

1964
CADILLAC

data book

INTRODUCTION

Cadillac styling and engineering advancements, year by year, are designed to further complement its superbly balanced blend of beauty, comfort, convenience, handling and performance.

It is, in fact, this continual refinement toward ever higher peaks of perfection which has made the name Cadillac symbolic of the most desirable motor cars in the world.

In 1964, your Cadillac owners will find new satisfaction in each area of owner interest, with truly spectacular advances in both comfort and performance.

For example, with a temperature selecting dial as simple as a home thermostat, the new Cadillac Comfort Control (Air Conditioner-Heater System) will bring and hold the interior of the car to the comfort level selected by the driver, *year 'round*, without need for subsequent adjustment *even under radical changes of outside temperatures or humidity*.

In the field of performance, such a major advance has been made in the Cadillac power-transmission units that your selling presentations in these areas are markedly strengthened. There is a new silky, fluid responsiveness certain to please your conservative owners . . . and spectacular new performance sure to win the hearts of those who have always wanted Cadillac prestige and stature but with the agility and quick response usually available only with lighter, smaller cars.

You will find this latter feature of particular appeal in helping you expand your field of Cadillac ownership during 1964 among the young as well as the young in heart.

Cadillac

NEW FEATURES

for 1964

Styling

New grille • New front hood panel • New front bumper • New headlamp bezels • New parking lamps • New cornering lamps • New hood ornamentation • New front fender crown moldings • New front fender mounting of lens for power headlamp control (Guide-Matic) except Series 75 • New directional signal indicator lamps • New chrome extension of front fender crown molding • New directional signals • New rocker sill molding on Sixty Special and Eldorado • New rear door outer panels (except Series 75) • New rear quarter panels • New lower rear fender fins • New tail, stop, backing and directional signal lamps in rear bumper extensions • New tail, stop and directional signal lamps in rear fender fins • New rear deck • New rear deck ornamentation • New rear bumper • New deck sill moldings • New deck lid lock cover • New longer over-all length • New exposed rear wheel openings for Eldorado • New smaller vinyl rear window on Eldorado • New location of Wreath and Crest on upper rear quarter panel (Sixty Special) • New exterior paint colors • New instrument panel cover • New courtesy lamps • New steering wheel hub insignia • New ash receivers • New seat cushion and seat back styling • New upholstery fabrics • New perforated seat and seat back inserts with leather upholstery • New trim styles • New door pulls • New interior knobs and levers • New red safety door reflectors on Series 62 and 75 models • New red, illuminated safety door lights on Fleetwood Sixty Special, Eldorado and de Villes • New medallion on glove compartment door • Wreath and Crest medallion over door pulls on Sixty Special and Eldorado • New quadrant for Turbo Hydra-Matic transmission • New Baku wood insert panels for Sixty Special and Eldorado interiors • New sound proofing in front compartment sill area

Engine

New larger displacement • New longer stroke • New lighter, larger diameter pistons • New wider combustion chambers • New crankshaft • New connecting rods and bolts • New camshaft • New cylinder head with high tensile strength bolts • New block with larger cylinder bore • New exhaust system • New heat control valve • New oil pan • New larger air cleaner intake • New more powerful cranking motor • New larger capacity battery • New accessory drive belts • New generator regulator with hard gold contact points • New higher capacity (55 amp.) generator on air-conditioned cars • New radiator and fan • New higher horsepower • New higher torque

Chassis

New diaphragm seal in master brake cylinder • Newly modified front suspension strut rod bushing • New Turbo Hydra-Matic transmission (except on 62 and 75 Series) • New tire tread design and compound • New quieter body-to-frame mounting

Optional Equipment

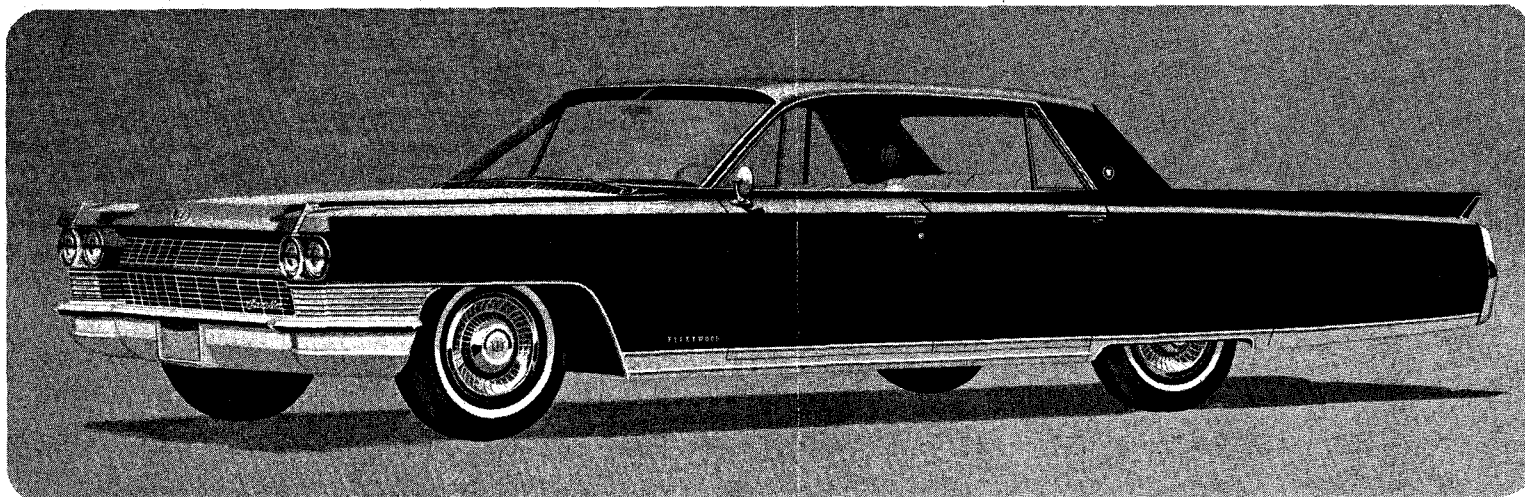
New seven-position adjustable steering wheel • New more positive six-way seat adjustment • New fully automatic Comfort Control Air Conditioner-Heater System (except 75 Series) • New Twilight Sentinel (automatically turns headlamps on or off as outside lighting conditions may require) • New delayed action provision on Twilight Sentinel permits leaving headlamps (and either cornering lamp as driver chooses) lighted for up to a minute and a half after occupants have left car • New safety lockout switch on driver's door panel on all power window installations • New Guide-Matic (power headlamp control) photo cell lens now located in leading edge of left front fender except on field installations and 75 Series

Cadillac **STYLING**

1964

The Cadillac styling philosophy is one of continuing identity . . . each year's advancements adding to the car's acknowledged stature in dignity, distinction and enduring worth.

It is, in fact, styling by evolution, making each new model a classic in perfection without relegating previous models to quick obsolescence, that assures each Cadillac owner maximum value for his motor car investment. For 1964, Cadillac's traditional strength and solidity, its trim, custom lines are further enhanced by a new unity of design, a classic simplicity certain to broaden its appeal in the eyes of every discerning motorist.

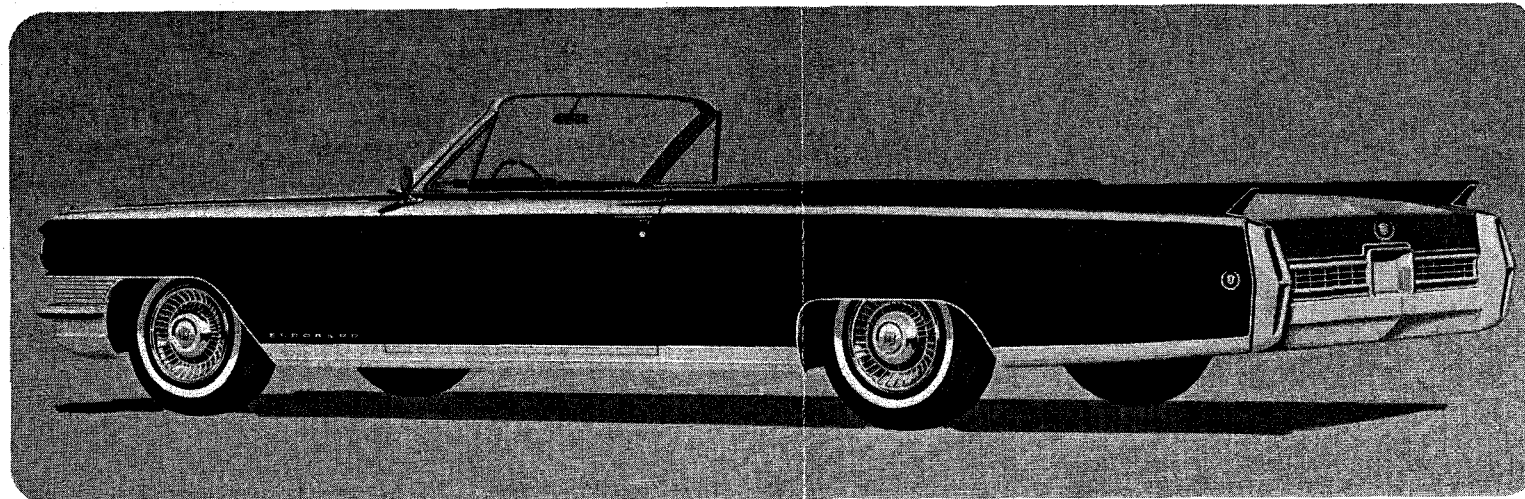


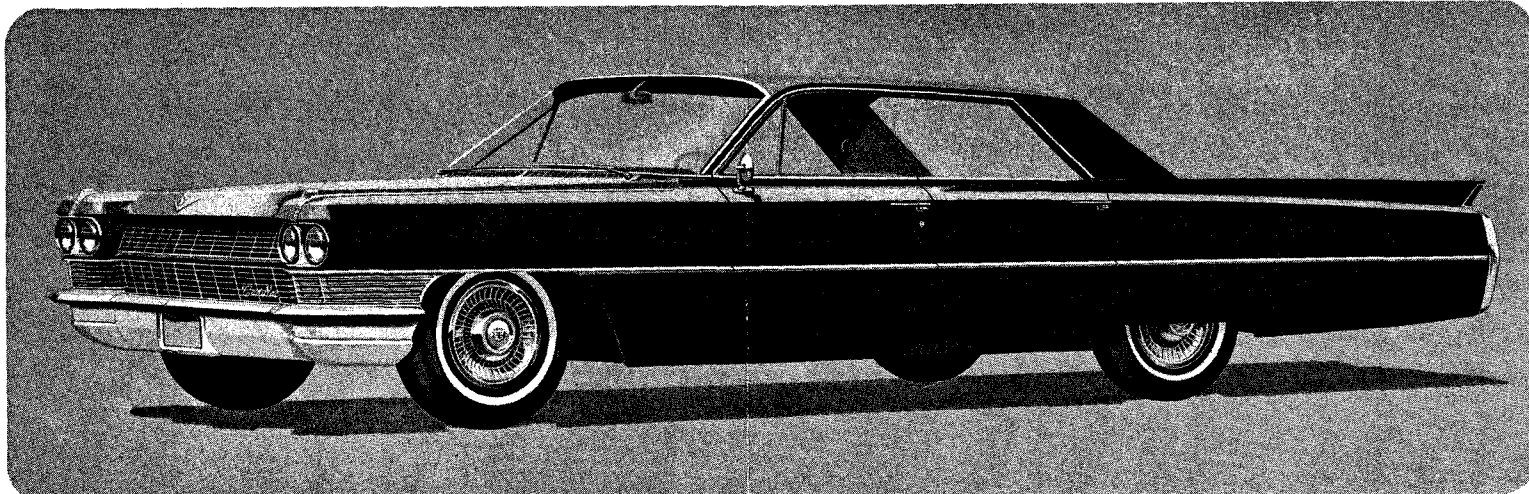
Fleetwood Sixty Special Sedan

The magnificent Fleetwood Sixty Special Sedan is a well recognized symbol of Cadillac luxury, quality and distinction throughout the world. The exclusive Fleetwood exterior body styling for 1964 is apparent in the uninterrupted sweep of the side panels, the protective rocker sill molding of bright and brushed chrome, the Wreath and Crest insignia on hood, rear deck and on the specially contoured upper rear quarter panel.

Equally exclusive is the Fleetwood Eldorado Convertible, its flowing lines accented for 1964 by entirely new chrome framed, rear wheel openings without fender skirts. New styling of front and rear ensembles is identical on Fleetwood models. Front fenders bear the name ELDORADO on the Eldorado Convertible, FLEETWOOD on the Sixty Special Sedan.

Fleetwood Eldorado Convertible



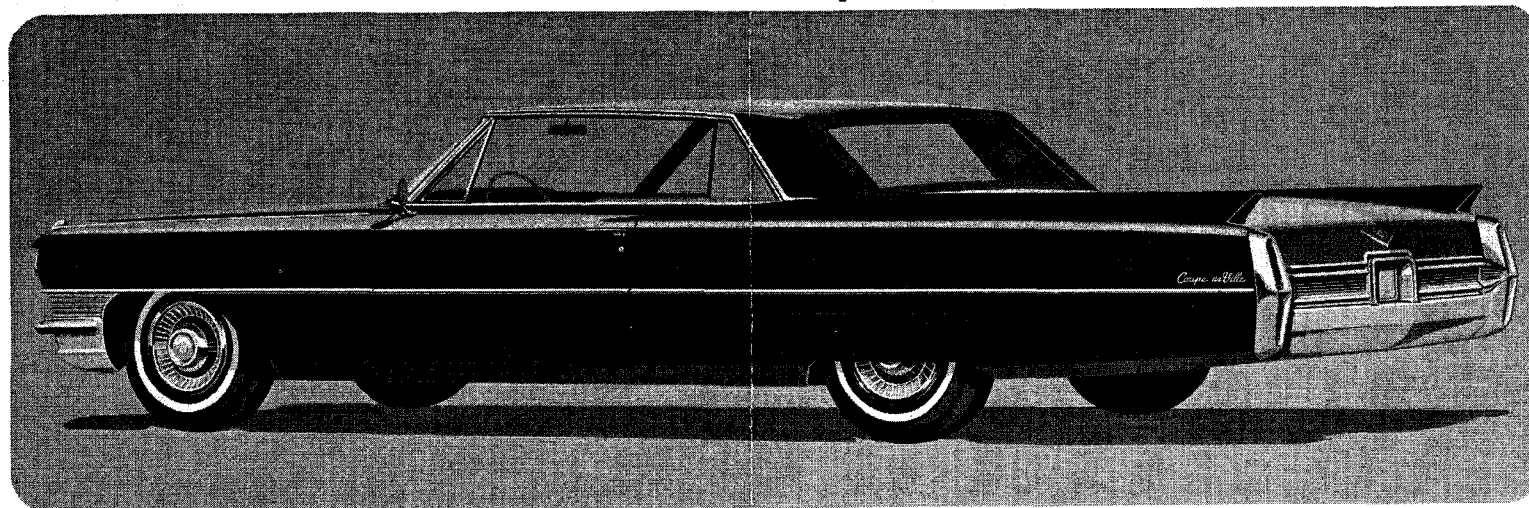


Series Sixty-Two Sedan Four Window

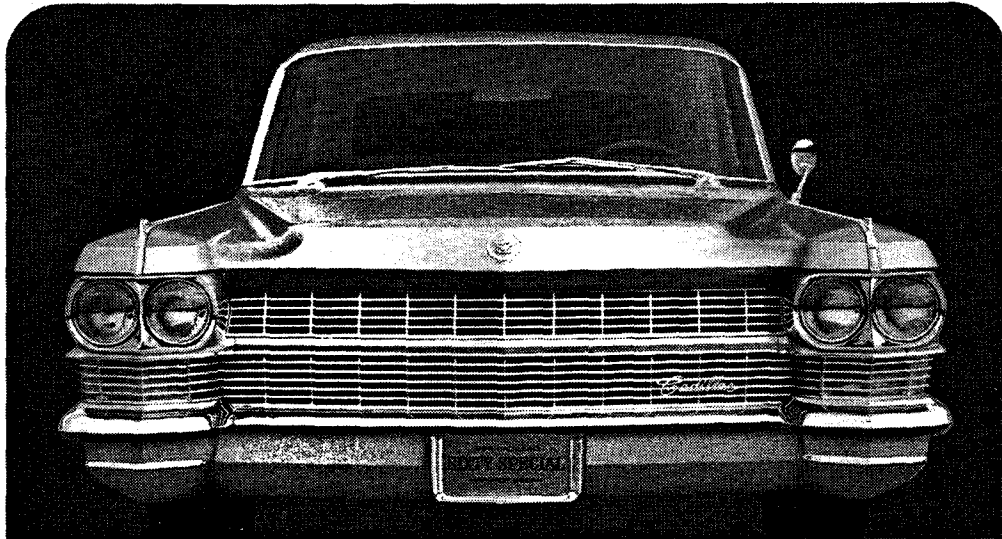
The Cadillac Series Sixty-Two Four-Window Sedan fully illustrates the new styling distinction which marks every Cadillac for 1964. With only half an inch added to the over-all length, the visual length is considerably increased through new strong horizontal lines and lower rear fender fins. Apparent width, too, is enhanced by the crisp, new horizontal lines of the rear deck, bumper and rear grille.

The glamorous Cadillac Coupe de Ville, with its exclusive upper body design, has its name in elegant chrome script on each rear quarter panel as do other models in the de Ville family. The exceptional ride stability of Cadillac is suggested in the new low, horizontal lines of hood, grille, parking and cornering lamp housings and front bumper. Trim custom appearance of side panels is relieved by a single lengthwise chromed molding. Coupe upper body style emphasizes length of hood and rear deck.

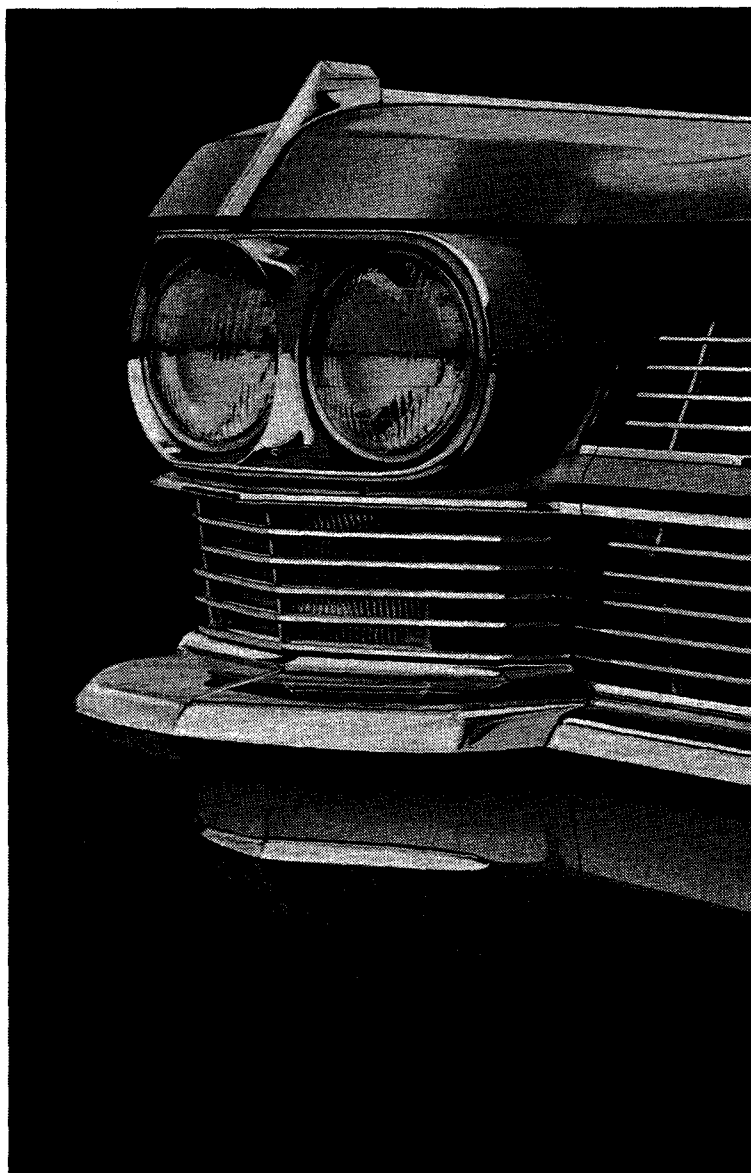
Coupe de Ville



Horizontal lines of expansive hood and fender crowns, center grille molding and front bumper accent the apparent width and inherent stability of the 1964 Cadillac. Extension of grille design into parking and cornering lamps and the joining of headlamp nacelles by the center grille molding add new unity of design. Body color on center grille molding keeps eye interest low.



New unity of design is also shown in the rear ensemble with full-width deck lid crease line, deck sill grille moldings and clean, uninterrupted line of the rear bumper visually joining the rear lamp housings into a single cohesive unit. Tail, stop, directional signal and backing lamps are unified in massive chromed housings. Fender fin lamps provide dual tail, stop and directional signal lighting.



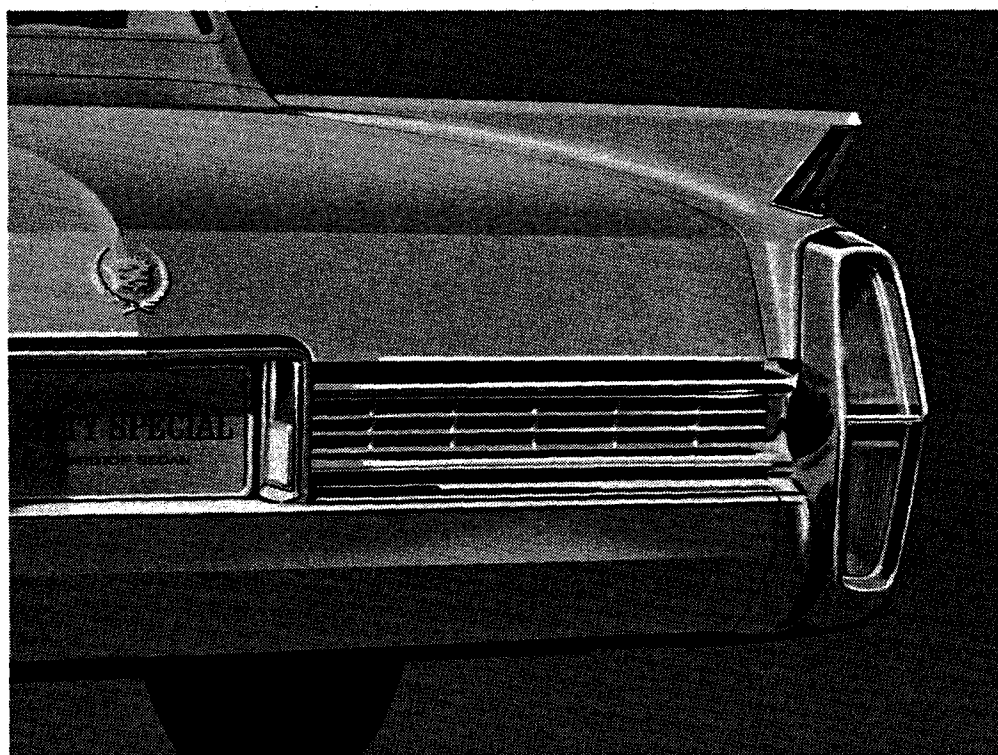
Front fender and hood line, body-colored center grille molding and front bumper contours emphasize the low, wide look of the 1964 Cadillac . . . an appearance further enhanced by the new wide-lensed parking and directional signal lamps. The crystal-like beauty of white lenses for the parking and directional signal lamps, instead of the less-sightly yellow lens used on some cars, is achieved through use of a concealed amber filter which provides the mandatory amber lighting when parking or directional signal lamps are turned on.

New grille smartly angled forward from top, sides and bottom is newly fashioned of extruded aluminum for added depth and detail. For 1964, the extension of front fender crown moldings on top of headlamp bezels is chrome finish instead of body color and chrome.



The exclusive upper body structure of the magnificent Fleetwood Sixty Special Sedan bears the distinctive Fleetwood Wreath and Crest rather than the vertical chromed louvres of 1963.

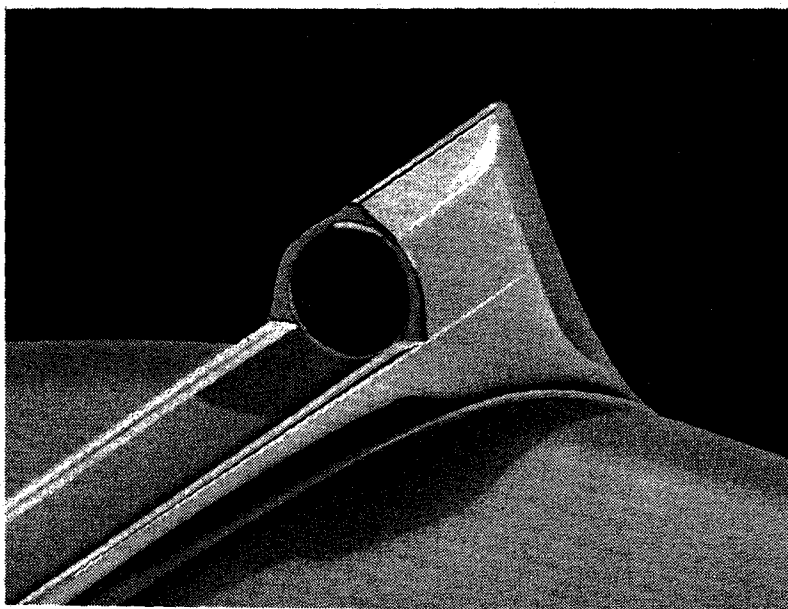
Clean lines of abruptly contoured rear deck, new lower fender fins, smartly angled rear lamp housings, rectangular grille insert on deck sill and straight-across bumper indicate crisp, uncluttered styling of Cadillac for 1964. Only rear deck ornamentation is Wreath and Crest on Fleetwood body styles, V and Crest on all other series cars.

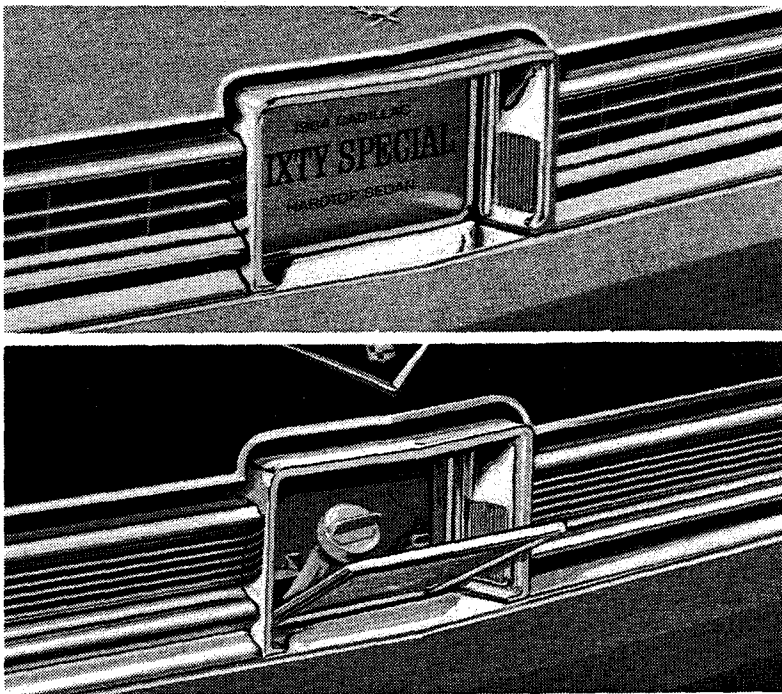




The elegant yet functional styling beauty of the 1964 Cadillac is nowhere more evident than in the crystal-lensed parking-directional signal and cornering lights shielded by a protective chromed grillework matching the rectangular motif of the radiator grille.

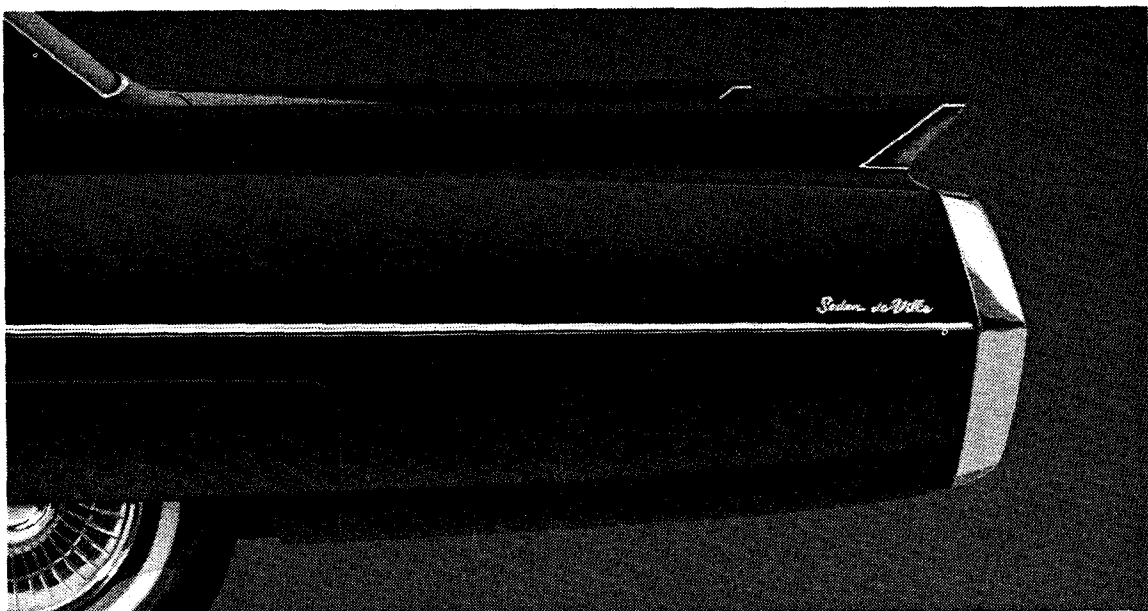
Another functional detail of design is apparent in the newly styled, gracefully tapered directional signal indicators. In addition to advising the driver of the direction of turn he is indicating, they serve as visual guides when maneuvering the car in close quarters. And, of course, they lend design emphasis to the distinctive front fender crown moldings.

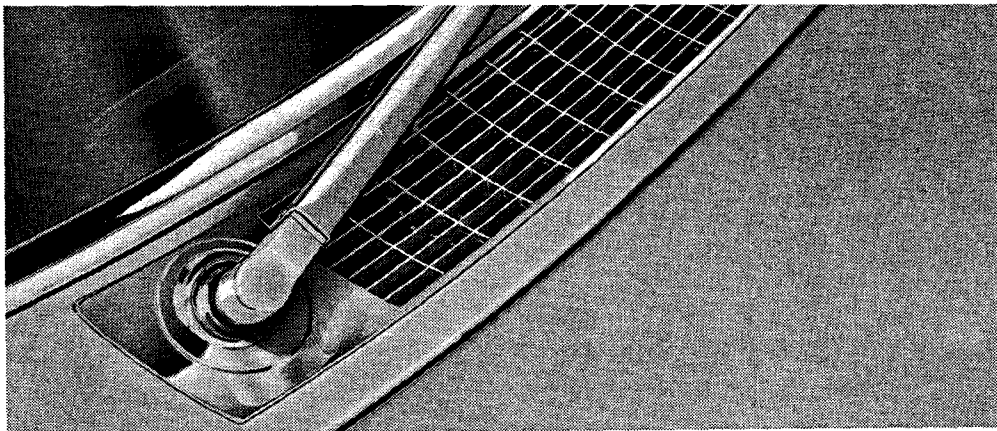




The deeply recessed, gleaming chrome of the rear license plate housing assures reflective as well as direct lighting of the license plate with maximum protection against flying gravel, dirt or dust. License plate, hinged at the bottom, is pulled outward from the top for access to gasoline filler cap.

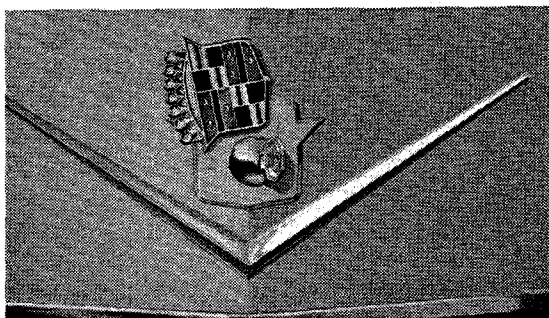
Silhouetted view of the rear quarter panel shows sleek lines and symmetrical styling achieved by lower rear fender fins and newly angled chromed housings for rear lighting. Classic simplicity is evident in clean vertical lines, absence of ornate contours.





Air Intake Grille

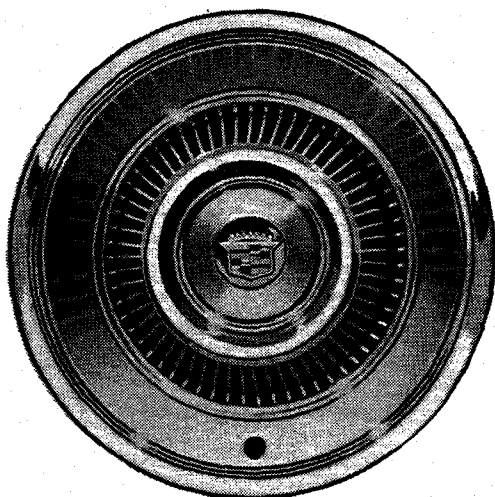
The air intake for ventilation, heating and air conditioning units is located just ahead of the windshield well away from the exhaust fumes of cars close ahead. Design of rectangular grille pattern perfectly complements that of radiator and deck sill grilles.



Deck lid lock is protected against dust or dirt by new pivoted Crest section of rear deck V and Crest or Wreath and Crest. Pivoting Crest in an arc to the right exposes lock for deck lid key.

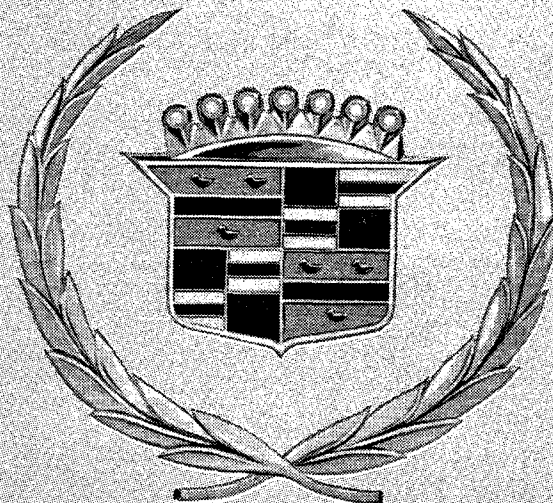


Exclusive Cadillac outside door handles are of a crisply contoured design with a slim grip and convenient rectangular push button. Door locks have spring closure to seal out water or dirt.

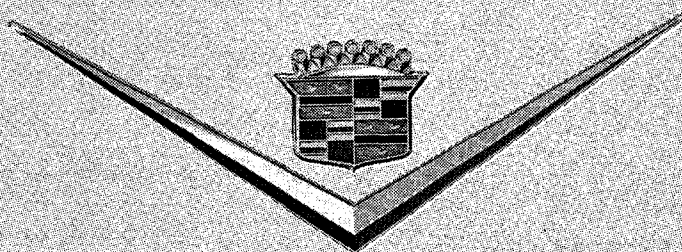


Cadillac wheel discs are deeply concave with the satin and bright chrome outer wall providing pleasing reflections of the multi-ribbed inner wall with its alternate chrome and satin black spokes. Raised hub is highlighted by Cadillac cloisonné crest.

Wreath and Crest
insignia is
exclusive to
Fleetwood Sixty Special,
Eldorado and
Seventy-Five models.



V and Crest is
Cadillac insignia
on de Ville
and
Sixty-Two Series cars.



De Ville models
carry the
appropriate
de Ville name
in script on each
rear quarter panel.

Coupe de Ville

ELDORADO in
block chromed letters
is on rear of front
fender of Fleetwood
Eldorado Convertible.

ELDORADO

FLEETWOOD in
block chromed
letters is on rear of
front fenders on
Sixty Special only.

FLEETWOOD

CADILLAC in
chromed script is
on radiator grille
of all models.

Cadillac

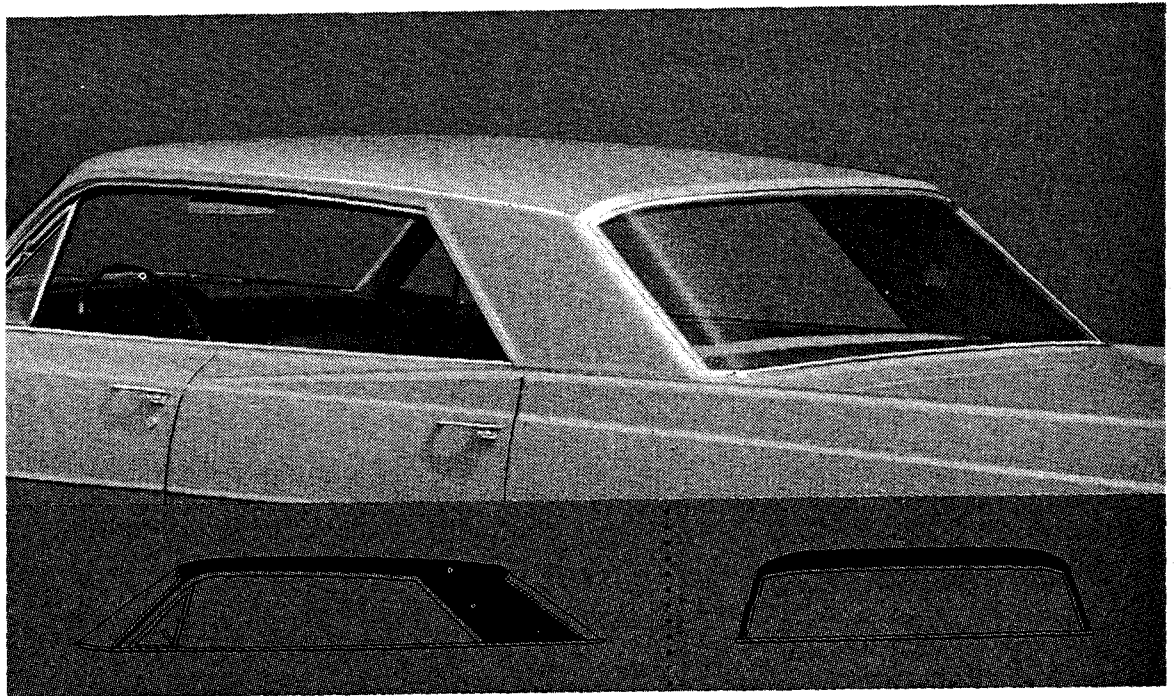
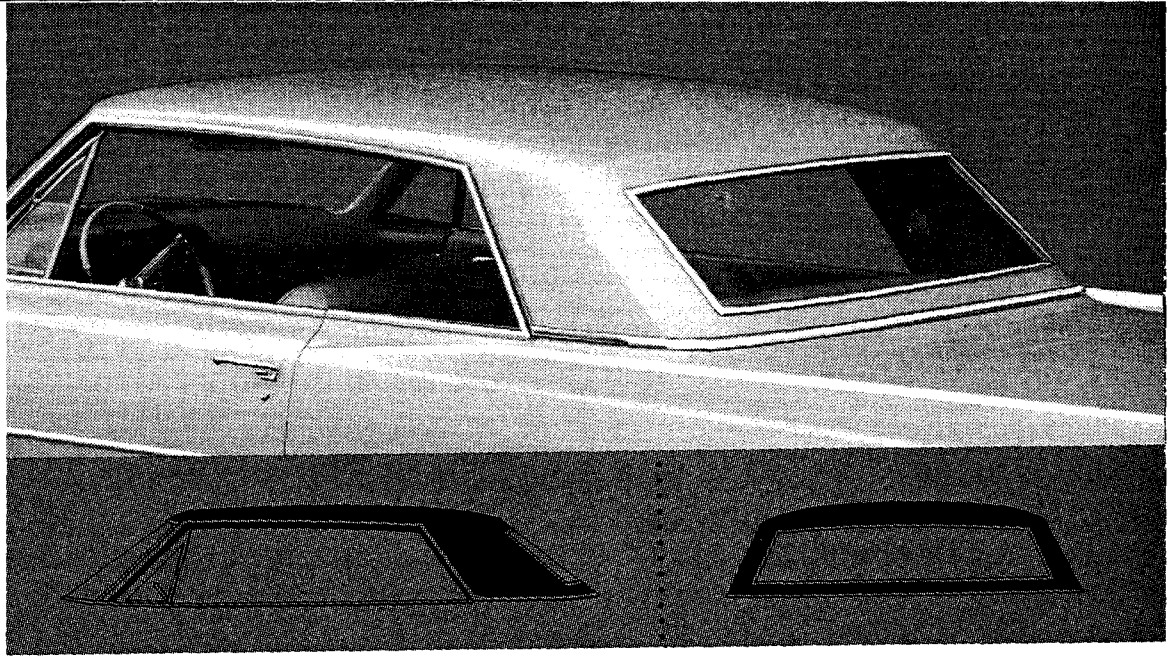
Cadillac Coupe de Ville and Series 62 Coupe feature an exclusive Cadillac upper structure whose close-coupled design adds to the apparent length of hood and rear deck. Large rear window pillars and smaller rear window lend an air of elegant formality. Padded vinyl top covering is available on the Coupe and 4-Window Sedan de Ville, and Sixty Special Sedan.

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Cadillac four-window sedans combine traditional Cadillac dignity with a distinctive individual flair. The crisp contours of the wide rear window pillars and roofline complement each other perfectly while the smaller rear window lends further individuality to this body style. Available in Series 62 and de Ville models.

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Cadillac six-window sedans available in de Ville and Series 62 models have somewhat larger rear windows than coupe models, and rear window pillars are narrower than other Cadillac body styles. An additional styling feature of the Cadillac six-window sedan is the use of fixed position rear quarter windows.



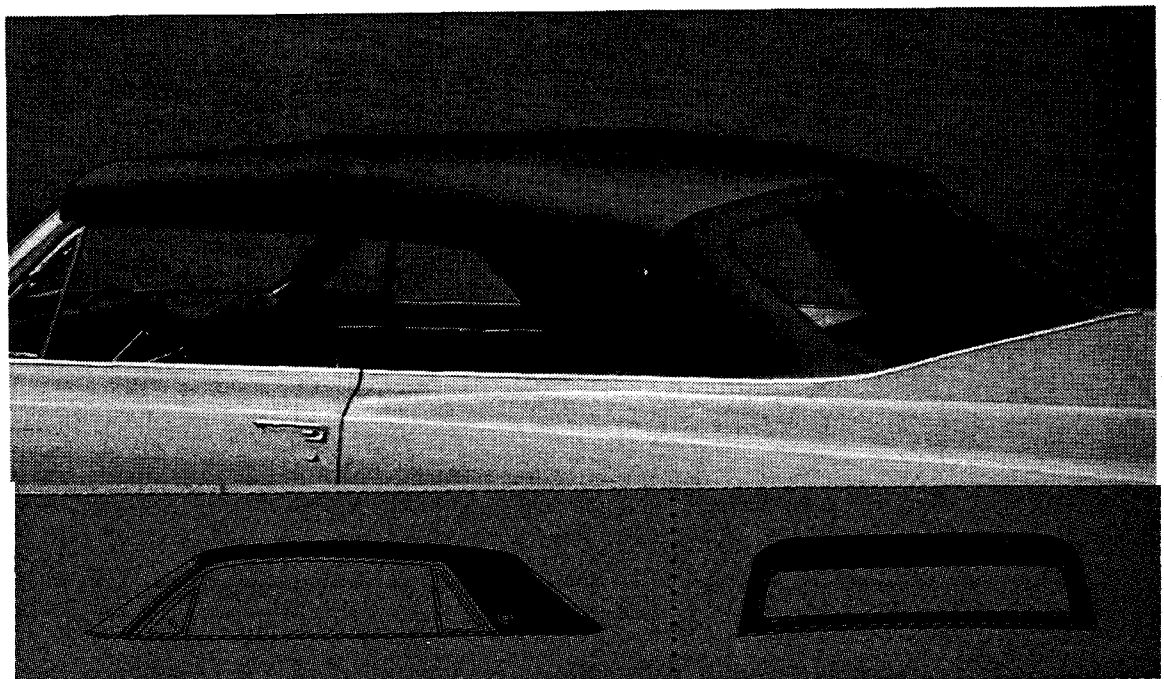
The Fleetwood Sixty Special Sedan has a prestige and distinction of its own. The exclusive design of the rear window and the rear quarter pillars provides additional privacy for rear compartment passengers and enhances the regal formality of this most luxurious sedan.

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The Fleetwood Seventy-Five Sedan and Limousine, in keeping with the dignity and exclusiveness of these magnificent motor cars, feature a restrained, rectangular design of the rear window and sculptured, angular roofline. The wide upper rear quarter panels assure maximum privacy for rear compartment passengers.

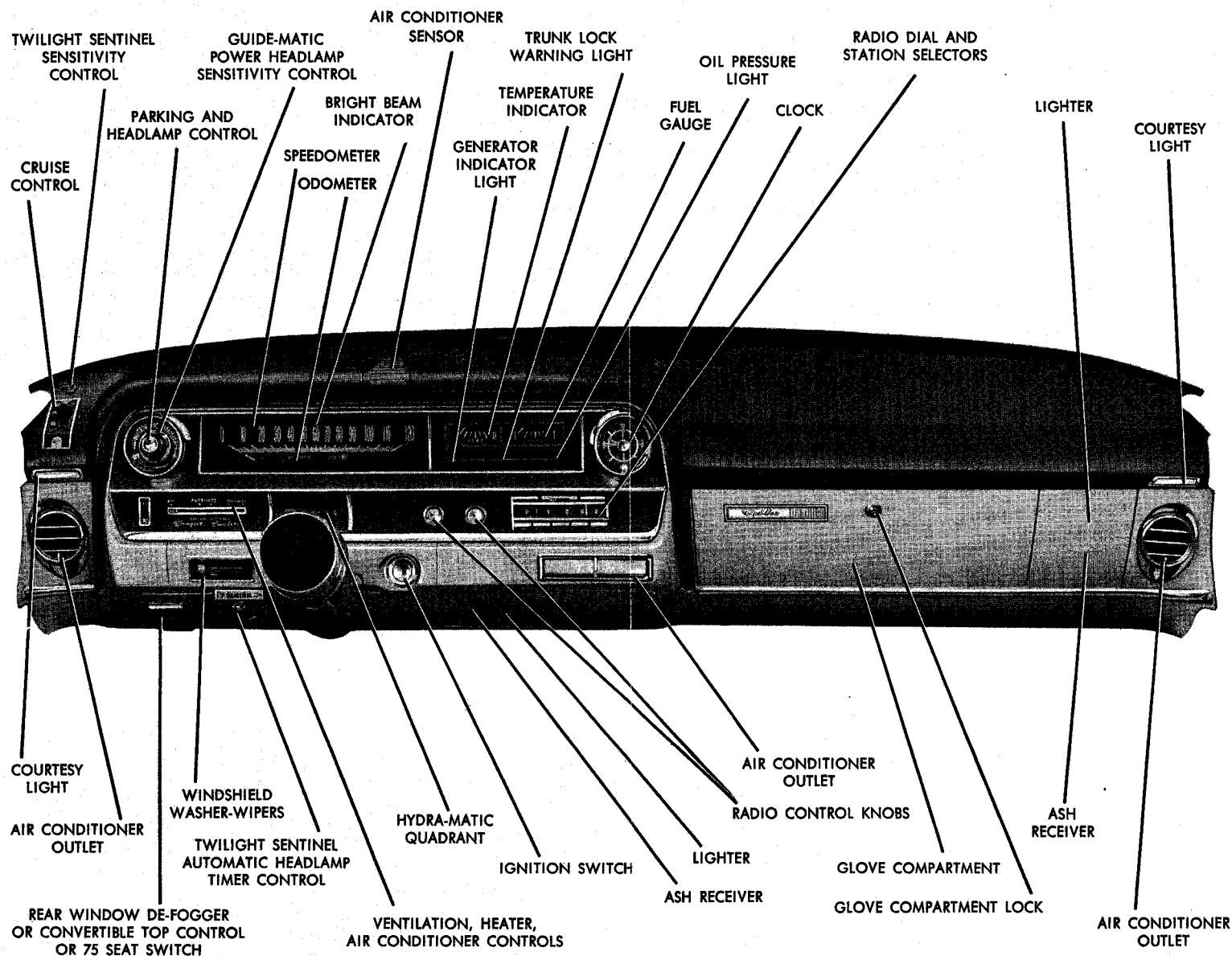
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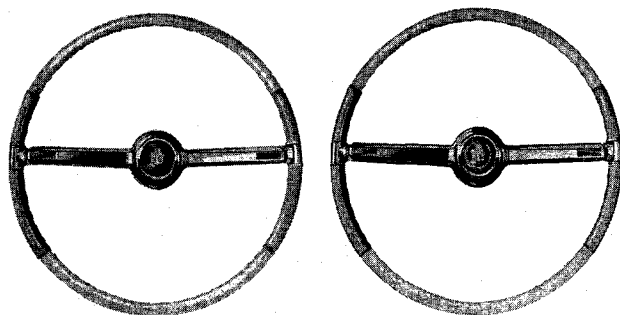
The Fleetwood Eldorado and de Ville Convertibles have low, tailored roofline silhouettes and a special flair of particular appeal to sports-car-minded prospects. Top fabricated of vinyl, fabric, rubber and headlining bonded into one weatherproof piece assures long-lasting beauty. New fiber glass pad between windshield header and No. 2 roof bow further minimizes wind noise and resists ballooning.



