



SEDAN DE VILLE: Cadillac's Sedan de Ville, a four-door hardtop presented for the first time for 1956, preserves the graceful Florentine window styling of two-door hardtops yet provides the roominess and four door convenience of sedan models. Rear seat head and leg room in the Sedan de Ville is greater than in two-door hardtop models. The car features a new power train consisting of a new 285 horsepower engine and a "controlled coupling" Hydra-Matic transmission which is completely new in principle and mechanical parts.

Cadillac Completely Restyled Inside And Out -- Offers Impressive Features

Cadillac's line of 1956 automobiles presents a completely restyled appearance, features an impressive list of engineering advancements, and has been expanded to include two new body styles it was announced today by Don E. Ahrens, vice president of General Motors and General Manager of the Cadillac Motor Car Division.

"While consistent with Cadillac's progressive styling continuity, Cadillac's 1956 models are dramatically new in appearance both inside and out," Ahrens reported. "A new, more powerful, 285 horsepower engine and a 305 horsepower Eldorado engine coupled with a vastly improved transmission system are typical of the many engineering developments designed to insure the 1956 Cadillac owner the greatest possible driving satisfaction."

Ahrens announced that to provide additional coverage of the fine car field and to further expand customer selection, Cadillac is introducing two new body designs for 1956.

Presented for the first time are the Sedan de Ville, a four-door hardtop, and the Eldorado Seville, a limited production model supplementing Cadillac's dramatic Eldorado convertible, the Biarritz.

With the addition of the two new models Cadillac now offers a total of 10 body styles in three series.

Designed to convey a feeling of sweeping lowness, the new 1956 Cadillac is readily identified by its

highly distinctive exterior styling. Front end appearance is marked by a new delicately styled aluminum grille of narrow spaced cellular design which gains sharp definition from the massive yet gracefully tapered new front bumper guards. Matching the cellular texture of the grille, which is available in either gold or silver color, is a newly patterned cow-ward intake beneath the windshield. Wider front fenders which feature new smartly styled hooded headlamp bezels have been created to blend with a lower hood.

Further accenting the new car's road hugging stability is a highly distinctive side panel treatment. A narrow chrome belt molding running beneath the door windows provides a sharp two-tone color line. Delicate chrome trim moldings on the top edge of the integral rear fenders lend additional definition to the low profile as do the new fluted chrome vertical dashes on the forward edge of the rear fenders.

Replacing the Cadillac nameplate on the sides of the front fenders is a new Cadillac crest. The Coupe de Ville, Sedan de Ville, Sixty Special and the Eldorado models are identified by script name-plates placed beneath the crest.

The new rear fender styling, characteristically Cadillac, incorporates chrome trimmed fairings which flow rearward to the newly created oval exhaust outlets at the outer ends of the restyled bumper.

Special exhaust ports are featured on Eldorado models.

Block letters above a wider "V" emblem are mounted on the other side of the unbroken expanse of the rear deck lid.

Deep formed fluted chrome wheel discs, also new in design, will be standard equipment on all models except the Eldorado which will retain the exclusively styled forged aluminum Saber-Spoke wheels.

A striking variety of solid and two-tone color combinations have been developed to enhance the new 1956 exterior design. New Viceroy material in a choice of five colors is available for convertible tops and as custom trimmed padded roof paneling for the Eldorado Seville.

As with the exterior, Cadillac stylists have displayed thoroughness to every detail in creating an entirely original interior design.

A strikingly new instrument panel combines beauty of appearance with the utmost in functional arrangement of instruments and driving controls.

Such features as a newly styled instrument cluster, a center mounted glove compartment, twin ash receivers with cigarette lighters and a centrally located instrument panel clock contribute greatly to driver and front seat passenger convenience.

A wider and lower brake pedal, a re-designed hand brake, a re-styled steering wheel and a new wide-angle panoramic rear view mirror provide additional handling ease and safety.

Further enhancing the new interior styling is a wide selection of new trim combinations which utilize luxurious leather and fabrics in a variety of stimulating colors and patterns.

In combining a newly designed more powerful engine with a new "controlled coupling" Hydra-Matic transmission Cadillac engineers have attained a power train unequalled in performance and efficiency in all speed ranges.

The new 1956 V-type overhead valve engine is rated at 285 horsepower, has a 9.75:1 compression ratio, a four inch bore and a displacement of 365 cubic inches.

While improving Cadillac's traditionally high straightaway performance, the increased horsepower, high displacement power plant provides a major torque increase in city speed ranges where safety often depends on split-second acceleration. To the Cadillac owner this means instantaneous response between accelerator action and the actual release of driving power which turns the rear wheels.

Features of the new freer breathing engine include a new block and cylinder heads, new distributor, new spark plugs, new hydraulic valve lifters, a modified starting motor, a new fan, a new sealed voltage regulator, an improved fuel pump, a larger carburetor, a new intake manifold and larger main bearing journals.

