became Jaguar Cars Ltd. and was off to the races.

Possibly no other car has developed more of its image and prestige from its competitive record. Winning races became a way of life for Jaguar, including five big ones in the LeMans 24-hour grind, along with awards for best performance in international rallies like Monte Carlo, Alpine, Liege and Tour de France.

Jaguar linked up with the Daimler Company Ltd. in 1960 and in 1968 joined the network of other enterprises making up the British Leyland Motor Corporation.

Three Jaguars are slated for the American import market in 1975. All three are members of the Jaguar XJ family — XJ6L, XJ12L, and the hardtop coupe version, XJ12C. The XJLs are four inches longer and the extra inches are assigned to the rear compartments for more legroom and larger doors.

The three XJs share a large number of standard features: automatic transmission, independent suspension front and rear, power assisted four-wheel disc brakes, power steering, power windows, automatic temperature control for heating and air conditioning, fully reclining (but not power adjustable) leather-faced front seats with adjustable head restraints, electrically heated rear window, central door and window locking switch, tinted glass, remote control mirror (on the driver's side only), radial ply white sidewall tires, chrome turbo-disc wheels.

Jaguar is particularly proud of the XJ instrument panel, styled with a fine-finished burl walnut. A burl is a type of knot that leaves a strongly patterned configuration in the wood and makes an interesting trim material—often called burlwood. Lighting, heating and ignition controls on the XJ instrument panel are illuminated by fiber optics. A strip of cautioning lights includes a signal that indicates when the fluid level in the brake hydraulic system reservoir is low.

At hand for both driver and passenger on a center console are the controls for the power windows and also the master switches for locking windows and doors.



While the luxury appointments and features of the XJ cars are basically alike, the engines are different. The XJ6L features the older double overhead cam six-cylinder powerplant, which is the XK engine first introduced in 1948, improved but basically unchanged over the years.

The XJ12L and the coupe version, XJ12C, are powered by a single overhead cam V-12, first developed in the mid-1960s with thoughts of application to international racing but subsequently adapted for passenger cars and introduced to the U.S. in their E-type sports car of 1971.

The only available optional equipment on any of the XJs is an AM/FM multiplex radio.



BMW 3.0Si



Using a purely statistical basis of comparison, the casual observer might tend to see BMW (Bayerische Motoren Werke — Bavarian Motor Works) as a sort of little brother or junior cousin of Mercedes, because the “big” BMW import is smaller than the smallest Mercedes sedan.

But, at home on the German car market, BMW is standing right up to Mercedes, beginning to make sales inroads, more than holding its own in attracting buyers from among prosperous professional and business groups. BMW designers emphasize a car with traditional virtues — a car that’s efficient, practical, sports-loving and with just the right mix of luxury. Basically, the BMW cars imported to the U.S. are luxury sports sedans. Of the five BMW models imported in 1974, three will not be repeaters in 1975 — the 2002tii (touring international injection), the Bavaria, and the 3.0CS, the coupe version of the 1975 3.0Si. In cutting back their import range, BMW management cites the difficulty of satisfying U.S. emissions and safety legislation.

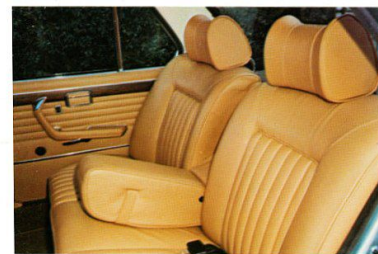
The import lineup for 1975 comprises three models — the basic 2002, the top-of-the-line 3.0Si, and the new 530i in the middle.

By European standards, the 3.0Si is a good-sized passenger car, but as the “big” BMW flagship, the 3.0Si with its 106-inch wheelbase is one of the smallest of the imported luxury sedans.

Good things, it might be said, come in small packages. In this case, BMW designers obviously felt the good thing to add to last year’s 3.0S was fuel injection, and so the 3.0Si was born. In the process, the three-liter inline-six engine gained in power output, up from 170 hp to 176. BMW continues to equip the “big” top-of-the-line 3.0Si with 14-inch wheels.

Standard features include — Luft-Jetronic fuel injection (Bosch), four-speed manual transmission, power steering, air conditioning, electric windows, AM/FM stereo and automatic antenna, tinted glass, leather upholstery, front and rear seat head rests, steel belted radial tires.

Available optional items include — automatic transmission, limited-slip differential, RH outside mirror, manual or electric steel sliding roof, metallic paint, lockable gas tank cap.