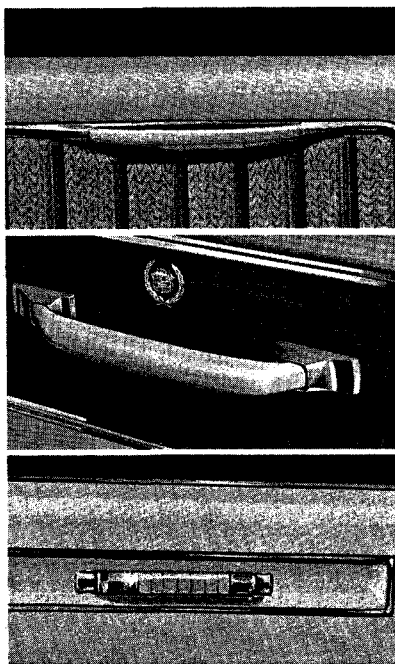
INTERIOR STYLING FEATURES

The luxury and beauty of upholstery and interior trim are readily apparent and appreciated by Cadillac owners. The convenience, completeness and, where appropriate, legibility of interior equipment, control knobs, levers, handles and instrument dials and gauges may be, on occasion, taken for granted. Such features as the padded, glare resistant instrument panel cover, more crisply contoured for 1964, the tasteful, well-lighted and well-appointed instrument cluster, convenient location of controls, all are worthy of mention not only to your first-time prospects but as a reminder to even your most dedicated Cadillac owners as well.





New cloisonné background of gold provides a richly distinctive setting for the jewel-like Cadillac Crest or, on Fleetwood models, the Wreath and Crest centered on the steering wheel hub. Slim wheel rim, horizontal spokes with convenient horn bars permit clear view of instrument cluster.

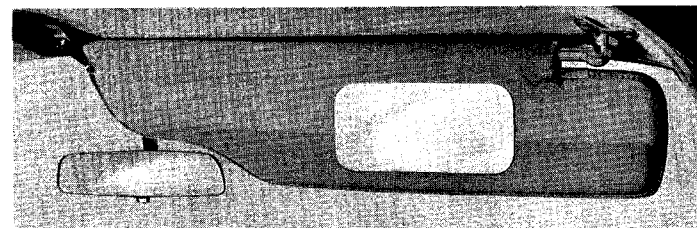


Door Pulls

New padded, vinyl covered door pulls (different on Series 75) typify richness and quality detail of Cadillac interiors.

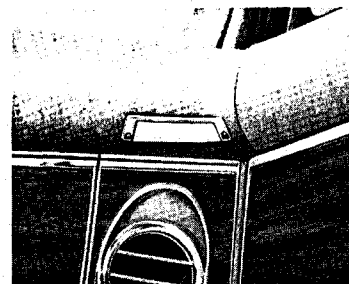
On the Fleetwood Sixty Special Sedan and Eldorado models, door pulls are mounted on richly grained Baku wood panels.

Fleetwood Seventy-Five Sedan and Limousine models have their own distinctive door pulls as shown on rear door panel, left.



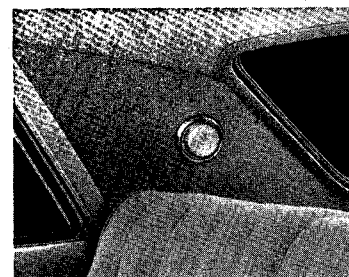
Vanity Mirror

A Cadillac convenience particularly appreciated by the woman front seat passenger is the integrally mounted visor vanity mirror . . . frequently omitted or made available on lesser cars only as an extra-cost, clamp-on-type accessory.



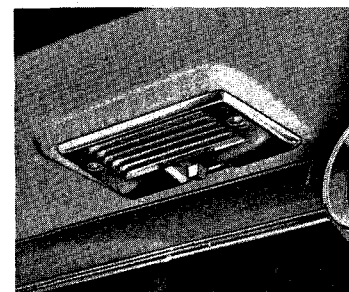
Courtesy Lights

New courtesy lights, located underneath each end of the instrument panel except on 75 Series, provide increased illumination for front compartment and entranceway, automatically when either front door is opened, or by rotating headlamp switch.



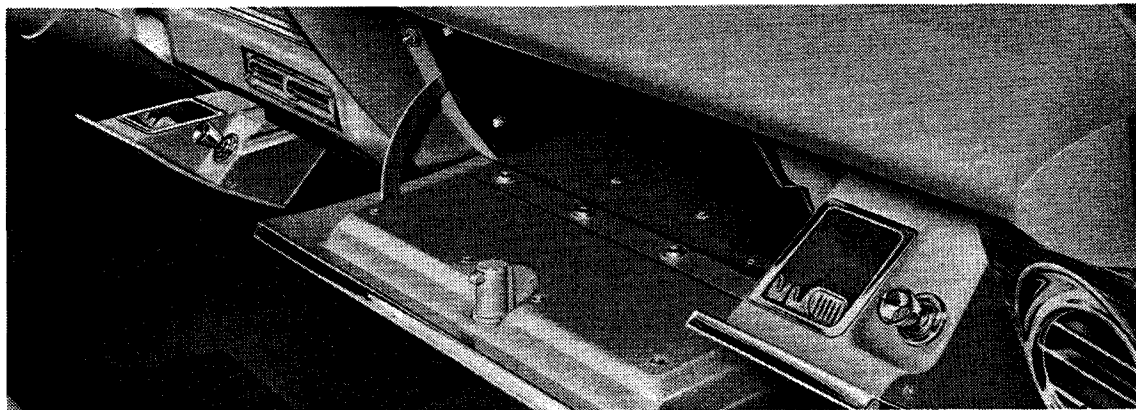
Reading Light

Rear courtesy or reading lamps in upper quarter trim panels light automatically when a door (rear door on sedans) is opened. Also manually operated. Located on rear armrests on convertible models.



Map Light

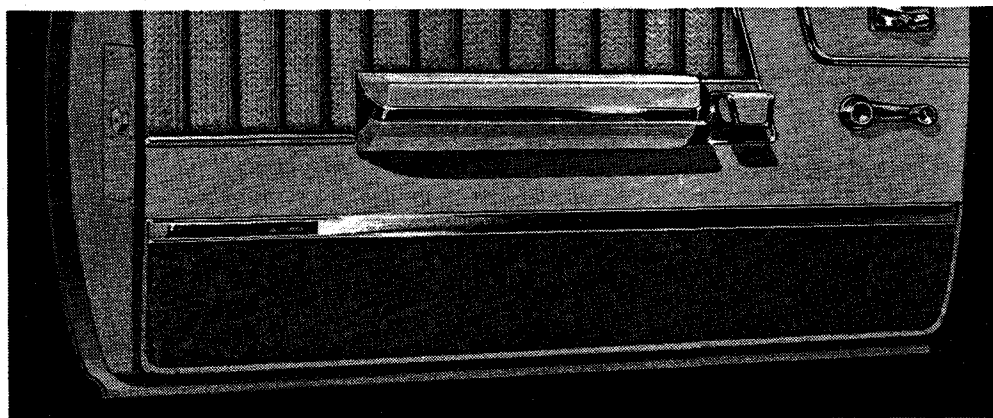
Map light on Fleetwood Seventy-Five models, located underneath center section of instrument panel, is manually lighted by an integral switch, automatically by front door jamb switches.



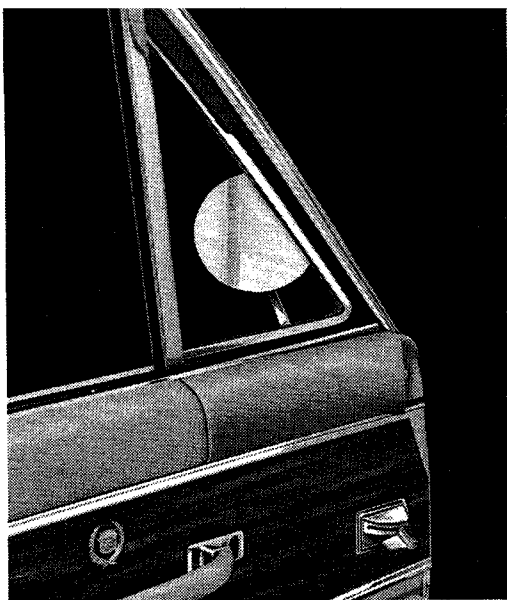
Glove Compartment and Ash Receiver

New ash receivers have improved illumination, smoother operation. Right-hand ash receiver, a positive action, pivot type with over-center tension spring, is opened simply by pushing in on lower section. Left-hand ash receiver is pull-out or drawer type. It must be lifted slightly before it can be recessed back into the instrument panel, thus cannot be accidentally closed by pressing the cigarette lighter. Glove compartment, centrally located for driver and passenger convenience, is large, well-lighted, and the door, when in open position, provides a convenient flat shelf.

Safety Door Reflector

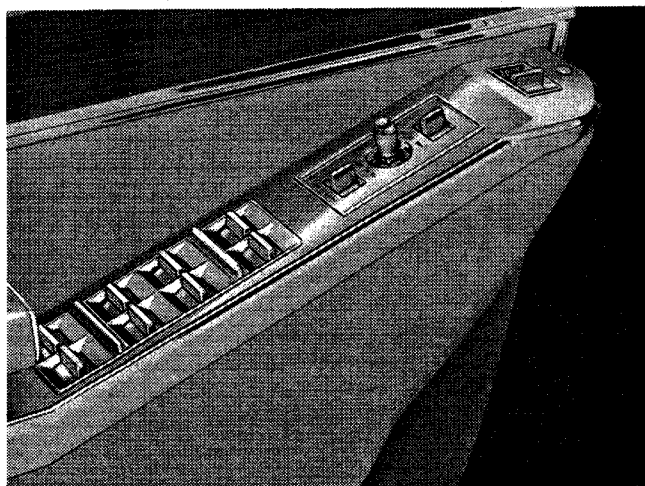


In addition to the protective illumination of automatic courtesy lights (opposite page), Cadillac provides red lensed reflectors or warning lights on the door panels of all body styles. On the Series 62 (shown) and on the Series 75 models, the lenses are reflective type only. On all other models the red warning lamps are lighted automatically whenever a car door is opened.



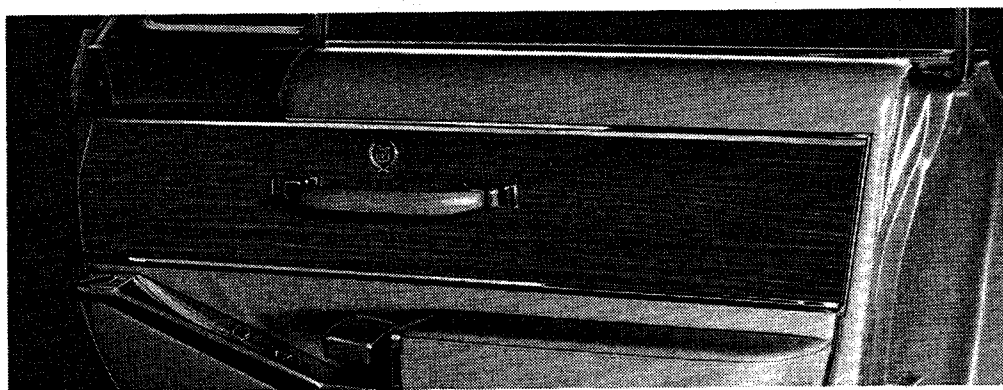
Outside Rear-view Mirror Control

The Cadillac pioneered, remote-controlled outside rear-view mirror is typical of the many luxury details associated with Cadillac convenience and comfort. It is a feature especially appreciated in inclement weather.



Power Controls

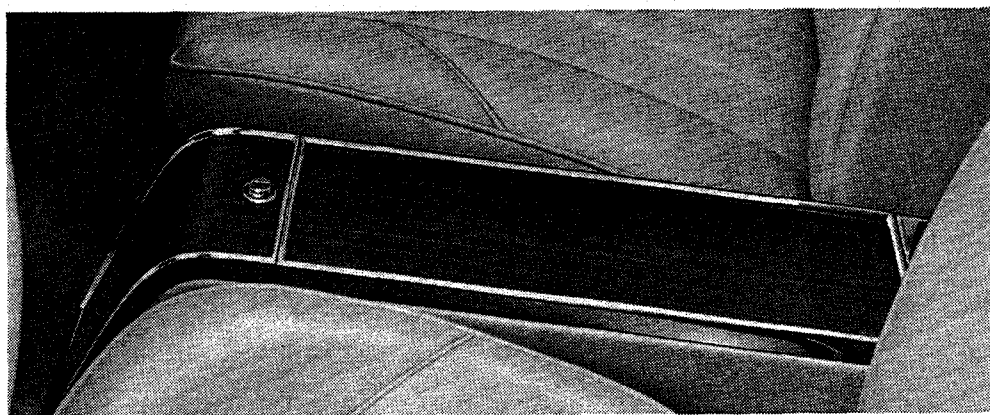
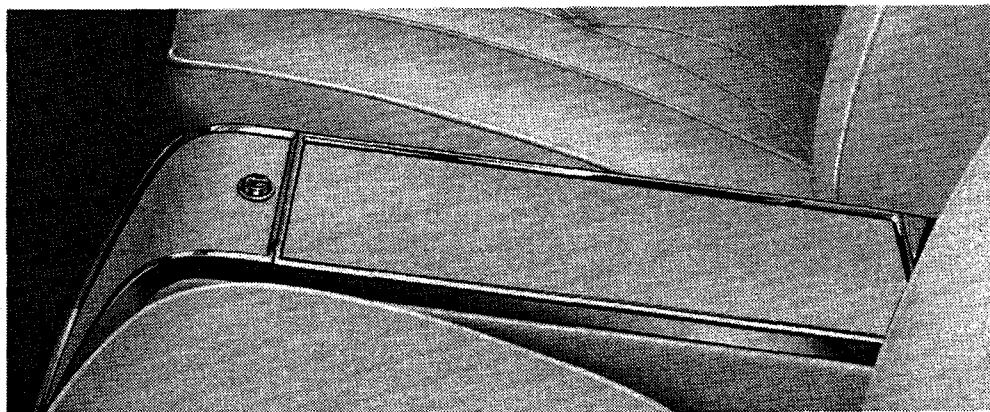
Master controls for power windows and seat adjustment, on models so equipped, are located on the driver's door panel for maximum convenience, fingertip operation. Window regulators have a new safety switch fully described in the Optional Equipment Section.



Wood Grain Panel

Interior luxury, elegance and richness of detail are nowhere better indicated than in the beautifully grained Baku wood inserts on the instrument panel and door panels of the Fleetwood Sixty Special Sedan and Eldorado Convertible.

The increasingly popular bucket seat installations available on Coupe, Four-Window Sedan and Convertible de Ville body styles are provided with a handsome and functional dividing console. It is covered in smart, textured vinyl color harmonized to the seat bolsters and contains a convenient locking compartment with interior illumination.



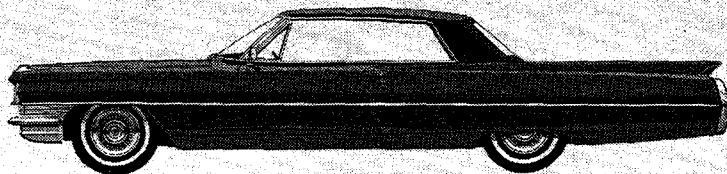
In addition to the features mentioned above, the console compartment in the ultra-luxurious Fleetwood Eldorado Convertible is paneled in the same elegant Baku wood as is used on the door and instrument panels of this model. The rear panel of all bucket seat consoles has a convenient light, while at the base there is a chromed louvered outlet for distribution of heater output to the rear compartment.

1964 Cadillac

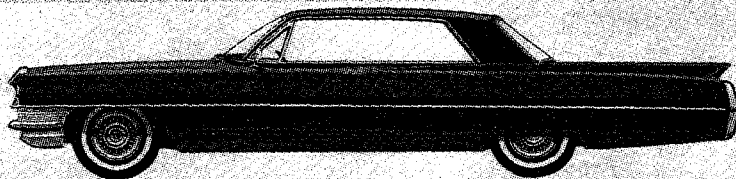
BODY STYLES

Cadillac provides a wide range of body styles designed to meet the individual requirements of every fine car prospect. In this section along with exterior illustrations of each body style are fold-out pages which permit showing the interior of each model at the same time. There is also a complete listing of Standard and Optional Equipment, Upholstery Selections and the Basic Specifications for each body style.

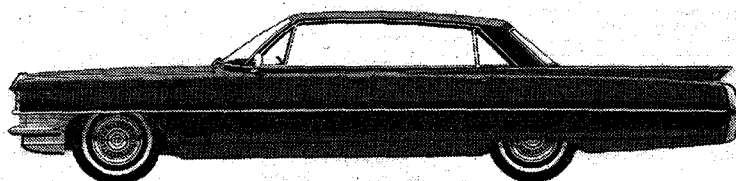
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Series Sixty-Two Sedan (Four Window).....	Page 30
Series Sixty-Two Sedan (Six Window).....	Page 32
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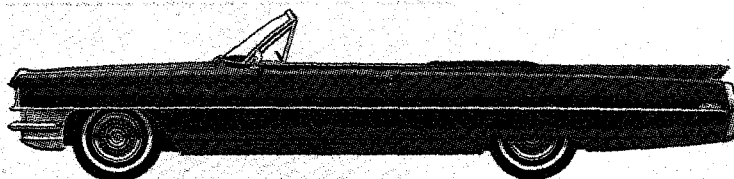
Series
Sixty-Two
Coupe



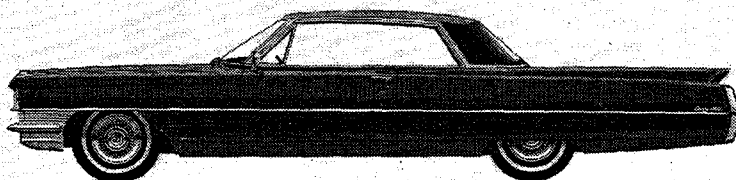
Series
Sixty-Two Sedan
(Four Window)



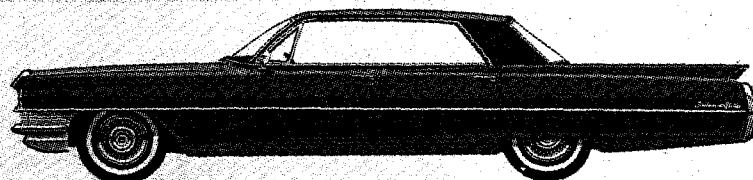
Series
Sixty-Two Sedan
(Six Window)



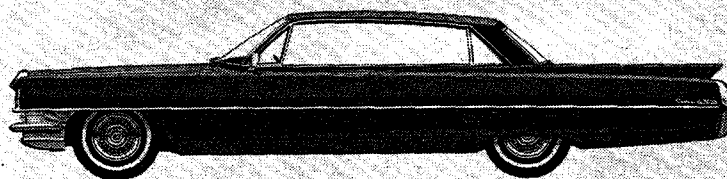
Convertible
de Ville



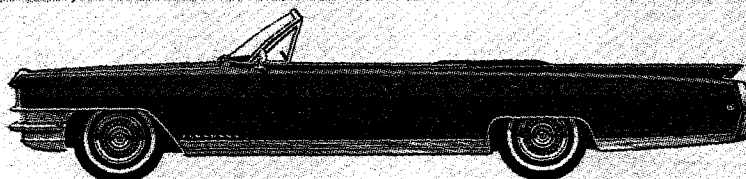
Coupe
de Ville



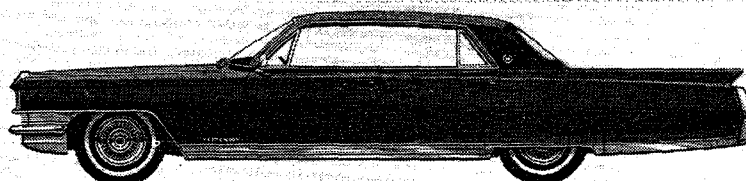
Sedan de Ville
(Four Window)



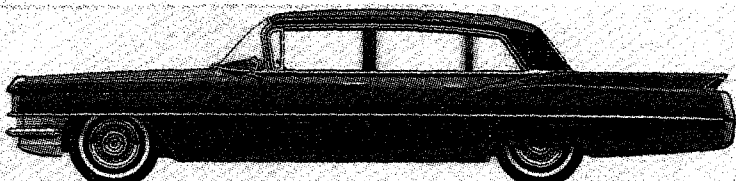
Sedan de Ville
(Six Window)



Fleetwood
Eldorado
Convertible



Fleetwood
Sixty Special
Sedan

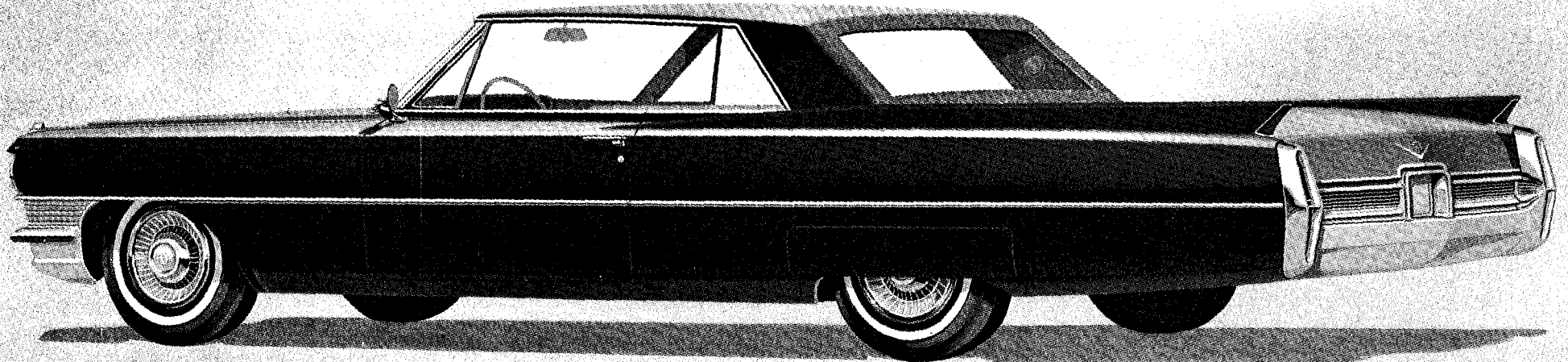


Fleetwood
Seventy-Five
Sedan and
Limousine

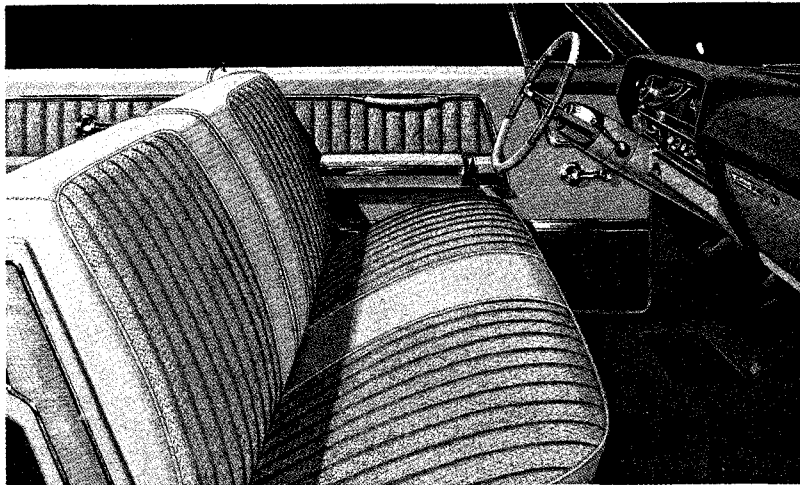
nineteen hundred sixty four Cadillac



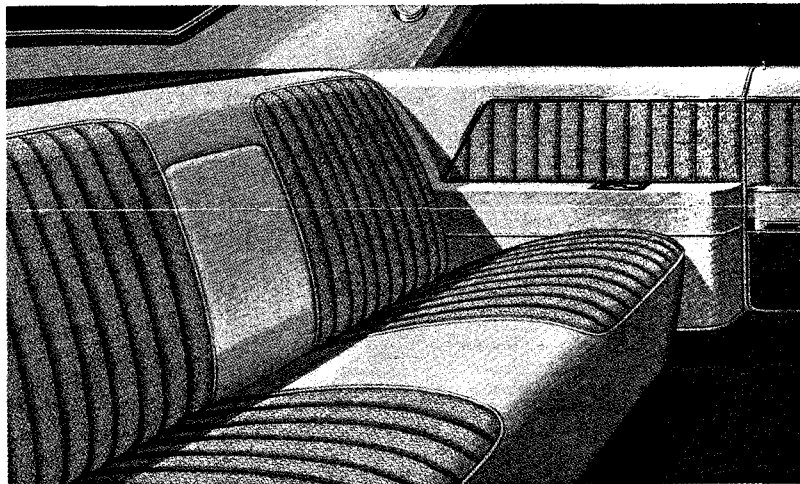
SERIES SIXTY-TWO COUPE



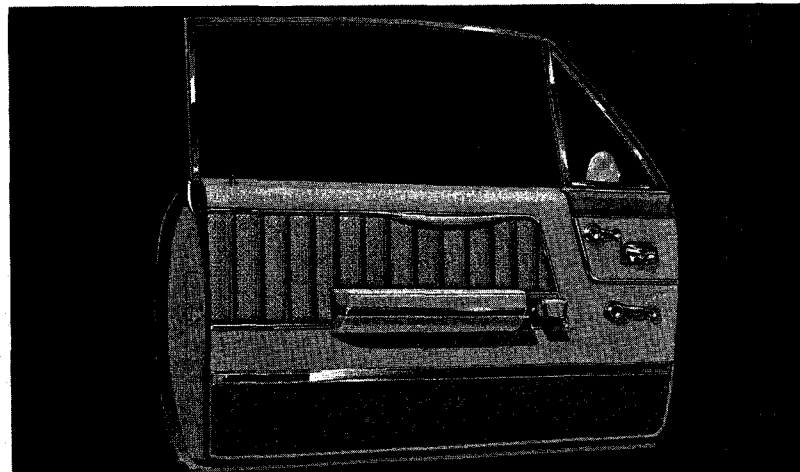
Front Compartment



Rear Compartment



Rear Door



UPHOLSTERY SELECTIONS

CODE

- 30. Black Plaid Patterned Dunsmuir Cloth with White Coated Fabric bolsters and trim.
- 31. Gray Wing Patterned Doncaster Cloth with Gray Coated Fabric bolsters and trim.
- 32. Midnight Blue Plaid Patterned Dunsmuir Cloth with Midnight Blue Coated Fabric bolsters and trim.
- 33. Light Blue Wing Patterned Doncaster Cloth with Light Blue Coated Fabric bolsters and trim.
- 34. Sandalwood Plaid Patterned Dunsmuir Cloth with Sandalwood Coated Fabric bolsters and trim.
- 36. Turquoise Wing Patterned Doncaster Cloth with Turquoise Coated Fabric bolsters and trim.
- 37. Green Plaid Patterned Dunsmuir Cloth with Green Coated Fabric bolsters and trim.

Series Sixty-Two Coupe

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	55.1"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	38.7"	38.6"
Shoulder room.....	58.2"	57.4"
Hip room.....	63.5"	64.8"
Leg room.....	40.7"	38.0"
Seat height.....	12.2"	14.1"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center-rear
Cigarette Lighters, front (two)
Clock, electric
Heater-Defroster*
Hydra-Matic transmission
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)

Lights, reading
Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Reflectors, door panel, safety warning
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Windshield Washer and Coordinator
*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

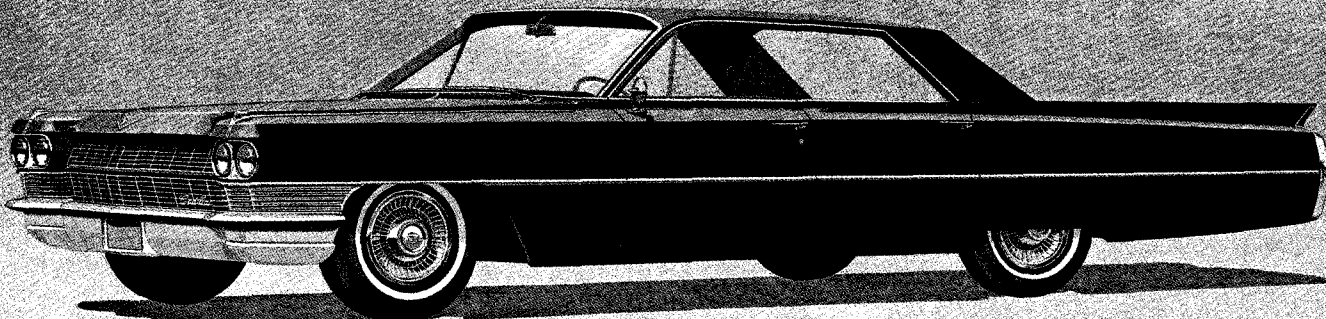
Adjustable Steering Wheel
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Dor-Gards
Front Seat Adjustment (6-way), power operated
Headlight Control, power (Guide-Matic)
License Frames

Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with shaded upper windshield
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, front, power operated
Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)

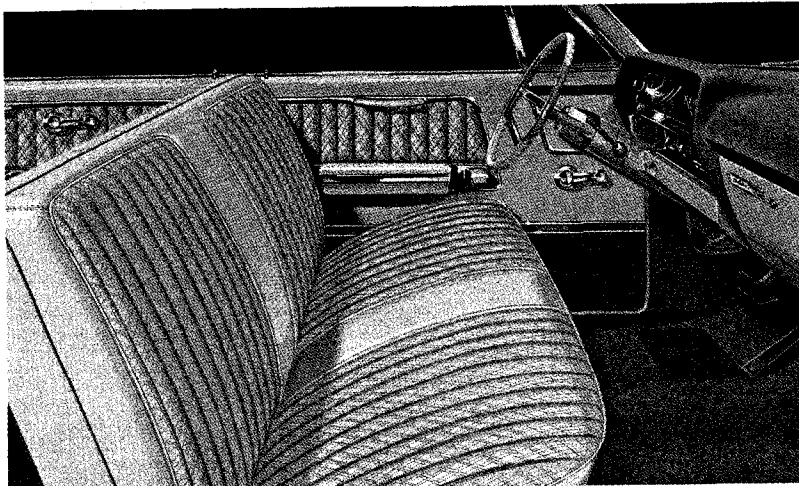
nineteen hundred sixty four Cadillac



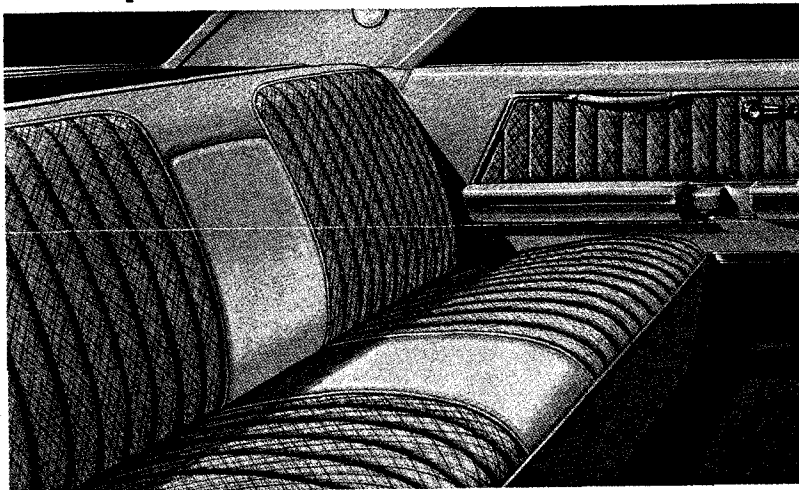
SERIES SIXTY-TWO SEDAN • FOUR WINDOW



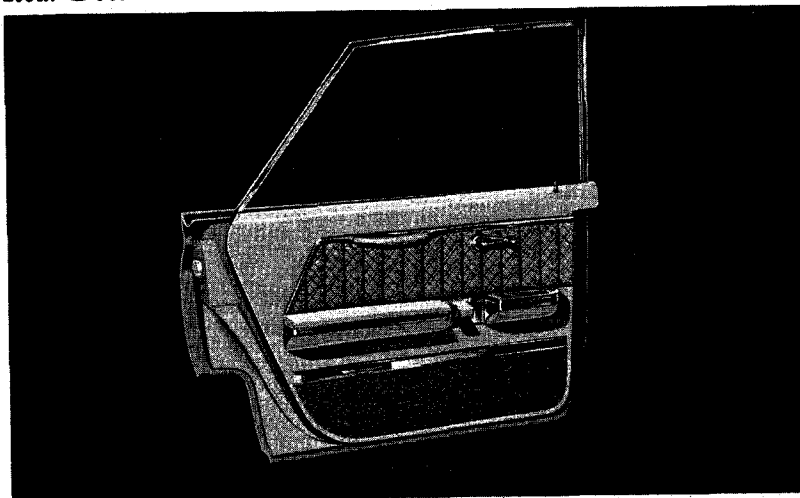
Front Compartment



Rear Compartment



Rear Door



UPHOLSTERY SELECTIONS

CODE

- 30. Black Plaid Patterned Dunsmuir Cloth with White Coated Fabric bolsters and trim.
- 31. Gray Wing Patterned Doncaster Cloth with Gray Coated Fabric bolsters and trim.
- 32. Midnight Blue Plaid Patterned Dunsmuir Cloth with Midnight Blue Coated Fabric bolsters and trim.
- 33. Light Blue Wing Patterned Doncaster Cloth with Light Blue Coated Fabric bolsters and trim.
- 34. Sandalwood Plaid Patterned Dunsmuir Cloth with Sandalwood Coated Fabric bolsters and trim.
- 36. Turquoise Wing Patterned Doncaster Cloth with Turquoise Coated Fabric bolsters and trim.
- 37. Green Plaid Patterned Dunsmuir Cloth with Green Coated Fabric bolsters and trim.

Series Sixty-Two Sedan • Four Window

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	54.8"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	38.6"	38.1"
Shoulder room.....	58.4"	58.0"
Hip room.....	63.4"	63.6"
Leg room.....	40.8"	38.9"
Seat height.....	12.2"	14.0"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center-rear
Assist Handles (two)
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Heater-Defroster*
Hydra-Matic transmission
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)

Light, luggage compartment (automatic)
Lights, reading
Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Reflectors, door panel, safety warning
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

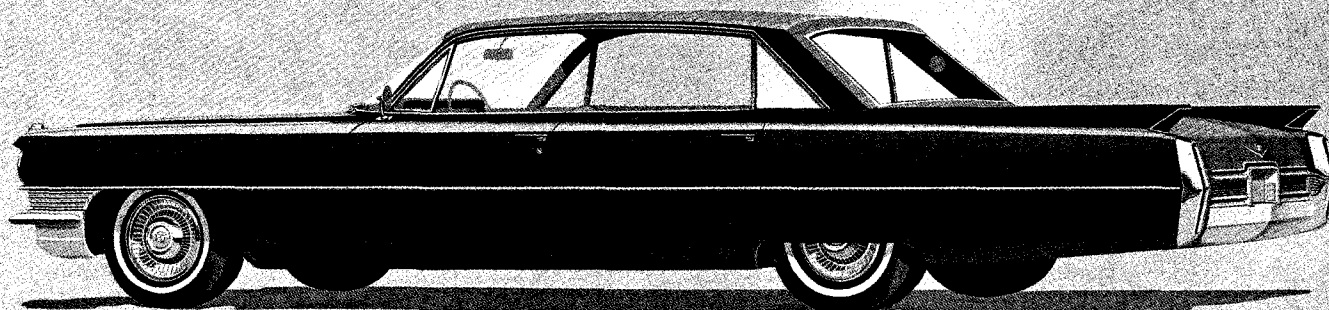
Adjustable Steering Wheel
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Dor-Gards
Front Seat Adjustment (6-way), power operated
Headlight Control, power (Guide-Matic)
License Frames

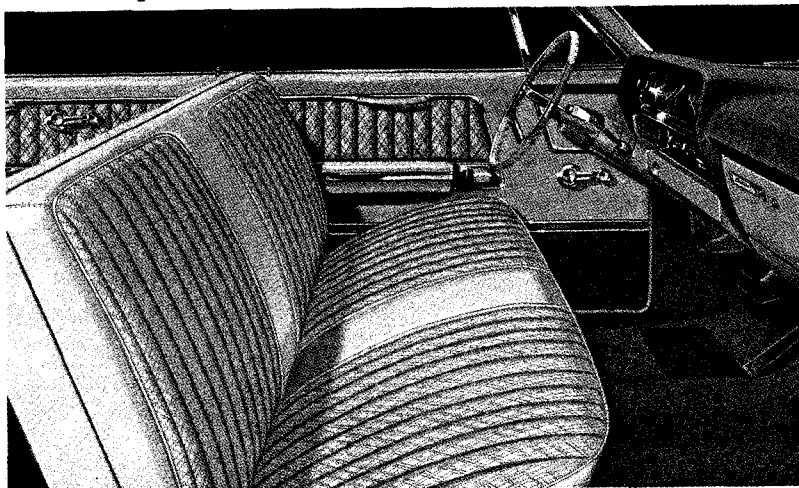
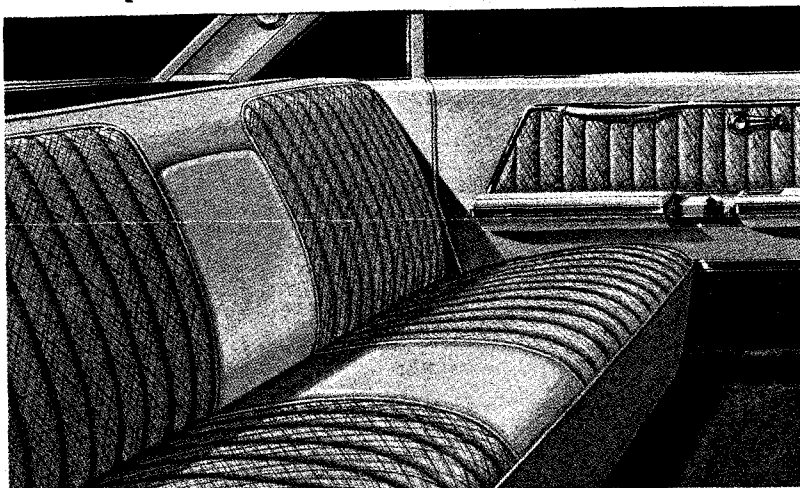
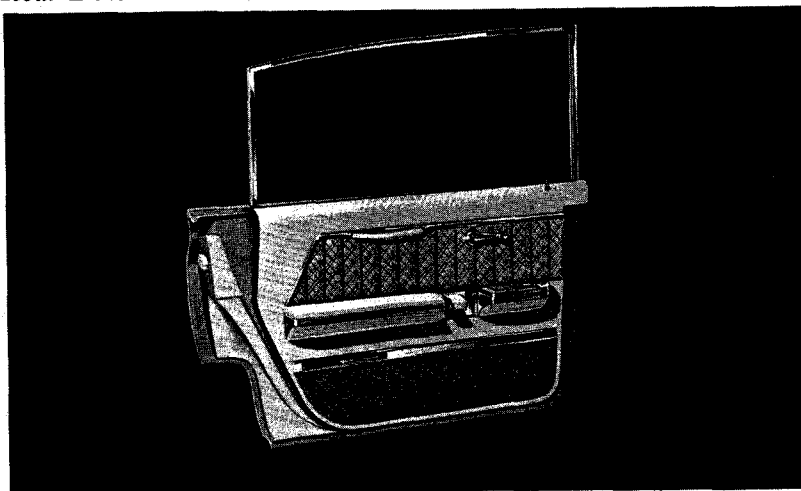
Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with upper windshield shaded
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, front, power operated
Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)

nineteen hundred sixty four Cadillac



SERIES SIXTY-TWO SEDAN • SIX WINDOW



Front Compartment*Rear Compartment**Rear Door*

UPHOLSTERY SELECTIONS

CODE

- 30. Black Plaid Patterned Dunsmuir Cloth with White Coated Fabric bolsters and trim.
- 31. Gray Wing Patterned Doncaster Cloth with Gray Coated Fabric bolsters and trim.
- 32. Midnight Blue Plaid Patterned Dunsmuir Cloth with Midnight Blue Coated Fabric bolsters and trim.
- 33. Light Blue Wing Patterned Doncaster Cloth with Light Blue Coated Fabric bolsters and trim.
- 34. Sandalwood Plaid Patterned Dunsmuir Cloth with Sandalwood Coated Fabric bolsters and trim.
- 36. Turquoise Wing Patterned Doncaster Cloth with Turquoise Coated Fabric bolsters and trim.
- 37. Green Plaid Patterned Dunsmuir Cloth with Green Coated Fabric bolsters and trim.

Series Sixty-Two Sedan • Six Window

BASIC SPECIFICATIONS

Wheelbase	129.5"
Length, over-all	223.5"
Width, over-all	79.7"
Height, over-all	56.4"
Engine Horsepower	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room	40.0"	38.8"
Shoulder room	58.4"	57.8"
Hip room	63.4"	63.1"
Leg room	40.8"	40.2"
Seat height	12.2"	14.4"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center-rear
Assist Handles (two)
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Heater-Defroster*
Hydra-Matic transmission
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)

Light, luggage compartment (automatic)
Lights, reading
Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Reflectors, door panel, safety warning
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

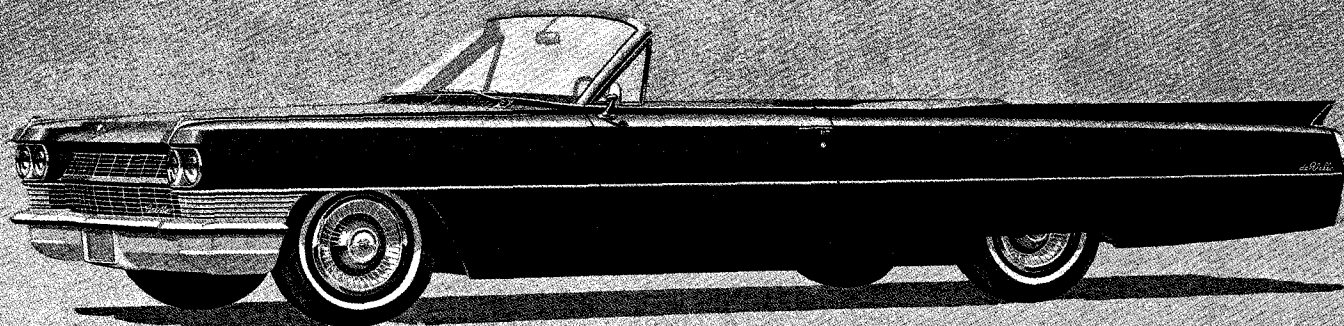
OPTIONAL EQUIPMENT (Extra Cost)

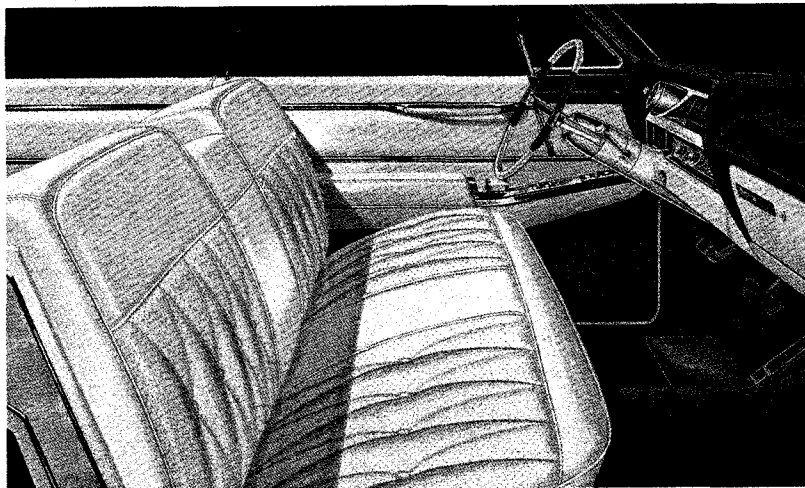
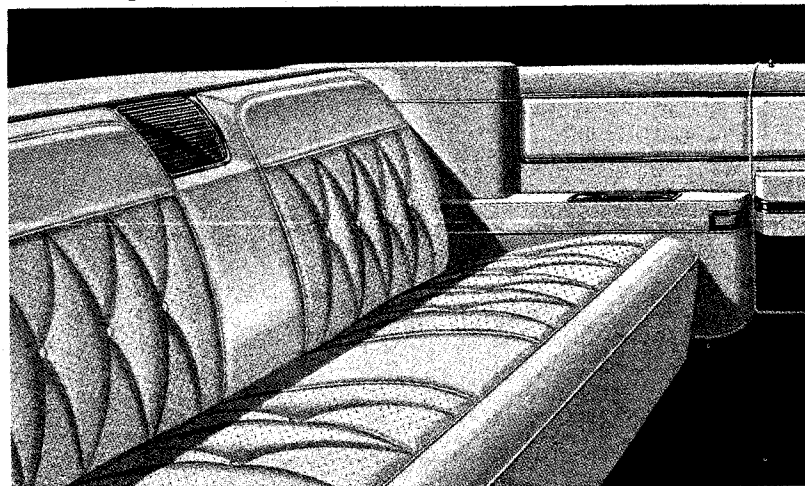
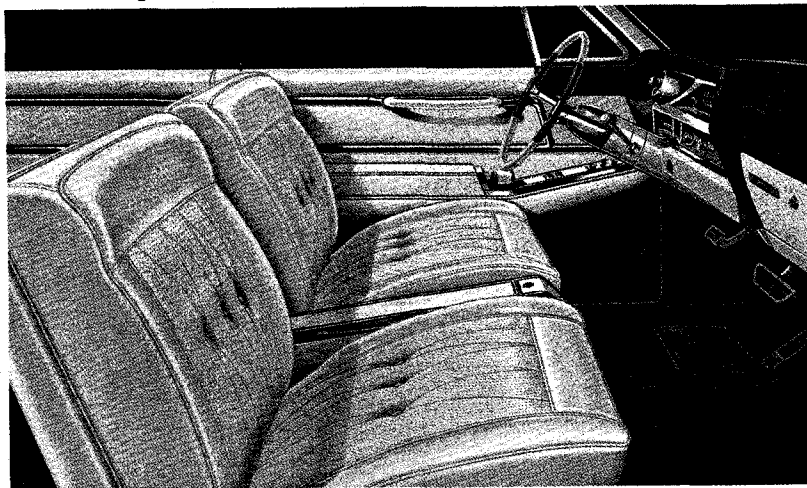
Adjustable Steering Wheel
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Dor-Gards
Front Seat Adjustment (6-way), power operated
Headlight Control, power (Guide-Matic)
License Frames

Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with shaded upper windshield
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, front, power operated
Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)

nineteen hundred sixty four Cadillac

CONVERTIBLE DE VILLE



Front Compartment*Rear Compartment**Front Compartment Bucket Seats*

UPHOLSTERY SELECTIONS

(Perforated leather—seat and seat-back inserts)

(Carpeting in shade of same color except as noted)

CODE*

- 20. White Natural Grain Leather (Black carpeting).
- 21. Black Natural Grain Leather.
- 23. Lt. Blue Antique Finish Leather.
- 24. Sandalwood Antique Finish Leather.
- 25. Palomino Antique Finish Leather.
- 26. Lime Antique Finish Leather with White Natural Grain Leather bolsters and other leather trim.
- 27. Green Antique Finish Leather.
- 28. White Natural Grain Leather (Dark Red carpeting).
- 29. Red Antique Finish Leather.

*Add B after code number when ordering bucket seats.