As in 1955, the Cadillac engine is modified for the Eldorado models. The Eldorado engine which produces 305 horsepower uses dual four-barrel carburetors, a special intake manifold, modified air cleaners and new throttle controls.

To take full advantage of the new engine's large displacement and increased power a new transmission, the "controlled coupling" Hydra-Matic, has been developed and is standard in all 1956 models.

New in principle, the unit transmits the engine's increased power with unequalled ease, smoothness and efficiency. Design features of the new transmission also include increased durability, quieter operation and positive acceleration control.

A new power brake system is standard on all 1956 models. The new direct acting unit reduces pedal effort and permits the use of a wide, lower brake pedal with a reduced stroke. This results in greatly improved foot action between the brake pedal and the newly designed accelerator pedal.

Olds Stresses Safety Units

Oldsmobile will continue to offer such safety devices as the safety-padded instrument panel, safety-interlocking door locks, new type sealed beam headlights, power brakes and safety power steering on its 1956 models. J. P. Wolfgram, general manager of Oldsmobile division and vice president of General Motors, said, however, that Oldsmobile will maintain its own intensive studies in this field so that any promising developments will result in many more aids to both safe driving and crash injury reduction.

Oldsmobile will continue to improve the built-in safety of each new model," Wolfgram asserted. "We have two objectives in mind: first, to make it easier for drivers to avoid accidents; second, to help prevent or minimize injuries. Through the years Oldsmobile has been keenly interested in devices that promote automobile safety, from the introduction of the self-starter and electric headlights down to the more recent all-steel body, four-wheel brakes and safety glass."

Most recent built-in safety improvements include the safety-padded instrument panel, which has been offered by Oldsmobile since 1953. This crash-absorbent material on the dash extends the width of the car and minimizes the likelihood of head injury in case of a sudden stop.

HARDTOPS

Two-door hardtops in Buick's 1956 Century and Special series are available in all-cordaven interiors for the first time in 1956.

AIR CONDITIONER

Buick's new air conditioner for 1956 is located entirely under the hood. It is hooked up with the heater vents and can be installed either at the factory or by the dealer.

FIBERS

Jute, mastic deadeners, fiber, cotton, wood pulp, carpeting, and fiberglass are among the many products used to shield the Plymouth car body interiors from vibration, road noises, and weather.

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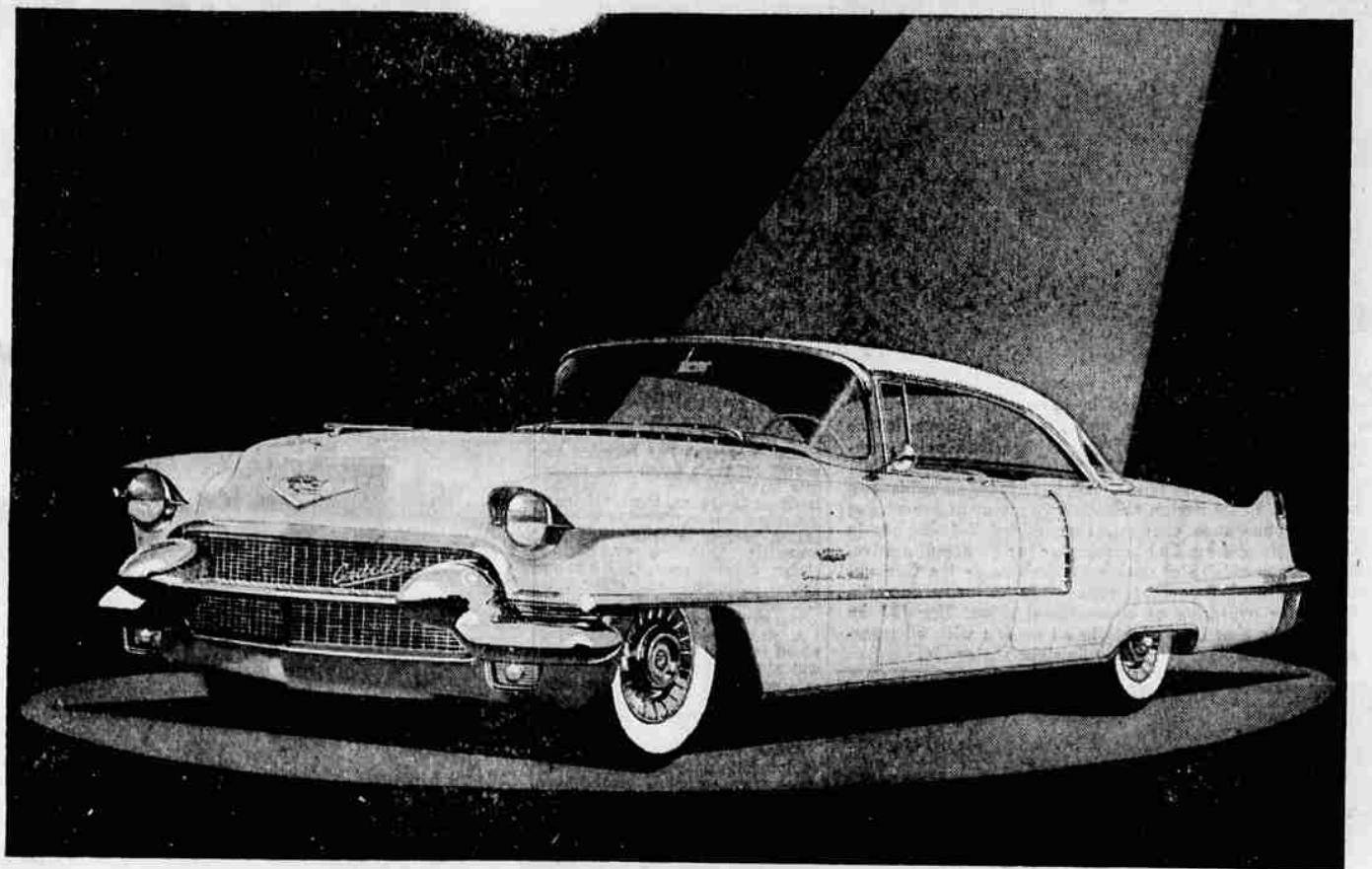
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We sincerely hope that you will find time to visit the automobile show . . . and to make a personal inspection of the beautiful 1956 Cadillac which will be on display.