BMW 530i



The history of the Bavarian Motor Works began with the manufacture of aircraft engines in 1916, the mid-point of World War One. BMW engines flew the Red Baron, Manfred von Richthofen, in his Fokker fighter planes. The company's background in aviation is reflected in today's official

emblem, a circle with alternating blue and white quadrants representing whirling propeller blades.

BMW is importing something new for Americans in 1975; the 530i, one of their new four-door sedan series. The 530i will be the "middle" member of a three-model range of BMW imports for 1975, fitting between the basic 2002 and the top-of-the-line 3.0 Si.

The 530i, a four-door, five-passenger sedan, replaces the Bavaria in the lineup, and is very small indeed as sedans go — 5.5 inches shorter in overall length than the smallest Mercedes sedan, and 4.5 inches shorter in wheelbase.

The 530i shares the engine of the 3.0 Si, the single overhead cam inline six-cylinder plant with fuel injection.

BMW is showing some indication of evolutionary change in exterior styling, going to a crisper, more contemporary line for the 530i than they showed in the 3.0 S series. A wedge-like theme is introduced into the 530 profile by raising the leading edge of the rear deck.

The four-speed manual is the standard transmission, but a three-speed automatic is available as an option. Power steering is standard, with a steering wheel that telescopes but does not tilt. Individual front seats are four-way adjustable, manually, and have variable back supports.

Other standard items include: steel belted radial tires, four-disc brakes, intermittent wiper/washer system.

Available optional equipment includes: automatic transmission, power windows, air conditioning, leather upholstery, stereo radio, tinted glass, RH outside mirror, metallic paint, limited slip differential, rear seat headrests, lockable gas tank cap, manual or electric steel sliding roof.

AND FEATURES

		SEVILLE	MERCEDES 450 SEL	MERCEDES 280	VOLVO 164
BASIC PRICE			19,106	12,325	7,495
CURB WEIGHT		4341	4140	3560	3225
ENGINE DISPLACEMENT (LITERS/CU. IN.)		5.7/350	4.5/276	2.8/168	3.0/182
HORSEPOWER		180 @ 4400 RPM	180 @ 4750 RPM	120 @ 4800 RPM	130 @ 5250 RPM
ELECTRONIC FUEL INJECTION		S	S	N/A	S
HIGH-ENERGY IGNITION		S	S	S	S
FUEL TANK CAPACITY		21.0	25.4	20.6	15.8
POWER STEERING/TYPE/TURNS LOCK-TO-LOCK		S/Variable/3.0	S/Constant/2.7	S/Constant/3.0	S/Constant/3.7
POWER BRAKES/TYPE		S/Disc-Drum	S/Disc-Disc	S/Disc-Disc	S/Disc-Disc
WHEELBASE — INCHES		114.3	116.5	108.3	107.0
TRACK FRONT/REAR — INCHES		61.3/59.0	60.0/59.3	57.0/56.7	53.2/53.2
OVERALL LENGTH — INCHES		204.0	209.4	195.5	192.0
OVERALL WIDTH — INCHES		71.8	73.6	69.7	67.1
OVERALL HEIGHT — INCHES		54.7	56.1	56.7	56.7
SUSPENSION — FRONT		Ind. Coil	Ind. Coil	Ind. Coil	Ind. Coil
SUSPENSION — REAR		Hotchkiss Solid Axle	Ind. Coil	Ind. Coil	Coil: Rigid Axle
TURNING DIAMETER (WALL-TO-WALL— FEET)		42.3	39.0	36.9	34.0
HEAD ROOM FRONT/REAR — INCHES	These figures provided by individual manufacturers. Methods of measurement vary.	38.6/37.0	39.1/36.9	39.1/37.4	37.4/35.0
LEG ROOM FRONT/REAR — INCHES		41.6/38.3	41.9/38.1	41.7/34.2	45.0/45.0
SHOULDER ROOM FRONT/REAR — INCHES		54.6/54.4	55.2/54.5	55.5/55.3	54.7/54.7
HIP ROOM FRONT/REAR — INCHES		51.4/51.7	57.5/60.2	58.7/58.5	56.3/56.3