TOP OPTIONS

- 1. White
- 2. Black
- 4. Lime
- 6. Sandalwood
- 8. Blue

Convertible De Ville

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	55.6"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	39.4"	38.1"
Shoulder room.....	58.2"	48.4"
Hip room.....	63.5"	51.2"
Leg room.....	40.7"	39.2"
Seat height.....	12.3"	13.8"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center-front
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Front Seat Adjustment (horizontal), power operated
Heater-Defroster*
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)

Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Power Brakes
Power Steering
Red Lens, door panel, illuminated, safety warning
Turbo Hydra-Matic transmission
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Window Regulators, power operated
Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

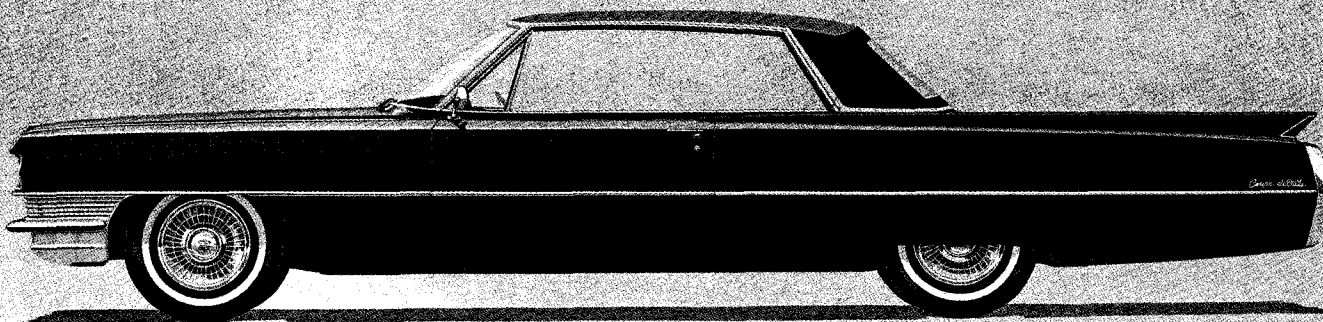
Adjustable Steering Wheel
Bucket Seats, power, front
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
Door Locks, vacuum-operated
Dor-Gards
Front Seat Adjustment (vertical and angle), power operated**
Headlight Control, power (Guide-Matic)
License Frames

Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass (except rear window) with upper windshield shaded
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)

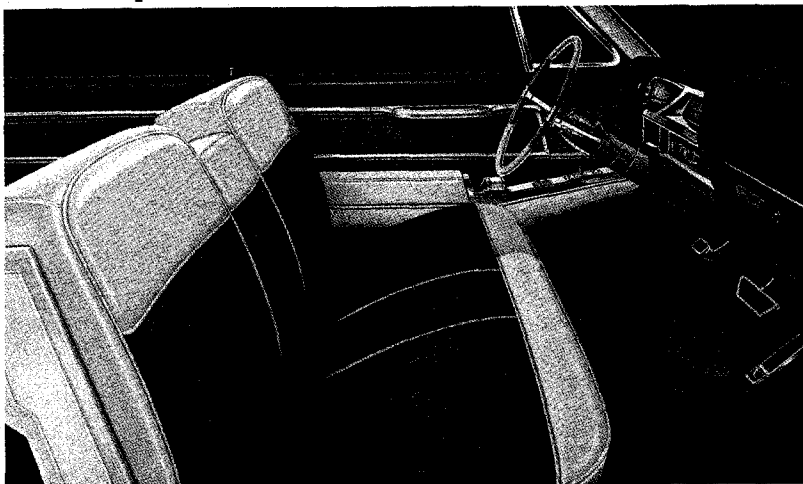
**Angle adjustment, driver's seat only on bucket seats

nineteen hundred sixty four Cadillac

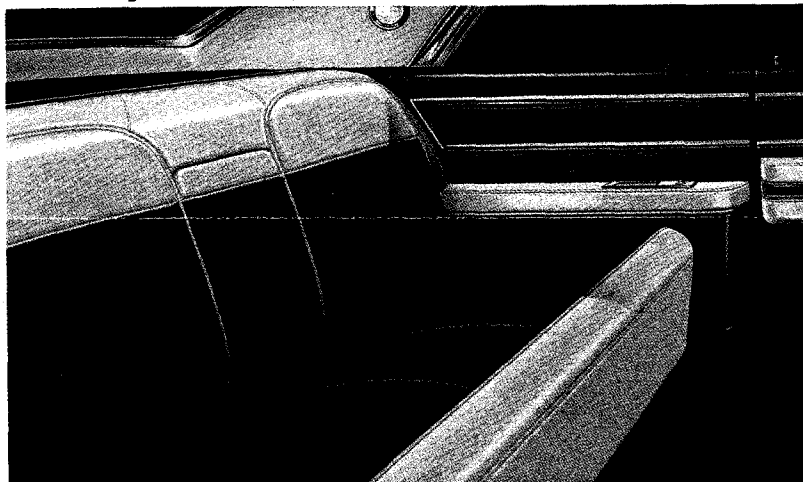
COUPE DE VILLE



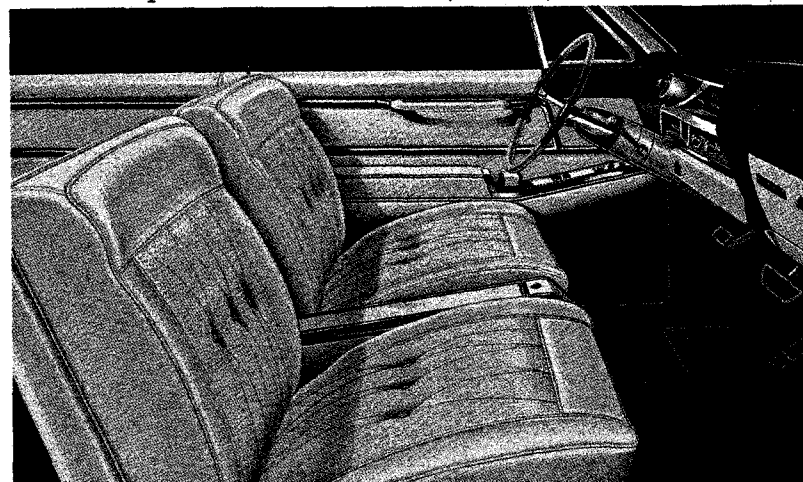
Front Compartment



Rear Compartment



Front Compartment Bucket Seats (Leather)



UPHOLSTERY SELECTIONS

(Fabric and leather)

CODE

- 40. Black Petal Patterned Dover Cloth with White Leather bolsters and other leather trim.
 - 41. Gray Snowflake Patterned Dorchester Cloth with Gray Leather bolsters and other leather trim.
 - 42. Midnight Blue Petal Patterned Dover Cloth with Midnight Blue Leather bolsters and other leather trim.
 - 43. Light Blue Snowflake Patterned Dorchester Cloth with Light Blue Leather bolsters and other leather trim.
 - 44. Sandalwood Petal Patterned Dover Cloth with Sandalwood Leather bolsters and other leather trim.
 - 46. Turquoise Snowflake Patterned Dorchester Cloth with Turquoise Leather bolsters and other leather trim.
 - 47. Dark Green Petal Patterned Dover Cloth with Light Green Leather bolsters and other leather trim.
 - 48. Lime Snowflake Patterned Dorchester Cloth with White Leather bolsters and other leather trim.
- *(LEATHER, optional at extra cost. Perforated seat and seat-back inserts)*

- 50. White Natural Grain Leather.
 - 51. Black Natural Grain Leather.
 - 54. Sandalwood Antique Finish Leather.
 - 59. Red Antique Finish Leather.
- *Add B after code number when ordering bucket seats*

PADDED FABRIC COVERED TOP OPTIONS *(extra cost)*

- 60. Black
- 61. White
- 63. Light Blue
- 64. Sandalwood

Coupe De Ville

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	55.1"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	38.7"	38.6"
Shoulder room.....	58.2"	57.4"
Hip room.....	63.5"	54.4"
Leg room.....	40.7"	38.1"
Seat height.....	12.3"	14.0"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center, front and rear
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Front Seat Adjustment (horizontal), power operated
Heater-Defroster*
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)
Lights, reading

Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Red Lens, door panel, illuminated, safety warning
Turbo Hydra-Matic transmission
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Window Regulators, power operated
Windshield Washer and Coordinator
*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

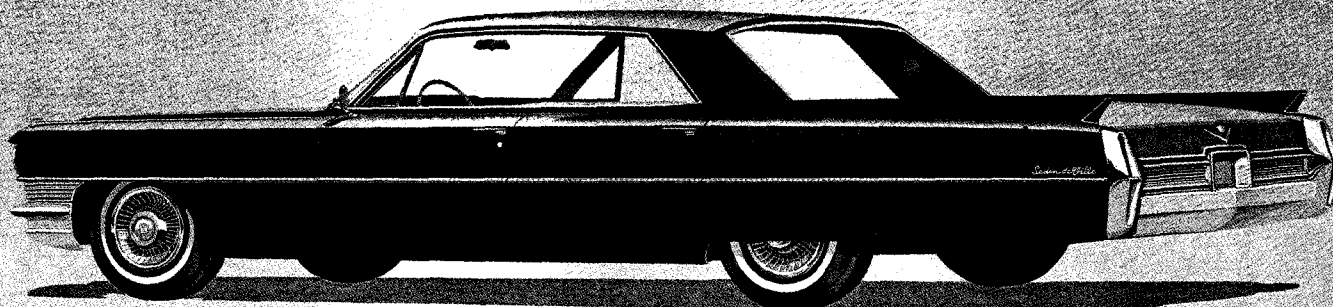
Adjustable Steering Wheel
Bucket or Bench Seats, leather
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Door-Guards
Front Seat Adjustment (vertical and angle), power operated**
Headlight Control, power (Guide-Matic)
License Frames

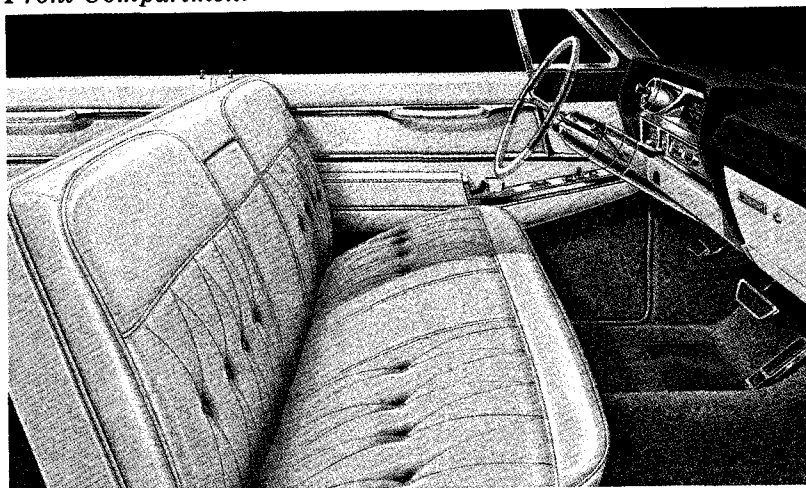
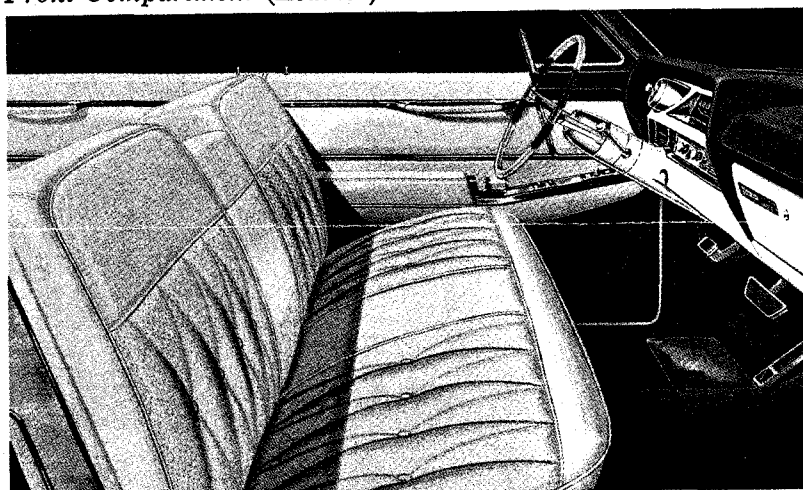
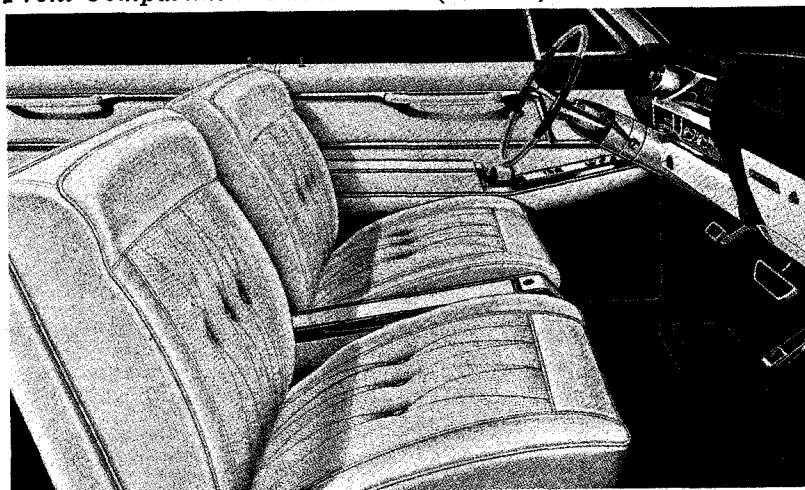
Padded Vinyl Roof
Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with upper windshield shaded
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)
**Angle adjustment, driver's seat only on bucket seats

nineteen hundred sixty four Cadillac



SEDAN DE VILLE • FOUR WINDOW



Front Compartment*Front Compartment (Leather)**Front Compartment Bucket Seats (Leather)*

UPHOLSTERY SELECTIONS

(Fabric and leather)

CODE

- 40. Black Petal Patterned Dover Cloth with White Leather bolsters and other leather trim.
- 41. Gray Snowflake Patterned Dorchester Cloth with Gray Leather bolsters and other leather trim.
- 42. Midnight Blue Petal Patterned Dover Cloth with Midnight Blue Leather bolsters and other leather trim.
- 43. Light Blue Snowflake Patterned Dorchester Cloth with Light Blue Leather bolsters and other leather trim.
- 44. Sandalwood Petal Patterned Dover Cloth with Sandalwood Leather bolsters and other leather trim.
- 46. Turquoise Snowflake Patterned Dorchester Cloth with Turquoise Leather bolsters and other leather trim.
- 47. Dark Green Petal Patterned Dover Cloth with Light Green Leather bolsters and other leather trim.
- 48. Lime Snowflake Patterned Dorchester Cloth with White Leather bolsters and other leather trim.
- * (LEATHER, optional at extra cost. Perforated seat and seat-back inserts)
- 50. White Natural Grain Leather.
- 51. Black Natural Grain Leather.
- 54. Sandalwood Antique Finish Leather.
- 59. Red Antique Finish Leather.
- *Add B after code number when ordering bucket seats

PADDED FABRIC COVERED TOP OPTIONS (extra cost)

- 60. Black
- 61. White
- 63. Light Blue
- 64. Sandalwood

▲
Sedan De Ville • Four Window

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	54.8"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	38.2"	38.1"
Shoulder room.....	58.6"	58.0"
Hip room.....	63.4"	63.6"
Leg room.....	40.8"	38.9"
Seat height.....	12.2"	13.8"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center, front and rear
Assist Handles (two)
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Front Seat Adjustment (horizontal),
power operated
Heater-Defroster*
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment
(automatic)

Lights, reading
Mirror, glareproof, rear-view, flip type,
shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Red Lens, door panel, illuminated,
safety warning
Turbo Hydra-Matic transmission
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Window Regulators, power operated
Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

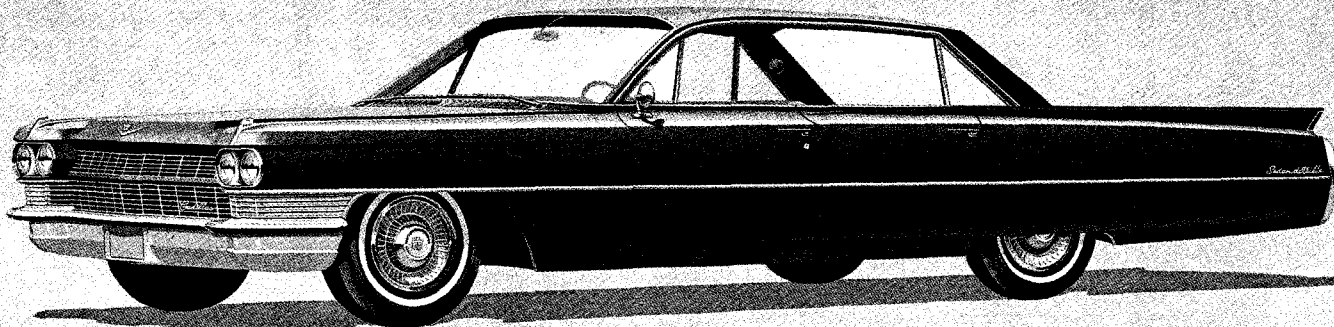
OPTIONAL EQUIPMENT (Extra Cost)

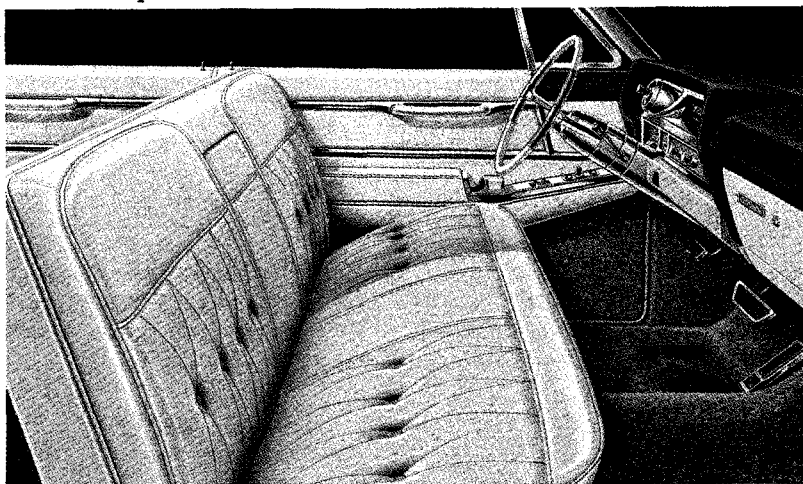
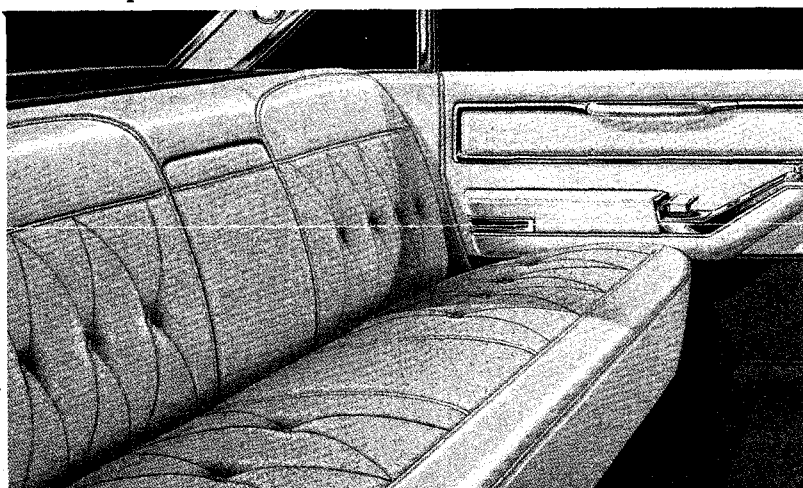
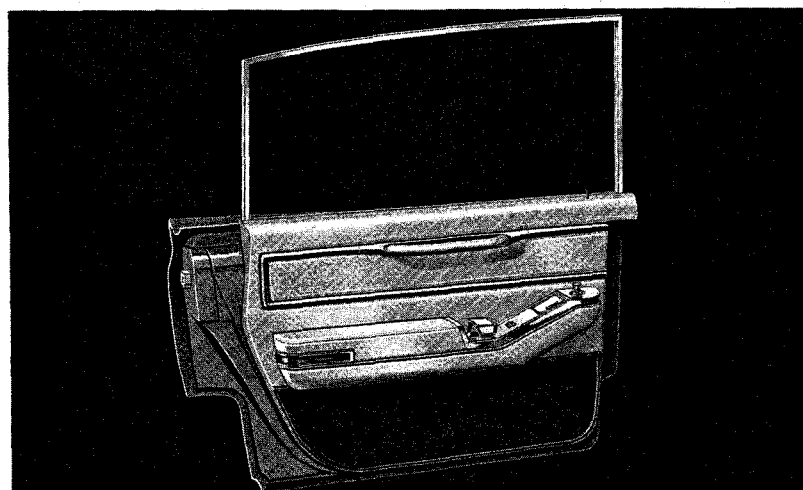
Adjustable Steering Wheel
Bucket or Bench Seats, leather
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Dor-Gards
Front Seat Adjustment (vertical and
angle), power operated**
Headlight Control, power (Guide-Matic)
License Frames

Padded Vinyl Roof
Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with upper windshield
shaded
Twilight Sentinel (automatic headlamp
timer)
Vent Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)
**Angle adjustment, driver's seat only on bucket seats

nineteen hundred sixty four Cadillac

SEDAN DE VILLE • SIX WINDOW



Front Compartment*Rear Compartment**Rear Door*

UPHOLSTERY SELECTIONS

(Fabric and leather)

CODE

- 40. Black Petal Patterned Dover Cloth with White Leather bolsters and other leather trim.
- 41. Gray Snowflake Patterned Dorchester Cloth with Gray Leather bolsters and other leather trim.
- 42. Midnight Blue Petal Patterned Dover Cloth with Midnight Blue Leather bolsters and other leather trim.
- 43. Light Blue Snowflake Patterned Dorchester Cloth with Light Blue Leather bolsters and other leather trim.
- 44. Sandalwood Petal Patterned Dover Cloth with Sandalwood Leather bolsters and other leather trim.
- 46. Turquoise Snowflake Patterned Dorchester Cloth with Turquoise Leather bolsters and other leather trim.
- 47. Dark Green Petal Patterned Dover Cloth with Light Green Leather bolsters and other leather trim.
- 48. Lime Snowflake Patterned Dorchester Cloth with White Leather bolsters and other leather trim.

▲
Sedan De Ville • Six Window

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	56.4"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	40.0"	38.8"
Shoulder room.....	58.6"	58.0"
Hip room.....	63.4"	63.1"
Leg room.....	40.8"	40.2"
Seat height.....	12.2"	14.0"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center, front and rear
Assist Handles (two)
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric
Front Seat Adjustment (horizontal), power operated
Heater-Defroster*
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)

Lights, reading
Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Red Lens, door panel, illuminated, safety warning
Turbo Hydra-Matic transmission
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Window Regulators, power operated
Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

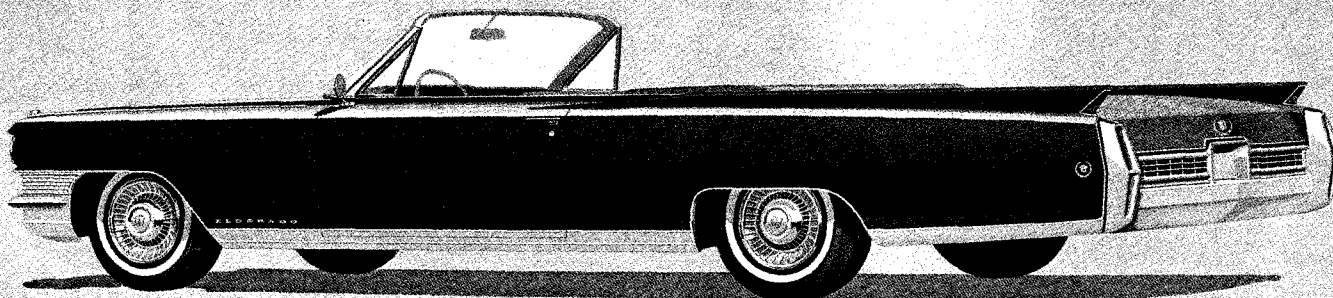
Adjustable Steering Wheel
Comfort Control Air Conditioner
Controlled Differential
Cruise Control
De-Fogger, rear window
Door Locks, vacuum-operated
Door-Guards
Front Seat Adjustment (vertical and angle), power operated
Headlight Control, power (Guide-Matic)

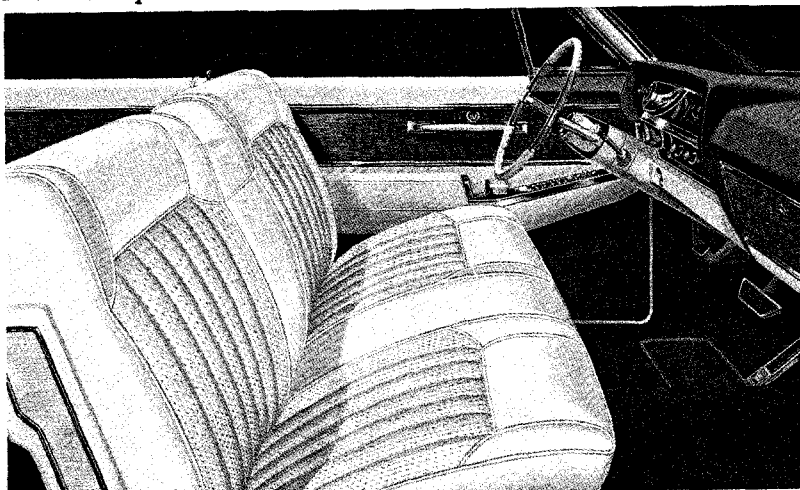
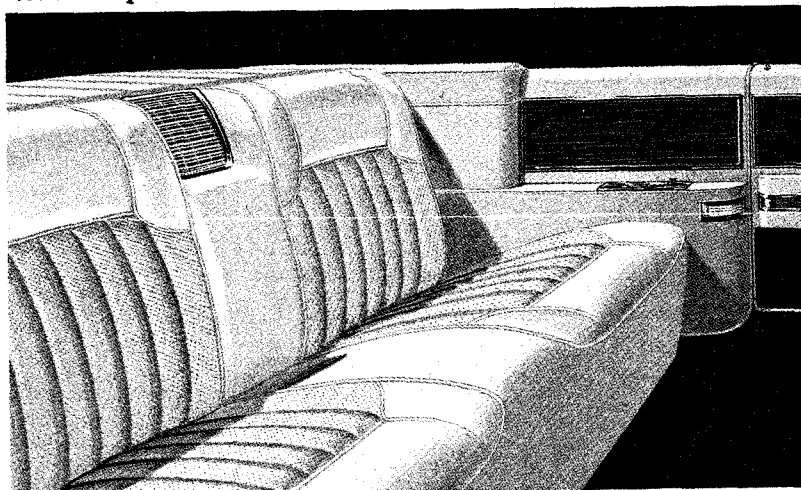
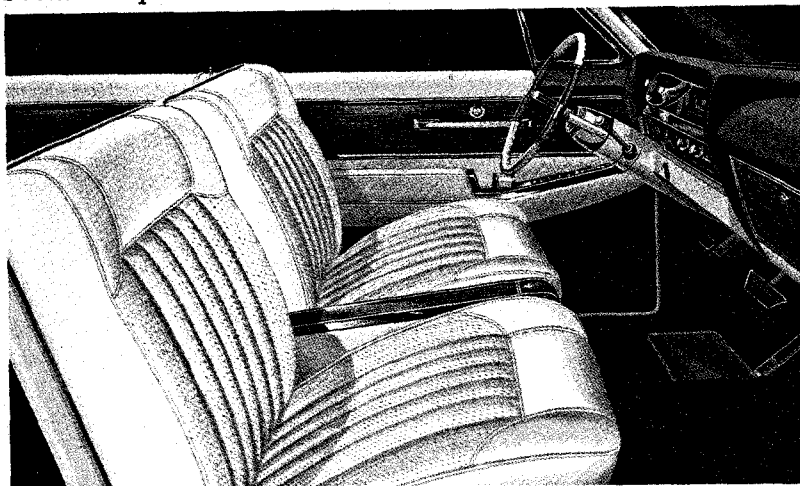
License Frames
Radio, AM
Radio, AM-FM
Remote-Control Trunk Lid Lock
Seat Belts
Soft Ray glass with upper windshield shaded
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, power operated
Whitewall Tires, 8.20 x 15 (set of five)

nineteen hundred sixty four Cadillac



FLEETWOOD ELDORADO CONVERTIBLE



Front Compartment*Rear Compartment**Front Compartment Bucket Seats*

UPHOLSTERY SELECTIONS

(Perforated leather seat and seat-back inserts)

(Carpeting in shade of same color except as noted)

CODE*

- 10. White Natural Grain Leather (Black carpeting).
- 11. Black Natural Grain Leather.
- 13. Gray-Blue Antique Finish Leather.
- 14. Sandalwood Antique Finish Leather.
- 15. Palomino Antique Finish Leather.
- 16. Aquamarine Antique Finish Leather.
- 17. Dk. Blue-Green Antique Finish Leather.
- 19. Red Antique Finish Leather.

*Add B after code number when ordering bucket seats

TOP OPTIONS

- 1. White
- 2. Black
- 3. Aquamarine
- 6. Sandalwood
- 9. Silver-Blue

Fleetwood Eldorado Convertible

BASIC SPECIFICATIONS

Wheelbase.....	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	55.8"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	39.9"	38.1"
Shoulder room.....	58.2"	48.4"
Hip room.....	63.4"	51.2"
Leg room.....	40.7"	38.6"
Seat height.....	12.2"	14.1"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
 Armrest, center, front
 Bucket Seats, front (optional at no extra cost)
 Cigarette Lighters, front (two)
 Cigarette Lighters, rear (two)
 Clock, electric
 Front Seat Adjustment (6-way)*, power operated
 Heater-Defroster**
 Lights, front ash receivers
 Lights, back-up (dual)
 Lights, cornering
 Lights, courtesy
 Lights, directional signal
 Light, glove box (automatic)
 Light, luggage compartment (automatic)
 Oil Filter, Full-Flow
 Outside Mirror, left side, remote-control

Power Brakes
 Power Steering
 Rear-View Mirror, 3-way, Soft Ray, shatterproof
 Red Lens, illuminated, safety warning on doors
 Spare Tire Cover
 Turbo Hydra-Matic transmission
 Vent Window Regulators, power operated
 Visor Vanity Mirror, shatterproof
 Visors, dual sun
 Wheel Discs (set of four)
 Whitewall Tires, 8.20 x 15 (set of five)
 Window Regulators, power operated
 Windshield Washer and Coordinator
 *Fore-and-aft adjustment only (and angle on driver's side) when bucket seats are selected
 **Available without heater-defroster as an option at reduced cost

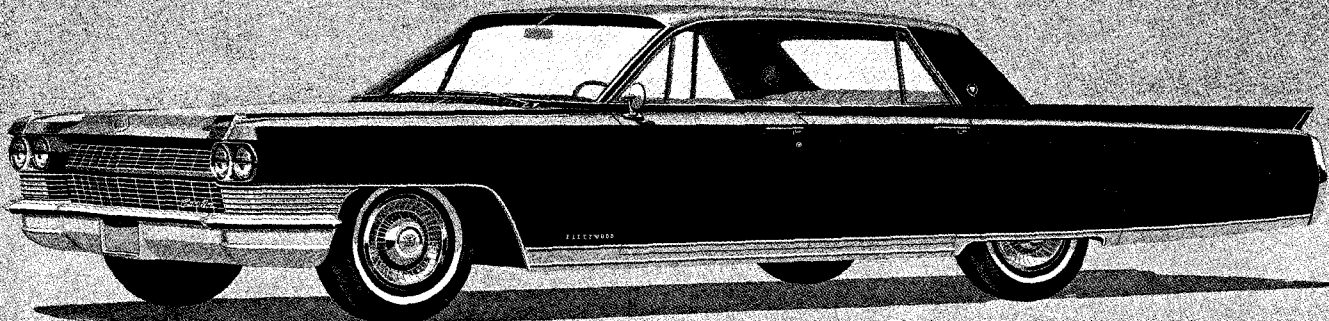
OPTIONAL EQUIPMENT (Extra Cost)

Adjustable Steering Wheel
 Comfort Control Air Conditioner
 Controlled Differential
 Cruise Control
 Door Locks, vacuum-operated
 Door-Guards
 Headlight Control, power (Guide-Matic)
 License Frames

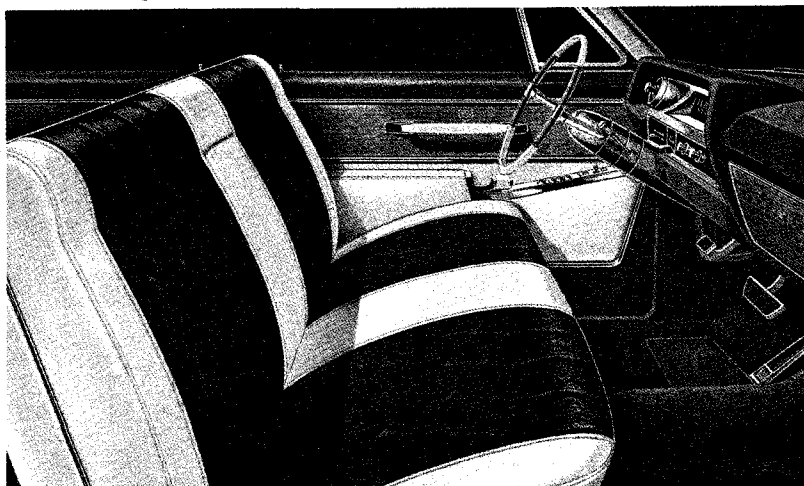
Radio, AM
 Radio, AM-FM
 Remote-Control Trunk Lid Lock
 Seat Belts
 Soft Ray glass (except rear window) with upper windshield shaded
 Twilight Sentinel (automatic headlamp timer)

nineteen hundred sixty four Cadillac

FLEETWOOD SIXTY SPECIAL SEDAN



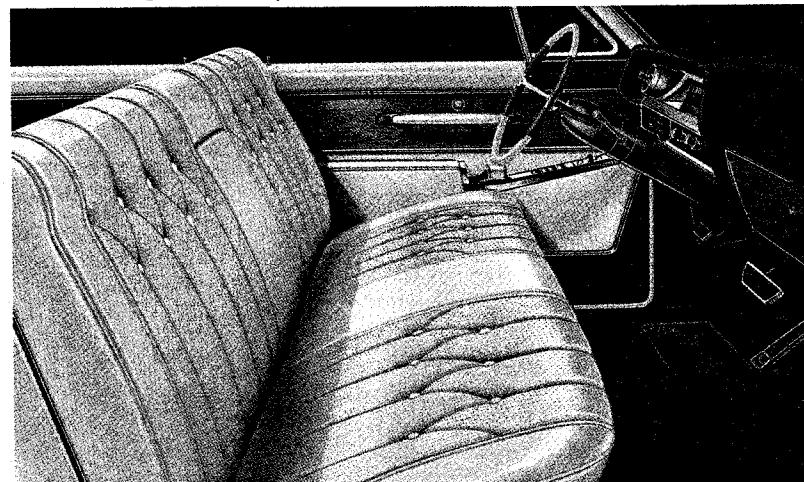
Front Compartment



Rear Compartment



Front Compartment (Leather)



UPHOLSTERY SELECTIONS

(Fabric and leather)

CODE

- 60. Black Fern Patterned Drexel Cloth with White Leather bolsters and other leather trim.
- 61. Gray Floral Patterned Dorset Cloth with Gray Leather bolsters and other leather trim.
- 62. Midnight Blue Fern Patterned Drexel Cloth with Midnight Blue Leather bolsters and other leather trim.
- 63. Light Blue Floral Patterned Dorset Cloth with Light Blue Leather bolsters and other leather trim.
- 64. Sandalwood Fern Patterned Drexel Cloth with Sandalwood Leather bolsters and other leather trim.
- 65. Beige Floral Patterned Dorset Cloth with Beige Leather bolsters and other leather trim.
- 66. Turquoise Fern Patterned Drexel Cloth with Turquoise Leather bolsters and other leather trim.
- 67. Green Floral Patterned Dorset Cloth with Green Leather bolsters and other leather trim.
- 71. Gray Wool Broadcloth.
- 75. Beige Wool Broadcloth.
(LEATHER—perforated seat and seat-back inserts)
(Carpeting in shades of same color except as noted)
- 80. White Natural Grain Leather (Black carpeting).
- 81. Black Natural Grain Leather.
- 84. Sandalwood Antique Finish Leather.
- 89. Red Antique Finish Leather.

PADDED FABRIC TOP OPTIONS (extra cost)

- 60. Black
- 61. White
- 63. Light Blue
- 64. Sandalwood

Fleetwood Sixty Special Sedan

BASIC SPECIFICATIONS

Wheelbase	129.5"
Length, over-all.....	223.5"
Width, over-all.....	79.7"
Height, over-all.....	56.6"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	REAR
Head room.....	40.1"	39.5"
Shoulder room.....	58.3"	57.1"
Hip room.....	63.0"	63.1"
Leg room.....	40.6"	40.2"
Seat height.....	12.0"	13.3"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
 Armrest, center, front and rear
 Assist Handles (two)
 Cigarette Lighters, front (two)
 Cigarette Lighters, rear (two)
 Clock, electric
 Front Seat Adjustment (2-way),
 power operated
 Heater-Defroster*
 Lights, front ash receivers
 Lights, back-up (dual)
 Lights, cornering
 Lights, courtesy
 Lights, directional signal
 Light, glove box (automatic)
 Light, luggage compartment
 (automatic)
 Lights, reading

Oil Filter, Full-Flow
 Outside Mirror, left side, remote-control
 Power Brakes
 Power Steering
 Rear-View Mirror, 3-way, Soft Ray,
 shatterproof
 Red Lens, illuminated, safety warning
 on doors
 Spare Tire Cover
 Turbo Hydra-Matic transmission
 Vent Window Regulators, front and
 rear, power operated
 Visor Vanity Mirror, shatterproof
 Visors, dual sun
 Wheel Discs (set of four)
 Window Regulators, power operated
 Windshield Washer and Coordinator

*Available without heater-defroster as an option at reduced cost

OPTIONAL EQUIPMENT (Extra Cost)

Adjustable Steering Wheel
 Comfort Control Air Conditioner
 Controlled Differential
 Cruise Control
 De-Fogger, rear window
 Door-Guards
 Door Locks, vacuum-operated
 Front Seat Adjustment (6-way),
 power operated
 Headlight Control, power (Guide-Matic)
 License Frames

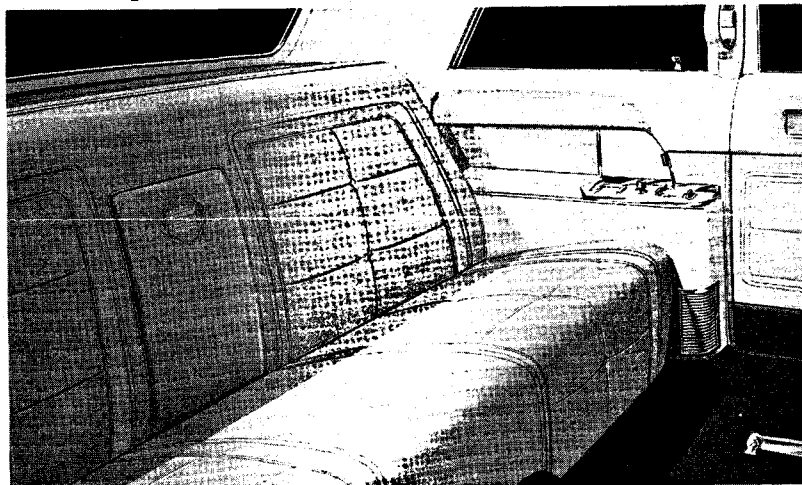
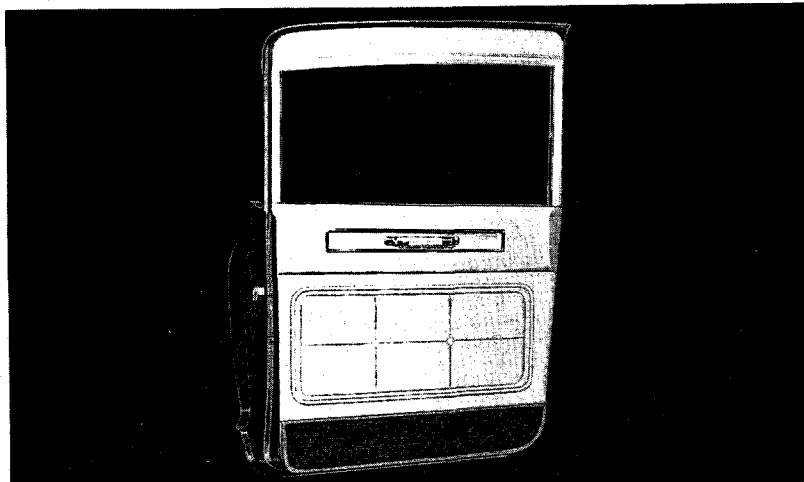
Padded Vinyl Roof
 Radio, AM
 Radio, AM-FM
 Remote-Control Trunk Lid Lock
 Seat Belts
 Soft Ray glass with upper windshield
 shaded
 Twilight Sentinel (automatic headlamp
 timer)
 Whitewall Tires, 8.20 x 15 (set of five)

nineteen hundred sixty four Cadillac



FLEETWOOD SEVENTY-FIVE • SEDAN AND LIMOUSINE



Front Compartment*Rear Compartment**Rear Door*

UPHOLSTERY SELECTIONS

CODE

- 90. Dark Gray Calais Cord with Dark Gray Broadcloth bolsters and trim.
- 91. Gray Broadcloth.
- 92. Gray Calais Cord with Gray Broadcloth bolsters and trim.
- 94. Beige Calais Cord with Beige Broadcloth bolsters and trim.
- 95. Beige Broadcloth.

CHAUFFEUR COMPARTMENT

(Limousine)

Black Natural Grain Leather or Gray Antique Finish Leather with Gray selections, above.

Beige Antique Finish Leather with Beige selections, above.

Fleetwood Seventy-Five Sedan and Limousine

BASIC SPECIFICATIONS

Wheelbase.....	149.8"
Length, over-all.....	243.8"
Width, over-all.....	79.9"
Height, over-all.....	59.0"
Engine Horsepower.....	340

INTERIOR DIMENSIONS

	FRONT	AUX.	REAR
Head room.....	40.2**	37.8***	39.1***
Shoulder room..	60.4"	58.8"	58.8"
Hip room.....	65.8"	63.2"	59.7"
Leg room.....	39.8"	—	—
Seat height.....	9.8"	12.7"	13.2"

*Limousine—39.6"

**Limousine—38.0"

***Limousine—37.0"

STANDARD EQUIPMENT

Air Cleaner, dry-pack
Armrest, center, front and rear*
Assist Handles (two)
Assist Straps (two)
Cigarette Lighters, front (two)
Cigarette Lighter, rear
Clocks, electric, front and rear compartments
Footrests, adjustable (two), rear compartment
Front Seat Adjustment (horizontal, power operated)
Heater-Defroster**
Hydra-Matic transmission
Lights, front ash receivers
Lights, back-up (dual)
Lights, cornering
Lights, courtesy
Lights, directional signal
Light, glove box (automatic)
Light, luggage compartment (automatic)

Light, map
Lights, reading
Mirror, glareproof, rear-view, flip type, shatterproof
Oil Filter, Full-Flow
Outside Mirror, left side, remote-control
Paint, two-tone
Power Brakes
Power Steering
Reflectors, safety warning, front door panels
Robe Cord, back of front seat
Visor Vanity Mirror, shatterproof
Visors, dual sun
Wheel Discs (set of four)
Window Regulators, power operated
Windshield Washer and Coordinator

*Rear only on limousine

**Available without heater-defroster as an option at reduced cost

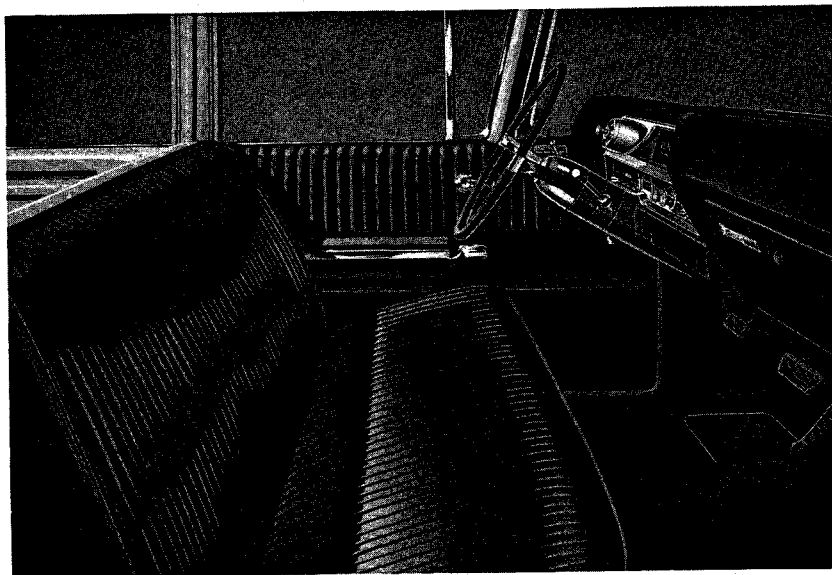
OPTIONAL EQUIPMENT (Extra Cost)

Adjustable Steering Wheel
Air Conditioner
Controlled Differential
Cruise Control
Dor-Gards
Headlight Control, power (Guide-Matic)
License Frames
Radio, front compartment controls
Radio, AM, rear comp't controls

Radio, AM-FM
Seat Belts
Soft Ray glass with upper windshield shaded
Twilight Sentinel (automatic headlamp timer)
Vent Window Regulators, front, power operated
Whitewall Tires, 8.20 x 15 (set of 5) 6 ply

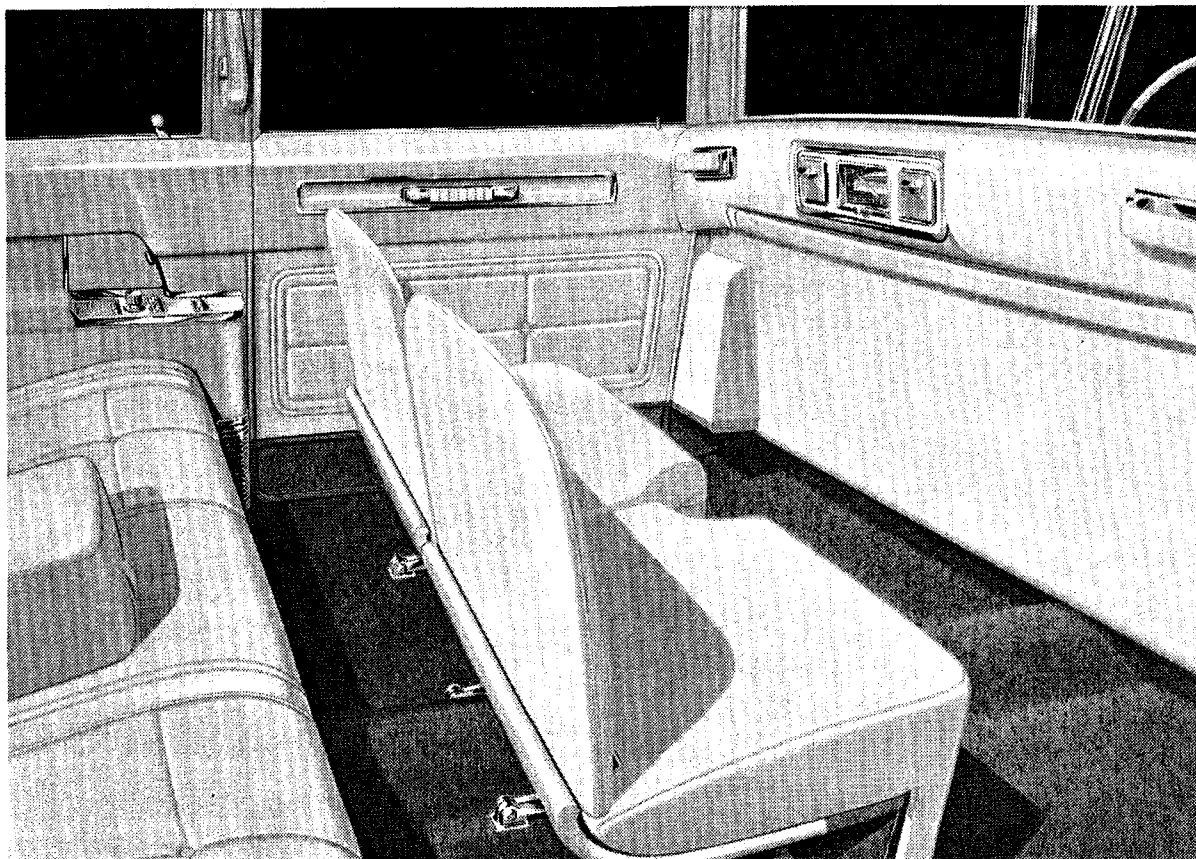


FLEETWOOD SEVENTY-FIVE SEDAN AND LIMOUSINE



Chauffeur Compartment

Chauffeur's compartment is fashioned in vertical piping without bolster effect. Upholstery is fine natural grain leather in black or, if the owner prefers, in gray or beige to match the rear compartment color scheme. The glass partition between the front and rear compartments is operated by controls located on a bright and satin-finish escutcheon on each rear quarter panel armrest. Due to the special design and heavier construction of the front seat on the Series Seventy-Five models there is no provision for 6-way seat adjustment. However, fore and aft seat adjustment is provided as standard equipment.



Auxiliary Seats

The Fleetwood Seventy-Five Sedan and Limousine have two auxiliary seats designed to provide maximum comfort and full seating capacity. They are upholstered in the same fine fabrics as the rest of the rear compartment so that, when folded forward into the recessed base at the rear of the front seat back, they blend harmoniously into the seat back panel. Above the fold-away auxiliary seats is a convenient robe cord, while centered in the seat back panel is a handsome chrome-framed electric clock flanked by two ash receivers for auxiliary seat passengers. Two carpeted footrests may be folded backward against the base of the rear seat cushion when not in use.

1964 Cadillac

OPTIONAL EQUIPMENT

Cadillac optional equipment and accessories provide the owner maximum opportunity to individualize his Cadillac to his own exacting requirements. Thus you can help assure greater motoring satisfaction and increased pride of ownership by explaining the benefits of each optional equipment or accessory item *before* he places his order for the car.