For we feel that it will provide you a rare and wonderful opportunity to see for yourself the extraordinary margin by which Cadillac is pacing the industry for 1956.

The great new Cadillac, as you will see, is beautiful beyond any previous Cadillac standard . . . luxurious as never before . . . and fine in performance to a degree unprecedented in Cadillac history.

Of course, to learn the full Cadillac story for 1956 . . . and

to discover its significance on the highway . . . you will have to pay us still another visit at our place of business.

We think you will be anxious to do so after you have seen these new Cadillacs at the show . . . and we will be most happy to welcome you at any time.

We'll be delighted to give you further information on Cadillac's two entirely new models, the Sedan de Ville and the Eldorado Seville . . . and to supervise a demonstration at the wheel of your favorite Cadillac model.

We know that your visit to the show—and to our showroom—will be both interesting and educational.

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THE ELDORADO BIARRITZ Cadillac features a 305 horsepower engine and includes a completely restyled front end, new side panel treatment and redesigned rear fenders which flow rearward to the newly created oval exhaust ports. The Biarritz, whose interior is tastefully upholstered in a luxurious selection of pleated leathers, is available in 23 colors, four of which are reserved exclusively for Eldorado models.

Cadillac Offers Eldorado As Special Luxury Sedan

Visitors to the 1956 GM Motorama will have an opportunity to view a production prototype of the Eldorado Brougham, a special five-passenger luxury sedan scheduled for limited production by the Cadillac Motor Car Division later this year.

The original Eldorado Brougham was first shown as an experimental show car at the 1955 Motorama to test public reaction to future styling trends.

Cadillac's decision to produce the car marks the first time since General Motors introduced the "dream car" idea 18 years ago that production plans for a model of this type have been established.

Although the mechanical features of the car were not revealed, Don E. Ahrens, general manager of the Cadillac Motor Car Division reported that Cadillac has recently completed a major engineering program which will provide the Brougham with "the greatest number of important technological advances ever included on a custom built automobile in the history of the industry."

"In conceiving the Brougham," said Ahrens, "our philosophy has been to create not only a modern American styled motor car of lasting beauty but a car which embodies the highly futuristic engineering developments which have resulted from our intense research program. The limited production and highly customized nature of the Brougham makes such a course possible."

In creating the Brougham which reveals a wide departure from conventional automotive styling and construction, Cadillac stylists have further developed the styling concept of the original Brougham. Completely modern in every detail, the grace and sleekness of the car is accentuated by the absence of center door pillars and a remarkably low overall height of 55.5 inches . . . the lowest in an American production sedan. The smoothness of the fender lines and characteristic tail fins is complemented by a smartly styled stainless steel roof panel with a brushed chrome finish which extends from the expansive swept back windshield to the wide-angle rear window.



DREAM CAR BECOMES A REALITY — The Eldorado Brougham, first shown as an experimental dream car last year, is scheduled for limited production by the Cadillac Motor Car Division later this year. According to Cadillac, the car, which will sell for about \$8,500, will feature the greatest number of technological advances ever included on a custom built automobile in the history of the automotive industry. It is sold by the Dick B. Miller Co.