AUTOMATIC CLIMATE CONTROL	S	Manual Only	Manual Only	Manual Only
CRUISE CONTROL	O	S	S	O
TILT & TELESCOPE STEERING WHEEL	S	N/A	N/A	N/A
POWER WINDOWS	S	S	S	Front Only
6-WAY POWER SEAT	S	N/A	N/A	N/A
POWER SEAT RECLINERS	O	N/A	N/A	N/A
POWER DOOR LOCKS	S	S	S	N/A
POWER SUN ROOF	O	O	O	Manual-O
THEFT-DETERRENT SYSTEM	O	N/A	N/A	N/A
FUEL ECONOMY MONITOR	S	N/A	N/A	N/A
CONTROLLED CYCLE WIPER SYSTEM	S	N/A	N/A	N/A
AUTOMATIC LEVEL CONTROL	S	O	O	N/A
TWILIGHT SENTINEL	O	N/A	N/A	N/A
LAMP MONITORS	S	N/A	N/A	N/A
AUTOMATIC HEADLAMP CONTROL	O	N/A	N/A	N/A
ELECTRIC REAR WINDOW DEFOGGER	O	S	S	S
ILLUMINATED ENTRY SYSTEM	O	N/A	N/A	N/A
ELECTRIC TRUNK LID RELEASE	S	N/A	N/A	N/A
RADIO — AM/FM STEREO	S/Signal Seeking	S/Signal Seeking	O	O
PADDED VINYL ROOF	S	N/A	N/A	N/A

S = Standard, O = Optional, N/A = Not Available

ROLLS-ROYCE SILVER SHADOW	BMW 3.OSI	BMW 530i	JAGUAR XJ6L	JAGUAR XJ12L
36,650	13,752	9,097	13,100	13,591
4700	3420	3300	4053	4208
6.7/412	3.0/182	3.0/182	4.2/258	5.3/326
240 @ 4000 RPM	176 @ 5500 RPM	176 @ 5500 RPM	162 @ 4750 RPM	244 @ 5250 RPM
N/A	S	S	N/A	N/A
N/A	N/A	N/A	S	S
28.0	20.6	18.5	24.0	24.0
S/Constant/3.2	S/Constant/3.9	S/Constant/3.5	S/Constant/3.33	S/Constant/3.16
S/Disc-Disc	S/Disc-Disc	S/Disc-Disc	S/Disc-Disc	S/Disc-Disc
119.5	106.0	103.8	112.8	112.8
57.5/57.5	58.3/57.6	55.9/57.5	58.0/58.6	58.0/58.6
207.5	195.0	189.9	198.8	198.8
71.0	68.9	67.2	69.75	69.75
60.0	57.1	55.9	54.1	54.1
Ind. Coil	Ind. Coil	Ind. Coil	Ind. Coil	Ind. Coil
Ind. Coil	Ind. Coil	Ind. Coil	Ind. Coil	Ind. Coil
38.0	34.5	34.0	37.5	39.0
36.0/36.5	37.5/37.4	37.9/36.5	33.5/33.0	33.5/33.0
Not Published	42.4/35.0	40.0/33.6	39.0/48.0	39.0/48.0
Not Published	55.9/55.1	54.5/54.0	54.5/53.0	54.5/53.0
49.0/49.0	53.6/51.8	54.9/54.9	53.0/52.0	53.0/52.0

Manual Only	Manual Only	Manual-O	S	S
S	N/A	N/A	N/A	N/A
N/A	Telescope Only	Telescope Only	Telescope Only	Telescope Only
S	S	O	S	S
S	N/A	N/A	N/A	N/A
S	N/A	N/A	N/A	N/A
S	N/A	N/A	S	S
N/A	O	O	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
S	S	S	S	S
S	N/A	N/A	N/A	N/A
N/A	N/A	N/A	N/A	N/A
S/With Tape Player	S	O	O	O
O	N/A	N/A	N/A	S-Coupe Only

Selection of nameplates for a book of this kind is necessarily limited. Only a relatively few of the numerous famous foreign makes can find a place in the listing.

Generally speaking, foreign cars fall into three broad classifications. There's the small, basic transportation car, the two-seater sportster and the international size luxury sedan.

The small basic cars like Volkswagen, Fiat and Datsun achieve formidable sales figures, and some of their number, like Audi 100LS and Peugeot 504 are somewhat larger and feature a degree of luxury, but none of this group is included here because even at their best these cars do not move in the world of Seville.

The two-seaters like Ferrari, Maserati and Lamborghini are excluded because they are designed to offer a different appeal, with an image and character that are sports oriented.

And some famous foreign names—like Citroen and Bentley—are excluded simply because their plans for importation into the U.S. in 1975 are very doubtful.

Serrille BY CADILLAC



The information in this book has been obtained from usually reliable sources including, wherever possible, materials published by the individual manufacturers themselves, and is believed to be accurate at the time of approval for publication; however, the accuracy cannot be guaranteed.