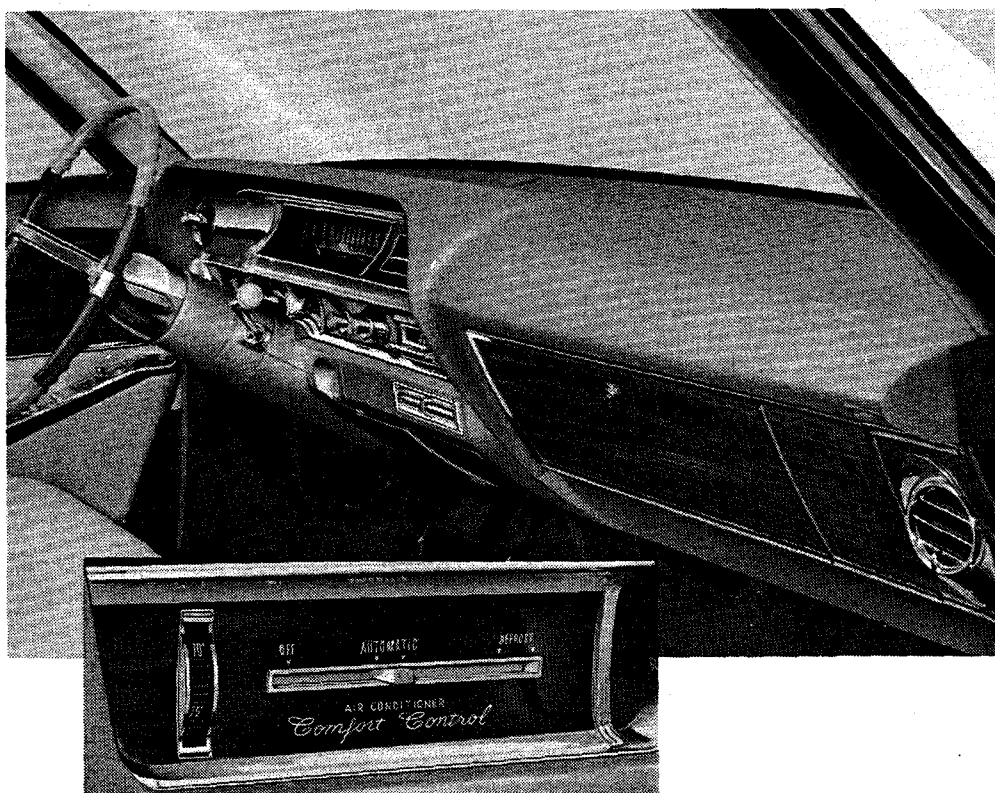
Twilight Sentinel.....	Page 51
Comfort Control (Automatic Air Conditioner-Heater System)....	Page 52
Soft Ray Glass.....	Page 54
Adjustable Steering Wheel.....	Page 54
Cruise Control.....	Page 55
Signal-Seeking Pre-Selector AM Radio.....	Page 56
FM/AM Radio.....	Page 57
Controlled Differential.....	Page 58
Guide-Matic (Power headlamp control).....	Page 58
Seat Belts.....	Page 59
Rear Window De-Fogger.....	Page 59
Power Window Regulators.....	Page 60
Power Vent Window Regulators.....	Page 60
Power Door Locks.....	Page 60
Power Seat Adjustment.....	Page 61
Power Deck Lid Lock.....	Page 61
Additional Accessories Listing.....	Page 62
Accessory and Optional Equipment Groups.....	Page 63



Twilight Sentinel (automatic headlamp timer)

This new Cadillac convenience and safety accessory offers two major benefits: when ignition is ON and the Twilight Sentinel control knob is pushed up (automatic position), the Twilight Sentinel will automatically turn on the headlamps of the car when required by approach of dusk, storm-darkened days, heavy fog or vision-obscuring sand or dust. It automatically turns off headlamps when there is sufficient light to make them unnecessary. With control knob pulled down (manual position), the headlamp switch is used to turn headlamps on or off to meet special lighting requirements as when driving in funeral processions or through brightly illuminated tunnels.

The second feature is a delayed shut-off switch which permits leaving headlamps (and either cornering lamp as determined by the position of the directional signal lever) lighted for up to a minute and a half after the occupants have left the car. Delay time, from zero to a minute and a half, may be varied by rotating control knob left or right.



Cadillac Comfort Control (Air Conditioner-Heater System)

New Cadillac Comfort Control (with a temperature selecting dial as simple as a home thermostat) brings and maintains the interior of the car to the temperature selected by the driver, year 'round, without further adjustment. This means, literally, that once having set the dial to, say 70°, the owner can drive through desert heat on up into the cold of high mountain altitudes without any necessity for resetting the dial. What's more, when the outside temperature is above approximately 35°, all air is directed through the cooled evaporator; thus humidity, too, is automatically controlled for maximum comfort and to minimize window fogging.

The amazingly automatic operation of Comfort Control is accomplished through use of three temperature sensitive units called Thermistors. Each is strategically located, one on top of the instrument panel to sense the inside temperature and also react to the effect of the sun; one in the air intake duct where it can sense the temperature of the outside air being drawn into the system; the third in the heater-air conditioner duct to sense the temperature of the air being discharged into the passenger compartment.

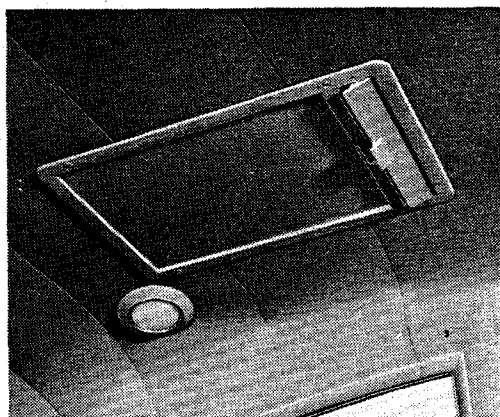
Each of the three Thermistors and the temperature selecting dial sends an electrical signal to a central amplifying unit. Here the signals are amplified and applied to the control unit which, by vacuum power, opens or closes the blending door for mixing heated and cooled air, adjusts blower speed, and selects the heater or air conditioning element, all as required to meet the temperature setting chosen by the driver.

For example, if the car is started in hot weather, the Comfort Control system will automatically deliver a large amount of cooled air for rapid cool-down. Then as the interior temperature approaches the comfort zone pre-selected by the driver, the system will modulate its output and thus maintain the desired temperature. If the car were driven until sundown and the weather became cooler, the system would adjust itself and, if necessary, automatically switch over to heated air making the changes so gradually the passengers would be virtually unaware that any change had been made.

Operation of Cadillac Comfort Control means simply moving the single lever to automatic position and setting the illuminated drum dial to the temperature desired—nothing more. Defrost position at far right has two small arrows, the first for de-fogging windshield, the second for de-icing.

Fleetwood Seventy-Five Sedan and Limousine

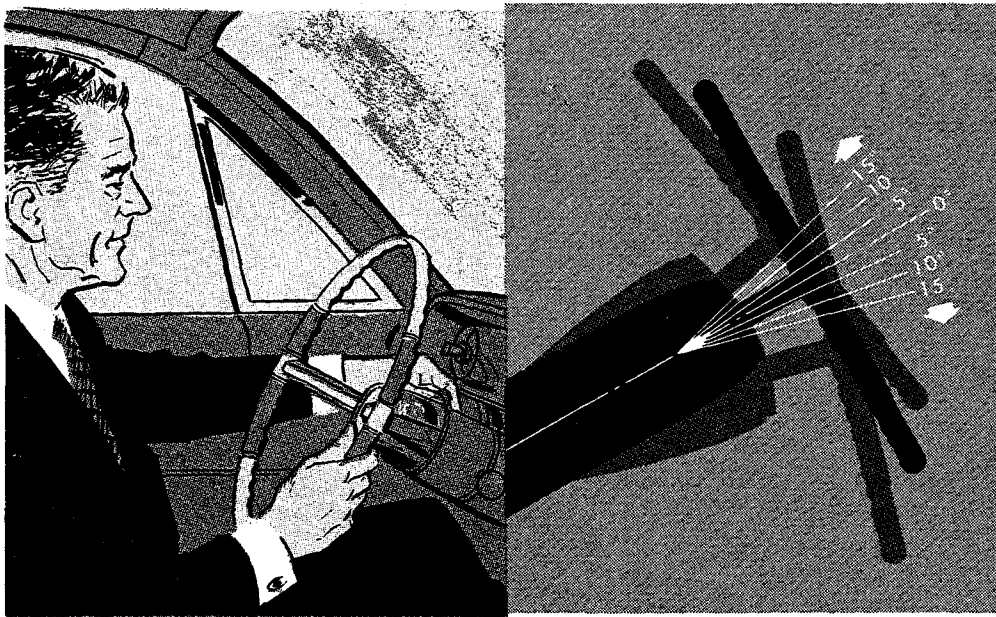
The air conditioning system for the Seventy-Five Sedan and Limousine is unique to these 9-passenger models. In addition, a separate cooling system is provided for the rear compartment with adjustable overhead outlets and controls in a compartment over the right rear armrest.



Cadillac Soft Ray Glass

Cadillac Soft Ray Glass shields the interior of the car from the heat and glare of the sun for increased comfort and improved vision. Available on all Cadillac models as an option at extra cost, it is a natural complement to air-conditioned cars. Installation includes tinted glass on all windows (except rear window of convertible body styles) with additional shading on the upper portion of the windshield.

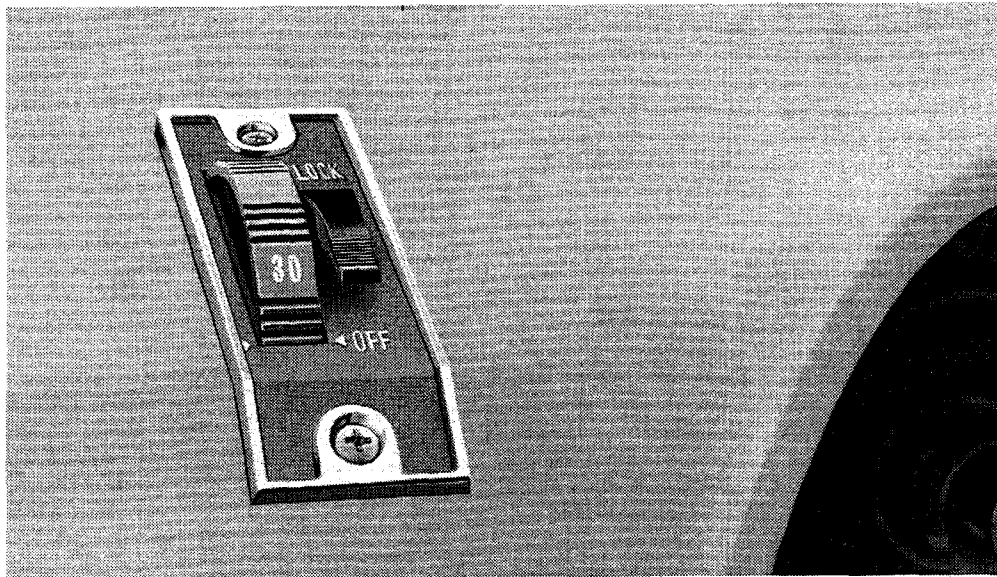
New Cadillac (7-Position) Adjustable Steering Wheel



The Cadillac Adjustable Steering Wheel now permits adjusting the steering wheel upward or downward to any of seven positions. In addition to providing the most natural and comfortable position for normal driving, it minimizes tension and fatigue on long trips by enabling the driver to occasionally vary the steering wheel position. Adjustment is accomplished by simply lifting upward on a small lever located on the left side of the steering column just below the turn indicator lever, moving steering wheel to desired angle, then releasing lever to lock wheel in position. For maximum ease in entering and leaving the car, the adjustable steering wheel is spring loaded so that lifting the lever automatically raises the steering wheel to its uppermost position.

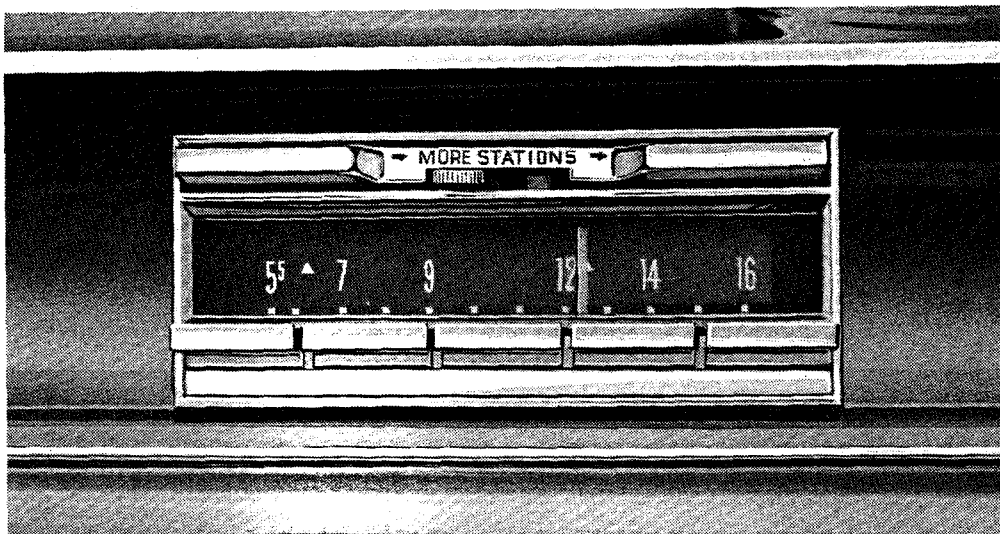
Cadillac Cruise Control

(Speed Regulating Device)



Cadillac Cruise Control offers more relaxed motoring, greater safety, improved economy, and simplified operation. The speed selector dial, for example, has the numerals on the outer perimeter of the drum facing the driver, for easy viewing. In addition, the lock-in switch for automatic cruising has an OFF position, thus permitting the driver to release his car from automatic cruising with the switch, as well as by touching the brake pedal or turning off the ignition.

For automatic cruising with Cadillac Cruise Control the dial should be turned to speed desired with switch lever in center or ON position, the car is accelerated to this speed until back pressure is felt on the accelerator, then the switch moved to the LOCK position. Car will now maintain the selected speed, even uphill or downhill, until released by moving the switch to OFF, applying the brakes, or turning off the ignition. When the unit is in automatic control, car speed can be changed by slowly rotating the dial forward to increase speed or backward to decrease speed. For a speed warning only, switch should be in the ON position and dial set to the speed which driver does not wish to exceed. Back pressure will be felt on accelerator any time the driver tends to drive faster than the speed setting he has selected. Cadillac Cruise Control permits emergency acceleration at any time by depressing the accelerator pedal past the point where back pressure is felt.



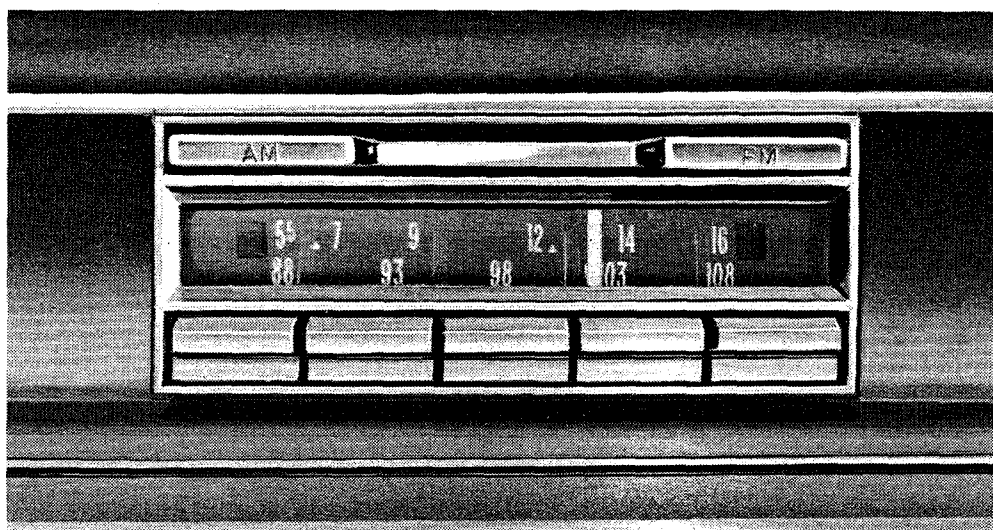
Cadillac Signal-Seeking Pre-Selector AM Radio

The Cadillac Signal-Seeking Pre-Selector AM Radio is transistorized and thus, when the set is turned ON, station signals are received without the warm-up delay associated with tube sets. It has a printed circuit for maximum dependability. The front speaker is located with the outlet centered on top of the instrument panel for equal distribution of sound between the driver and passengers. The rear compartment speaker has a heavy magnet for balanced tonal quality and is located beneath the package shelf (on center of rear seat back on convertible body models).

Three methods of tuning are provided, manual, five push buttons for favorite stations, and a selector bar for automatic tuning of every station within range. The selector bar may be set to tune-in only the strongest signals, or, by moving the MORE STATIONS switch to the right, its range may be extended to pick up weaker or more distant stations.

The tone control offers a wide range between bass and treble notes with maximum fidelity position indicated by a momentary resistance of the control knob at the mid-range point.

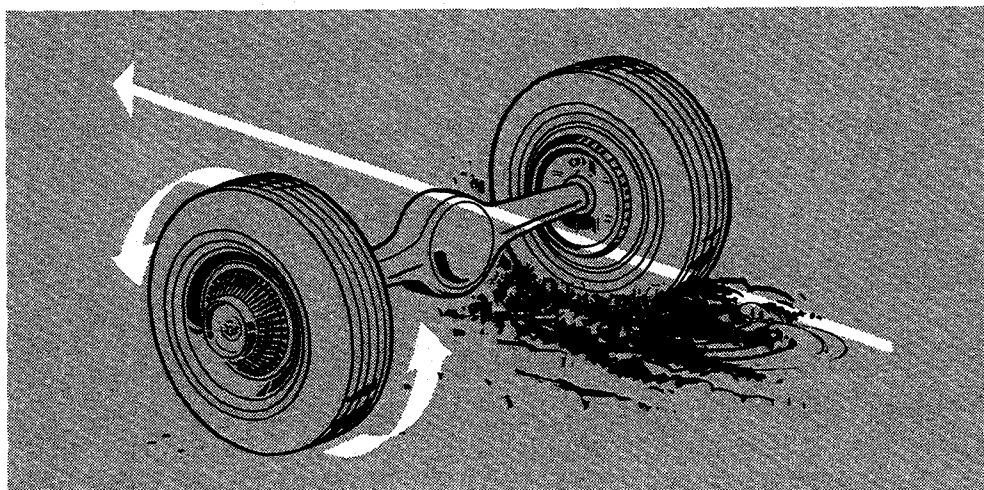
The antenna for the Cadillac radio may be raised to any degree of its full height or fully recessed into the right front fender by pushing in or pulling out the right-hand radio control knob. A ring behind this knob directs sound to the front or rear speaker, or sound may be balanced between the two speakers as desired.



Cadillac FM/AM Radio

The Cadillac FM/AM Radio offered in addition to the AM radio enables the Cadillac owner to enjoy many new radio listening advantages. For example, there is the more sophisticated type programming available on most FM stations, generally with far fewer commercial interruptions. And there is the inherent characteristic of FM radio receivers to reject outside electrical interference such as set up by neon signs, power lines or atmospheric disturbances. Another advantage of the Cadillac FM Radio is that it is designed with Automatic Frequency Control. This means that even when slightly mistuned manually, the radio tends to lock directly onto the station wanted without interference from adjacent stations. However, accurate tuning is recommended for assurance of finest reception.

Unlike AM radio, the shorter wavelengths of FM radio are deflected by objects such as high buildings and scatter in all directions, thus affording excellent reception with the Cadillac FM Radio in many downtown locations or when driving beneath viaducts or underpasses where AM signals may be lost entirely. Since FM signals, similar to television, are limited to line of sight distances, reception is best within approximately a 20-mile radius of the transmitting station's antenna. Beyond this range, if weak signals or outside interference occurs, tuning to another station, either FM or AM, is recommended. Push buttons for favorite stations may be set for any five stations, FM or AM, or any combination of both. A bar over the radio dial is marked for selection of FM or AM and a dial light indicates which has been selected.



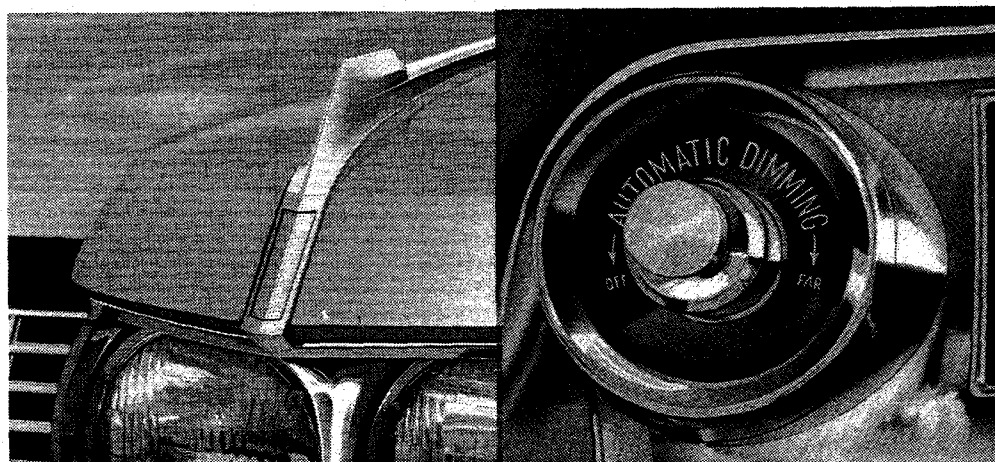
Cadillac Controlled Differential

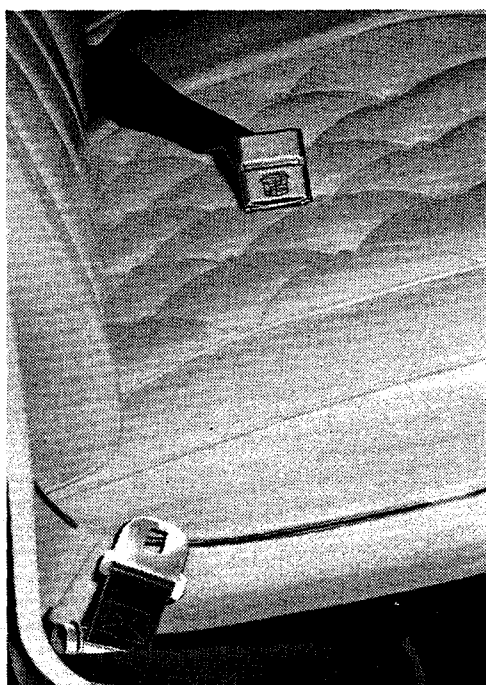
The Cadillac Controlled Differential, available at extra cost, always directs driving force to the rear wheel having the better traction. The result is surer mobility on such skid-inducing surfaces as ice, snow, mud, sand, gravel and wet or oily pavement. Additional benefits are reduced swerving on rough or high-crowned roads due to less wheel bounce, greater resistance to skidding, longer tire life.

Guide-Matic

(Power Headlamp Control)

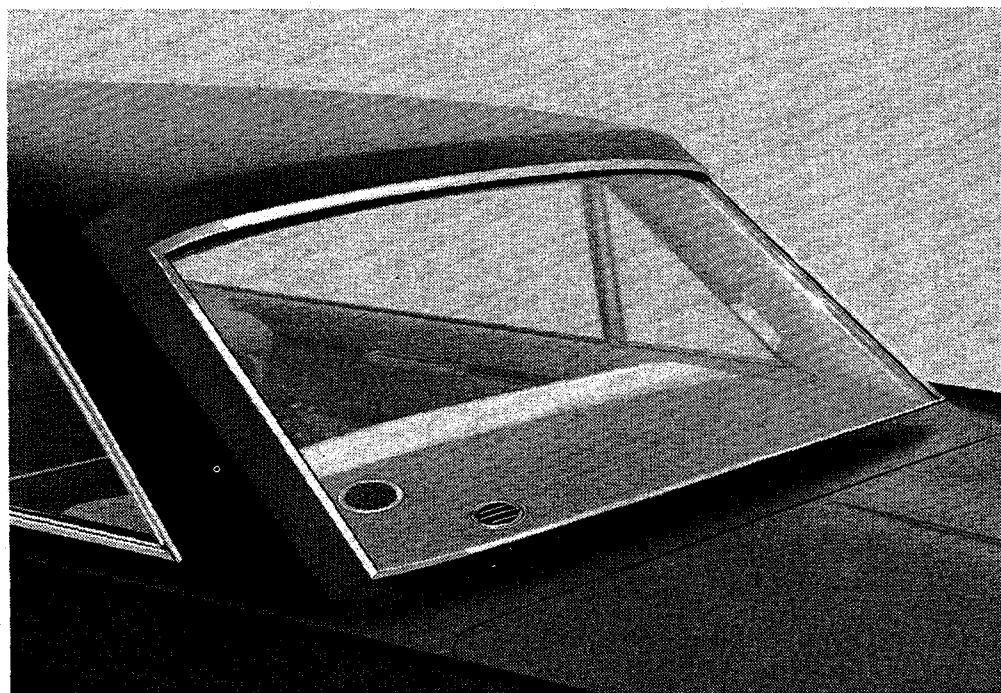
Cadillac Guide-Matic contributes to safer nighttime driving by automatically dimming the headlights of the Cadillac owner's car when another car approaches from the opposite direction. An overriding foot switch permits returning headlamps to bright beam as a signal to drivers who neglect to dim their lights in return. New photocell pickup lens is located in leading edge of left front fender (except on field installations or 75 Series) for improved appearance and more accurate pickup. Ring knob around headlamp switch permits adjusting to sensitivity desired or OFF.





Cadillac Seat Belts

Cadillac Seat Belts (new, retractable type, front, except Series 75) have tough, nylon web straps for strength and comfort, and an easily adjusted buckle with distinctive Cadillac Crest. All 1964 Cadillac cars have built-in provisions for seat belt installation. Cadillac Seat Belts are available in colors of black, gray, light blue, midnight blue, green, turquoise, lime, red, palomino, beige or aquamarine to harmonize with car interiors.



Cadillac Rear-Window De-Fogger

Available for all 1964 models except convertible and Fleetwood 75 body styles, the Cadillac Rear-Window De-Fogger directs fan-blown air at either of two speed settings across the rear window, keeping it clear of mist or fog. In winter it helps prevent accumulation of snow or ice on rear window.

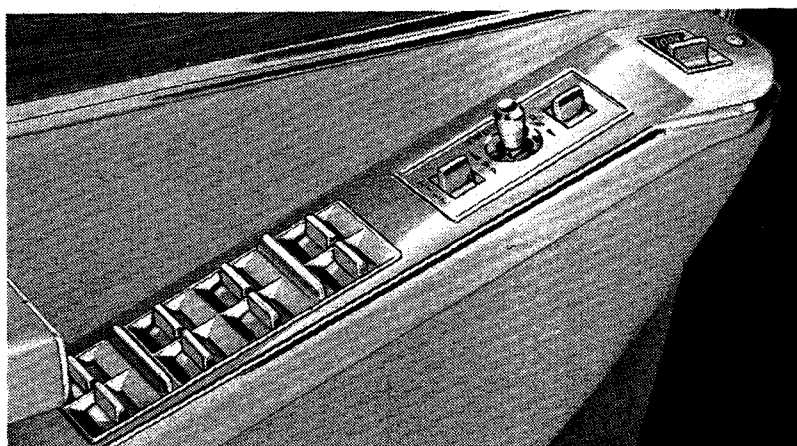
Power Window Regulators (with new safety switch)

Permits driver to raise or lower windows from a four-switch panel just forward of the armrest on the driver's door. Single switches are provided for passenger operation of individual windows. The new safety switch at the forward end of the driver's control panel has three positions; NORMAL which permits operation of all power window switches whenever ignition is turned to ON or Accessories position; LOCK which makes window switches inoperative except for those on driver's door panel; and EMERGENCY which, when held in this position, permits power window operation even with ignition OFF. Power Window Regulators are extra cost on Series 62 sedans and coupe, standard on all other models.

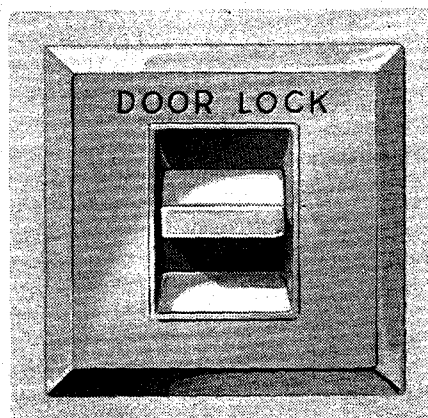
Power Ventipane Regulators

Provided on the Fleetwood Sixty Special and Eldorado, optional on other models when equipped with power windows. Two switches are provided on driver's door panel, one switch on opposite door panel. The Sixty Special has two additional switches for driver operation of rear ventipanes and a switch on each rear armrest for passenger use.

Power Door Locks



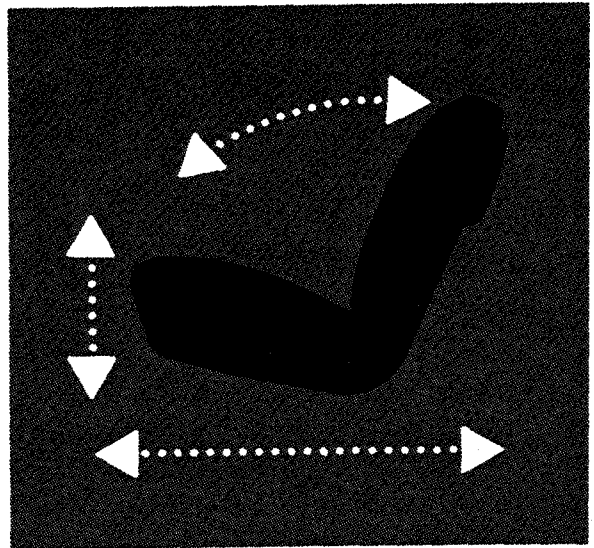
Available at extra cost except on Series 75 models, are especially appreciated by women or when children are passengers. A master switch is provided on each front door panel. Pushing the switch down locks all doors. Pushing the switch up unlocks all doors. Doors may also be unlocked by pulling up individual door lock buttons.



Power Seat Adjustment

(six-way)

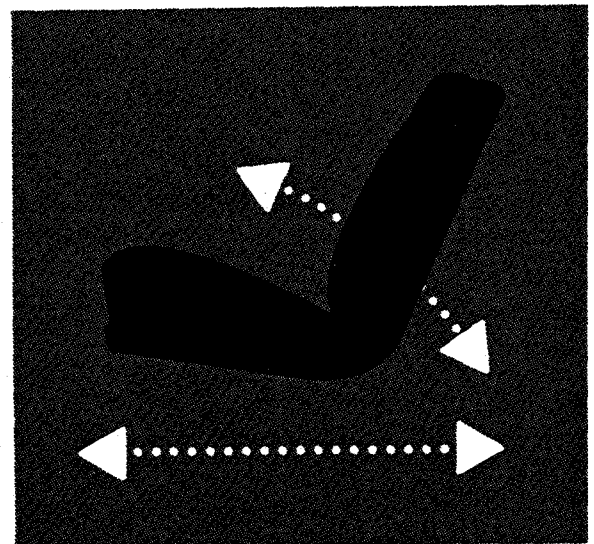
This provides horizontal, vertical and seat-angle adjustment for maximum seating comfort. Only the vertical and seat-angle adjustment need be ordered on models where the horizontal adjustment is standard. On the Fleetwood Eldorado with regular front seat the six-way seat adjustment is standard. Horizontal adjustment only is provided on the Fleetwood Seventy-Five Series.



Power Seat Adjustment

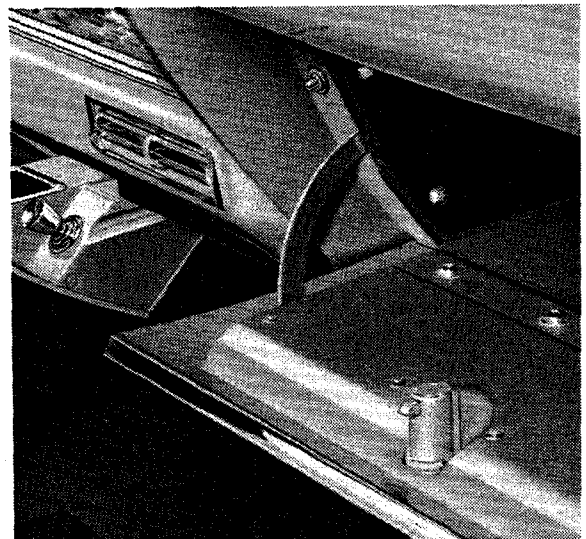
(four-way for bucket seats)

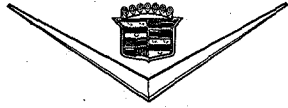
When bucket seats are ordered on the de Ville models, a fore and aft power seat control is provided. Optional at extra cost on these models and standard on the Fleetwood Eldorado is a four-way (fore and aft and tilt) power seat adjustment on driver's side only.



Power Deck Lid Lock

The Cadillac Power Deck Lid Lock permits releasing and slightly raising the deck lid by pushing a button at the left within the glove compartment. When deck lid is again lowered, the power lock automatically closes and locks it securely. A warning light on instrument cluster indicates when deck lid is unlocked. (Not available on Fleetwood 75 models.)





ADDITIONAL CADILLAC ACCESSORIES

Rear Compartment Remote Control Radio (Fleetwood Seventy-Five only)	\$ _____
Radio Foot-Control Switch	\$ _____
Cadillac Cushion Covers	\$ _____
Cadillac Rubber Floor Mats	
Contoured Front (Full-width)	\$ _____
Contoured Rear (Full-width)	\$ _____
Contoured Front (2-piece)	\$ _____
Contoured Rear (2-piece)	\$ _____
Rectangular	\$ _____
Cadillac Right-Hand Outside	
Rear-View Mirror	\$ _____
Cadillac Dor-Gards	\$ _____
Cadillac Spare Tire Cover	\$ _____
Cadillac Windshield Washer Solvent	\$ _____
Cadillac Body Polish	\$ _____
Cadillac Eldorado Horn	\$ _____
Cadillac Fabric Cleaner	\$ _____
Cadillac Kar-Kleen Upholstery Cleaner	\$ _____
Cadillac Blue Coral	\$ _____
Cadillac Blue Coral Sealer	\$ _____
Cadillac Magic Mirror Cleaner and Polish	\$ _____
Cadillac Magic Mirror Cream Wax	\$ _____
Cadillac Chrome Cleaner	\$ _____
Cadillac Cooling System Inhibitor and Sealer	\$ _____
Cadillac Whitewall Tire Cleaner	\$ _____
Cadillac Tar and Road Oil Remover	\$ _____
Cadillac Litter Box	\$ _____
Cadillac Tissue Dispenser	\$ _____
Cadillac Vinyl, Leather and Convertible Top Cleaner	\$ _____

1964 Cadillac Accessory and Equipment Groups and Codes

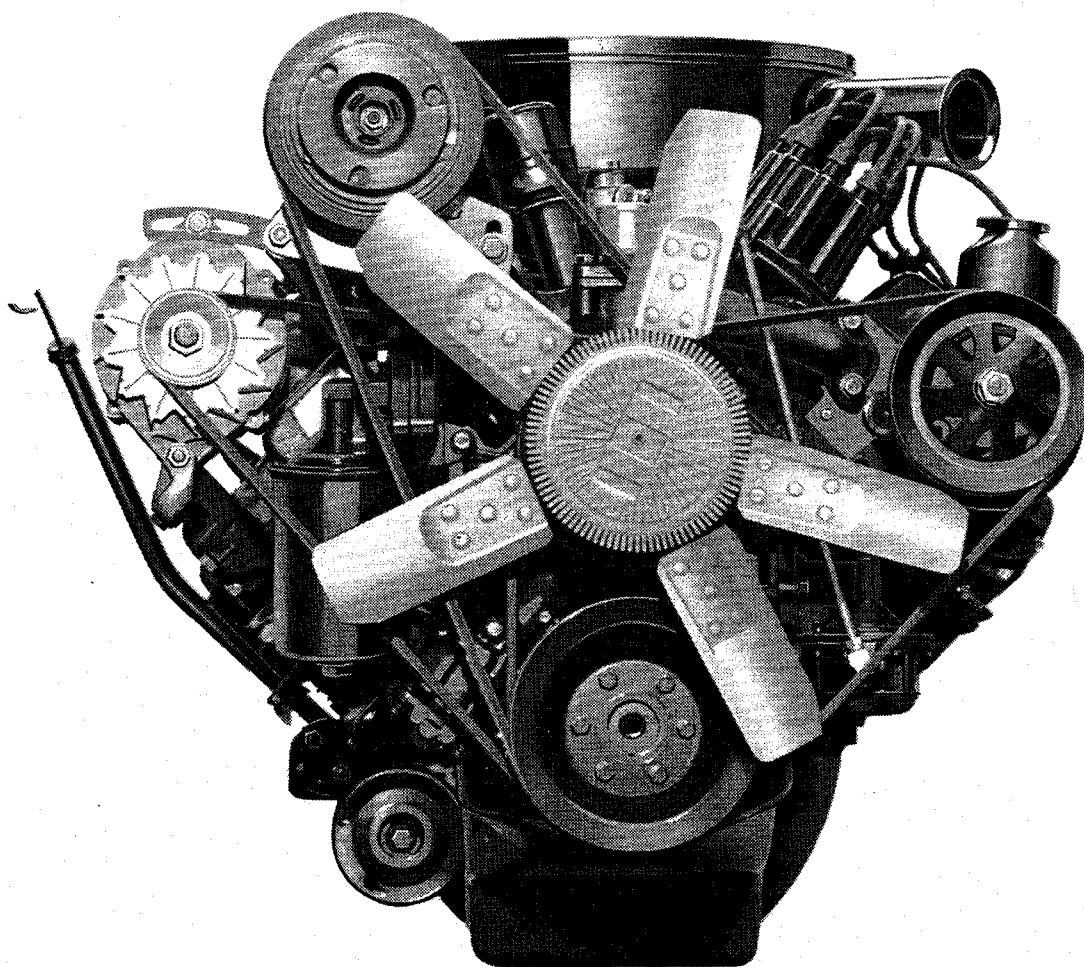
<p>1 X—Window Regulators, Power W—Tires, Whitewall R—Radio, AM E—Glass, Soft Ray Y or T—Seat Adjuster D—Dor-Gards K—Air Conditioner</p>	<p>2 Same as No. 1 With Addition of AM-FM Radio— Code R1</p>
<p>3 Same as No. 1 Without Air Conditioner</p>	<p>4 Same as No. 2 Without Air Conditioner</p>
<p>5 U—Headlamp Control, Power Q—Steering Wheel, Adjustable J—Twilight Sentinel</p>	<p>6 M—Door Locks, Power S—Trunk Lock, Power C—Cruise Control</p>
<p>7 G—Controlled Differential N—Vent Windows, Power B—De-Fogger, Rear Window</p>	<p>8 8—One License Frame or 9 9—Two License Frames</p>
<p style="text-align: center;">SEAT BELTS</p> <p>V—2 Front A—2 Rear VA—2 Front & 2 Rear</p>	<p style="text-align: center;">OTHER CODES</p> <p>F—Filler Plate P—Optional Gear Ratio R2—Radio Rear Control (Series 75 Only)</p>

Rear Window De-Fogger not available for Convertibles or Series 75. Power Door Locks, Trunk Lock, 6-way Seat Adjuster not available on Series 75.

1964 Cadillac

ENGINE AND TRANSMISSIONS

The year 1964 marks a major advance for your Cadillac owners in luxury car engine and transmission performance. The new Cadillac engine coupled with the famous Cadillac Hydra-Matic transmission, on Series 62 and 75 models, provides exhilarating performance with an even higher horsepower-to-weight ratio than its illustrious predecessor. In fact, it provides the highest horsepower-to-weight ratio of any competitive motor car in the world. Secondly, the new engine, coupled with the new Cadillac Turbo Hydra-Matic transmission on de Ville and Fleetwood Sixty Special and Eldorado models, combines this new engine performance with the high torque output inherent in the Turbo Hydra-Matic transmission during acceleration in any gear range. Whichever Cadillac your owners select for 1964, they are certain to appreciate the new agility and responsiveness which enables them to enjoy Cadillac luxury, comfort and prestige plus the quick maneuverability usually found only in cars of considerably lesser size.



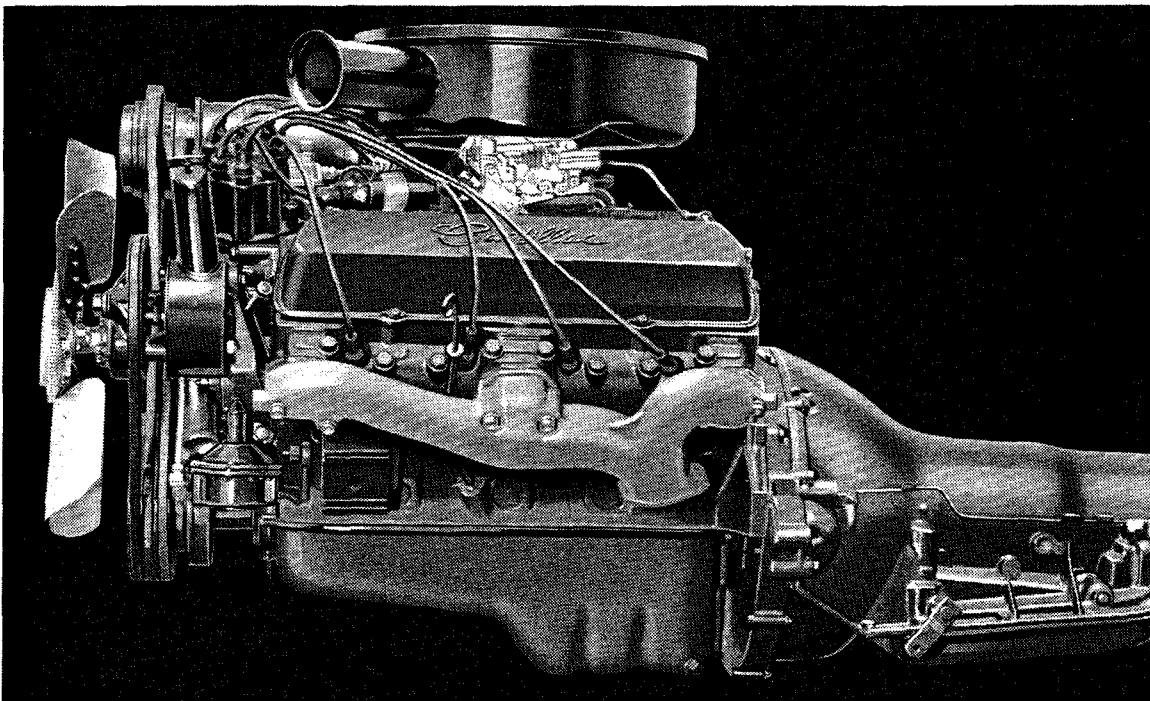
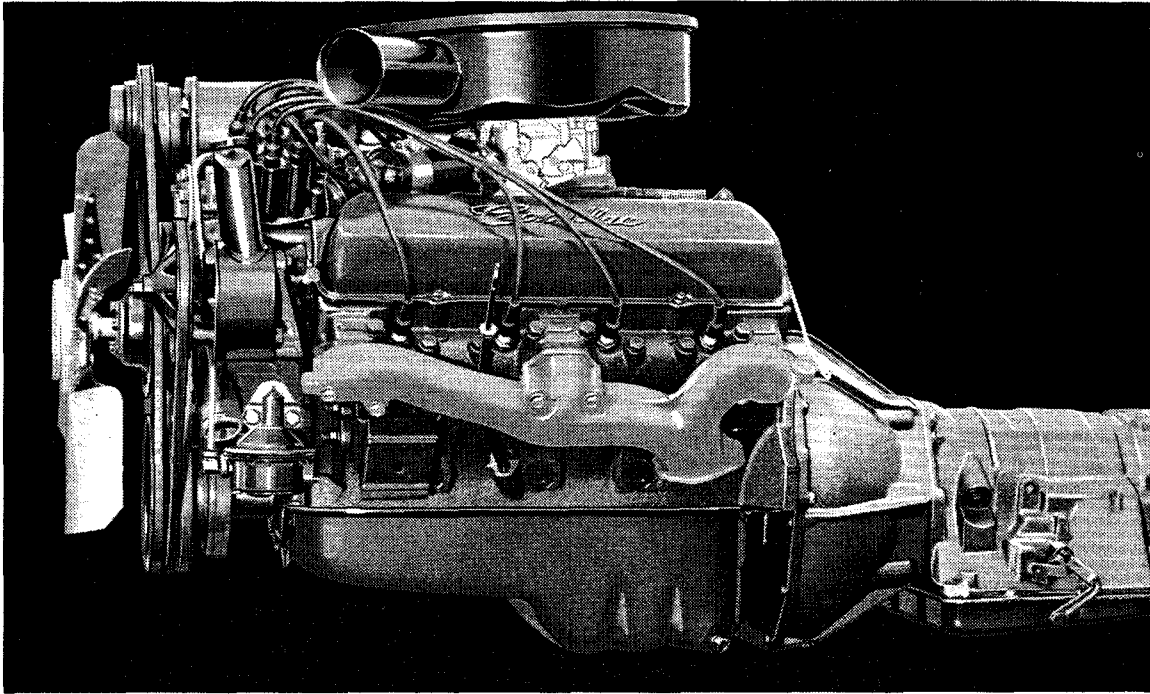
THE NEW CADILLAC ENGINE FOR 1964

New larger displacement 429 cubic inches.

New higher horsepower 340 horsepower.

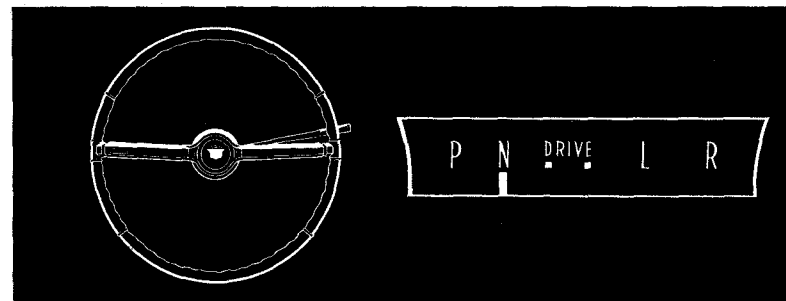
New higher torque 480 foot pounds.

NEW *Cadillac Engine with Cadillac
Hydra-Matic Transmission.*



NEW *Cadillac Engine with New Cadillac
Turbo Hydra-Matic Automatic Transmission.*

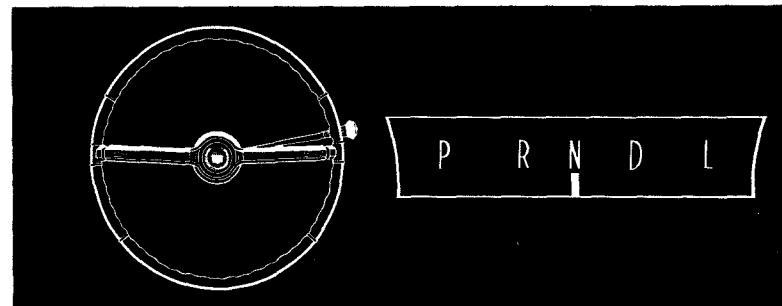
The new Cadillac engine combined with the famous Cadillac Hydra-Matic transmission on all Series 62 and 75 models provides a considerable increase in power and torque and thus considerably greater thrust at the rear wheels for 1964. As the charts on the following pages indicate, this increased thrust is greatest in the speed ranges where most driving is done, from 20 to 45 miles per hour. Owners of previous year Cadillac motor cars are certain to appreciate the new and higher degree of agility and instant responsiveness which accompanies even light pressure on the accelerator pedal. And, of course, even while automatic shifting of the Hydra-Matic transmission is scarcely perceptible, the new engine performance makes it unnecessary to downshift in normal driving except for the occasional demands of emergency situations or for extra safety in passing at highway speeds. The Cadillac Hydra-Matic is a 4-speed transmission, 1st, 2nd, 3rd and 4th, with the power from the engine transmitted partially through an oil-filled coupling and partially through mechanical drive.



The quadrant for the Cadillac Hydra-Matic transmission is readily identified by the positions as indicated above: P for Park, N for Neutral, DRIVE (marked with two positions, left for normal driving, right for instant acceleration without downshift, and increased engine braking), L for Low and R for Reverse. Selector lever is identified by tapered knob.

The Cadillac de Ville and Fleetwood Sixty Special and Eldorado models have the new Cadillac engine combined with the new Cadillac Turbo Hydra-Matic transmission. Again, your previous owners of these models will at once become aware of the greatly increased ease and alacrity with which their 1964 Cadillac responds, whether from a standing start, negotiating city traffic, at turnpike speeds or climbing mountain grades. In fact, the performance efficiency of the Turbo Hydra-Matic transmission in high altitude driving is outstanding. In addition, owners may sense a silkier, more fluid response, since engine power is transmitted to the Turbo Hydra-Matic entirely through an oil-filled torque converter. What's more, the torque converter, as its name implies, actually converts or multiplies engine torque during acceleration in any of the Turbo Hydra-Matic's three gear ranges, Low, Intermediate or High. Thus it takes very little pressure on the accelerator pedal and minimum increase in engine speed to achieve extremely satisfactory acceleration for virtually all driving conditions without any changing of gears. In fact, downshifting from High to Intermediate or Intermediate to Low gear will likely be found unnecessary except where truly flashing acceleration is desirable.

The new Turbo Hydra-Matic quadrant may be identified by positions shown below: P for Park, R for Reverse, N for Neutral, D for Drive and L for Low. In addition, the Turbo Hydra-Matic transmission also has a larger knob on the selector lever, thus providing instant identification by feel as well as by sight.



NEW ENGINE PERFORMANCE

	1963	1964	1964 Increase
ENGINE HORSEPOWER...	325	340	15
ENGINE TORQUE (foot-pounds).....	430	480	50
ENGINE DISPLACEMENT (cubic inches).....	390	429	39

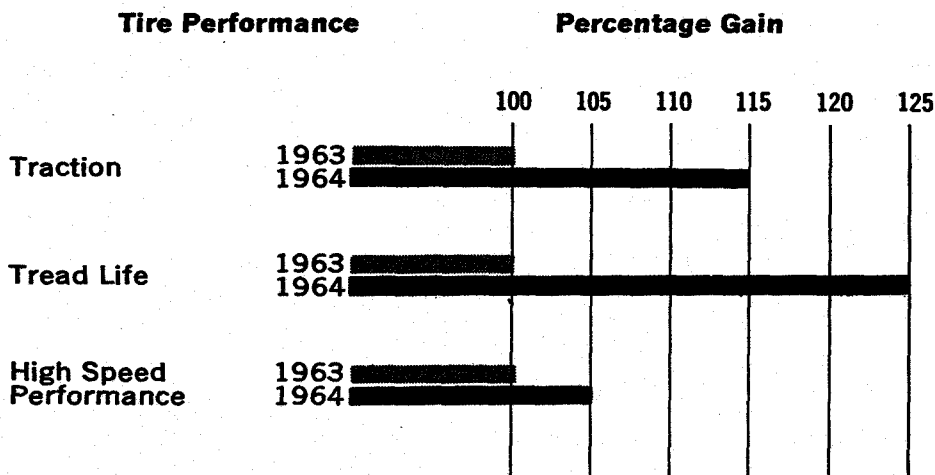
Since engine torque is a key factor in how well a car responds to the driver's touch on the accelerator, the efficiency of the Cadillac engine is well indicated in the figures above.

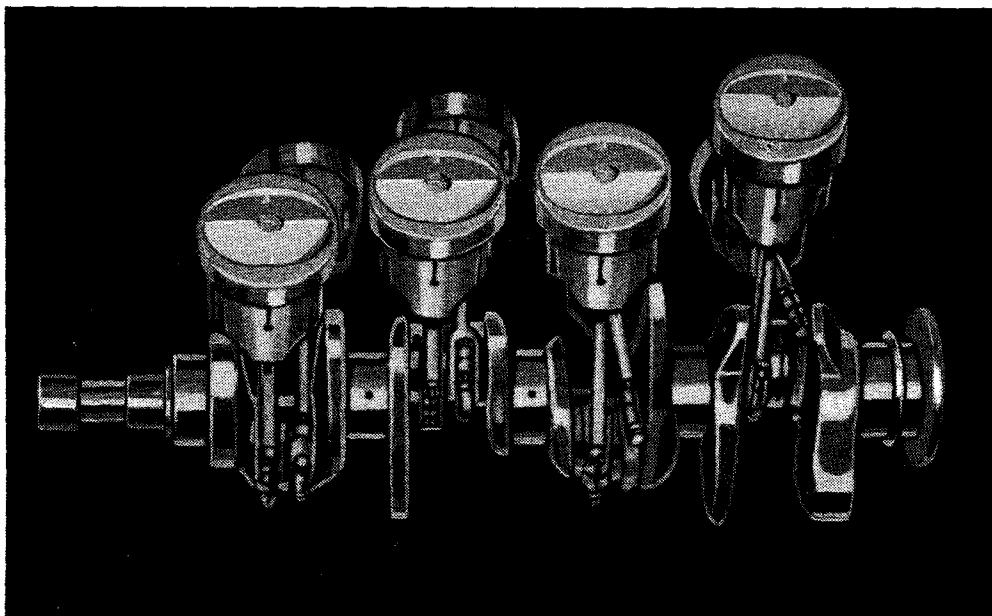
With only a 39 cubic inch increase in displacement (size of cylinders) the owner realizes the outstanding performance benefit of a 50 foot-pound increase or over 10% in engine torque, the basic source of thrust at the rear wheels.

And, of course, even this added torque or thrust is substantially increased (up to four and five times) by the Cadillac transmissions during acceleration.

While the new engine provides important performance gains throughout its entire range, your owners will particularly appreciate the brilliant, new responsiveness at the most-used 20 to 60 mile per hour speeds.

Tires of new composition and tread design for greater traction and wear resistance take full advantage of the increased thrust at the rear wheels provided by 1964 Cadillac engine-transmission units.





NEW

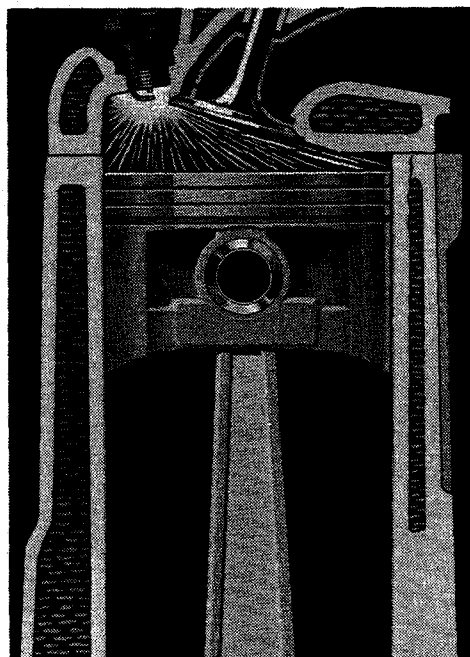
Piston-Crankshaft Assembly

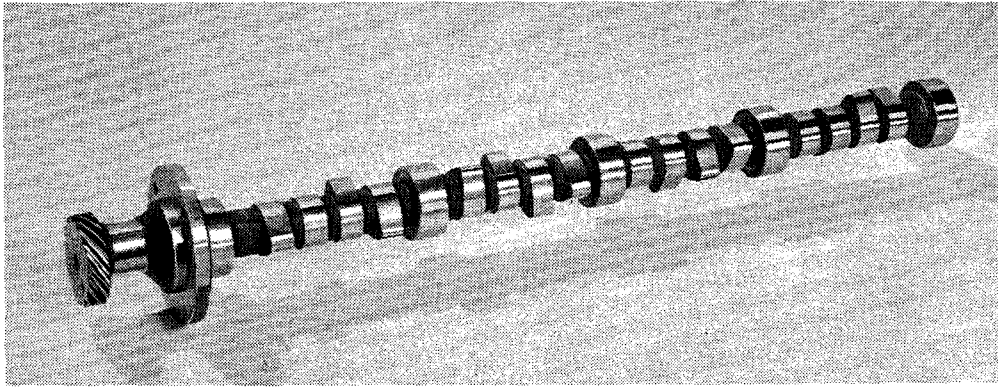
The efficiency of Cadillac engine design was never more pronounced than in 1964. Reaching new heights of performance with increased horsepower and torque, the 1964 engine weighs no more than the highly efficient, lightweight engine introduced last year. Pistons, for example, larger in diameter in 1964, actually weigh less than in 1963. What's more, the use of lightweight reciprocating parts minimizes starting inertia and reduces friction, thus contributing to fast starting and greater responsiveness during acceleration. Crankshaft, too, is short, rigid, lightweight design with large main bearings for smooth performance, maximum dependability and long life.

NEW

Combustion Chambers

Designed for most efficient burning of the air-fuel mixture, the larger wedge-shaped combustion chambers for 1964 have a large cooling area at the vortex of the wedge which prevents power-wasting pre-ignition. Compression ratio of 10.5 to 1 and contoured piston heads to increase turbulence, assure maximum combustibility of the air-fuel mixture.



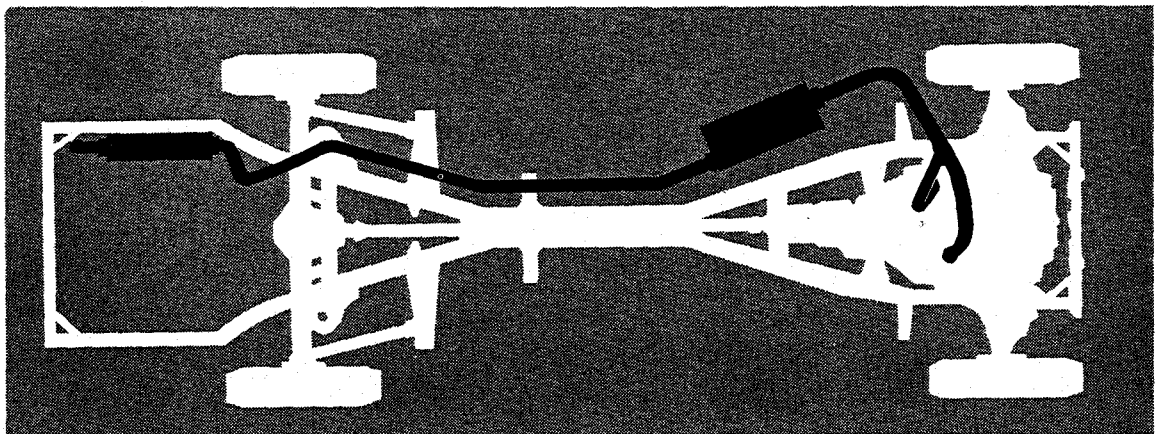


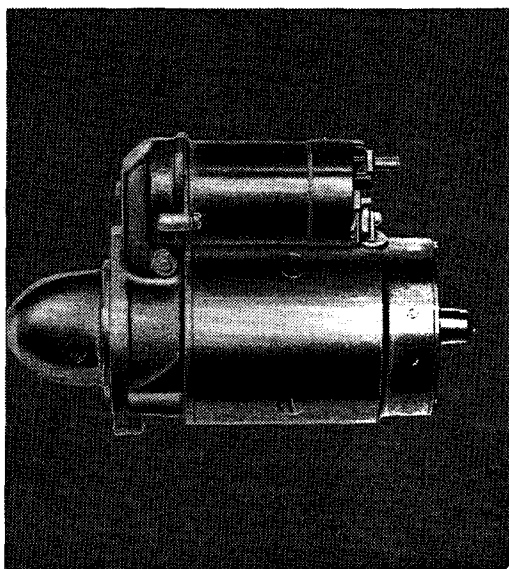
NEW *High-Lift Camshaft*

Maximum power with economy depends in large part on an engine's breathing efficiency. For 1964, the Cadillac camshaft is designed to hold the exhaust valves open longer than the intake valves. Thus burned gases are more fully exhausted from the cylinders with less dilution of the incoming charge of air-fuel mixture. Camshaft has super-hard, friction-resistant cam and bearing surfaces. Wide cams minimize wear on cams and tappets.

NEW *Exhaust System*

Exhaust manifold with large, smooth passages and increased size of the exhaust pipe and tail pipe at all critical areas minimizes restriction to exiting exhaust gases thus contributing to the power and economy of the 1964 engine. Use of a single exhaust system by Cadillac assures more complete evaporation of corrosive acids, the chief cause of muffler failure. The system has aluminized coating on exposed areas. Flexible mountings compensate for normal expansion and contraction for added quietness.

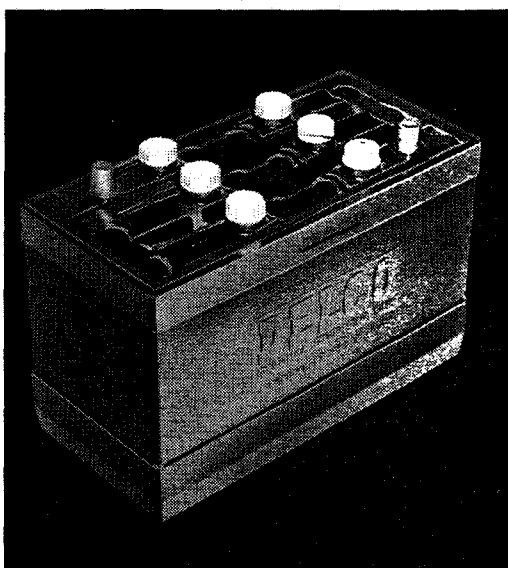




NEW

Cadillac Starting Motor

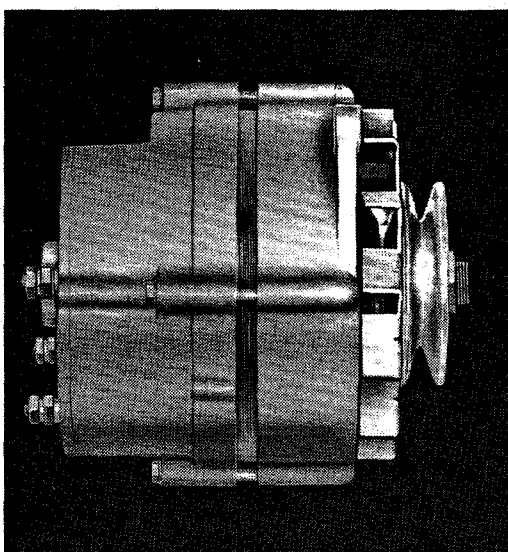
NEW, more powerful starting motor assures fast, efficient starting of the new Cadillac engine. Gear teeth are especially designed for strength, quietness and long life. Solenoid lever is enclosed within housing for maximum wet weather protection.



NEW

Larger Battery

The new Cadillac battery has been increased from 11 to 13 plates for added reliability and to provide higher voltage for cranking the new engine. Battery is thoroughly sealed, has a corrosion-resistant plastic-coated cover and is located for maximum cooling, easy servicing accessibility.



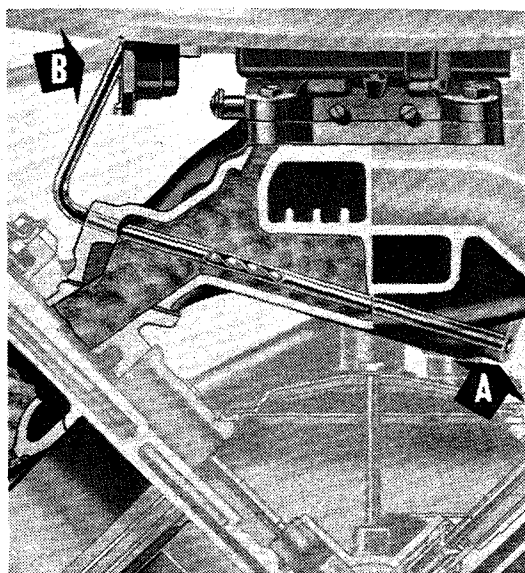
NEW

High-Output Generator

Rated at 42 amperes with a new 55 ampere rating on air-conditioned cars, the Cadillac generator charges the battery even at idling speeds to assure adequate electrical energy for engine, lighting and all accessories. Lubricated for life bearings assure smooth, quiet, dependable operation.

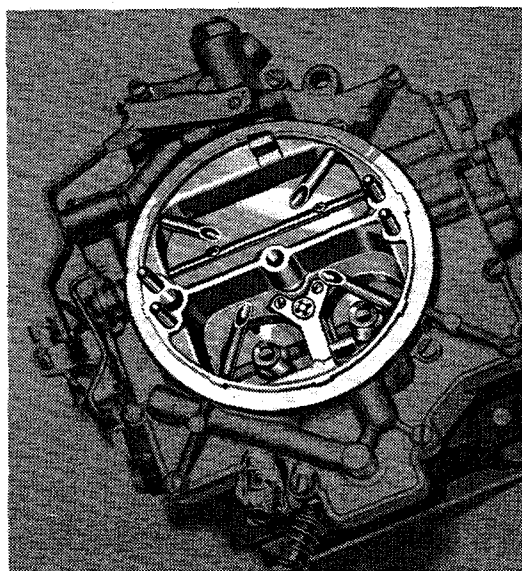
Efficient Warm-up

Cadillac's automatic choke economically enriches the fuel mixture only when and to the degree needed for maximum efficiency. Hot exhaust gases flowing around tube "A" cause air in the tube to rise to choke control valve "B," which then reduces richness of mixture as rapidly as the engine warms up to peak efficiency.



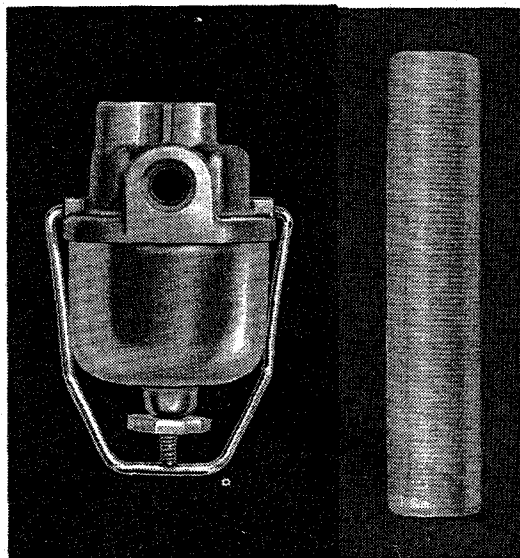
Smooth Idling

Sustained idling may cause fuel in the float chamber to boil, forcing excess fuel into the carburetor. Roughness or even engine stalling which might occur is prevented in the Cadillac engine by a heat-sensitive valve which lets additional air through the carburetor to maintain proper air-fuel ratio.



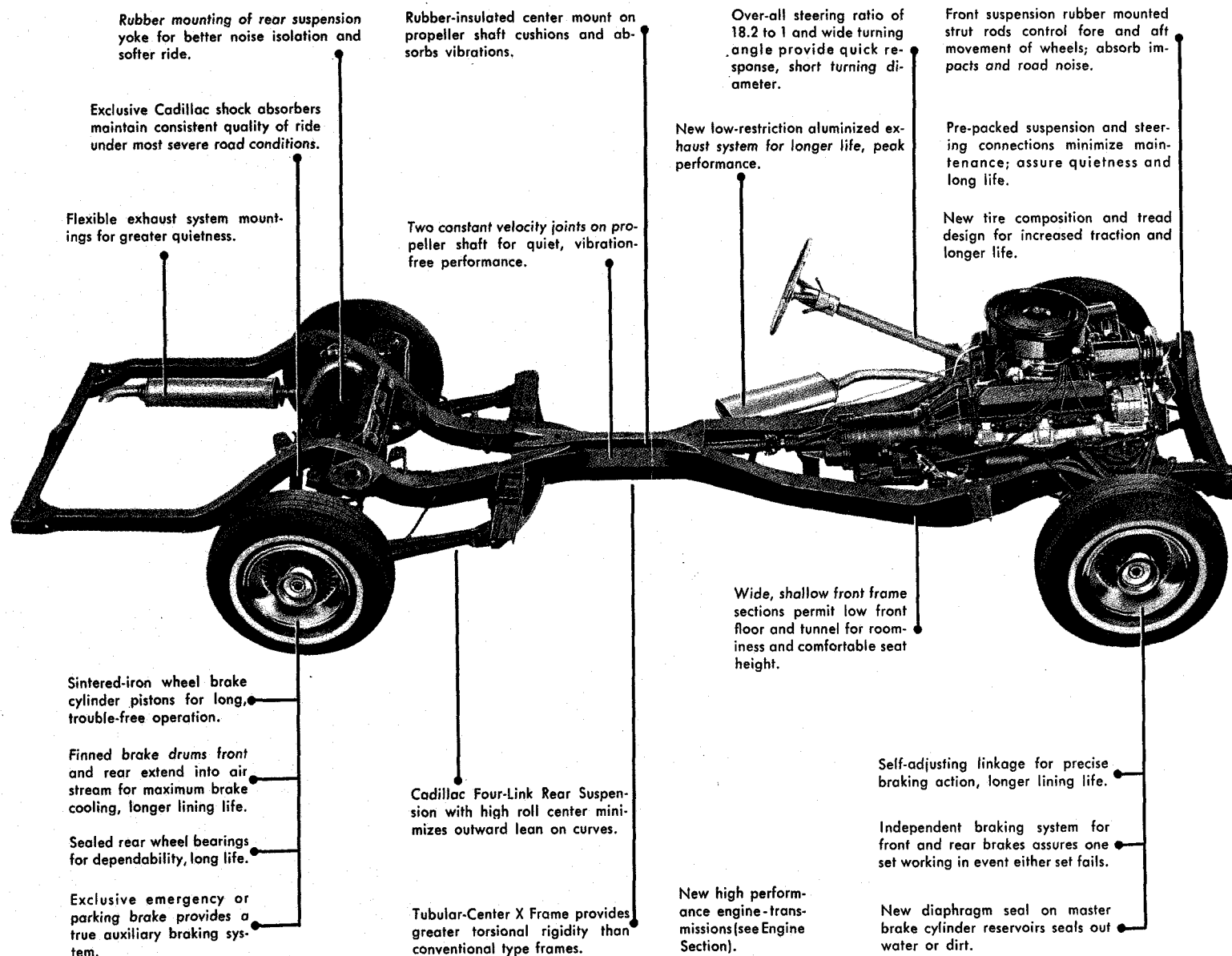
Dual Fuel Filters

Most motor car fuels contain some microscopic impurities or water which, unless removed, could adversely affect engine performance. Cadillac provides double filtering protection, a fine-woven, self-cleaning, saran-plastic filter in the fuel tank plus a second sediment bowl-type filter in the engine compartment.



1964 **CHASSIS FEATURES**

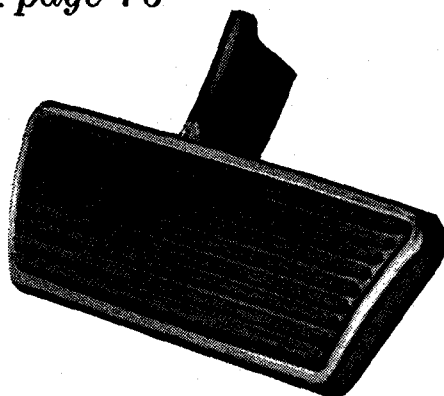
The extremely important owner benefits provided by the Cadillac chassis components may tend to be overlooked or under-emphasized since, unlike exterior beauty or interior luxury, they are not visible to the eye. Certainly your prospects will want to admire the beauty of the 1964 Cadillac. However, it is well to remember that the vital chassis components, hidden beneath the body, play a major part in winning and holding the allegiance of Cadillac owners year after year. Only when they appreciate the superb engineering as well as the advanced styling of their Cadillac can they know the full pride of ownership which is theirs to enjoy.



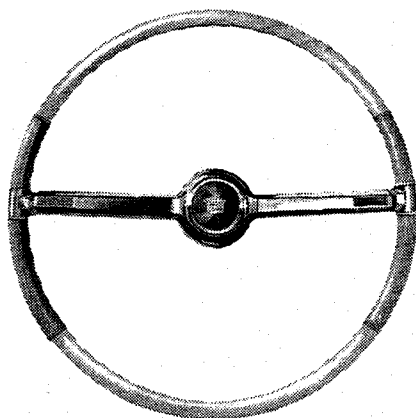
Drive Line . . . page 74



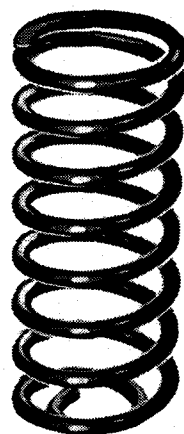
Power Brakes . . . page 76



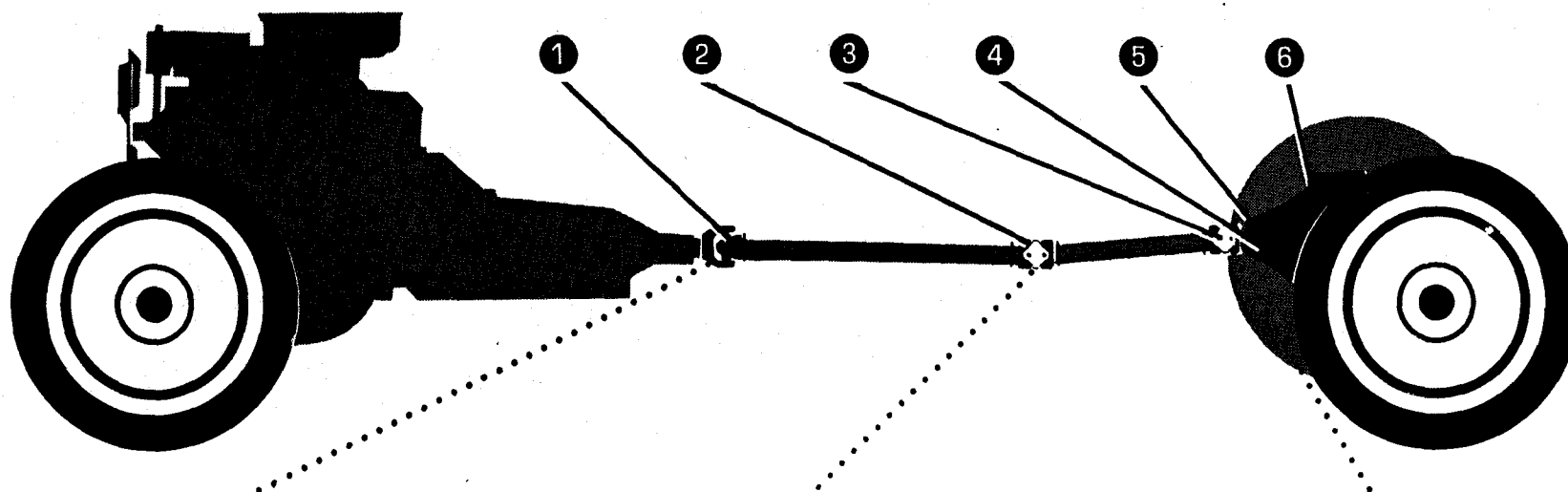
*Power Steering . . .
page 78*



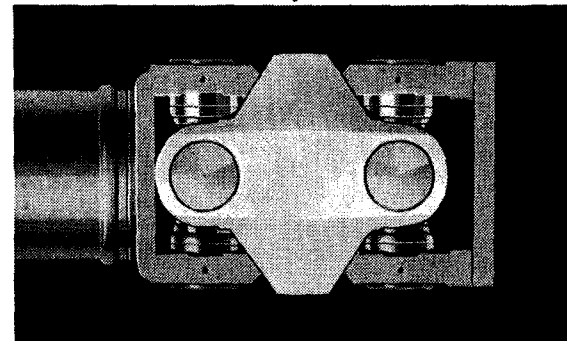
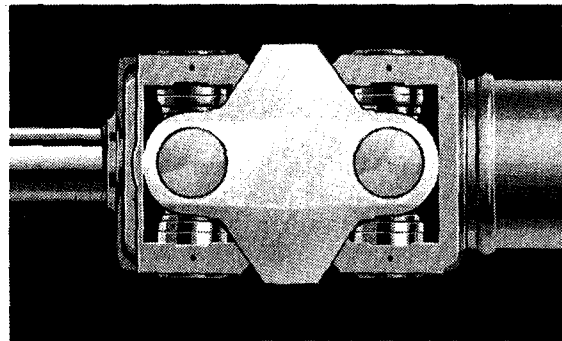
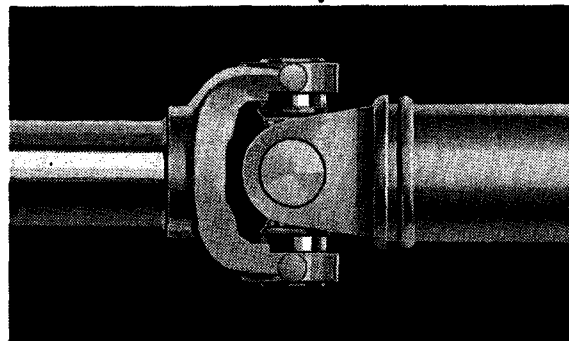
Suspension . . . page 80



EXCLUSIVE CADILLAC DRIVE LINE

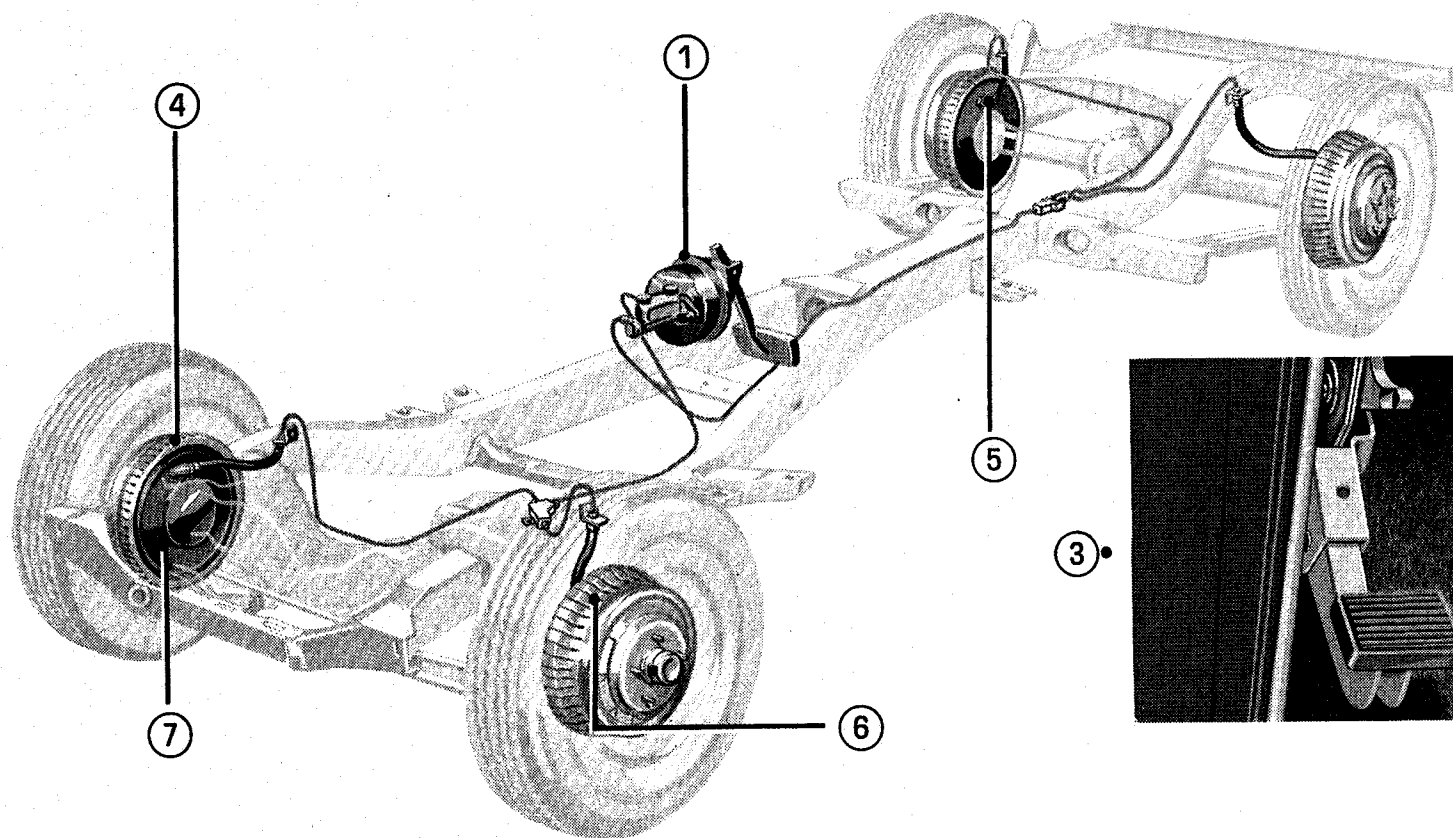
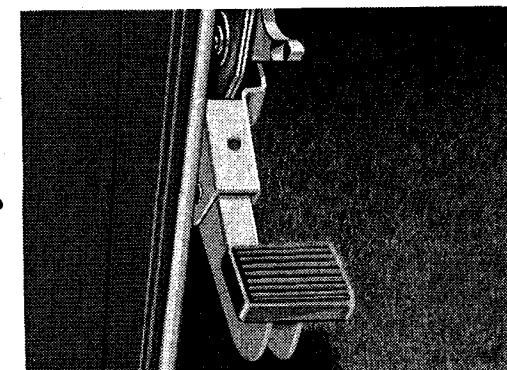
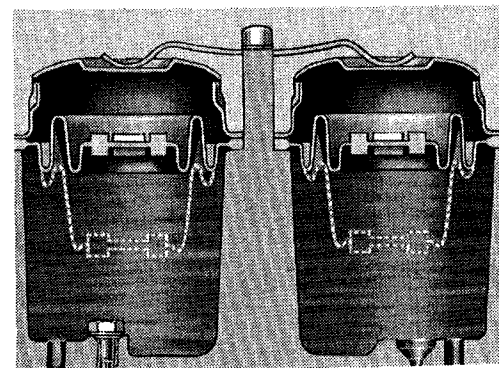


74



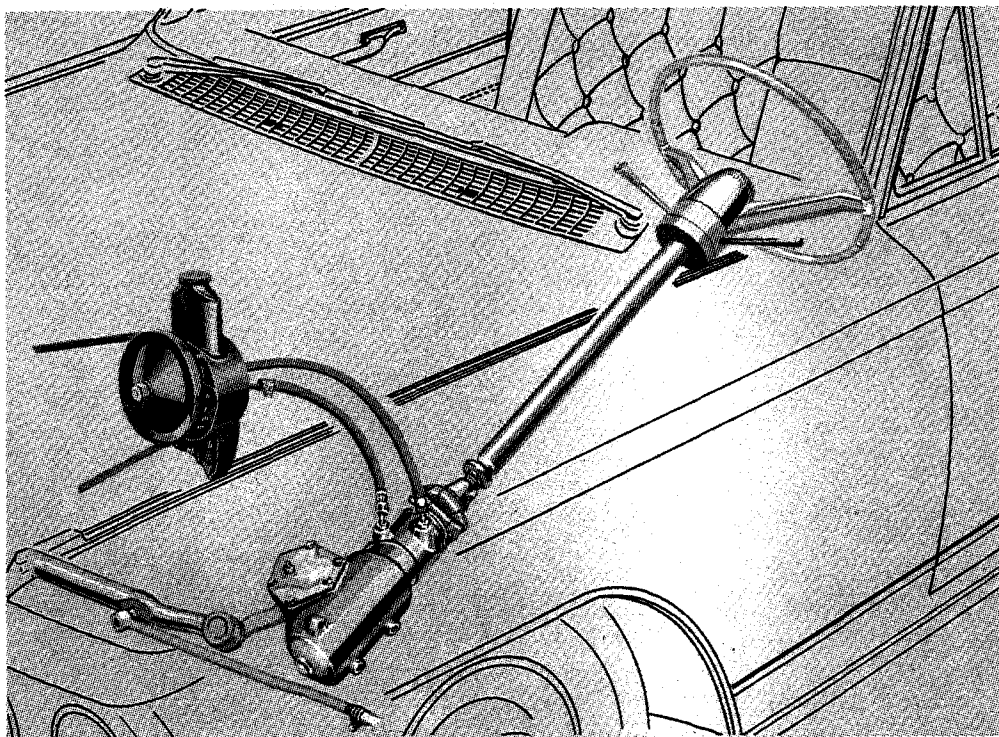
- ① Bearing retainers in propeller shaft joints more than double bearing life for increased dependability and smoothness.
- ② Exclusive Dual Cadillac CV, or constant velocity joints, cancel out forces that tend to set up vibrations or noise at points where prop shaft is required to change direction, thus assuring a smoother, quieter drive line under all conditions of speed, road or load.
- ③ Machined mounting attachment assures more precise alignment of propeller shaft and rear axle pinion shaft so they run on truer centers for smoother, quieter performance and minimum vibration.
- ④ Rear axle pinion seal of two-lip design affords double protection; the inner lip against loss of lubricant, the outer lip to seal out dirt. The result is increased durability and long life.
- ⑤ Cadillac rear wheel bearing ride-on surfaces are especially "plunge ground" for extra smoothness and hardness and to provide maximum durability and long life.
- ⑥ Sealed rear wheel bearings have special lubricant or grease sealed in for complete independence from possible variations in characteristics of rear axle lubricant, thus contributing to extended bearing life.

**CADILLAC'S
EXCLUSIVE
TRIPLE-SAFE
BRAKES**



- ① *Cadillac's Independent Front and Rear Braking System* has a separate fluid reservoir, master cylinder piston and hydraulic lines for the front and also for the rear brakes, thus assuring that one set works should the other become inoperative.
- ② *New Diaphragm Seal in Each Brake Reservoir* assures further dependability by sealing off the fluid from any contaminants such as water or dirt which might enter through the breather hole on reservoir cover. Flexible diaphragm has folds permitting it to compensate for rise or fall of fluid level in reservoir as brakes are applied and released.
- ③ *Exclusive Emergency and Parking Brake* serves as a true auxiliary braking system since a vacuum release prevents it from locking in applied position as long as engine is running and transmission is in any drive gear. Same vacuum control automatically releases parking brake when engine is started and transmission shifted into gear, thus eliminating this driver responsibility.
- ④ *Self-adjusting Brake Shoes* automatically bring linings back to proper clearance with drums when brakes are applied when car is being reversed, thus eliminating manual adjustment under normal conditions for life of lining.
- ⑤ *Long-life Pistons in Wheel Brake Cylinders* are made of a super-hard iron alloy instead of aluminum, are self-lubricated and provide extra long life and corrosion resistance.
- ⑥ *Finned Brake Drums Front and Rear* provide increased area for cooling flow of air, thus dissipating heat faster. Any possibility of brake fading or loss due to expansion of overheated drums is minimized.
- ⑦ *Front Brake Splash Protection* is provided by a specially designed flange on the front brake backing plates which shields interior of drums from splashing water. Splash protection is important at front brakes because they encounter puddles first and are in a more exposed position.

CADILLAC POWER STEERING



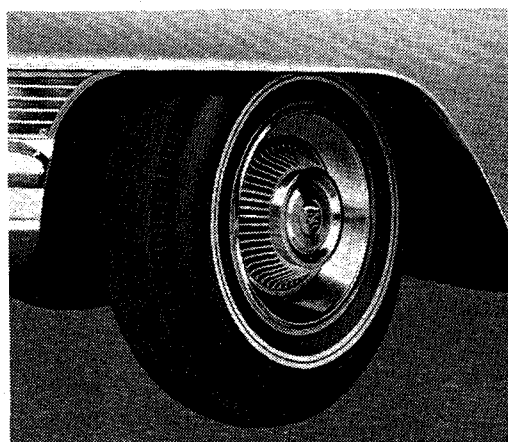
Cadillac Power Steering, provided on all Cadillac models, is so effortless that only the lightest touch is required on the steering wheel, even in parking. And for additional safety, Cadillac Power Steering continues to offer the important "feel of the road" so essential to the judging of safe speeds on curves or slippery road surfaces.

Any possible transmission of vibration or road shocks to the steering wheel is minimized by a flexible rubber coupling in the steering shaft. The compact power steering pump, located forward in the engine compartment for easy accessibility, has a simple turn cap instead of bolted-on cover to facilitate checking the fluid level.

Smooth return of the steering wheel to straight-ahead position after a turn is accomplished easily and automatically due to minimum restriction to passage of hydraulic fluid and minimum bearing friction.

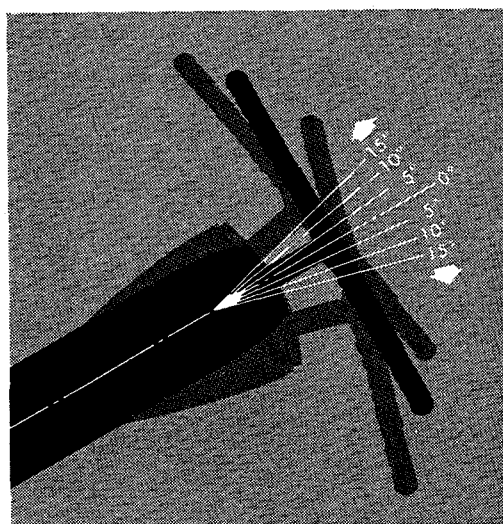
Wide Turning Angle

Cadillac's front suspension design permits the front wheels to turn at a sharp turning angle ($38\frac{1}{2}$ degrees) without restriction, thus contributing to Cadillac's outstanding maneuverability. This is especially appreciated when cornering in narrow streets or driveways or in following hairpin turns in mountain driving.



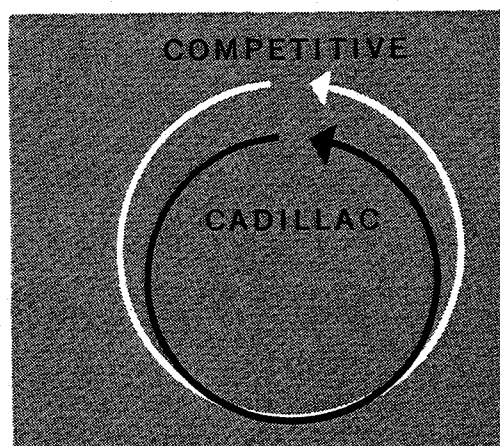
Steering Wheel

The Cadillac steering wheel has horizontal spokes for unobstructed view of the instrument cluster and to aid in returnability of wheel to straight ahead, since there is no pendulum effect as when spokes are angled downward to the rim. Further steering ease is provided by the Cadillac adjustable steering wheel with seven positions to suit every driver (see Optional Equipment Section, page 54).

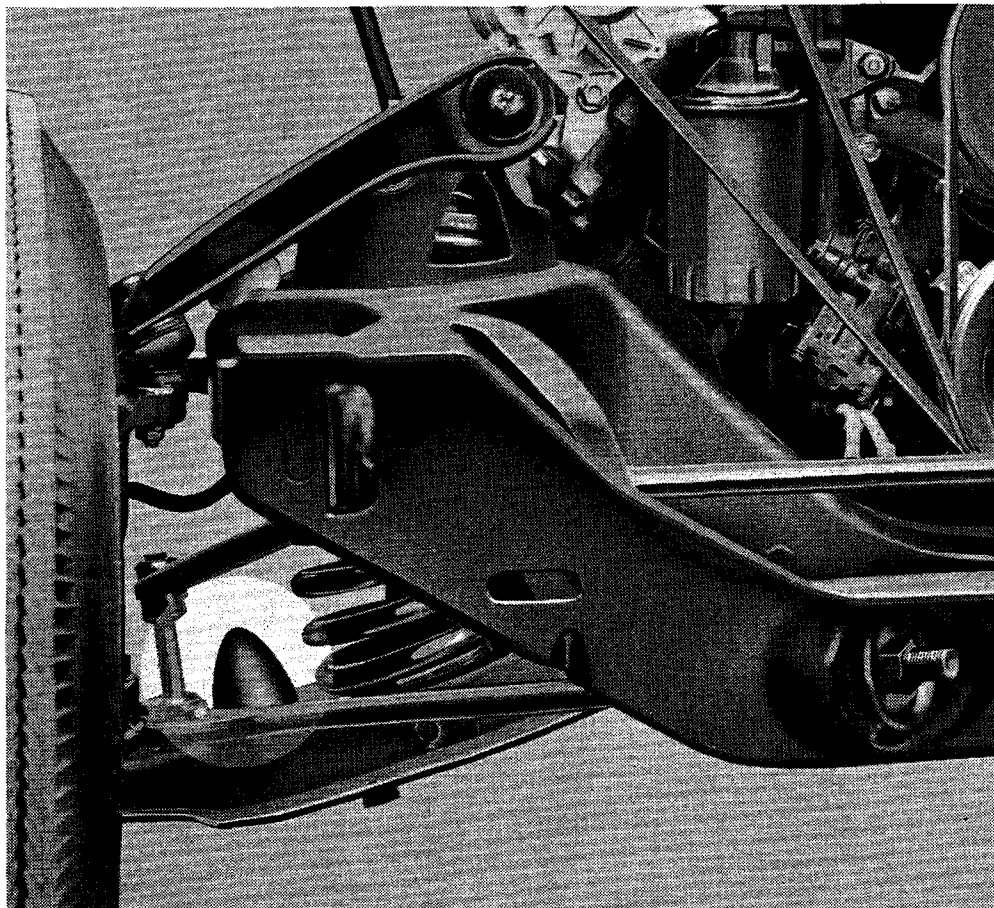


Small Turning Diameter

Considering its impressive stature, the 1964 Cadillac owner will be pleased to know that his Cadillac can be easily turned around in an area no greater than that required by many lesser cars. In addition to the obvious advantages in parking or garaging, this feature also offers handling advantages in any restricted driving area.

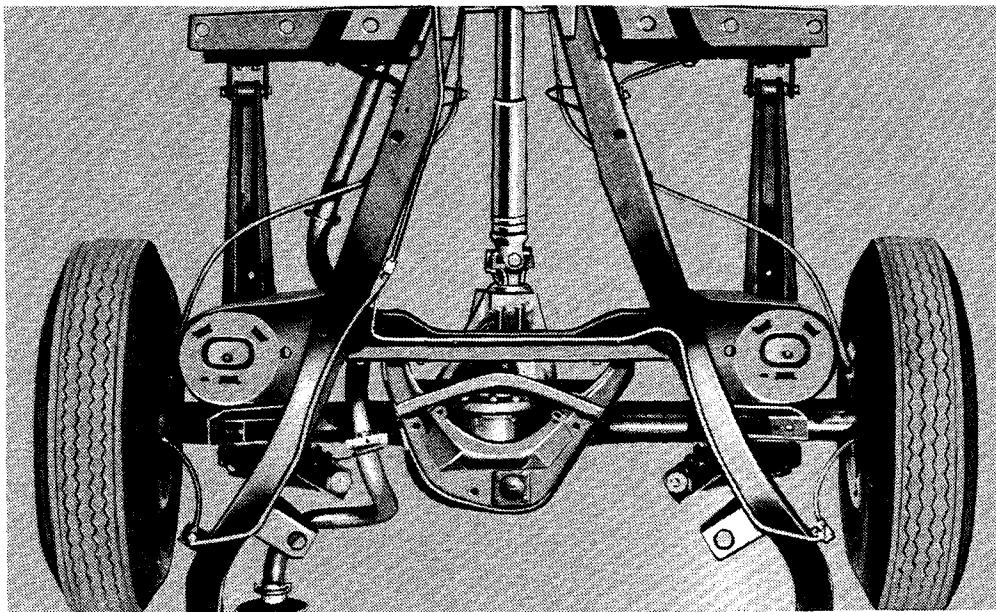


CADILLAC'S EXCLUSIVE SUSPENSION SYSTEM



Front Suspension

Cadillac's advanced front suspension system has strut rods extending from each front wheel to and through thick, rubber mountings on the front frame crossmember. These rods hold the wheels in firm fore and aft alignment during normal driving, yet, when a bump or depression in the road surface is encountered, they permit a momentary rearward deflection of the wheel, thus cushioning the impact. Any remaining noise or shock is absorbed by rubber bushings or mountings between all suspension members and the frame. Wedge-shaped rubber limit bumpers are designed for increased durability, to permit maximum vertical travel of the wheels and softer cushioning should bottoming occur.

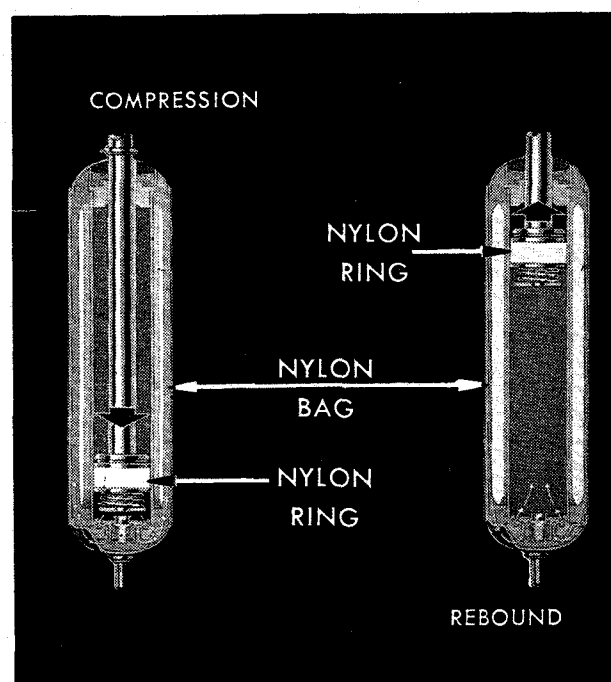


Rear Suspension

Cadillac four-link rear suspension has two lower control arms which hold the axle in fore and aft alignment and an upper yoke which prevents sidewise motion. Yoke mounting at high points of frame and top of rear axle housing results in more car weight being below this point, thus contributing to a more level ride with less outward lean on curves. Rubber mountings isolate noise and absorb impacts between suspension members and frame, while wedge-shaped rubber limit bumpers permit increased wheel travel and softer bottoming.

Shock Absorbers

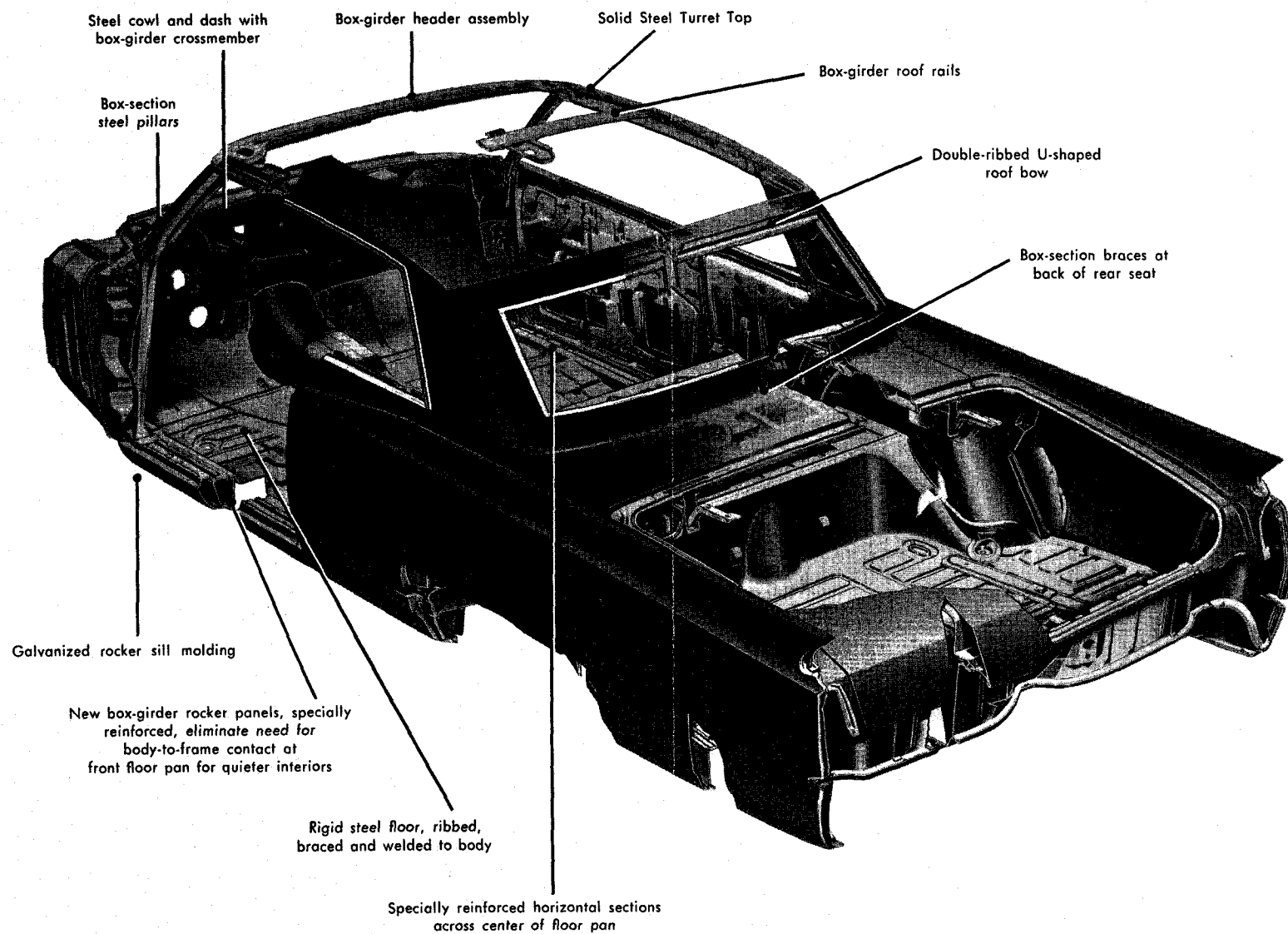
The exclusive Cadillac shock absorber design assures consistent quality of ride by eliminating any possibility of air mixing with the fluid. This is accomplished by using a gas-filled nylon envelope to replace the air space in conventional shock absorbers. Nylon rings are used around pistons to prevent scoring of cylinder walls. Shock absorber fluid, impervious to temperature changes, retains efficiency in any weather.

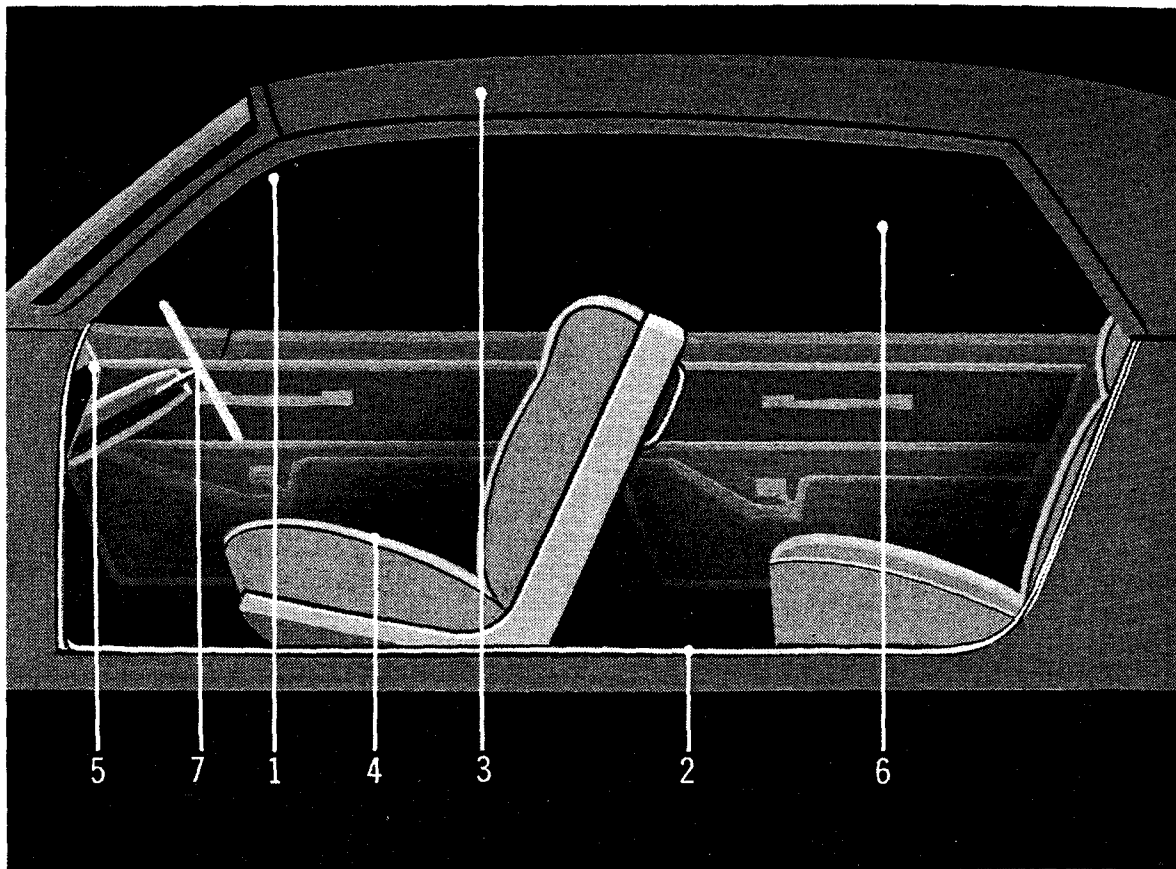


1964 Cadillac **BODY FEATURES**

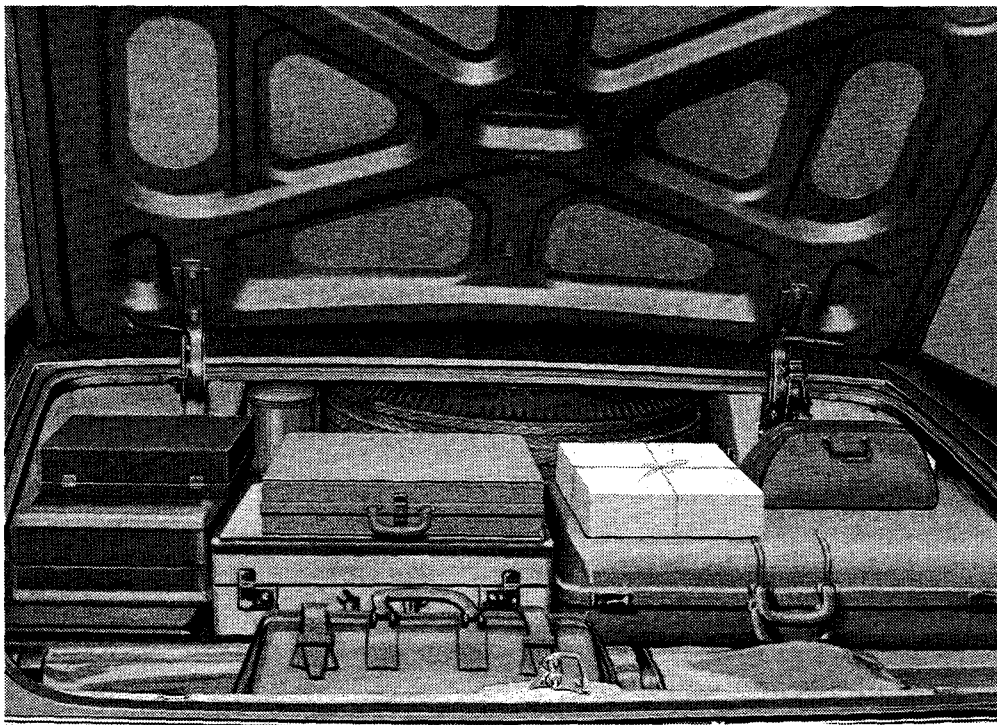
The Cadillac body, designed and built with the one basic purpose of providing the Cadillac driver and passengers with maximum safety, comfort and convenience, has contributed much to Cadillac's acknowledged position as the Standard of the World.

Fabricated exclusively at the Fleetwood Plant of the Fisher Body Division of General Motors under rigid Cadillac quality control, Cadillac body coachcrafting is a major factor in that enduring worth which assures the original and each subsequent owner maximum protection for his investment.





1. Wide-opening doors for ease of entry and exit are front hinged, thus cannot be swept open by wind if accidentally opened with car moving.
2. Narrow sills permit entering or leaving the car with minimum hazard to formal gowns in wet or snowy weather.
3. Flat roofline permits extending door openings well up into roof to eliminate unnecessary bending when entering or leaving car.
4. Combination of low front floor and flat roofline permits the ideal balance of comfortable seat height with adequate head room.
5. Absence of windshield dog-leg and rounded contours of seat cushion corners further contribute to unrestricted entranceway.
6. Ample hip room and shoulder room are fully evident with less hazard to hat brims than in cars whose sides taper sharply inward at top.
7. Slim, small diameter steering wheel aids driver's entrance and exit. Adjustable Steering Wheel (extra-cost option) rises to its highest position at lift of adjusting lever.



Large, Luxurious Luggage Compartment

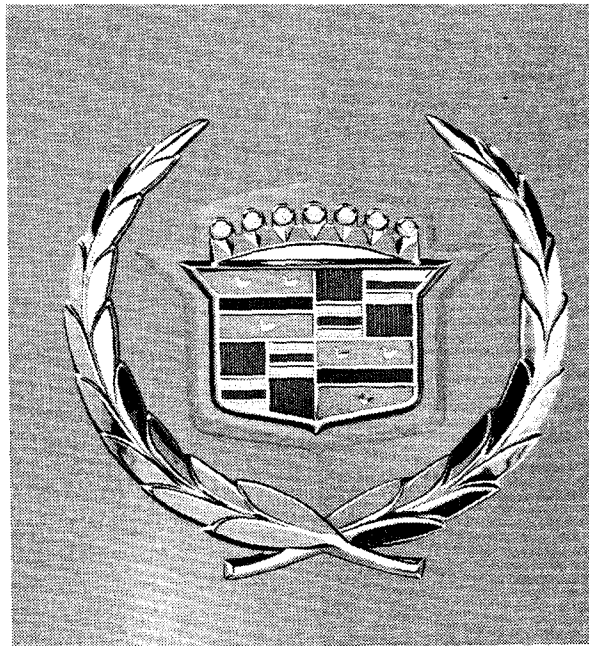
The Cadillac luggage compartment accommodates all luggage normally carried on a trip, including golf clubs. It is designed for maximum utilization of space with the spare tire mounted horizontally on the floor and well to the side or upon shelf at forward area of luggage compartment on coupe and 4-window sedan models. For protection of fine luggage, the compartment is lined (including the side panels on the Sixty Special Sedan) with tweed-textured, vinyl coated fabric. Protection against dust or moisture is provided by insulation at strategic points and by a rubber seal entirely around the deck lid opening.

Convenient, One-hand Deck Lid Operation

A feature particularly appreciated when one arm is burdened with packages is the manner in which the deck lid automatically rises part way when the key is turned in the luggage compartment lock. This enables easy one-hand raising of the deck lid the rest of the way. The use of counterbalanced springs means that the deck lid actually helps raise and lower itself with only a slight motion required to start it up or down.

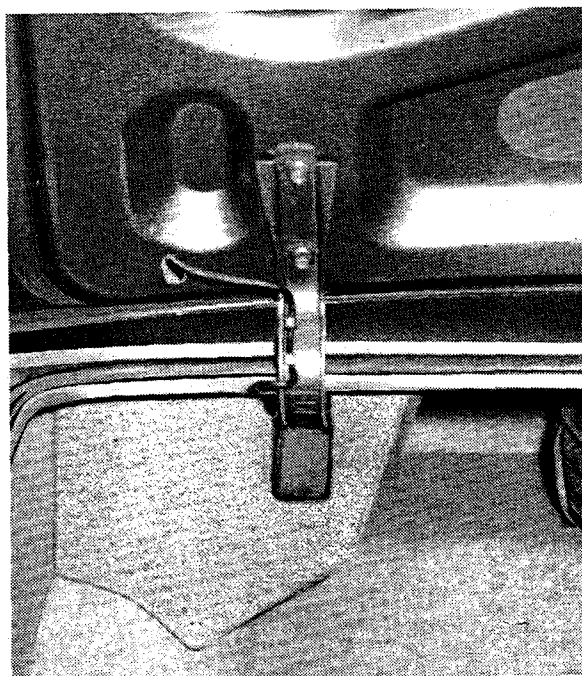
New Shielded Deck Lid Lock

The 1964 Cadillac deck lid lock is protected against dust or dirt by the new, pivoted crest section of the deck lid V and Crest or Wreath and Crest as shown on Sixty Special here. Pivoting crest in an arc to the right exposes lock for deck lid key.



Covered, Non- protruding Hinges

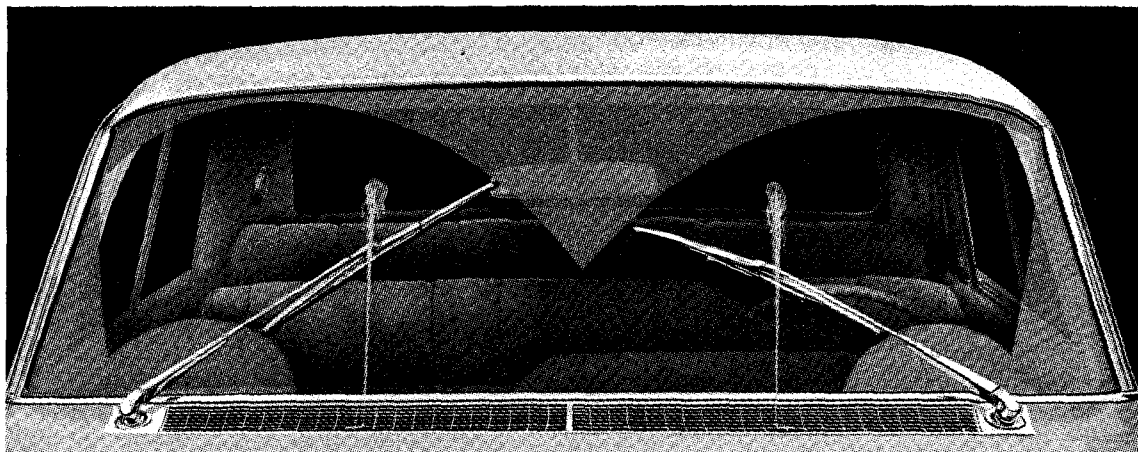
Typical of Cadillac attention to quality detail and owner consideration is the design of deck lid hinges which disappear into housings or receptacles and thus cannot mar fine luggage. Housings are covered to match luggage compartment interior.



Spare Tire Cover

A spare tire cover, matching the luggage compartment lining, is standard equipment on the Fleetwood Sixty Special Sedan and Eldorado Convertible, and available at extra cost for dealer installation on all other models. It further enhances the appearance of the luggage compartment.





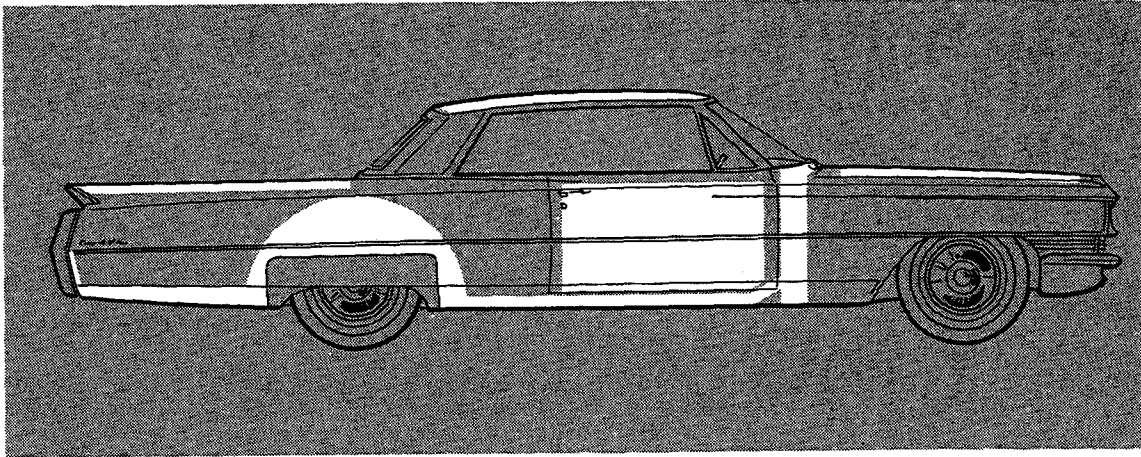
Three-Speed Electric Windshield Washer-Wipers

For maximum visibility in rain, sleet or snow, Cadillac windshield wiper blades are a long, overlapping type designed to cover a wide wiping area. The flexibility of the blades enables them to retain contact with the glass surface equally as well on the curved area of the windshield as the flatter central area. Wiper blades operate at any of three speed settings selected by a lever control located on the instrument panel at the left of the steering column. A push button just left of the lever control activates washers and wiper blades. When glass is clean, wiper lever should be moved back to the OFF position to stop the wiper blades.

Positive Crank-type Ventipanes (Power Optional)

Cadillac provides positive crank-type ventipanes instead of the less costly push-pull type more hazardous to fingers and fingernails. Power ventipane operation is provided on the Fleetwood Sixty Special and Eldorado and is available at extra cost on other models equipped with regular power windows.



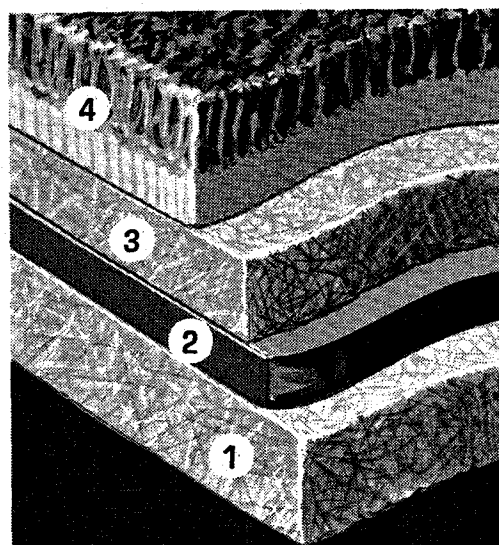


Cadillac Soundproofing

Cadillac scientific soundproofing makes the quietness of Cadillac interiors a matter of both pride and pleasure to owners. There is, for example, a sandwich-type sound barrier between the engine and passenger compartments and the addition of sound-deadening material at gravel impact areas to absorb the noise of tire thrown gravel on non-paved roads. Cadillac continues the use of a highly efficient rubber compound sound barrier at each side of the cowl just forward of the car doors. For 1964 this same barrier between two layers of jute just beneath the front compartment carpeting has been extended to carpet-covered areas of the front compartment sills. Rear compartments have two layers of jute topped by deep carpeting and, between the steel top and headlining on Series 62, de Ville and Sixty Special models, there are layers of felt deadener and tuflex insulation. Even the underside of the hood is insulated with a sound- and heat-absorbing, vinyl covered fiber glass pad 1½" thick.

Four-layer barrier helps protect front compartment against heat, cold, noise and drafts.

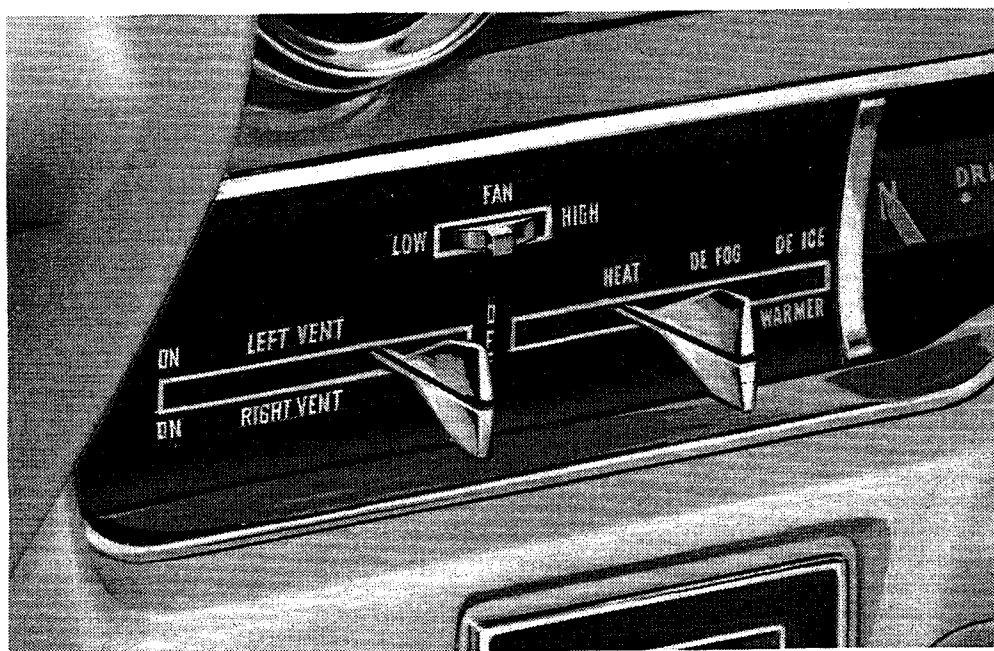
1. Jute
2. Rubber compound
3. Jute
4. Carpeting



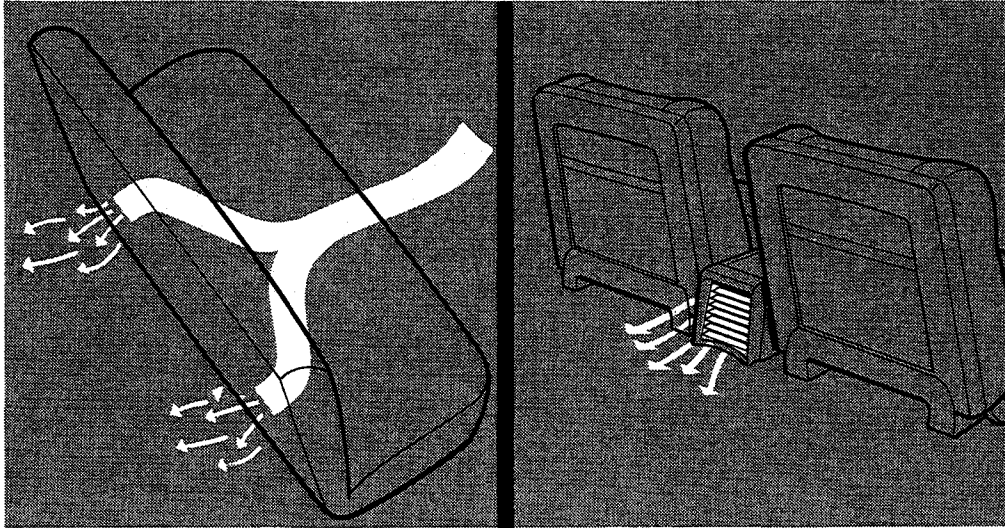
CADILLAC HEATER-DEFROSTER

(Standard Equipment)

(Any body style is available without the Heater-Defroster as an option at reduced cost)



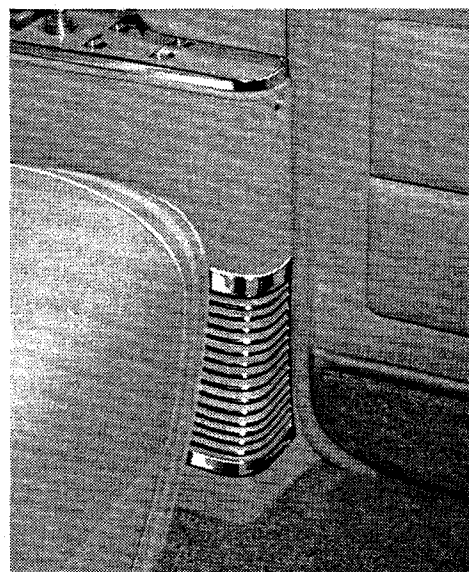
The Cadillac Heater-Defroster provided as standard equipment uses an air-mix principle similar to that used on the optional-at-extra-cost Air Conditioner-Heating System, but non-automatic. In other words, the temperature of the air from the heater outlets is achieved by mixing heated air with cooler air. This method provides considerably faster air temperature adjustment to meet the desires of the owner than the previous method of varying the output of the heater core. It also provides a wider temperature range for maximum comfort. The upper lever of the heater controls provides three positions: HEAT, in which air is circulated through the heater outlets only; DE-FOG, which distributes part of the air to the windshield and part through the heater outlets; and DE-ICE, which distributes all of the air to the windshield. Temperature of the air in any of these positions is determined by the setting of the lower lever. It is moved to the left for cooler air; to the right for warmer air. A fan switch with three positions provides the degree of air circulation desired. In addition to the front compart-



ment outlets, heat is distributed to the rear compartment through ducts with individual outlets located at floor level beneath the rear of the front seat cushion. With bucket seat installations heat is distributed to the rear compartment through a louvered, chromed outlet at the base of the console compartment.

Fleetwood Seventy-Five Sedan and Limousine

To assure maximum heating comfort in the spacious rear compartment, the nine-passenger Fleetwood Seventy-Five Sedan and Limousine have additional rear compartment heaters with outlets at the base of the rear compartment armrests. Controls are located behind a sliding door above the right-hand rear armrest.



CADILLAC GENERAL SPECIFICATIONS

1964

	Series 62 Sedan and Sedan de Ville (6-window)	Convertible and Coupe de Ville and Series 62 Coupe	Fleetwood Eldorado Convertible	Fleetwood 60 Special Sedan	Fleetwood 75 9-Passenger Sedan and Limousine
Wheelbase.....	129.5"	129.5"	129.5"	129.5"	149.8"
Over-all Length.....	223.5"	223.5"	223.5"	223.5"	243.8"
Over-all Width.....	79.7"	79.7"	79.7"	79.7"	79.9"
Over-all Height.....	56.4"†	55.1"***	55.8"	56.6"	59.0"
Minimum Road Clearance.....	5.3"	5.3"††	5.4"	5.3"	6.2"
Steering Ratio—Over-all.....	18.2	18.2	18.2	18.2	18.2
Turning Diameter (Wall-to-Wall)..	46'	46'	46'	46'	52'
Tread—Front.....	61"	61"	61"	61"	61"
Tread—Rear.....	61"	61"	61"	61"	61"
Tires, Tubeless—Size.....	8.00 x 15*	8.00 x 15*	8.20 x 15	8.00 x 15*	8.20 x 15
Tires—Ply Rating.....	4-ply	4-ply	4-ply	4-ply	6-ply

*8.20 x 15 supplied in whitewall tires (standard on Fleetwood Eldorado).

**55.6" on Convertible de Ville.

†54.8" on 4-window sedans.

††5.2" on Convertible de Ville.

	Series 62 Sedans and Sedans de Ville	Convertible and Coupe de Ville and Series 62 Coupe	Fleetwood Eldorado Convertible	Fleetwood 60 Special Sedan	Fleetwood 75 9-Passenger Sedan and Limousine
Engine.....	340-horsepower Cadillac V-8	340-horsepower Cadillac V-8	340-horsepower Cadillac V-8	340-horsepower Cadillac V-8	340-horsepower Cadillac V-8
Compression Ratio.....	10.5:1	10.5:1	10.5:1	10.5:1	10.5:1
Piston Displacement.....	429 cu. in.	429 cu. in.	429 cu. in.	429 cu. in.	429 cu. in.
Valve Arrangement.....	Overhead	Overhead	Overhead	Overhead	Overhead
Carburetor.....	4-barrel	4-barrel	4-barrel	4-barrel	4-barrel
Exhaust System.....	Single	Single	Single	Single	Single
Transmission.....	Automatic***	Automatic***	Automatic***	Automatic***	Automatic***
Steering.....	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power	Hydraulic Power
Brakes.....	Power Brakes Dual System	Power Brakes Dual System	Power Brakes Dual System	Power Brakes Dual System	Power Brakes Dual System
Frame.....	Tubular-center X	Tubular-center X	Tubular-center X	Tubular-center X	Tubular-center X
Springs.....	Helical coil, front and rear	Helical coil, front and rear	Helical coil, front and rear	Helical coil, front and rear	Helical coil, front and rear
Drive.....	Cadillac Four-Link	Cadillac Four-Link	Cadillac Four-Link	Cadillac Four-Link	Cadillac Four-Link
Axle Ratio.....	2.94:1 *	2.94:1 *	2.94:1 *	2.94:1 *	3.36:1 **

*3.21 optional; standard with air-conditioned cars.

**3.77 optional on Series 75.

***Hydra-Matic transmission on Series 62 Coupe and Sedans and Series 75 models. Turbo Hydra-Matic transmission on all other models.

DETAILED SPECIFICATIONS

ENGINE

Number of cylinders.....	8
Cylinder arrangement.....	90° V-type
Valve arrangement.....	Overhead
Bore and stroke.....	4.13" x 4.0"
Block and cylinder head material.....	Cast iron
Piston displacement.....	429 cu. in.
Taxable horsepower.....	54.6
Max. brake horsepower.....	340 @ 4600 r.p.m.
Max. engine torque—lbs.-ft...	480 @ 3000 r.p.m.
Compression ratio.....	10.5:1
Engine mounts.....	Vulcanized rubber
Number of points of suspension	3

PISTONS AND RINGS

Make.....	Alcoa—Sterling
Material.....	Aluminum alloy
Type.....	T-slot cam ground
Weight.....	20.0 oz.
Clearance.....	.0008-.0012"
Number of oil rings per piston.	1
Number of comp. rings per piston.....	2
Top compression ring.....	Molybdenum filled or Chrome Plated

Detailed Specifications

RODS AND PINS

Wristpin length	3.093"
Wristpin material	Steel
Type	Locked in rod
Connecting rod length	6.500"
Material—connecting rod	Forged steel
Weight—connecting rod	19.36 oz.
Lower bearing material	Steel-back Moraine
Connecting rod bearing clearance0005"-.0021"
Connecting rod bearing end play008"-.014" (total two rods)

CRANKSHAFT

Material	Pearlitic malleable iron
Weight	59 pounds
Main bearing thrust	Center main
Crankshaft end play002" to .007"
Main bearing removable	Yes
Main bearing material	Steel-back Moraine
Main bearing clearance—rear003" to .0020"
Main bearing journal— Diameter x Length:	
Number 1	3.000" x 1.120"
Number 2	3.000" x 1.062"
Number 3	3.000" x 1.138"
Number 4	3.000" x 1.062"
Number 5	3.000" x 1.120"

Detailed Specifications

CAMSHAFT

Drive.....	Chain
Camshaft sprocket material...	Aluminum with nylon teeth
Timing chain—make.....	Link Belt
Timing chain—no. of links....	46
Timing chain—width.....	.6875"
Timing chain—pitch.....	.500"

VALVES

Valve arrangement.....	Overhead
Intake opens.....	34° B.T.C. at .001 lift
Intake closes.....	102° A.B.C. at .001 lift
Exhaust opens.....	89° B.B.C. at .001 lift
Exhaust closes.....	63° A.T.C. at .001 lift

INTAKE

Material.....	Alloy steel
Over-all length.....	4.794"
Diameter of head.....	1.875"
Angle of seat.....	44°
Lift.....	.427"

EXHAUST

Material.....	Alloy steel
Over-all length.....	4.815"
Diameter of head.....	1.500"
Angle of seat.....	44°
Lift.....	.466"
Hydraulic valve lifters.....	Yes
Valve inserts.....	None
Valve seats cooled by.....	Direct water circulation

Detailed Specifications

LUBRICATION

Type	Full pressure
Oil under pressure to:	
Main bearings	Yes
Connecting rods	Yes
Wristpins	Splash
Camshaft bearings	Yes
Tappets	Yes
Oil pump type	Gear
Normal oil pressure	30 to 35 lbs. @ 30 m.p.h.
Capacity of oil reservoir	5 qts. with filter. Refill, 4 qts.
Type of oil level gauge	Dip stick
Make of pressure gauge	AC—Tell-Tale Lite
Oil filter	Standard
Type	Full-Flow

FUEL

Gasoline tank capacity	26 gallons
Type of fuel feed	Camshaft pump
Carburetor—make	Rochester & Carter
Carburetor—type	Four-barrel downdraft
Manifold heat control	Automatic
Type of air cleaner	Dry-pack
Tailpipe diameter	2.25"

COOLING

Water pump type	Centrifugal—dual outlet
Pressure relief valve	Yes
Choke for recirculation	Yes
Radiator core	Tube and center
Full-length cylinder	
water jacket	Yes
Water all around cylinders	Yes

Detailed Specifications

COOLING—continued

Fan belt length.....	53.10"
Fan belt width.....	$\frac{3}{8}$ "
Fan blade material.....	Aluminum
Fan—no. of blades.....	4 (7 on Series 75)
Air-conditioned cars.....	5 with controlled, limited-slip clutch
Cooling system capacity	17.2 qts. (Series 75, 19.7 qts.) Add 1 qt. for A/C

GENERATOR

Make.....	Delco-Remy
Minimum charging speed.....	At idle
Generator ventilation.....	Forced air

GENERATOR REGULATOR

Make.....	Delco-Remy
Voltage regulator setting.....	13.8-14.8 @ 100° (adjust to 14.2)
Generator max. charging rate.....	42 amp.
(Series 75 and air-conditioned cars).....	55 amp.

STARTING MOTOR

Make.....	Delco-Remy
Flywheel teeth, integral or ring...	Steel integral

Detailed Specifications

IGNITION

Spark advance.....	Centrifugal and vacuum
Ignition unit—make.....	Delco-Remy
Manual advance.....	None
Maximum centrifugal advance.....	Crankshaft (16°-20°)
Vacuum advance.....	Crankshaft (19°-21.5°)
Distributor breaker gap.....	.016"
Initial spark advance.....	5° B.T.C. (Nominal)
Firing order.....	1-8-7-2-6-5-4-3
Ignition coil—make.....	Delco-Remy
Spark Plugs:	
Make.....	AC
Model.....	44.0
Thread.....	14 mm.
Gap.....	.035"

BATTERY

Make.....	Delco
Number of plates.....	13
Capacity (amp. hrs.).....	73
Terminal grounded.....	Negative
Location of battery.....	Under hood on tray at front right-hand side of radiator cradle

LIGHTS AND HORN

Headlight—make.....	Guide sealed-beam (Dual)
Headlight cover glass, dia.....	5 $\frac{3}{4}$ "
Parking light—make.....	Guide
Taillight—make.....	Guide
Lighting switch—make.....	Delco-Remy
How are headlights dimmed?...	Depressed beam— foot switch
Cornering light.....	Guide-activated by directionals & light switch
Horn:	
Make.....	Delco-Remy
Type.....	Vibrator, seashell electric (2), trumpet high C (1)*

*Large trumpet low C on Eldorado.

Detailed Specifications

HYDRA-MATIC TRANSMISSION

(Series 62 Coupe and Sedans and Series 75 models.)

Type.....	Fully automatic step-gear type with controlled fluid coupling on forward gear set for smoother shifts.
Gearing.....	Planetary
No. of forward speeds in right DRIVE position.....	3
left DRIVE position.....	4
No. of forward speeds in LOW position.....	2
Transmission ratio, first.....	3.97:1
Transmission ratio, second....	2.55:1
Transmission ratio, third.....	1.55:1
Transmission ratio, fourth....	1:1
Transmission ratio, reverse...	3.74:1
Oil capacity.....	10 qts. dry (check dip stick) 9 qts. refill
Type of fluid.....	<i>(Automatic transmission fluid type "A" suffix "A")</i>

TURBO HYDRA-MATIC TRANSMISSION

(All de Ville models and Fleetwood Eldorado Convertible and Sixty Special Sedan.)

Type.....	Fully automatic torque converter combined with step gear shifts.
Gearing.....	Planetary
No. of forward speeds in (D) drive position.....	3
No. of forward speeds in (L) low position.....	2

Detailed Specifications

TURBO HYDRA-MATIC TRANSMISSION—Continued

Transmission ratio

Low gear.....	2.48 plus torque converter
Intermediate gear.....	1.48 plus torque converter
High gear.....	1.00 plus torque converter
Reverse.....	2.07 plus torque converter

Torque converter

maximum torque multiplication at stall.....	2.00
---	------

Oil capacity

Completely dry transmission	11 qts. 6 oz.
Pan drained by filler tube only.....	2 qts. 8 oz.
Pan and strainer removed..	3 qts. 16 oz.

FRAME

	Series 60-62-63	Series 75
Frame—make.....	A. O. Smith	A. O. Smith
Frame depth, maximum.....	7"	7"
Frame thickness, maximum....	$\frac{1}{8}$ "	$\frac{5}{32}$ "
Width of flange, maximum....	$4\frac{5}{16}$ "	$4\frac{5}{16}$ "
Frame—type.....	Tubular-center X frame	Tubular-center X frame

FRONT-END SUSPENSION

Front suspension—make.....	Own
Front suspension—type.....	Forked arms, upper. Single arms with tension strut rods, lower.

Detailed Specifications

FRONT-END SUSPENSION—Continued

Control arm pivots	Rubber bushings
Knuckle support bearing	Spherical
Front wheel inner bearing	Tapered roller
Front wheel outer bearing	Tapered roller
Front spring—type	Helical coil
Front spring, material	Spring steel
Shock absorber—type	Hydraulic direct-acting type
Front stabilizer	Torsion rod

REAR SUSPENSION

Type	Cadillac four-link
Yoke and control arm pivots	Rubber bushings
Springs	Helical coil
Material	Spring steel
Spring bushings—type	Rubber
Shock absorbers	Hydraulic direct-acting, inverted "V" mounting

PROPELLER SHAFT

Type	2-piece
Make	Saginaw
Drive and torque taken through	Four-link rear suspension

Universal Joints

Number used	3
Type	Cross and cup, front Constant velocity, center and rear
Bearing	Needle
Universal joints, lubricated	Permanently

Detailed Specifications

REAR AXLE

Rear axle—make.....	Own	
Rear axle—type.....	Semifloating	
Differential gear—make.....	Own	
Rear axle:		
Oil capacity.....	5 pints	
Grade recommended:		
S.A.E. viscosity.....	90 hypoid	
	Series 60-62-63	Series 75
Type of final gearing.....	Hypoid	
Gear ratio:		
Standard.....	2.94	3.36
Optional.....	3.21*	3.77
Rear wheel bearing—type....	Ball, grease-packed (permanent)	

*Standard on air-conditioned models.

TIRES AND WHEELS

Tires:		
Make.....	U. S. Royal, Firestone and Goodrich	
Type.....	Tubeless	
	Series 60-62-63	Series 75
Size.....	8.00 x 15*	8.20 x 15
Ply rating.....	4	6
Inflation pressure:		
Front.....	24 lbs.	28 lbs.
Rear.....	24 lbs.	28 lbs.
Wheels:		
Type.....	Slotted disc	
Make.....	Kelsey-Hayes	
Rim, diameter.....	15"	
Rim, width.....	6.00"	
Tread:		
Front.....	61"	
Rear.....	61"	

*8.20 x 15 when whitewalls are ordered. Standard on Fleetwood Eldorado.

Detailed Specifications

STEERING

	Series 60-62-63	Series 75
Steering.....	Hydraulic power	
Type.....	Concentric gear	
Make.....	Saginaw	
Over-all steering ratio.....	18.2 to 1	
Car turning radius (wall-to-wall).....	22'8"	25'5"

BRAKES

	Series 60-62-63	Series 75
Front.....	Independent hydraulic	
Rear.....	Independent hydraulic	
Type.....	Duo-servo, self-adjusting	
Brake drum diameter.....	12"	12"
Brake drum, internal or external.....	Internal	Internal
Brake lining, length per wheel:		
Forward shoe.....	11.50"	12.98"
Reverse shoe.....	12.98"	12.98"
Total.....	24.48"	25.96"
Brake lining width.....	2½"	2½"
Brake lining thickness.....	¼"	¼"
Brake lining effective area....	221.8 sq. in.	233.72 sq. in.
Brake shoe clearance**.....	.010"—.030"	
Foot emergency brake location	Left side below dash	
Release.....	Automatic vacuum* plus manual	
Operates on.....	Rear service brakes	
Power brakes.....	Standard, all models	

*With engine running and car in any drive gear.

**Controlled by self-adjusting linkage.

Detailed Specifications

MISCELLANEOUS SPECIFICATIONS

	Series 60-62-63	Series 75
Car lifting device, jack.....	Bumper type.	Scissor type
Engine lubrication—type.....	Pressure	
Chassis lubrication—type.....	No lube fittings	
Axle lubrication—type.....	Splash	

LUBRICANTS

Engine crankcase capacity.....	4 qts.
With oil filter (Std.).....	5 qts.
Recommended viscosity.....	Anticipated temperature: +32°F or higher, SAE-10W-30, SAE 20, SAE 20W 0°F to +32°F, SAE 10W, SAE 5W-20 0°F or lower, SAE 5W, SAE 5W-20
Drain.....	6000 miles
CAUTION: Drain more frequently in accordance with Owner's Manual under varying operating conditions.	
Rear axle oil.....	5 pints
Recommended viscosity.....	90 hypoid
Transmission fluid.....	Type "A" (Suffix "A")
Hydra-Matic refill.....	10 qts. dry (check dip stick). 9 qts. refill
Turbo Hydra-Matic refill..	11 qts. 6 ozs. (completely dry) 2 qts. 8 ozs. (pan drained by filler tube only) 3 qts. 16 ozs. (with pan and strainer removed)
Gasoline tank capacity.....	26 gallons

Cadillac
MILESTONES
1902/1963

Cadillac has pioneered in the development
of many motoring achievements . . . advancements in
engineering and design which have set the trend
for other motor car makers in the course
of the ensuing years.

The "milestones" listed in this section of your Data Book
point up the dramatic year-by-year development
of and increased demand for the
Cadillac automobile, recognized and respected
everywhere as the "Standard of the World."

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1902 } 1903 }	2,500	1 cyl. "A"	\$ 850	76"	Detroit Automobile Co., established 1899, reorganized as "Cadillac Automobile Co."
1904	2,318	1 cyl. "B"	950	76"	Cadillac Automobile Co. and Leland & Faulconer consolidate as "Cadillac Motor Car Company" with Henry M. Leland, grand old man of the industry, as General Manager.
1905	4,182	{ 1 cyl. "F" 4 cyl. "D"	950 2,800	76" 100"	First four-cylinder establishes Cadillac as the pioneer of multi-cylinder motor cars.
1906	4,307	{ 1 cyl. "M" 4 cyl. "H"	950 2,500	76" 102"	
1907	2,696	{ 1 cyl. "M" 4 cyl. "G" 4 cyl. "H"	950 2,000 2,500	76" 100" 102"	Famous Johansson gauges, First imported into United States by Cadillac, enable Cadillac to become the following year the—
1908	2,012	{ 1 cyl. "T" 4 cyl. "H"	1,000 2,500	82" 102"	First American car to be awarded the Dewar Trophy by Royal Automobile Club of London for being First to achieve interchangeability through standardization of parts.
1909	5,902	4 cyl. "30"	1,400	106"	Cadillac purchased by General Motors Corporation. Four-cylinder production increases six times over 1908 production.
1910	8,006	4 cyl. "30"	1,600	106"	First to offer Closed Bodies as standard equipment. Less than 10% of cars then produced had closed bodies.
1911	10,018	4 cyl. "30"	1,800	116"	Custom Coachcraft by Fleetwood Body Company begins.
1912	13,994	4 cyl. "1912"	3,250	116"	First to equip cars with Electric Starting, Lighting, Ignition, for which Cadillac again was awarded the Dewar Trophy. First and only car in the world to win this award twice.
1913	15,017	4 cyl. "1913"	3,250	120"	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1914	14,002	4 cyl. "1914"	\$2,800	120"	World's First V-type, eight-cylinder engine reproducible in quantity as a result of Cadillac's pioneering efforts in standardization. The techniques of using interchangeable parts are referred to above in winning the Dewar trophy. The soundness of this record is evident in the uninterrupted use of this basic engine design, which was the prototype of many engines used throughout the industry.
1915	13,001	V-8 "51"	2,800	120"	First to use Tilt-Beam Headlights for night driving safety.
1916	18,003	V-8 "53"	2,950	122"	Cadillac becomes "Division of General Motors."
1917	18,002	V-8 "55"	3,110	125"	Cadillac adopted as Standard Officers' car by U. S. Army after grueling tests at Marfa, Texas.
1918	20,285	V-8 "57"	3,535	125"	Cadillac supplied 2,350 cars and 1,157 V-8 artillery tractor engines to U. S. Army.
1919	20,678	V-8 "57"	4,090	125"	
1920	19,628	V-8 "59"	4,750	125"	Cadillac completes new Clark Ave., Detroit, plant, most modern in the industry.
1921	5,250	V-8 "59"	4,950	132"	
1922	26,296	V-8 "61"	4,100	132"	First to use Thermostatic Carburetor Control.
1923	14,707	V-8 "61"	4,150	138"	First to build the inherently balanced 90° V-type eight-cylinder engine. First to use the Compensated Crankshaft. Four-wheel brakes featured.
1924	18,827	V-8 "63"	3,835	132"	First to provide wide choice of Duco Exterior Finishes as standard equipment.
1925	16,673	V-8 "63"	3,195	132"	First to use Crankcase Ventilation. \$5,000,000 expansion program started. Cadillac contracts for entire output of Fleetwood Custom Body Co.
1926	20,419	V-8 "314"	3,250	132"	First to develop a comprehensive Service Policy and place it on a nationwide basis.
1927	47,420	V-8 "303"	2,685	125"	
		V-8 "314"	3,250	132"	

1928	29,572	V-8 "303"	\$2,685	125"	First to develop and use the Clashless Synchro-Mesh Transmission. First to install Security Plate Glass as standard equipment.
		V-8 "341-A"	3,250	140"	
1929	40,965	V-8 "328"	2,495	125"	First to adopt Chrome Plating as standard.
		V-8 "341-B"	3,595	140"	
1930	25,991	V-8 "340"	2,565	134"	First to build a Sixteen-Cylinder Automobile Engine. Later in the year, the V-12 Cadillac was introduced. First to offer a complete line of multi-cylinder cars—all of V-type design.
		V-8 "353"	3,695	140"	
1931	29,781	V-8 "345-A"	2,295	134"	First to use Hydraulic Valve Silencers.
		V-8 "355-A"	2,795	134"	
		V-12 "370-A"	3,895	140"	
		V-16 "452-A"	5,950	148"	
1932	8,085	V-8 "345-B"	2,495	136"	First to introduce Super-Safe Headlights, Air-Cooled Generator, Completely Silent Transmission and Full-Range Ride Regulator.
		V-8 "355-B"	3,095	140"	
		V-12 "370-B"	3,795	140"	
		V-16 "452-B"	5,095	149"	
1933	6,654	V-8 "345-C"	2,245	136"	First to provide fine cars with No-Draft Ventilation.
		V-8 "355-C"	2,895	140"	
		V-12 "370-C"	3,595	140"	
		V-16 "452-C"	6,250	149"	
1934	11,856	Str.-8 "50"	1,595	119"	First to introduce today's mode of streamlining. First American car with spare tire concealed within body. First to develop and use Knee-Action Wheels.
		V-8 "10"	2,495	128"	
		V-8 "20"	2,695	136"	
		V-8 "30"	3,295	146"	
		V-12 "40"	3,995	146"	
		V-16 "60"	6,650	154"	
1935	13,449	Str.-8 "50"	1,545	119"	First and Only fine car equipped with one-piece solid steel Turret Top. For five years, more Cadillacs purchased than any other make of fine car.
		V-8 "10"	2,445	128"	
		V-8 "20"	2,645	136"	
		V-8 "30"	3,295	146"	
		V-12 "40"	3,995	146"	
		V-16 "60"	6,750	154"	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1936	25,905	Str.-8 "50"	\$1,225	120"	48.1% of all cars sold above \$1,500 were Cadillacs.
		V-8 "60"	1,695	121"	
		V-8 "70"	2,445	131"	
		V-8 "75"	2,645	138"	
		V-12 "80"	3,195	131"	
		V-12 "85"	3,345	138"	
		V-16 "90"	7,570	154"	
1937	46,153	V-8 "37-50"	1,260*	124"	Cadillac-built V-8 proves stamina, dependability and speed of present day stock car by breaking all previous stock car records at Indianapolis Speedway. Deliveries at retail hit all-time peak in previous Cadillac history.
		V-8 "37-60"	1,660*	124"	
		V-8 "37-65"	2,090*	131"	
		V-8 "37-70"	2,595*	131"	
		V-8 "37-75"	2,815*	138"	
		V-12 "37-85"	3,535*	138"	
		V-16 "37-90"	7,750*	154"	
1938	24,950	V-8 "38-50"	1,385*	124"	First to create and introduce a practical motor car of advanced styling. First to engineer and build the 135° V-type sixteen-cylinder engine. A majority public recognition of Cadillac Merit and Advanced Progress is definitely established.
		V-8 "38-60"	1,775*	124"	
		V-8 "38-60S"	2,085*	126"	
		V-8 "38-65"	2,285*	132"	
		V-8 "38-75"	3,075*	141"	
		V-16 "38-90"	5,265*	141"	
1939	36,611	V-8 "39-50"	1,320*	120"	First to develop and introduce Controlled-Action, greatest advancement in riding comfort and safety since Knee-Action. More than half of all fine cars sold above \$2,000 are Cadillacs.
		V-8 "39-61"	1,680*	126"	
		V-8 "39-60"	2,090*	127"	
		V-8 "39-75"	2,995*	141"	
		V-16 "39-90"	5,140*	141"	

1940	37,162	V-8 "40-50"	\$1,320*	123"	
		V-8 "40-52"	1,440*	123"	
		V-8 "40-62"	1,745*	129"	
		V-8 "40-60S"	2,090*	127"	
		V-8 "40-72"	2,670*	138"	
		V-8 "40-75"	2,995*	141"	
		V-16 "40-90"	5,140*	141"	
1941	66,130	V-8 "41-61"	1,445*	126"	
		V-8 "41-62"	1,495*	126"	
		V-8 "41-63"	1,695*	126"	
		V-8 "41-60S"	2,195*	126"	
		V-8 "41-67"	2,595*	139"	
		V-8 "41-75"	2,995*	136"	
1942	16,511	V-8 "42-61"	1,647*	126"	
		V-8 "42-62"	1,754*	129"	
		V-8 "42-63"	1,882*	126"	
		(Production halted February, 1942)	V-8 "42-60S"	2,435*	133"
		V-8 "42-67"	2,896*	139"	
		V-8 "42-75"	3,306*	136"	
1943	—	—	—	—	
1944	—	—	—	—	
1945	—	—	—	—	

First to offer custom car interiors at medium price. **First** to equip passenger cars with Ball Bearing Steering. **First** to introduce an **ultramodern**, large, luxurious motor car—the Cadillac Fleetwood 72. During first six months, 1939, Cadillac outsold all makes combined with series having 5 touring sedans priced at or above \$1,300.

First to introduce to the medium price field a motor car of unquestioned prestige without a compromise in quality. **First** high price car to offer Hydra-Matic, the completely automatic transmission that eliminates the clutch pedal and all gear shifting. Cadillac outsold all makes of cars in both the medium and high price groups.

Presentation of the Fortieth Anniversary Cadillacs. Introduction of sealed, ribbed Super-Safe Brakes and All-Weather Ventilation System.

Cadillac-built light tanks and motor carriages contributed immeasurably to the struggle for victory and peace. Precision aircraft engine parts made by Cadillac helped power America's leading combat planes. Army-Navy "E" award to Cadillac for excellence in production of war equipment.

Cadillac produced the M-24, one of the world's fastest and most maneuverable combat vehicles of its kind. This famous light tank, which served on all battlefronts, was powered by Cadillac V-type engines and Cadillac Hydra-Matic transmissions.

Continued production of the world-famous M-24 light tank for distinguished use in European and Pacific theaters. Introduction of the M-19, a potent anti-aircraft gun motor carriage.

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1946	29,194	V-8 "46-61"	\$2,176*	126"	Presentation of the 1946 Cadillacs, using the battle-proved Cadillac V-type engine and Hydra-Matic transmission, the only automotive units of this kind to be produced and improved without interruption during the war.
		V-8 "46-62"	2,359*	129"	
		V-8 "46-60S"	3,099*	133"	
		V-8 "46-75"	4,298*	136"	
1947	61,926	V-8 "47-61"	2,324*	126"	Postwar production reaches over 90% of prewar peak. Cadillac increases fine-car leadership with over 96,000 unfilled orders.
		V-8 "47-62"	2,523*	129"	
		V-8 "47-60S"	3,195*	133"	
		V-8 "47-75"	4,471*	136"	
1948	52,706 (9 months)	V-8 "48-61"	2,647*	126"	Cadillac presents its greatest engineering achievement in 45 years—the new, compact, better performing, more economical, valve-overhead, V-type, eight-cylinder engine.
		V-8 "48-62"	2,781*	126"	
		V-8 "46-60S"	3,506*	133"	
		V-8 "48-75"	4,471*	136"	
1949	92,554	V-8 "49-61"	2,893*	126"	Cadillac's 1 millionth car produced November 25, 1949.
		V-8 "49-62"	3,050*	126"	
		V-8 "49-60S"	3,828*	133"	
		V-8 "49-75"	4,750*	136"	
1950	103,857	V-8 "50-61"	2,866*	122"	Cadillac production exceeds 100,000 cars for the first time in its history.
		V-8 "50-62"	3,234*	126"	
		V-8 "50-60"	3,797*	130"	
		V-8 "50-75"	4,770*	147"	
1951	110,340	V-8 "51-62"	3,315*	126"	Cadillac moves into defense production of tanks in Cleveland without interruption of automobile production.
		V-8 "51-60"	3,892*	130"	
		V-8 "51-75"	4,887*	147"	
1952	90,715 (11 months)	V-8 "52-62"	3,636*	126"	Cadillac celebrates its Golden Anniversary
		V-8 "52-60"	4,270*	130"	
		V-8 "52-75"	5,361*	147"	

1953	109,657	V-8 "53-62"	\$3,666.26*	126"	Cadillac offers highest horsepower engine ever used in an American production motor car.
		V-8 "53-60"	4,304.88*	130"	
		V-8 "53-75"	5,604.34*	147"	
1954	96,680 (9 months)	V-8 "54-62"	3,932.70*	129"	Cadillac is first to provide Power Steering as standard equipment on its entire line of cars.
		V-8 "54-60"	4,683.32*	133"	
		V-8 "54-75"	5,874.78*	149¾"	
1955	140,778 (11 months)	V-8 "55-62"	3,976.70*	129"	Cadillac establishes new production and sales records by building and selling over 140,000 motor cars in 11 months.
		V-8 "55-60"	4,728.32*	133"	
		V-8 "55-75"	6,186.78*	149¾"	
1956	154,631	V-8 "56-62"	4,291*	129"	Cadillac becomes the only car in its price class ever to be rewarded with an owner demand for over 150,000 cars in one year.
		V-8 "56-60"	5,042*	133"	
		V-8 "56-75"	6,608*	149¾"	
1957	146,840	V-8 "57-62"	4,780.96*	129½"	Cadillac introduces the fabulous Eldorado Brougham, a limited production luxury motor car with air suspension as standard equipment. All Cadillac models feature the revolutionary new Cadillac tubular-center X frame.
		V-8 "57-60"	5,614.32*	133"	
		V-8 "57-75"	7,439.88*	149¾"	
1958	121,786	V-8 "58-62"	4,891*	129½"	Cadillac pioneered Four-Link Rear Suspension adopted as standard equipment with coil springs or (optional at extra cost) air suspension throughout entire line.
		V-8 "58-60"	6,232*	133"	
		V-8 "58-75"	8,460*	149¾"	
1959	142,272	V-8 "59-62"	5,080*	130"	Cadillac becomes the only luxury motor car with an owner demand for well over 1,000,000 cars in a single decade.
		V-8 "59-60"	6,233*	130"	
		V-8 "59-75"	9,533*	149¾"	
1960	142,184	V-8 "60-62"	5,080*	130"	Cadillac introduces to luxury car owners front-fender mounted directional signal indicator lights and an automatically releasing vacuum operated parking brake.
		V-8 "60-60"	6,233*	130"	
		V-8 "60-75"	9,533*	149¾"	
1961	138,379	V-8 "61-62"	5,080*	129½"	Pre-packed suspension and steering connections minimize maintenance; increase quietness and durability. Over 50% of all 1961 Cadillac motor cars equipped with factory-installed Air Conditioning.
		V-8 "61-60"	6,233*	129½"	
		V-8 "61-75"	9,533*	149¾"	

Model Year	Total Production	Type of Cars Produced	List Price (Typical Car)	Wheelbase	Milestones
1962	160,840	V-8 "62-62"	\$5,213*	129½"	Cadillac sets new luxury car records with production of over 160,000 cars with 60% Air Conditioned. Cadillac is first to provide Triple-Safe Brakes and Cornering Lights.
		V-8 "62-60"	6,366*	129½"	
		V-8 "62-75"	9,722*	149¾"	
1963	163,174	V-8 "63-62"	5,214*	129½"	Cadillac first to provide two C-V (constant velocity) joints on propellor shaft for maximum quietness and stability.
		V-8 "63-60"	6,366*	129½"	
		V-8 "63-75"	9,724*	149¾"	

(*Advertised delivered price at Detroit. State and local taxes extra.)

1964

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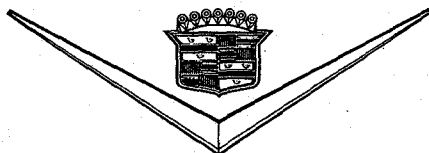
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The Cadillac Motor Car Division of General Motors Corporation reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

All information contained herein has been carefully checked with the most reliable sources, but responsibility for the absolute authenticity of this information cannot be assumed. The right is reserved to change any specifications, parts or equipment at any time without incurring any obligation to equip same on cars built prior to date of such change. *The 1964 Cadillac Data Book was compiled as of August, 1963, and was printed in U. S. A. The above reservations apply to all pages unless otherwise noted.*



CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION

FORMAL FLEETWOOD SEVENTY-FIVE

In addition to the distinctiveness of a Fleetwood series Seventy-Five Sedan or Limousine with padded roof, a formal appearance may be created by a custom treatment of the rear window and quarters.

The rear window size can be reduced to measure approximately 7" x 20". The rear side windows can be omitted, resulting in a four-window design of formal distinction. Landau bows are optional.

Manufacturer's Suggested Retail Price for these special order features —
\$1,935.00.

Example below illustrates how to order a formal padded roof treatment.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232										DATE		ALLOT NO.		OUTLET NO.		ORDER NO.						
1964 CAR ORDER																								
CHARGE TO AUTHORIZED CADILLAC OUTLET AT CITY															STATE									
SHIP TO: (LEAVE BLANK, IF SAME)															AT					PURCHASER				
AUTHORIZED SIGNATURE															PURCHASER (REPEAT)									
CUSTOMER WILL CALL					DATE																			
<p>Padded Roof-60</p> <p>Omit Rear Quarter Windows</p> <p>Reduce Rear Window Size</p> <p>Landau Bows</p> <p>SR S 50</p>																								
STYLE NO.																								
6733																								
COLOR																								
COMB.																								
100																								
TOP																								
TRIM																								
1 to 4																								
5-6-7																								
8-9																								
F																								
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S																								
C																								
G																								
N																								
B																								
P																								
ORDER NO.																								
S																								

GENERAL CAR ORDER INSTRUCTIONS

TYPE—DO NOT WRITE ON FORM 5600A.

Use Work Sheet described on page 96 for writing preliminary specifications. Type code numbers and letters at bottom of form just above perforation. This form is used in visible record files so if typing is too high in the space provided, it becomes invisible; and if below perforation, it is cut off and therefore illegible. Mail original and duplicate to your Zone Office or original only to Central Office.

COLOR. When a single color is ordered, do not repeat the code number. Type the number only once in space marked **COMB.**

PADDED ROOFS. Are available in 4 colors for styles J, B, M, R and S. Order same as a two-tone combination by typing the code number of the vinyl roof material following the basic car color. i.e., 1260.

UPHOLSTERY. Be guided by color-trim chart on page 10, to be sure of a harmonious combination. If scheme selected is not on chart but must be accepted, type an explanation on the order so that it will not be construed as a typographical error. Be sure trim number is for the series being ordered.

GROUPS. See explanation on page 5 for ordering accessory and equipment groups. **NOTE:** Three bolder vertical lines separate items at bottom edge of

form. If consecutive characters appear between any of these separations, it denotes that a complete group has been ordered. The individual items should, therefore, be crossed out and a group code specified.

PURCHASER. If car is sold at retail, type purchaser's name in two places, 1) in space captioned **PURCHASER** and 2) in space marked **PURCHASER (REPEAT)**. This name should ultimately appear on delivery report card. If order is through a distributor for a dealer, the name of dealer city should be typed in space marked **PURCHASER**. In addition, if car is sold at retail by dealer, the purchaser's name should be typed in space captioned **PURCHASER (REPEAT)**.

OUTLET. Each outlet has a six digit code number. Applying this number with a rubber stamp is recommended to prevent typographical error and also as a time saver.

SIGNATURE. Authorized signature is required on each Cadillac new car order. A stamped signature is acceptable.

FINAL CHECK. After order is typed, it should be re-checked for accuracy. Notice if upholstery is correct for the body style; is style number on left side of order for the same model as indicated by code letter on right side?

ORDER FORM

A form (5600A) is provided to distributors and dealers for ordering new Cadillac cars through the Central or Zone Offices. This form is a continuous three-part size 4" x 6" with interleaf carbon. A year's supply is furnished to all outlets at the beginning of the model year.

FINAL CHECK OF COMPLETED ORDERS.

Precautions should be exercised in transcribing new car orders to avoid errors which can result in customer disappointment or stock car with undesirable specifications. After the order has been typed, it should be final checked for accuracy.

NOTE: Three bolder vertical lines separate equipment and accessory items at bottom edge of form. If three consecutive characters appear within any of these separations, it denotes that a complete group has been ordered. The individual items should, therefore, be crossed out and the group number appearing above the captions specified. Do not repeat as an individual item any

accessory which is already a part of a group number.

MAILING. Direct outlets should mail a single copy to the Central Office in special envelope, form 2622. Distributors and dealers operating through Zones should mail two copies to their Zone Office, who will re-mail the original copy to the Central Office. Be sure of sufficient postage to prevent post office delays. If a postal scale is not available, the following is a first class mail guide. For the first nine single sheets including envelope, attach a 5-cent regular mail stamp or an 8-cent air mail stamp. Thereafter, consider 17 single sheets as one ounce and add 5 or 8 cents more in postage. Also, zip code No. 48232 should be used when addressing any mail to Central Office.

WORK SHEET. A size 8½" x 11" WORK SHEET FORM is available for various purposes—one of which is developing new car specifications that can be transcribed to the regular car order form, 5600A. These blanks are available upon request.

PREFERENCE LIST

PRIORITY

Sold order priority can be accomplished most effectively by using a preference list regularly. This is a uniform method for informing your Zone or Central Office of orders sold at retail, so that shipment may be expedited and delivery completed as early as possible.

CLASSIFICATION

Order numbers should be listed in descending sequence based upon their relative importance. Unsold orders, to balance stocks, should also be considered and included. Mark the classification of each order according to the headings on the form.

COMMUNICATION TO ZONE OR CENTRAL OFFICE

The preference list is every outlet's guide to their Zone or Central Office for scheduling orders into production based upon current requirements at the retail level. A regular practice of reviewing unscheduled orders to determine the most needed ones and furnishing a preference list will establish a desirable communication with the Zone and Central Offices for this purpose.

FRIDAY MAILING

Distributors, Zone Offices and direct dealers should mail a new list every Friday. Outlets operating through zones and dealers under distributors should furnish their preference information so that it is available at the zone or distributor office for inclusion on Friday's list to the Central Office. A new list will supersede the previous one; therefore, any unscheduled orders should be re-listed. This presents an opportunity for revising the sequence of unscheduled orders as latest trends may suggest. Preference list forms are available upon request. Form 1652 is for outlets operating directly through Central Office; Form 1652A is for outlets under Zone Offices.

REPLACEMENT ORDERS

NEW REVISED ORDER. Specifications of new car orders may be changed by typing a revised order, marking it **REPLACEMENT** and mailing it to the Central Office. Outlets operating through a Zone Office should mail to their Zone Office. Type the word **REPLACEMENT** on the center part of the order form—not on the corner stub. Color, upholstery, accessory and equipment specifications may be revised. However, the basic body style is not subject to change without prior approval.

SPECIAL ORDERS. Accessories and equipment may be changed on orders calling for special color or upholstery. However, no change can be made in the special features of such orders as, immediately upon their receipt, irrevocable commitments are made to vendors for necessary materials precluding any opportunity for making changes.

ACKNOWLEDGMENT OF ORDER. When a replacement order is received at the Central Office, it will replace the original or previous order on file, which will be returned as an acknowledgment, provided that the car has not advanced too far in production. If it has, the replacement order will be returned marked "T L" (Too Late).

TELEGRAMS. A recommendation, especially on sold orders, is to send a telegram to the Central Office requesting that production be stopped on an order for which a replacement is to be mailed. If it happens to be too late, a return message will be dispatched advising that the car is too far advanced so that another order selection can be made immediately. This procedure can result in quicker delivery of sold cars, and is the most expeditious way of handling changes.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE 1-2-64	ALLOT. NO. Jan.	OUTLET NO. 000000	ORDER NO. J 357																	
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY Hometown				STATE U. S. A.																				
SHIP TO: (LEAVE BLANK, IF SAME)				AT:		PURCHASER John Smith																		
AUTHORIZED SIGNATURE						PURCHASER (REPEAT) John Smith																		
CUSTOMER WILL CALL		DATE																						
R E P L A C E M E N T																								
STYLE NO. 6357																	OUTLET NO. 000000							
COLOR																								
COMB.	TOP	TRIM	1 to 4	5-67	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.
12		40	2	567	9		VA																	J 357

ORDER RELEASED FOR PRODUCTION

BUILT TO ORDER

Cadillac cars are built to specifications of individual orders. To accomplish this, work on the materials and components needed to provide availability of all options starts four months prior to final assembly of the car. When all such necessary parts are near completion, a definite order assignment is made and this is called *Car in Production*. It means the entire car is in its final stage of production and *no changes* are possible.

RELEASED FOR PRODUCTION

At this point a card—*Order Released for Production*—is mailed from the Central Office for every order released to production. A month and day symbol is printed in the lower right corner from which a tentative arrival date can be deduced by adding 2 work days plus the average transportation time from Detroit to destination.

Zone Offices receive a similar card copy of every order started into the final assembly process. The same date information also appears on this Zone copy and tentative arrival can be figured in the same manner.

WIRE CENTRAL OFFICE IF ORDER CHANGE WANTED

It must be remembered that the car is actually in production—which means the body is already painted and upholstered—prior to the arrival of the notice in the field. This emphasizes the advisability of wiring the Central Office to stop production of any order that has to be changed. After such communication by wire or telephone, be sure to follow with a replacement order in the regular manner. See comments on page 98 under Telegrams.

COURTESY DELIVERIES IN CALIFORNIA

Courtesy delivery of an automobile, by any California dealer for the accommodation of another dealer, is subject to a tax under Section 6007 of the California Sales and Use Tax Law.

ATTENTION CALIFORNIA DEALERS

A procedure, approved by the California State Board of Equalization, for the reporting of such tax liability by California auto dealers follows:

The tax should be computed, collected and remitted in precisely the same manner that governs the California dealers' own local sales and deliveries. The tax base is the actual selling price as reported to the delivering dealer by the selling dealer or as revealed in an invoice submitted by the customer (plus the selling price of any accessories added by the delivering dealer). If the actual selling price is unavailable, it should be assumed to be the list price. The California State Board of Equalization auditors, when examining dealers' sales and use tax returns, will look for the inclusion of courtesy deliveries on the above basis.

SHIPMENTS TO CALIFORNIA

Cars shipped to the State of California, by Cadillac Motor Car Division for delivery in California, as a courtesy to dealers elsewhere, are subject to California Sales Tax and in certain localities additional local taxes. This should be carefully explained to the customer, as it will apply in addition to any other taxes that may have been paid to another state or local government agency. The fact that the car will be licensed in another state or that other state and local taxes are levied will not exempt the payment of California taxes.

CUSTOMER NAME AND ADDRESS

When Cadillac Motor Car Division is requested to make such courtesy shipment, the ordering outlet must furnish with the New Car Order the retail purchaser's name and address, as the Manufacturer is required to report such information to the California Bureau of Motor Vehicles.

GENERAL INFORMATION

ENGINE AND SERIAL NUMBER. The engine and serial number are the same on Cadillac cars. The first two digits indicate the model year; the letter code reveals the body style, see page 1; car number indicates production serial number. Example,

<u>YEAR</u>	<u>BODY STYLE</u>	<u>CAR NO.</u>
64	B	000001

FACTORY DELIVERIES. Facilities are available, at the factory, for new car delivery to customers. Allow five to six weeks' time in requesting a delivery date. This date, or one as close to it as possible, will be confirmed together with the necessary release forms. Be sure to furnish pertinent information such as customer's name, address, etc. Only production installed accessories are available. Such items as cushion toppers, radio foot control, floor mats, etc., can be handled as a distributor-dealer installation after delivery.

L.C. ENGINE FOR FOREIGN TRAVEL. If a purchaser intends to travel outside the continental United States, where high octane fuels recommended for use in the standard Cadillac high-compression engine may not be available, an L.C. (low-compression) engine is offered at a nominal extra charge.

The policy of General Motors Corporation, with respect to the allocation of cars to domestic distributors and dealers for export shipment, is set forth in General Sales Manager's letter dated 11-21-58. An excerpt from this letter states:

"The car and truck divisions of General Motors Corporation will not allocate passenger cars and trucks to domestic distributors or dealers for export shipment."

LICENSE FILLER PLATE. Filler plates, to conceal the front bumper license plate opening, are available for cars in those states that require only a single license plate to be mounted on the rear of the vehicle. The filler plate may be specified by typing code F in the proper space on the order form. Outlets that have territories extending into more than one state should order a filler plate only for cars to be delivered in single plate states.

OUTLET CODE NUMBERS. Cadillac uses a six digit numerical code representing the location and identity of each distributor and dealer outlet. This number must appear on new car orders in two places captioned OUTLET.

A recommended time saver is a rubber stamp with the outlet code number for use on new car orders to prevent typographical errors. The 5600A forms can be pre-stamped ready for use.

ORDER NUMBERS. An order number is composed of 1) body style initial, which reveals body type and 2) sequence number. Example,

<u>OUTLET</u>	<u>BODY STYLE</u>	<u>NO.</u>
162310	J	357

A complete order number should include the outlet number as shown in above example.


REPORTING

NEW CAR DELIVERY INFORMATION

NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION are combined, effective with the 1964 model year.

When a new Cadillac car is 1) delivered at retail 2) placed in demonstrator service or 3) exchanged between Cadillac dealers, it must be reported on a card form as detailed in the following procedure.

REPORTING PROCEDURE. For every new Cadillac car shipped from the factory, a yellow-striped combination New Car Delivery Report Card and Warranty Registration is provided. It has the engine number, outlet code number, and shipment date pre-printed as illustrated on sample below.

TRADE IN YEAR		DELIVERY OUTLET	ENGINE NUMBER	OUTLET	ORDER NUMBER	DELIVERY DATE	SHIP DATE	ENGINE NUMBER	SHIPPING OUTLET	ORDER NUMBER	SHIPPING DATE
64 J		000000	000000	J	000	01	02	64			
<div style="text-align: center;">  <p>NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION</p> <p>CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORPORATION DETROIT, MICH. 48232</p> <p>DO NOT FOLD OR STAPLE-MAIL PROMPTLY</p> </div>											
<p>PURCHASER</p> <p>1 MR MISS MRS. _____</p> <p>2 STREET ADDRESS _____</p> <p>3 CITY _____ COUNTY _____ STATE _____</p> <p>4 DATE OF DELIVERY TO ORIGINAL PURCHASER _____</p> <p>5 FIRM NAME _____</p> <p>6 CITY _____ STATE _____</p> <p>7 SALESMAN _____</p> <p>8 IF FORMER DEMONSTRATOR ENTER DATE CAR PLACED IN SERVICE _____</p> <p>9 _____</p>											
<p>USED CAR TRADED IN</p> <p>MAKE _____ YEAR _____</p> <p>OWNER ACKNOWLEDGMENT</p> <p>I hereby acknowledge that I received a Cadillac Owner Protection Plan booklet from the dealer selling me the motor vehicle described above, and I acknowledge that the Manufacturer's New Vehicle Warranty printed therein is the only warranty made to and received by me in connection with my purchase of said vehicle.</p> <p>SIGNATURE OF ORIGINAL RETAIL PURCHASER _____</p>											

Upon receipt of the **YELLOW-STRIPED CARD**, compare the pre-printed engine number shown on the card with the car's actual engine number to verify its accuracy. Report any discrepancies at once.

RETAIL DELIVERY OF CAR


When a new Cadillac car is delivered to a retail customer, type all required information on the yellow-striped New Car Delivery Report Card and Warranty Registration.

- A) Your *correct* numerical outlet code.
- B) Purchaser's name and correct address, including county.
- C) Customer classification.
- D) Date of delivery.
- E) Make and year of the used car trade-in. If there is no trade indicate *NONE*.
- F) Delivering dealer's name, address and salesman's name.
- G) If the car had at any time been placed in demonstrator service, enter date placed in service.
- H) Owner signature.

DEMONSTRATOR AND FIELD TRANSFER CARD

Salmon Stripes

① ENGINE NUMBER 64 F 000000		② DATE 01-02-64	
<p>IMPORTANT: THE SELLING DEALER, ONLY, SHOULD REPORT A FIELD TRANSFER.</p>			
<p>CHECK ONE</p> <p>③ <input checked="" type="checkbox"/> FIELD TRANSFER</p> <p>④ <input type="checkbox"/> DEMONSTRATOR</p>		<p>INSTRUCTIONS</p> <p>1. IF ITEM 3 IS CHECKED, FILL IN ALL ITEMS</p> <p>2. IF ITEM 4 IS CHECKED, DO NOT FILL IN ITEMS 7 OR 8</p> <p>3. TYPE ALL INFORMATION WITHIN ALLOTTED SPACES</p>	
<p>⑤ REPORTING OUTLET NUMERICAL CODE</p>		<p>⑥ RECEIVING OUTLET NUMERICAL CODE</p>	
<p>SELLING DEALER'S</p> <p>FIRM NAME</p>		<p>RECEIVING DEALER'S</p> <p>FIRM NAME</p>	
<p>NAME & ADDRESS</p> <p>ADDRESS</p>		<p>NAME & ADDRESS</p> <p>ADDRESS</p>	
<p>CITY</p> <p>CITY</p>		<p>STATE</p> <p>STATE</p>	
<p>RECEIVING CITY</p> <p>RECEIVING CITY</p>		<p>REPORTING CITY</p> <p>REPORTING CITY</p>	
<p>⑦ ENGINE NUMBER</p>		<p>⑧ DATE</p>	


FIELD TRANSFER AND DEMONSTRATOR REPORT
 CADILLAC MOTOR CAR DIVISION
 GENERAL MOTORS CORPORATION
 3000 KENNESAW AVENUE
 WARREN, MICHIGAN 48090

PROCEDURE FOR FILLING IN CARD

1. Place **X** in the Field Transfer box (item 3), and fill in all circled items on illustration above.
2. Mail the completed Field Transfer Report Card along with the 10-Day Report for the period in which the activity occurred. Refer to page 103 for mailing instructions.
3. The original yellow-striped Delivery Report Card (see previous page) should accompany the car being transferred, so that it will be available to the receiving outlet.

DEMONSTRATOR REPORT CARD

REPORTING DEMONSTRATOR PLACED INTO SERVICE. To report a car placed into demonstrating service, fill in salmon-striped card as follows:

1. Place **X** in the Demonstrator box (item 4), and fill in all circled items on left side of card.
2. Leave items 7 and 8 blank; do not fill in.
3. Mail the Demonstrator Report Card in accordance with the mailing instructions as outlined on page 103.
4. Retain the appropriate Delivery Report Card and complete it when the demonstrator is sold at retail.

PROCUREMENT OF CARDS

A yellow-striped New Car Delivery Report Card and Warranty Registration is mailed to outlet immediately after shipment of each new Cadillac car.

Red- and salmon-striped cards are supplied to each outlet at start of model and are, thereafter, available upon request.

IMPORTANT

- 1) It is **EXTREMELY IMPORTANT** that the correct numerical code (A) is used by the delivering dealer.
- 2) Do not confuse date of delivery and demonstrator date. Date of delivery appears in box D of the illustrated example. If car has at any time been placed in demonstrator service, enter date placed in service in box G of illustrated example.
- 3) Cards must be filled out correctly and completely. Incomplete and incorrect cards will be returned.
- 4) Mail cards daily — do not accumulate. Mail completed cards on day of delivery as follows:

TYPE OF OUTLET	MAIL TO
All Outlets under Zones	Zone Office
Distributors " Central Office	Central Office
Dealers " Distributor	Distributor
Direct Dealers " Central Office	Central Office

RED-STRIPED DELIVERY REPORT CARD AND WARRANTY REGISTRATION

If the original yellow-striped New Car Delivery Report Card is not available for reporting a delivery due to any cause such as being mislaid, submitted in error, spoiled in preparation, or destroyed, a red-striped blank card should be filled in and mailed. The red-striped card is identical with the yellow except that it is not pre-printed.

FIELD TRANSFER REPORT CARD

FIELD TRANSFER REPORTING.

THE SELLING DEALER, ONLY, should report field transfer activity on a salmon-striped Field Transfer and Demonstrator Report Card. A field transfer occurs when a new Cadillac car is sold by one dealer to another except:

1. A sale by a distributor to a dealer under same distributor or vice versa.
2. A sale by a dealer to another dealer, both of whom are under the same distributor.

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All prices published herein are "Manufacturer's Suggested Retail Price" and include reimbursement for Federal Excise Tax. Basic car prices do not include Factory or Dealer installed options or accessories, state or local taxes, destination charge (from Detroit, Michigan) or license fees.

Cadillac Motor Car Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models.

SAFETY SEAT BELTS

NEWLY DESIGNED

Retractable Outboard Straps
New Crest Design On Buckle
New Non-twist Webbing

The front seat outboard straps retract when not in use.

The buckle is easy-locking and decorated with Cadillac crest.

New firmer webbing prevents tangling or twisting.

The new buckle has a release feature that unlatches in the opening direction, making even single-handed unbuckling effortless.

Available for front and rear installation at factory on all cars and *front only* in Fleetwood Seventy-Five. Also the "75" front seat belts and buckles will be the 1962 type.

COLORS

Colors of belts match seat inserts except with Sandalwood or Beige upholstery, a light beige color is used; with White leather upholstery, color will match carpets. Code 17 and 47 will have light green color belts. Code 13 will have light blue color belts.

CODES

Note rearrangement of codes. V now represents 2 front seat belts only. Order VA to have 4 belts installed. Seat belts not included in groups and must be ordered separately.

CODES	BELTS
V	2 belts—front only
A	2 belts—rear only
VA	4 belts—front & rear

BUCKLE UP FOR SAFETY!!

ACCESSORIES AND EQUIPMENT

BASIC CAR				
FIREMIST COLOR—ELDORADO				
PADDED ROOF				
CONVERTIBLE TOP				
UPHOLSTERY				
BUCKET SEATS				
BASIC GROUPS 1, 2, 3, 4				
EQUIPMENT GROUPS 5, 6, 7				
TIRES—White Wall	W	\$	\$	—Series "75"
LICENSE FRAME—1	8	\$		
LICENSE FRAMES—2	9	\$		
FILLER PLATE	F	NO CHARGE		
SEAT BELTS—2 front	V	\$		
SEAT BELTS—2 rear	A	\$		
SEAT BELTS—2 front, 2 rear	VA	\$		
WINDOW REGULATORS—Power	X	\$		
RADIO—AM	R	\$		
RADIO—AM-FM	R1	\$		
RADIO—Rear Control	R2	\$	—Series "75" Only	
GLASS—Soft Ray	E	\$		
6-WAY FRONT SEAT ADJ.—Power	Y	\$	—Series "62"	\$ —Others
4-WAY BUCKET SEAT ADJ.—Power	T	\$		
DOR-GARDS	D	\$	—Coupes	\$ —Sedans
AIR CONDITIONER	K	\$	\$	—Series "75"
HEADLAMP CONTROL—Power	U	\$		
STEERING WHEEL—Adjustable	Q	\$		
TWILIGHT SENTINEL	J	\$		
DOOR LOCKS—Power	M	\$	—Coupes	\$ —Sedans
TRUNK LOCK	S	\$		
CRUISE CONTROL	C	\$		
CONTROLLED DIFFERENTIAL	G	\$		
VENT WINDOW REGULATORS—Power	N	\$		
DEFOGGER—Rear Window	B	\$		

1964 CADILLAC UPHOLSTERY OPTIONS

LEATHER

All inserts are Aztec perforated grain. Bolster areas (and front compartment of '75" Limousine) are not perforated. Applies to all models using leather.

STYLE — E		STYLE — F	
10	White—Black Carpets	20	White—Black Carpets
11	Black	21	Black
13	Gray-Blue	23	Lt. Blue
14	Sandalwood	24	Sandalwood
15	Palomino	25	Palomino
16	Aquamarine	26	Lime—White Bolsters
17	Dk. Blue-Green	27	Green
19	Red	28	White—Red Carpets
		29	Red

To order bucket front seats add "B" to codes. e.g., 10B, 11B, 20B, 21B, etc.

E — TOPS		F — TOPS	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

STYLES G — N — K

INSERTS CLOTH			BOLSTERS COATED FABRIC
30	Black	Dunsmuir	White
31	Gray	Doncaster	Gray
32	Midnight Blue	Dunsmuir	Midnight Blue
33	Lt. Blue	Doncaster	Lt. Blue
34	Sandalwood	Dunsmuir	Sandalwood
36	Turquoise	Doncaster	Turquoise
37	Green	Dunsmuir	Green

STYLES J — B — L

INSERTS CLOTH			BOLSTERS LEATHER
40	Black	Dover	White
41	Gray	Dorchester	Gray
42	Midnight Blue	Dover	Midnight Blue
43	Lt. Blue	Dorchester	Lt. Blue
44	Sandalwood	Dover	Sandalwood
46	Turquoise	Dorchester	Turquoise
47	Dk. Green	Dover	Lt. Green
48	Lime	Dorchester	White

STYLES J — B

OPTIONAL LEATHER—EXTRA CHARGE

50	White
51	Black
54	Sandalwood
59	Red

Bucket front seats with console available at extra charge. To order add code "B". e.g., 50B, 51B, etc.

STYLES J — B — M — R — S

CROSS-GRAINED VINYL PADDED ROOFS

60	Black	63	Lt. Blue
61	White	64	Sandalwood

STYLE — M

CLOTH & LEATHER COMBINATION

INSERTS CLOTH			BOLSTERS LEATHER
60	Black	Drexel	White
61	Gray	Dorset	Gray
62	Midnight Blue	Drexel	Midnight Blue
63	Lt. Blue	Dorset	Lt. Blue
64	Sandalwood	Drexel	Sandalwood
65	Beige	Dorset	Beige
66	Turquoise	Drexel	Turquoise
67	Green	Dorset	Green

ALL BROADCLOTH

71	Gray
75	Beige

OPTIONAL LEATHER—EXTRA CHARGE

80	White
81	Black
84	Sandalwood
89	Red

STYLES R — S

CLOTH OR CORD			BROADCLOTH
90	Dk. Gray	Calais Cord	Dk. Gray
91	Gray	Broadcloth	Gray
92	Gray	Calais Cord	Gray
94	Beige	Calais Cord	Beige
95	Beige	Broadcloth	Beige

On Limousine style S, front compartment will be standard Black leather. Gray or Beige leather is optional and may be ordered by adding code "G" for Gray or "F" for Beige. e.g., 90G, 91G, 92G, would have Gray leather front. 94F, 95F would have Beige leather front.

1964 CADILLAC COLOR-TRIM COMBINATIONS

	Sixty-Two Coupe and Sedans	De Ville Coupe and Sedans	Fleetwood Sixty Special Sedan	De Ville and Sixty Special Optional Leather	Convertible de Ville
COLOR	G-N-K	J-B-L	M	J-B-M	F
10	30 31	40 41	60 61 71	59 51 50 54 89 81 84 80	29 21 20
12	30 33 36 32	40 43 46 42	60 63 62 66	59 51 50 89 81 80	29 21 20 26 23 28
14	31 30 33 32	41 40 43 42	61 71 60 62 63	59 51 89 81	21 29
16	31 30 32 33	41 40 42 43	61 71	59 51 89 81	29 21
22	33 32	43 42	63 62	50 51 80 81	23 20
24	32 33	42 43	62 63	50 80	23 20
26	32 33	42 43	62 63 71	50 59 80 89	23 20 29
29	36	46	66	50 51 54 80 81 84	20 21 24
32	37	47	67	54 50 51 84 80 81	27 21 24 20
34	34 30	48	64 60	54 50 51 84 80 81	26 24 20 21
36	37	47	67 65 75	54 51 84 81	27 25 24 20 21
44	34	44	64 65 75	54 51 59 84 81 89	24 25
46	34	44	65 75 64	54 51 84 81	24
47	34	44	64 65 75	54 51 84 81	25 24 21
50	30 34	40 44	60 64 65	50 59 51 80 89 81	29 28 20 21
52	34 30	44 40	64 65 75 60 61 71	54 51 50 84 81 80	24 21 20

92	13 11 10	COLOR	
94	16 10 11		
96	17 15 14 10 11	10	19 11 10
97	15 14 11	12	19 11 10 13
98	19 10 11		

TRANSMISSIONS

TYPE	BODY STYLES	INDICATOR
HYDRA-MATIC	G, N, K, R, S	P N _■ DRIVE _■ L R
TURBO HYDRA-MATIC	E, F, J, B, L, M	P R N D L

The "Turbo Hydra-matic" is a new automatic transmission introduced for use in all cars except styles G, N, K, R and S. The Hydra-matic will continue as standard equipment in the "62" and "75" series.

NOT OPTIONAL

Transmissions are not optional, as essential parts that are not interchangeable and precise production schedules require that all cars be built with the type of transmission designed for each body style. No substitution can, therefore, be made.

DIFFERENT SHIFT POSITIONS

The sequence of the shift indicator is different on the two types of transmissions. The selector positions are according to the chart above.

SHIFT LEVER KNOB CAPS

For added recognition, Turbo Hydra-matic equipped cars have colored vinyl caps to match steering wheel grips on shift, direction signal and adjustable steering wheel levers. Also, there is a stop at "R" (Reverse). This is provided as an additional reminder to alert the driver that shift lever is in reverse.

1964 CADILLAC COLOR SELECTIONS

CODE NO.	COLORS	PREFERRED TWO-TONE COMBINATION COLORS		CONVERTIBLE TOPS
		PADDED ROOFS	LACQUER	
10	Ebony	60 61	12	2, 1, 6
12	Aspen White	60 61	10 29 22 16	1, 2, 4, 8
14	Nevada Silver	60	10 12	2, 1
16	Cardiff Gray	60	12 14	2, 1, 6
22	Beacon Blue	63 61 60	12	8, 1, 2
24	Spruce Blue	63 61 60	12 22	1, 8, 2
26	Somerset Blue	60 61 63	12	1, 8, 2, 6
29	Turino Turquoise	61 60	12	1, 2, 6
32	Seacrest Green	60 61 64	12	1, 2, 6
34	Lime	61 60 64	12 44	4, 1, 2, 6
36	Nile Green	60 64 61	12 32	6, 1, 2
44	Bahama Sand	64 60 61	12	6, 1, 2
46	Sierra Gold	64 60 61	12	6, 1, 2
47	Palomino	64 60 61	12 44	6, 1, 2
50	Matador Red	61 60	12	1, 2
52	Royal Maroon	60 64 61	12 44	1, 2, 6

STANDARD ELDORADO COLORS

92	Firemist Blue	60 61		9, 2, 1
94	Firemist Aquamarine	61 60		3, 1, 2
96	Firemist Green	60 64 61		6, 1, 2
97	Firemist Saddle	64 60 61		6, 1, 2
98	Firemist Red	61 60		1, 2

CONVERTIBLE TOPS

ELDORADO		DE VILLE	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

BUCKET SEATS AVAILABILITY

BODY STYLES	STANDARD LEATHER	NON-STANDARD LEATHER	CLOTH UPHOLSTERY
E	Optional at no extra charge	Available at \$_____	
F	Optional at \$_____	Available at \$_____	
J-B	Optional at \$_____	Available at \$_____	Available at \$_____
L		Available at \$_____	Available at \$_____
M	Communicate with Central Office for information.		
G-N-K	BUCKET SEATS NOT AVAILABLE		
R&S	BUCKET SEATS NOT AVAILABLE		

Above prices include both the upholstery and Bucket Seats charges.

"Available at" indicates availability on special order.

Standard equipment with Bucket Seats includes a center console.

For additional information concerning Bucket Seats, see pages 35, 36 and 37.

1964 CADILLAC ACCESSORY AND EQUIPMENT GROUPS AND CODES

1 — X WINDOW REGULATORS, POWER W TIRES, WHITE WALL R RADIO, AM E GLASS, SOFT RAY Y or T SEAT ADJUSTER D DOR-GARDS K AIR CONDITIONER	SAME AS NO. 1 WITH ADDITION OF AM-FM RADIO—CODE R1
3 — SAME AS NO. 1 WITHOUT AIR CONDITIONER	2 — SAME AS NO. 2 WITHOUT AIR CONDITIONER

5 — U HEADLAMP CONTROL, POWER Q STEERING WHEEL, ADJUSTABLE J TWILIGHT SENTINEL	6 — M DOOR LOCKS, POWER S TRUNK LOCK, POWER C CRUISE CONTROL
7 — G CONTROLLED DIFFERENTIAL N VENT WINDOWS, POWER B DEFOGGER, REAR WINDOW	8 — ONE LICENSE FRAME OR 9 — TWO LICENSE FRAMES

SEAT BELTS	OTHER CODES
V 2 FRONT A 2 REAR VA 2 FRONT & 2 REAR	F FILLER PLATE P OPTIONAL GEAR RATIO R2 RADIO REAR CONTROL (SERIES "75" ONLY)

Rear Window Defogger Not Available on Conversions of series "75". Power Door Locks, Trunk Lock, 5-way Seat Adjuster not available on series "75".

PADDED ROOFS

A cross-grained vinyl fabric is tailored to the roof over an insulation of felt padding (not applied directly to the metal).

AVAILABLE ON FIVE BODY STYLES IN FOUR COLORS

BODY STYLES		EXTRA CHARGE	COLORS
J	Coupe de Ville	\$	60 Black
B	4-window Sedan de Ville	\$	61 White
M	Fleetwood Sixty Special	\$	63 Lt. Blue
R or S	Fleetwood Seventy-Five (on special order)	\$	64 Sandalwood

HOW TO ORDER

Combine the padded roof color code number with the lower car color code in the same manner as a two-tone combination, i.e., 5260, 4761, etc.

EXAMPLE

5600A USA 3-40M 8-43		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 397 DETROIT, MICH., 48232 1964 CAR ORDER		DATE	ALLOT. NO.	OUTLET NO.	ORDER NO.																																																																																																											
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY				STATE																																																																																																														
SHIP TO: (LEAVE BLANK, IF SAME)				AT:		PURCHASER																																																																																																												
AUTHORIZED SIGNATURE				PURCHASER (REPEAT)																																																																																																														
CUSTOMER WILL CALL		DATE																																																																																																																
<table border="1"> <tr> <td colspan="2">STYLE NO.</td> <td colspan="15"></td> <td colspan="2">OUTLET NO.</td> </tr> <tr> <td colspan="2">6357</td> <td colspan="15"></td> <td colspan="2"></td> </tr> <tr> <td colspan="2">COLOR</td> <td colspan="15"></td> <td colspan="2"></td> </tr> <tr> <td>COMB.</td> <td>TOP</td> <td>TRIM</td> <td>1 to 4</td> <td>5-6-7</td> <td>8-9</td> <td>F</td> <td>V-A</td> <td>X</td> <td>R-1-2</td> <td>E</td> <td>Y-T</td> <td>D</td> <td>K</td> <td>U</td> <td>Q</td> <td>J</td> <td>M</td> <td>S</td> <td>C</td> <td>G</td> <td>N</td> <td>B</td> <td>P</td> <td>ORDER NO.</td> </tr> <tr> <td>5260</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>J</td> </tr> </table>								STYLE NO.																	OUTLET NO.		6357																			COLOR																			COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.	5260																								J
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5260																								J																																																																																										

1964 CADILLAC UPHOLSTERY OPTIONS

LEATHER

All inserts are Aztec perforated grain. Bolster areas (and front compartment of '75" Limousine) are not perforated. Applies to all models using leather.

STYLE - E		STYLE - F	
10	White—Black Carpets	20	White—Black Carpets
11	Black	21	Black
13	Gray-Blue	23	Lt. Blue
14	Sandalwood	24	Sandalwood
15	Palomino	25	Palomino
16	Aquamarine	26	Lime—White Bolsters
17	Dk. Blue-Green	27	Green
19	Red	28	White—Red Carpets
		29	Red

To order bucket front seats add "B" to codes. e.g., 10B, 11B, 20B, 21B, etc.

E - TOPS		F - TOPS	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

STYLES G - N - K

INSERTS CLOTH			BOLSTERS COATED FABRIC
30	Black	Dunsmuir	White
31	Gray	Doncaster	Gray
32	Midnight Blue	Dunsmuir	Midnight Blue
33	Lt. Blue	Doncaster	Lt. Blue
34	Sandalwood	Dunsmuir	Sandalwood
36	Turquoise	Doncaster	Turquoise
37	Green	Dunsmuir	Green

STYLES J - B - L

INSERTS CLOTH			BOLSTERS LEATHER
40	Black	Dover	White
41	Gray	Dorchester	Gray
42	Midnight Blue	Dover	Midnight Blue
43	Lt. Blue	Dorchester	Lt. Blue
44	Sandalwood	Dover	Sandalwood
46	Turquoise	Dorchester	Turquoise
47	Dk. Green	Dover	Lt. Green
48	Lime	Dorchester	White

STYLES J - B

OPTIONAL LEATHER—EXTRA CHARGE

50	White
51	Black
54	Sandalwood
59	Red

Bucket front seats with console available at extra charge. To order add code "B". e.g., 50B, 51B, etc.

STYLES J - B - M - R - S

CROSS-GRAINED VINYL PADDED ROOFS

60	Black	63	Lt. Blue
61	White	64	Sandalwood

STYLE - M

CLOTH & LEATHER COMBINATION

INSERTS CLOTH			BOLSTERS LEATHER
60	Black	Drexel	White
61	Gray	Dorset	Gray
62	Midnight Blue	Drexel	Midnight Blue
63	Lt. Blue	Dorset	Lt. Blue
64	Sandalwood	Drexel	Sandalwood
65	Beige	Dorset	Beige
66	Turquoise	Drexel	Turquoise
67	Green	Dorset	Green

ALL BROADCLOTH

71	Gray
75	Beige

OPTIONAL LEATHER—EXTRA CHARGE

80	White
81	Black
84	Sandalwood
89	Red

STYLES R - S

CLOTH OR CORD			BROADCLOTH
90	Dk. Gray	Calais Cord	Dk. Gray
91	Gray	Broadcloth	Gray
92	Gray	Calais Cord	Gray
94	Beige	Calais Cord	Beige
95	Beige	Broadcloth	Beige

On Limousine style S, front compartment will be standard Black leather. Gray or Beige leather is optional and may be ordered by adding code "G" for Gray or "F" for Beige. e.g., 90G, 91G, 92G, would have Gray leather front. 94F, 95F would have Beige leather front.

ACCESSORIES AND EQUIPMENT

NEW GROUPS. The accessory and equipment groups have been simplified for easy ordering. Dor-Gards are included in the 4 basic groups which are now numbered. Previously, they had alphabetic identifications.

Chart on next page lists all groups and codes. Contents of basic group No. 1 only are listed. Group 2 is identical to 1, except that AM-FM Radio is substituted for the AM Radio. Groups 3 and 4 are the same as 1 and 2, except for the omission of air conditioning.

CODES Y AND T. Included in groups 1, 2, 3 and 4 are two types of power seat adjusters—code Y for bench type seats and code T for bucket seats. This means the groups can be used in ordering regular or bucket type seats. Group prices will, of course, vary depending upon body style.

CODE X. Although code X is standard on all models except the series "62", it is included in the 4 basic groups to prevent optional power windows from being inadvertently overlooked on styles G, N, K.

This does not preclude the ordering of groups 1, 2, 3 or 4 on the de Ville and Fleetwood lines.

HOW TO USE. Basic groups now numbered 1, 2, 3 and 4 replace the former alphabetic (A and B) groups. Only one of these numbers may be applied to an order.

However, group numbers 5, 6 and 7, each of which includes three different items, may be used separately or in any combination: i.e., an order may specify group 5, 6 and 7 or any combination of these numbers.

LICENSE FRAMES. Code number 8 is for one frame and 9 is for two frames.

SEAT BELTS. Are not included in any groups. They must be ordered separately. See charts on pages 6 and 12 for new codes.

EXAMPLE. A completely equipped car order would read — 2 567 9 VA

GROUPS CAN BE USED ON ALL MODELS. Although some items are standard equipment and others are not available on certain models, all groups can be used on any style.

Do not repeat individual items when group number is ordered.

NEW ITEMS.

K Comfort Control Air Conditioning and Heating

U Power Headlamp Control — With Phototube in Front Fender

B Rear Window Defogger

J Twilight Sentinel

Additional information on pages 12, 27 and 28.

ACCESSORIES FOR LOCAL INSTALLATION.

The items listed on the following page are all available for production installation on new cars. Other packaged accessories, which cannot be supplied in production, are available through the Cadillac parts warehouses. These are for local installation by distributors-dealers and include such equipment as radio foot selector control, floor mats, cushion toppers and others. See page 39.

CUSTOMER DEMAND. Customers should be offered all available Cadillac accessories, both factory equipment and packaged items for local installation. Experience proves that actual customer demand for accessories is greater than that ordered on original distributor-dealer new car orders. On balance, replacement orders always increase the amount of equipment previously specified. If such safety and comfort conveniences as power door locks, cruise control, etc., were adequately demonstrated to all prospects, their sale would be assured in most cases.

USED CAR. Another consideration is that a fully and well-equipped used car is more saleable. If any major item, such as radio, is omitted on a new car, it usually must be added to the used car before it can be resold.

1964 CADILLAC

OPTIONAL

SPECIFICATIONS

SAFETY SEAT BELTS

NEWLY DESIGNED

Retractable Outboard Straps
New Crest Design On Buckle
New Non-twist Webbing

The front seat outboard straps retract when not in use.

The buckle is easy-locking and decorated with Cadillac crest.

New firmer webbing prevents tangling or twisting.

The new buckle has a release feature that unlatches in the opening direction, making even single-handed unbuckling effortless.

Available for front and rear installation at factory on all cars and *front only* in Fleetwood Seventy-Five. Also the "75" front seat belts and buckles will be the 1962 type.

COLORS

Colors of belts match seat inserts except with Sandalwood or Beige upholstery, a light beige color is used; with White leather upholstery, color will match carpets. Code 17 and 47 will have light green color belts. Code 13 will have light blue color belts.

CODES

Note rearrangement of codes. V now represents 2 front seat belts only. Order VA to have 4 belts installed. Seat belts not included in groups and must be ordered separately.

CODES	BELTS
V	2 belts—front only
A	2 belts—rear only
VA	4 belts—front & rear

BUCKLE UP FOR SAFETY!!

TRANSMISSIONS

TYPE	BODY STYLES	INDICATOR
HYDRA-MATIC	G, N, K, R, S	P N ^{DRIVE} L R
TURBO HYDRA-MATIC	E, F, J, B, L, M	P R N D L

The "Turbo Hydra-matic" is a new automatic transmission introduced for use in all cars except styles G, N, K, R and S. The Hydra-matic will continue as standard equipment in the "62" and "75" series.

NOT OPTIONAL

Transmissions are not optional, as essential parts that are not interchangeable and precise production schedules require that all cars be built with the type of transmission designed for each body style. No substitution can, therefore, be made.

DIFFERENT SHIFT POSITIONS

The sequence of the shift indicator is different on the two types of transmissions. The selector positions are according to the chart above.

SHIFT LEVER KNOB CAPS

For added recognition, Turbo Hydra-matic equipped cars have colored vinyl caps to match steering wheel grips on shift, direction signal and adjustable steering wheel levers. Also, there is a stop at "R" (Reverse). This is provided as an additional reminder to alert the driver that shift lever is in reverse.

1964 CADILLAC COLOR SELECTIONS

CODE NO.	COLORS	PREFERRED TWO-TONE COMBINATION COLORS		CONVERTIBLE TOPS
		PADDED ROOFS	LACQUER	
10	Ebony	60 61	12	2, 1, 6
12	Aspen White	60 61	10 29 22 16	1, 2, 4, 8
14	Nevada Silver	60	10 12	2, 1
16	Cardiff Gray	60	12 14	2, 1, 6
22	Beacon Blue	63 61 60	12	8, 1, 2
24	Spruce Blue	63 61 60	12 22	1, 8, 2
26	Somerset Blue	60 61 63	12	1, 8, 2, 6
29	Turino Turquoise	61 60	12	1, 2, 6
32	Seacrest Green	60 61 64	12	1, 2, 6
34	Lime	61 60 64	12 44	4, 1, 2, 6
36	Nile Green	60 64 61	12 32	6, 1, 2
44	Bahama Sand	64 60 61	12	6, 1, 2
46	Sierra Gold	64 60 61	12	6, 1, 2
47	Palomino	64 60 61	12 44	6, 1, 2
50	Matador Red	61 60	12	1, 2
52	Royal Maroon	60 64 61	12 44	1, 2, 6

STANDARD ELDORADO COLORS

92	Firemist Blue	60 61		9, 2, 1
94	Firemist Aquamarine	61 60		3, 1, 2
96	Firemist Green	60 64 61		6, 1, 2
97	Firemist Saddle	64 60 61		6, 1, 2
98	Firemist Red	61 60		1, 2

CONVERTIBLE TOPS

ELDORADO		DE VILLE	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

BUCKET SEATS AVAILABILITY

BODY STYLES	STANDARD LEATHER	NON-STANDARD LEATHER	CLOTH UPHOLSTERY
E	Optional at no extra charge	Available at \$_____	
F	Optional at \$_____	Available at \$_____	
J-B	Optional at \$_____	Available at \$_____	Available at \$_____
L		Available at \$_____	Available at \$_____
M	Communicate with Central Office for information.		
G-N-K	BUCKET SEATS NOT AVAILABLE		
R&S	BUCKET SEATS NOT AVAILABLE		

Above prices include both the upholstery and Bucket Seats charges.

"Available at" indicates availability on special order.

Standard equipment with Bucket Seats includes a center console.

For additional information concerning Bucket Seats, see pages 35, 36 and 37.

PADDED ROOFS

A cross-grained vinyl fabric is tailored to the roof over an insulation of felt padding (not applied directly to the metal).

AVAILABLE ON FIVE BODY STYLES IN FOUR COLORS

BODY STYLES		EXTRA CHARGE	COLORS
J	Coupe de Ville	\$	60 Black
B	4-window Sedan de Ville	\$	61 White
M	Fleetwood Sixty Special	\$	63 Lt. Blue
R or S	Fleetwood Seventy-Five (on special order)	\$	64 Sandalwood

HOW TO ORDER

Combine the padded roof color code number with the lower car color code in the same manner as a two-tone combination, i.e., 5260, 4761, etc.

EXAMPLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE	ALLOT. NO.	OUTLET NO.	ORDER NO.																	
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY				STATE																				
SHIP TO: (LEAVE BLANK, IF SAME)				AT:		PURCHASER																		
AUTHORIZED SIGNATURE				PURCHASER (REPEAT)																				
CUSTOMER WILL CALL		DATE																						
STYLE NO. 6357		COLOR																						
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.
5260																								J

W WHITE TIRES
OR GROUPS
GROUPS
LICENSE FRAMES
FILLER PLATE
SEAT BELTS
WINDOW REG. POWER
RADIO
SOFT RAY GLASS
SEAT ADJUSTER
DOOR CARDS
AIR CONDITIONER
H/D LAMP CONTROL
ADJ. STEERING WHEEL
TWILIGHT SENTINEL
DOOR LOCKS
TRUNK LOCK
CRUISE CONTROL
CONTROLLED DIFFERENTIAL
VENT. REGULATORS
REAR WINDOW DEFOGGER
OPT. GEAR RATIO

5
6
7
OUTLET NO.

1964 CADILLAC ACCESSORY AND EQUIPMENT GROUPS AND CODES

1 X WINDOW REGULATORS, POWER W TIRES, WHITE WALL R RADIO, AM E GLASS, SOFT RAY Y or T SEAT ADJUSTER D DOR-GARDS K AIR CONDITIONER	SAME AS NO. 1 WITH ADDITION OF AM-FM RADIO—CODE R1	2
3 SAME AS NO. 1 WITHOUT AIR CONDITIONER	SAME AS NO. 2 WITHOUT AIR CONDITIONER	4
5 U HEADLAMP CONTROL, POWER Q STEERING WHEEL, ADJUSTABLE J TWILIGHT SENTINEL	M DOOR LOCKS, POWER S TRUNK LOCK, POWER C CRUISE CONTROL	6
7 G CONTROLLED DIFFERENTIAL N VENT WINDOWS, POWER B DEFOGGER, REAR WINDOW	8 ONE LICENSE FRAME OR 9 TWO LICENSE FRAMES	8 9
SEAT BELTS V 2 FRONT A 2 REAR VA 2 FRONT & 2 REAR	OTHER CODES F FILLER PLATE P OPTIONAL GEAR RATIO R2 RADIO REAR CONTROL (SERIES "75" ONLY)	

Rear Window Defogger not available for Convertibles or series "75". Power Door Locks, Trunk Lock, 6-way Seat Adjuster not available on series "75".

ACCESSORIES AND EQUIPMENT

NEW GROUPS. The accessory and equipment groups have been simplified for easy ordering. Dor-Gards are included in the 4 basic groups which are now numbered. Previously, they had alphabetic identifications.

Chart on next page lists all groups and codes. Contents of basic group No. 1 only are listed. Group 2 is identical to 1, except that AM-FM Radio is substituted for the AM Radio. Groups 3 and 4 are the same as 1 and 2, except for the omission of air conditioning.

CODES Y AND T. Included in groups 1, 2, 3 and 4 are two types of power seat adjusters—code Y for bench type seats and code T for bucket seats. This means the groups can be used in ordering regular or bucket type seats. Group prices will, of course, vary depending upon body style.

CODE X. Although code X is standard on all models except the series "62", it is included in the 4 basic groups to prevent optional power windows from being inadvertently overlooked on styles G, N, K.

This does not preclude the ordering of groups 1, 2, 3 or 4 on the de Ville and Fleetwood lines.

HOW TO USE. Basic groups now numbered 1, 2, 3 and 4 replace the former alphabetic (A and B) groups. Only one of these numbers may be applied to an order.

However, group numbers 5, 6 and 7, each of which includes three different items, may be used separately or in any combination: i.e., an order may specify group 5, 6 and 7 or any combination of these numbers.

LICENSE FRAMES. Code number 8 is for one frame and 9 is for two frames.

SEAT BELTS. Are not included in any groups. They must be ordered separately. See charts on pages 6 and 12 for new codes.

EXAMPLE. A completely equipped car order would read — 2 567 9 VA

GROUPS CAN BE USED ON ALL MODELS. Although some items are standard equipment and others are not available on certain models, all groups can be used on any style.

Do not repeat individual items when group number is ordered.

NEW ITEMS.

K Comfort Control Air Conditioning and Heating

U Power Headlamp Control — With Phototube in Front Fender

B Rear Window Defogger

J Twilight Sentinel

Additional information on pages 12, 27 and 28.

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USED CAR. Another consideration is that a fully and well-equipped used car is more saleable. If any major item, such as radio, is omitted on a new car, it usually must be added to the used car before it can be resold.

1964 CADILLAC UPHOLSTERY OPTIONS

LEATHER

All inserts are Aztec perforated grain. Bolster areas (and front compartment of '75" Limousine) are not perforated. Applies to all models using leather.

STYLE — E		STYLE — F	
10	White—Black Carpets	20	White—Black Carpets
11	Black	21	Black
13	Gray-Blue	23	Lt. Blue
14	Sandalwood	24	Sandalwood
15	Palomino	25	Palomino
16	Aquamarine	26	Lime—White Bolsters
17	Dk. Blue-Green	27	Green
19	Red	28	White—Red Carpets
		29	Red

To order bucket front seats add "B" to codes. e.g., 10B, 11B, 20B, 21B, etc.

E — TOPS		F — TOPS	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

STYLES G — N — K

INSERTS CLOTH			BOLSTERS COATED FABRIC
30	Black	Dunsmuir	White
31	Gray	Doncaster	Gray
32	Midnight Blue	Dunsmuir	Midnight Blue
33	Lt. Blue	Doncaster	Lt. Blue
34	Sandalwood	Dunsmuir	Sandalwood
36	Turquoise	Doncaster	Turquoise
37	Green	Dunsmuir	Green

STYLES J — B — L

INSERTS CLOTH			BOLSTERS LEATHER
40	Black	Dover	White
41	Gray	Dorchester	Gray
42	Midnight Blue	Dover	Midnight Blue
43	Lt. Blue	Dorchester	Lt. Blue
44	Sandalwood	Dover	Sandalwood
46	Turquoise	Dorchester	Turquoise
47	Dk. Green	Dover	Lt. Green
48	Lime	Dorchester	White

STYLES J — B

OPTIONAL LEATHER—EXTRA CHARGE	
50	White
51	Black
54	Sandalwood
59	Red

Bucket front seats with console available at extra charge. To order add code "B". e.g., 50B, 51B, etc.

STYLES J — B — M — R — S

CROSS-GRAINED VINYL PADDED ROOFS			
60	Black	63	Lt. Blue
61	White	64	Sandalwood

STYLE — M

CLOTH & LEATHER COMBINATION			
INSERTS CLOTH			BOLSTERS LEATHER
60	Black	Drexel	White
61	Gray	Dorset	Gray
62	Midnight Blue	Drexel	Midnight Blue
63	Lt. Blue	Dorset	Lt. Blue
64	Sandalwood	Drexel	Sandalwood
65	Beige	Dorset	Beige
66	Turquoise	Drexel	Turquoise
67	Green	Dorset	Green

ALL BROADCLOTH

71	Gray
75	Beige

OPTIONAL LEATHER—EXTRA CHARGE

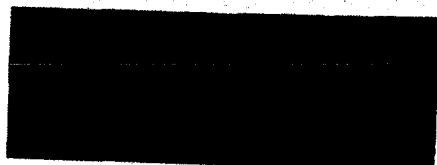
80	White
81	Black
84	Sandalwood
89	Red

STYLES R — S

CLOTH OR CORD			BROADCLOTH
90	Dk. Gray	Calais Cord	Dk. Gray
91	Gray	Broadcloth	Gray
92	Gray	Calais Cord	Gray
94	Beige	Calais Cord	Beige
95	Beige	Broadcloth	Beige

On Limousine style S, front compartment will be standard Black leather. Gray or Beige leather is optional and may be ordered by adding code "G" for Gray or "F" for Beige. e.g., 90G, 91G, 92G, would have Gray leather front. 94F, 95F would have Beige leather front.

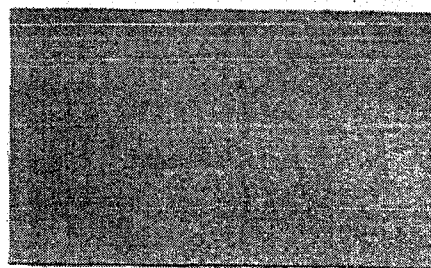
1964 CADILLAC COLOR SELECTIONS



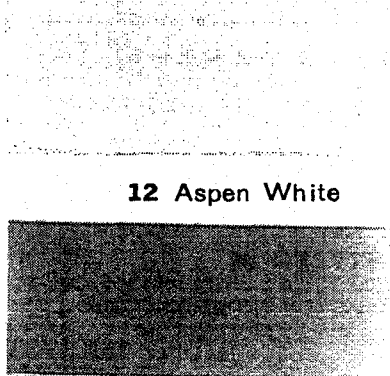
10 Ebony



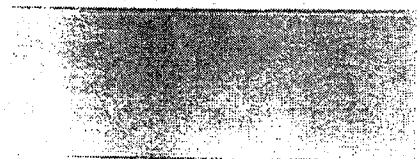
32 Seacrest Green



*92 Firemist Blue



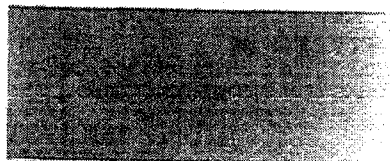
12 Aspen White



34 Lime



*94 Firemist Aquamarine



14 Nevada Silver



36 Nile Green



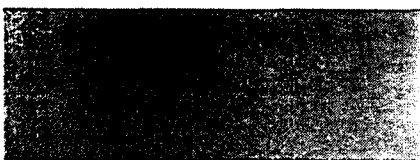
16 Cardiff Gray



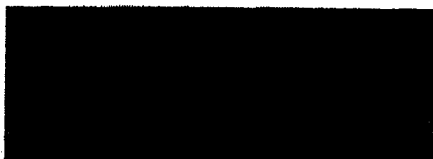
*96 Firemist Green



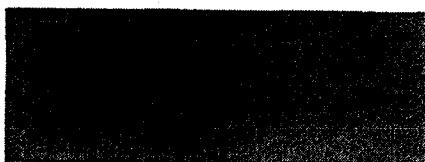
22 Beacon Blue



46 Sierra Gold



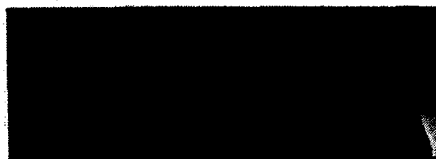
24 Spruce Blue



47 Palomino



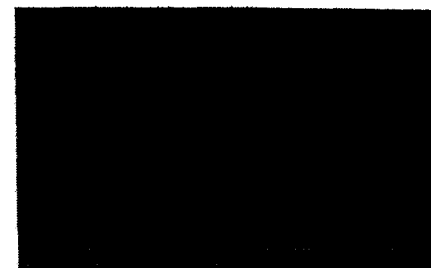
*97 Firemist Saddle



26 Somerset Blue



50 Matador Red



*98 Firemist Red



29 Turino Turquoise



52 Royal Maroon

* ELDORADO COLORS . . . AVAILABLE ON OTHER MODELS AT EXTRA CHARGE

SIGNIFICANT

- **NEW ENGINE** — 429 cubic inch displacement, 340 horsepower.
- **NEW TURBO HYDRA-MATIC** Automatic Transmission.
- **OVERALL LENGTH** increased one-half inch.
- **NEW COMFORT CONTROL** air conditioning and heating system.
- **NEW TWILIGHT SENTINEL** delayed action head and tail lamp control.
- **NEW OVERRIDING SWITCH** for power window regulators. See page 38.
- **ADJUSTABLE STEERING WHEEL** now adjusts to 7 positions.
- **PADDED ROOF** is available on 5 body styles. See page 7.
- **HEADLAMP CONTROL PHOTOTUBE** now concealed in left fender.
- **ALL FLEETWOOD MODELS**, including series "75", are identified by a wreath and crest on hood and trunk lid. Eldorado and Sixty Special also have this insignia on outer rear quarter panels.
- **SPARE TIRE** is carried on shelf of styles N and B, in addition to styles G and J. All other models on trunk floor.
- **BATTERY** — 13 plate.
- **GENERATOR** increased to 55 ampere in air conditioned and series "75" cars. All others have 42 ampere.
- **ALL MODELS** may be ordered without heater-defroster as an option at reduced cost. However, when Comfort Control air conditioning is ordered, the heater cannot be deleted as it is an integral component.
- **NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION** combined.
- **ZIP CODE 48232.** A new zip code number is required on all incoming mail to the Cadillac Central Office. The following is the correct method for addressing mail to Detroit:

Mail for the Central Office

Cadillac Motor Car Division
General Motors Corporation
GPO Box 297
Detroit, Michigan 48232

Mail for the Factory Parts Warehouse

Cadillac Motor Car Division
General Motors Corporation
GPO Box 353
Detroit, Michigan 48232

SEAT ADJUSTERS

BODY STYLES	2-WAY MANUAL	2-WAY POWER BENCH	2-WAY POWER BUCKET—DRIVER'S	2-WAY POWER BUCKET—PASSENGER	6-WAY POWER BENCH	4-WAY POWER BUCKET—DRIVER'S
					CODE Y	CODE T
G-N-K	STD.				OPT.	
F-J-B-L		STD.	STD.	STD.	OPT.	OPT.
E				STD.	STD.	STD.
M		STD.			OPT.	
R-S		STD.				

NEW FOUR-POSTER, 6-WAY POWER ADJUSTER. An improved seat control that is firmer and more durable with fewer moving parts has been designed to operate the posture positions of the 6-way bench seat adjuster.

CODES. Use code Y to order 6-way power bench seat control and code T to order 4-way power driver's bucket seat control. Both are included in groups 1, 2, 3, 4.

NOTE: 2-way power adjuster is standard with all passenger (right side) bucket seats. A 4-way power adjuster is not available for the passenger bucket seat.

CONTROLS

2-WAY MANUAL. Left side of seat.

2-WAY POWER—BENCH SEAT. Switch located on left door control panel except on "75" where control is under instrument panel left of steering column.

No other type, such as 6-way, is available on the "75" because the front seat is integral with the center pillars, preventing a vertical movement of the seat.

2-WAY POWER—BUCKET SEAT. Driver's seat switch located on left door control panel. Passenger seat switch is on right door panel.

4-WAY POWER—DRIVER'S BUCKET SEAT ONLY. Driver's seat switch is located on left door control panel.

6-WAY POWER ON "62" SERIES. Controls are on left side of seat. All other models on left door panel.

TIRES

		OPTIONAL—WHITE WALL						STANDARD—BLACK			
		129.5" Wheelbase Cars		149.8" Wheelbase Cars				129.5" Wheelbase Cars		149.8" Wheelbase Cars	
Brand	Code	Size	Ply	Size	Ply	Code	Size	Ply	Size	Ply	
Firestone	FSW	8.20-15	4	8.20-15	6	FS	8.00-15	4	8.20-15	6	
Goodrich	GRW					GR					
U.S. Royal	USW					US					
Goodyear	GYW					Eldorado standard equipment includes 8.20-15, 4-ply white wall tires.					

U.S. Royal, Firestone, Goodrich and Goodyear tire brands are used in production. Goodyear tires, however, are available in size 8:20-15, 4 ply rating white wall only.

TIRE OPTIONS

Tire brand preferences will be recognized when specified on new car orders. The tire code should be marked in space captioned GROUPS. However, due to the variety of sizes, colors and ply ratings which add up to 20 kinds, it may not always be possible to have available the exact make specified. Under these circumstances, a substitution will be made as production of the car cannot be delayed after it has been started in the system.

SPARE TIRE ON SHELF

Spare tire is carried on shelf in trunk compartment of styles G, J, N and B. CAUTION: Shelf space for extra wheel and tire on these 4 models is designed for standard tires. If tires should be changed to over-size premium, the inflated spare tire may be difficult to remove.

If GROUP 1, 2, 3 or 4 has not been ordered and white wall tires are wanted, type code W in space captioned GROUPS.

On 129.5" wheelbase air conditioned cars, size 8.20-15 white wall tires are recommended. The increased tire size is advisable because of the additional weight of air conditioning.

GEAR RATIOS

SERIES	STANDARD	OPTIONAL CODE P
129.5" WHEELBASE CARS with air conditioning	3.21-1	NO OPTION
129.5" WHEELBASE CARS without air conditioning	2.94-1	3.21-1
149.8" WHEELBASE CARS with or without air conditioning	3.36-1	3.77-1

HEAVY DUTY COMPONENTS

Cadillac coil springs, shock absorbers, gear ratios, tires and other components are all designed to provide the utmost in smooth-riding comfort and silent performance under normal passenger transportation conditions.

Although Cadillac does not advocate the use of its passenger cars for hauling other vehicles, it is recognized that some owners do use their cars to haul pleasure boats, trailers, etc. This subjects the car to abnormal weight and load capacities. To accommodate such requirements, consideration should be given to available heavier duty equipment listed below. Prices upon request.

Controlled Differential

55 AMP Generator

Heavy Duty Front Shock Absorbers

Heavy Duty Rear Shock Absorbers

3.36 Axle Gear Ratio

Heavy Duty Wheels

6-Ply Tires

7 Blade Fan with 1.50" spacer (#1476107)

Air Conditioner Type Radiator & Fan Shroud

Heavy Duty Front Springs

Heavy Duty Rear Springs

GLASS

STANDARD	OPTIONAL
Clear Glass	Soft Ray, Code E

LAMINATED SAFETY PLATE

In windshield and division of series "75" Limousine. When optional soft ray glass is ordered, the upper portion of windshield is shaded, in addition to the soft ray tinting.

SOLID TEMPERED SAFETY PLATE

In side windows, I C V and backlight. On convertibles, backlight is plastic.

COMFORT CONTROL AIR CONDITIONING AND HEATING SYSTEM

Cadillac Comfort Control is a combined air conditioning and heating system that functions automatically. Setting a single temperature dial, similar to a home thermostat, is the only effort required—or just set it and forget it.

Thereafter, the car can be driven year 'round and the selected interior temperature will be maintained without further adjustment of the dial. In addition, whenever the outside temperature is above approximately 35°, the incoming air is channeled through the evaporator to be de-humidified, creating a pleasant atmosphere and preventing window fogging.

The amazing and fully automated operation of Comfort Control is accomplished by three heat sensors called Thermistors. These are located as follows: One on top of instrument panel ahead of driver which responds to the sun's rays as well as interior air temperature; a second one is in the air intake duct to sense the incoming or outside air; and a third one in the discharge duct which determines the temperature of the air being blown into the passenger compartment. These strategically located instruments anticipate changes needed in the function of the system to maintain interior comfort before any effect of external atmospheric conditions can be felt by the occupants.

For example, starting the car in hot weather will automatically cause the system to rush an abundance of cooled air into the interior until the pre-selected temperature setting is approached. Then the system will moderate its output to maintain the desired comfort level. (Temporarily lowering a window at the start to accelerate the expulsion of heated air may be advisable.) If car continues to be driven after sundown and cooler weather prevails, the system will automatically adjust itself and if necessary switch to heater mode. Such changes are made so gradually that passengers are virtually un-

aware of the transition. With Comfort Control, an exclusive Cadillac feature, a constant comfortable climate can be enjoyed in the car, regardless of the variable outside temperature or humidity conditions.

SERIES "75." A front compartment manual control type of air conditioner-heater system, similar to the 1963 model, is available for the series "75." A completely independent cooling system is provided for the rear compartment. An evaporator in the trunk discharges cooled air through two adjustable overhead outlets. Control for the rear blower is located behind sliding panel above the right rear side arm rest. There is also a temperature control and a switch that turns the air conditioner compressor on or off. This provides independent control in the rear for both heating and air conditioning.

AIR CONDITIONER cannot be furnished without the heater, as the units are integral.

LIGHT COLORS, SOFT RAY GLASS, TIRES.

The lighter colors, because of their heat-reflecting characteristics, contribute to lowering the interior temperature, as does Soft Ray Glass. Both are, therefore, recommended for air conditioned cars. Also suggested are white side tires on 129.5" wheel-base cars, due to their larger 8.20-15 size. 3.21-1 gear ratio is standard without option on all air conditioned cars, except series "75" which has 3.36-1 as standard and 3.77-1 as optional.

ORDER CODE K. Also included in groups 1 and 2.

REAR WINDOW DEFOGGER

This accessory, previously available for field installation only, is now a factory installed option on all cars except the Convertibles and series "75." It may be ordered with accessory group 7, or separately by its code letter B.

TWILIGHT SENTINEL

A delayed action feature combines safety and convenience in this new accessory. The Twilight Sentinel is a head and tail lamp control and timer that automatically turns lights on at dusk or in darkness and off in daylight. When pushed in, an ON or OFF control under left side of instrument panel places the sentinel in automatic operation.

DELAYED ACTION FEATURE

After ignition is turned off, car lights will remain on to provide illumination while walking away from the parked car. Additional side lighting can be obtained by turning on a cornering light. A variable timer adjusts period that lights will remain on. Rotate ON or OFF knob clockwise for increased delay up to a maximum of 90 seconds.

EARLY-LATE SENSITIVITY

A Photo-Electric Cell Cap controls the ON or OFF condition of lights, when ignition is on. Rotating this cap toward early will activate lights sooner and rotating toward late will cause lights to turn on when it is darker.

For manual operation of regular headlamp switch, pull out Twilight Sentinel control knob under instrument panel.

POWER HEADLAMP CONTROL

For safer night time driving, the automatic dimming feature of the Cadillac Power Headlamp Control lowers head lamps' beam when another car approaches from the opposite direction.

The control has a new phototube unit concealed in nose of left front fender. This type of concealed unit is available for factory installation only. Packaged units for field installation have phototube unit mounted on top of instrument panel. Fleetwood Seventy-Five has top of instrument panel installation only.

RADIO FOOT CONTROL

A foot control is available for signal seeking radio, code R, and may be secured through the Parts Department for local installation. Cannot be supplied in production.

The AM-FM Radio, code R1, does not have an automatic tuning device. Therefore, the foot control cannot be used. Also, not available with series "75" Rear Control Radio, code R2.

FLEETWOOD ELDORADO CONVERTIBLE AND SIXTY SPECIAL SEDAN EXTRA FEATURES

Itemized below are exclusive features and equipment that contribute to the distinctive and outstanding character of these two models. On the "62" and de Ville series these items are either at extra charge or not available.

		ELDORADO	60 SPECIAL
1	B—Bucket Seats—Optional without Extra Charge	X	
2	W—White Wall Tires	X	
3	Y or T—Power Seat Adjuster	X	
4	X—Power Window Controls	X	X
5	N—Power Vent Regulators	X	X
6	Firemist Colors	X	
7	All Leather Trim	X	
8	Pleated Design Top Boot	X	
9	Distinctive Smaller Rear Backlight	X	
10	Clarion Trumpet Horn	X	
11	Rear Wheel Opening Chrome Framed	X	
12	3-Way Inside Rear View Mirror	X	X
13	Special Wreath and Crest Horn Button	X	X
14	Wreath and Crest Medallion Over Door Pull Handles	X	X
15	Extra High Seat Back Rests	X	X
16	Baku Wood Paneling	X	X
17	Exclusive Upholstery Styling	X	X
18	Stainless Steel Front Fender Wheel Opening Molding	X	X
19	Stainless Steel Rocker Sill Panel Molding with Brushed Chrome Insert	X	X
20	Chrome Bead Between Outer Rear Quarter Panel and Bumper Impact Bar	X	X
21	Wreath and Crest on Hood, Trunk Lid and Exterior Rear Quarters	X	X
22	Exclusive Rear Grille	X	X
23	Trunk Compartment Completely Fabric Lined	X	X
24	Spare Tire Cover	X	X
25	ELDORADO in Block Letters on Front Fender Skirt	X	
26	FLEETWOOD in Block Letters on Front Fender Skirt		X
27	Courtesy Lights on Door Arm Rest Base		X
28	Coil Seat Springs		X

INTERIOR COLOR AND MATERIAL CHARTS

FABRICS AND INTERIOR COLORS. Trim charts on the following pages list the type of fabrics and colors used in the interior of each body style, according to upholstery code number.

ILLUSTRATIONS. Perspective drawings on the inside of folded pages depict the various interior trim styles and materials used. These illustrations are helpful in writing special interior specifications such as two-tone combinations.

AVOID MISUNDERSTANDING. A detailed explanation of the colors and materials that will be used, even on a standard option, will create a mutual understanding and be appreciated by the customer.

TRIM STYLES NOT INTERCHANGEABLE.

There are 6 distinct upholstery styles used in the 11 body models, and they are not interchangeable. Each trim style is designed for certain models and cannot be adapted to other body types.

WHY NOT? For example, a de Ville or Sixty Special cannot be made in the Eldorado pleated mode. The patterns and stencils that are used for cutting the materials are of different sizes according to the requirements of the body into which the upholstery is to be installed. Some parts, such as rubber seat pads, are machine formed with indentations molded especially for sewing the pleats. These are examples of the limitations that preclude any option of trim styles.

UPHOLSTERY STYLES BY MODEL

BODY STYLES	MODELS	TRIM STYLES
G-N-K	Sixty-Two	Pleated
F-J-B-L	de Ville	Elongated Diamond Tufted
E	Eldorado	Pleated
M—Cloth	Sixty Special Cloth	Diamond Biscuits & Buttons
M—Leather	Sixty Special Leather	Half-Diamond Pleats & Buttons
R-S	Seventy-Five	Biscuits & Buttons

SEAT ADJUSTERS

BODY STYLES	2-WAY MANUAL	2-WAY POWER BENCH	2-WAY POWER BUCKET—DRIVER'S	2-WAY POWER BUCKET—PASSENGER	6-WAY POWER BENCH	4-WAY POWER BUCKET—DRIVER'S
					CODE Y	CODE T
G-N-K	STD.				OPT.	
F-J-B-L		STD.	STD.	STD.	OPT.	OPT.
E				STD.	STD.	STD.
M		STD.			OPT.	
R-S		STD.				

NEW FOUR-POSTER, 6-WAY POWER ADJUSTER. An improved seat control that is firmer and more durable with fewer moving parts has been designed to operate the posture positions of the 6-way bench seat adjuster.

CODES. Use code Y to order 6-way power bench seat control and code T to order 4-way power driver's bucket seat control. Both are included in groups 1, 2, 3, 4.

NOTE: 2-way power adjuster is standard with all passenger (right side) bucket seats. A 4-way power adjuster is not available for the passenger bucket seat.

CONTROLS

2-WAY MANUAL. Left side of seat.

2-WAY POWER—BENCH SEAT. Switch located on left door control panel except on "75" where control is under instrument panel left of steering column.

No other type, such as 6-way, is available on the "75" because the front seat is integral with the center pillars, preventing a vertical movement of the seat.

2-WAY POWER—BUCKET SEAT. Driver's seat switch located on left door control panel. Passenger seat switch is on right door panel.

4-WAY POWER—DRIVER'S BUCKET SEAT ONLY. Driver's seat switch is located on left door control panel.

6-WAY POWER ON "62" SERIES. Controls are on left side of seat. All other models on left door panel.

DRIVER OPTION POWER WINDOW CONTROL

To prevent accidental operation of windows in either a parked or moving car, a 3-way switch designed to selectively control window action is located on the master control panel forward of driver's side arm rest.

All movements apply to both the power controlled vent and side windows.

3-WAY SWITCH

This controlling switch has 3 positions which are labeled

EMERGENCY

LOCK

NORMAL

IGNITION MUST BE ON

To operate windows, except as explained below under emergency operation, the ignition must be on. Other conditions, controlled at driver's discretion, are —

1. With ignition on and switch in normal, all windows will operate with either their individual controls or from driver's master control panel.
2. With ignition on and switch in lock, the three passenger windows (right front and both rear) will not operate by their individual controls. However, driver may operate all windows from master control.
3. With ignition off and switch in normal or lock, windows will not operate.
4. With ignition off, any window may be operated from driver's master control panel by simultaneously holding switch in the emergency position and pressing window regulator button. Emergency position is spring loaded and, therefore, must be held. Otherwise, it will return to lock.

A resume of above explanations is —

NORMAL OPERATION OF ALL WINDOWS UNDER ORDINARY DRIVING CONDITIONS

With ignition on and switch in normal, operation of all windows will be similar to previous model cars.

PASSENGER WINDOWS ONLY NON-OPERATIVE

Ignition on, switch in lock. Driver, who may operate all windows, prevents passengers from operating windows with their individual switches.

ALL WINDOWS NON-OPERATIVE

Ignition off, switch normal or lock. A safety measure to prevent raising or lowering windows in a parked car.

EMERGENCY OPERATION WITHOUT IGNITION KEY

In circumstances such as threatening rain, windows may be raised in a parked car without use of ignition key by pressing emergency and window buttons simultaneously.

POWER DOOR LOCK SWITCH

Will be located on vertical upper door trim pad when ordered. Not on arm rest panel.

Fleetwood series "75" cars do not have this overriding control.

SIGNIFICANT

- **NEW ENGINE** — 429 cubic inch displacement, 340 horsepower.
- **NEW TURBO HYDRA-MATIC** Automatic Transmission.
- **OVERALL LENGTH** increased one-half inch.
- **NEW COMFORT CONTROL** air conditioning and heating system.
- **NEW TWILIGHT SENTINEL** delayed action head and tail lamp control.
- **NEW OVERRIDING SWITCH** for power window regulators. See page 38.
- **ADJUSTABLE STEERING WHEEL** now adjusts to 7 positions.
- **PADDED ROOF** is available on 5 body styles. See page 7.
- **HEADLAMP CONTROL PHOTOTUBE** now concealed in left fender.
- **ALL FLEETWOOD MODELS**, including series "75", are identified by a wreath and crest on hood and trunk lid. Eldorado and Sixty Special also have this insignia on outer rear quarter panels.
- **SPARE TIRE** is carried on shelf of styles N and B, in addition to styles G and J. All other models on trunk floor.
- **BATTERY** — 13 plate.
- **GENERATOR** increased to 55 ampere in air conditioned and series "75" cars. All others have 42 ampere.
- **ALL MODELS** may be ordered without heater-defroster as an option at reduced cost. However, when Comfort Control air conditioning is ordered, the heater cannot be deleted as it is an integral component.
- **NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION** combined.
- **ZIP CODE 48232.** A new zip code number is required on all incoming mail to the Cadillac Central Office. The following is the correct method for addressing mail to Detroit:

Mail for the Central Office

Cadillac Motor Car Division
General Motors Corporation
GPO Box 297
Detroit, Michigan 48232

Mail for the Factory Parts Warehouse

Cadillac Motor Car Division
General Motors Corporation
GPO Box 353
Detroit, Michigan 48232

COLORS

EXCLUSIVE SHADES. 19 of Cadillac's 21 color selections are exclusive. Only 2 colors are shared with other G.M. cars — Ebony and Nevada Silver.

ELDORADO COLORS. 5 Firemist colors are offered on the Eldorado Convertible. Firemist has an unusual jewel-like radiance produced by a mixture of thin bright flakes which act as tiny reflecting mirrors. A random compounding of these particles creates a finish of sparkling luster and iridescent beauty.

AVAILABLE ON OTHER STYLES. The 5 Firemist Eldorado colors are available on other styles at extra charge. Type color code number in regular COLOR space. No special notation or typing locations are necessary. See specimen on next page.

\$_____

SPECIAL COLORS. In addition to the 21 color selections, any desired shade can be supplied on a special order basis. Price for single or two-tone, lower or roof only.

\$_____

ABOVE PRICE does not include special, extra-high luster colors such as "Fire-Frost", "Starmist", etc. Prices for these furnished upon request.

HOW TO ORDER. Type code 0 in the COLOR space and complete name and lacquer number in center section of the order form. It is also advisable to provide additional description of the shade wanted such as pale blue, light turquoise, etc. This will help assure a correct interpretation of information and

avoid misunderstanding. A specimen of a special color order is on next page.

TIME REQUIRED. Allow 5 to 6 weeks after receipt of order at Central Office. The procurement of special colors requires extra time for mixing by a qualified chemist who must take time out from regular duties, to formulate the single special color order. This explanation is offered to provide a better understanding of the time and cost factors involved in handling one-of-a-kind, individual orders.

ORDER IMMEDIATELY. Do not wait for the next car ordering period. A new order is preferred to a replacement of an existing order. This, of course, applies to special color (or upholstery) orders only.

TWO-TONE. Combinations of any two standard colors are available without extra charge. Preferred combinations are listed on color selection chart, page 9. In considering any other contrasting combinations, it should be remembered that colors may dilute or enhance adjoining colors and, therefore, should be carefully selected.

HARMONIOUS INTERIOR. Whenever a special color is contemplated, careful consideration should be given to the availability of a harmonious upholstery.

COLOR POPULARITY. On page 40 there is a column of percentages indicating color popularity. This list may be useful as a guide to order new car colors in proportion to the overall averages.

OPTIONAL LEATHER

OFFERED ON STYLES J, B AND M

TRIM STYLE. The elongated diamond tufted de Ville series trim style is used with either leather upholstery or regular cloth-leather combination. However, in the Fleetwood Sixty Special the leather style is oblong half-diamond pleats and buttons, which is not the same as the cloth style in this model. The cloth style has small diamond biscuits and buttons.

COUPE FRONT SEAT. When upholstered in leather, the 4-window Sedan de Ville, style B, front seat is a notched back Coupe type. This creates an appearance of individual seats, especially when the center arm rest is lowered.

SEDAN FRONT SEAT. The front seat back rest of the Sixty Special is the regular straight-across Sedan type. Coupe type seat is not available.

BUCKET SEATS. In the de Ville series bucket seats are available at an additional charge. They are not available in the Fleetwood Sixty Special. To order leather bucket seats on style F, J or B add "B" to trim code. e.g., 50B, 51B, etc. On style L, a special order is required for bucket seats.

In the 4-window Sedan de Ville model, the bucket seat back rests are stationary and do not tilt forward as they do in the Coupe. Map pocket included on back of each bucket seat.

Both driver and passenger seats have 2-way horizontal power adjuster with control on the panel forward of the arm rest on each front door. 4-way tilt seat adjuster is available for the driver's bucket seat. It is not available for the passenger seat.

ASSIST GRIPS. The Coupe type seats do not have assist grips on the back side (as do four-door Sedans). Therefore, with Coupe type seats, assist grips are not available. If such handles are desired, they could be furnished on a special order basis by specifying "Sedan Type Front Seat" on the order.

SPECIAL LEATHER COLORS. Customers who desire leather of another color or two-tone combination may choose any Convertible or de Ville leather listed on

page 70. Order such cars on a special order, extra charge basis. At the same time, a custom selection of carpeting, instrument panel color, etc., may be exercised.

GARNISH MOLDINGS. Garnish moldings extend along sides of windshield, headlining and around rear backlight. They are bright anodized aluminum on the de Ville line and painted to match lower instrument panel on the Sixty Special.

LEATHER UPHOLSTERY IN STYLE L & SERIES "62"

WHY LEATHER IS NOT A STANDARD OPTION. To offer even a limited number of leather colors as a standard option would require a commitment of a certain minimum quantity of each color so that the economy of volume production methods such as die versus hand cutting of materials could be utilized. This would be in anticipation that future sales will equal the same quantities of such advance procurement. Because the demand for leather in styles G, N, K and L has been insufficient to permit advance scheduling, leather upholstery is offered on a special order basis which allows a choice of 15 colors and an unlimited number of two-tone combinations. See page 70 for list of colors.

PREVENT DELAY—TYPE OO. Be sure OO is typed in space captioned TRIM on any new car order for style L, G, N or K calling for leather upholstery.

DO NOT use leather upholstery code numbers in TRIM space, as this may result in the order being overlooked and filed with regular upholstery orders, causing an unnecessary delay. See pages 74 to 88 for examples of special upholstery orders.

Another reason for being sure that the order is correctly typed is the extra charge involved for leather upholstery. If the interior wanted is improperly identified on the order, an uncertainty may arise resulting in either a delay or the production of an unwanted, extra charge upholstery.

BUCKET SEATS

AVAILABLE in styles E, F, J and B. Also in style L on special order. See chart on page 8 for prices which vary according to type of upholstery.

CONSOLE. Standard equipment with bucket seats includes a console lined with Tara quality carpet material. A die cast rear hinged cover with lock operates an interior light. The sides are in color to match seat bolsters; the cover and front are vinyl covered also matching seat bolsters. In the Eldorado Convertible, the cover and front are paneled with Baku wood veneer to match the door paneling. At the rear there is a die cast heater outlet grille with a courtesy light.

CONSOLE CANNOT BE OMITTED. The bottom of console houses a heat duct which directs warm air into rear compartment through a grille. This, among other problems, precludes the omission of the console.

STYLE AND UPHOLSTERY. The upholstery style of bucket seats matches the rear seat styling. Also, the material in the rear is the same as on the bucket seats. i.e., if bucket seats are leather, the rear seat is also leather; if cloth, both are cloth. Bucket seat back rests are stationary on 4-door Sedan models.

2-WAY SEAT ADJUSTER. A power 2-way (back & forth) seat adjuster is standard equipment on both bucket seats, except on Eldorado Convertible, the driver's seat is equipped with a 4-way tilt power seat adjuster as standard. No other type but the 2-way adjuster is available for the passenger seat.

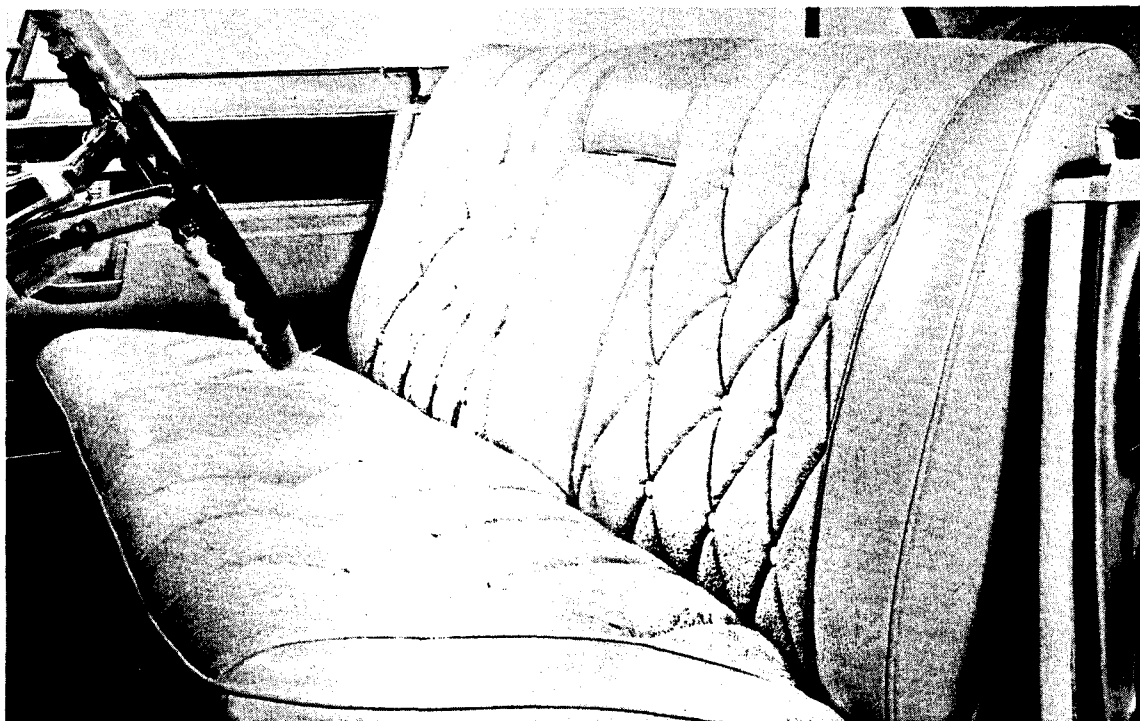
4-WAY DRIVER'S SEAT ADJUSTER. A 4-way tilt power seat adjuster for the driver's bucket seat is standard equipment on Eldorado Convertible. It is optional, code T, on all other bucket seat models for the driver's seat only. Not available for the passenger seat.

CONTROLS. Both 2-way and 4-way type controls are located on panel forward of the door arm rests. The driver's seat adjuster is on left door—the passenger seat on right door.

BUCKET SEAT FURNITURE. To create added interest in both leather upholstery and bucket seat options, a leather upholstered genuine Cadillac bucket seat combined with an attached 12" x 14" oiled walnut finished table is offered as a functional merchandising aid.

These chairs are suitable as showroom, service reception area or office furniture. They are offered in pairs with center table or singly with table on right side. The double type is 60" wide and the width of the single unit is 36".

FLEETWOOD SIXTY SPECIAL SEDAN



CLOTH TRIM STYLE

Ten cloth and four leather (extra charge) upholstery options are offered on the Fleetwood Sixty Special. The cloths are in nine colors and three materials — Drexel, Dorset and all wool broadcloth. Drexel and Dorset cloth combinations are styled in small tufted diamond biscuits and buttons extending over the extra high back rest. There is a plain leather section at both ends and in the center of the seats. These areas are Antique finish leather on all colors except White, which is natural grain. Wool broadcloth upholstery options have the same styling except these three sections are broadcloth, instead of leather. New comfort-contoured, form-fitting back rests result from individual panels that are concave.

CENTER ARM RESTS. In front and rear back rests.

SEAT SPRINGS are Marshall type coil in

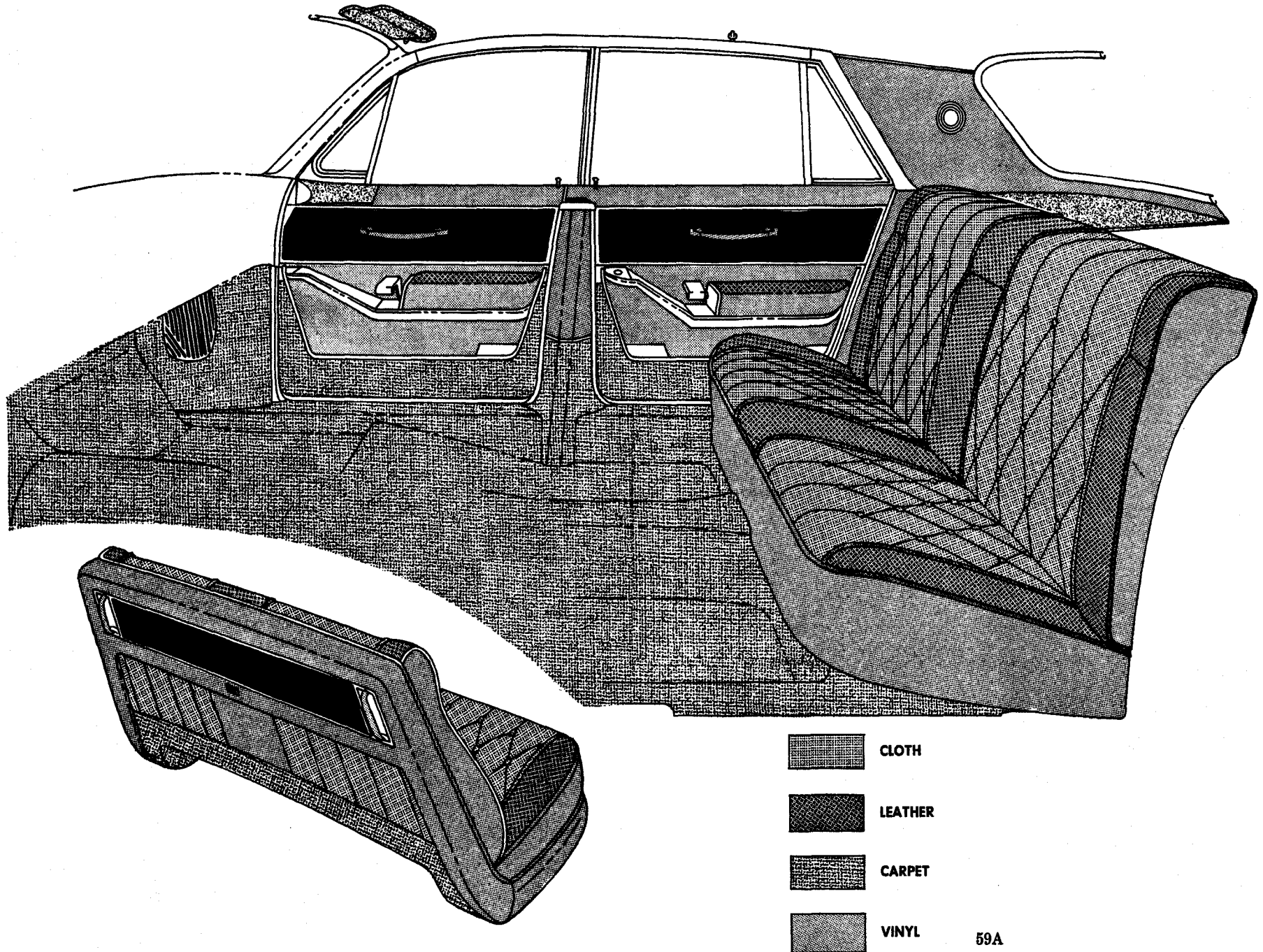
cushions; luxury type coil in back rests.

DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

BAKU, a fine densely-textured wood, imported from western Africa is used for paneling the doors, back of front seat back, glove box and right ash receiver door. Only selected veneer having a striking mottled pattern is used for Cadillac.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover. Across the upper part is a Baku wood veneer panel insert with assist handle at each end on a recessed chrome shield. Below this is an insert section upholstered in cloth.

INTERIOR LAMP SWITCH for upper rear quarter courtesy lamps is in center of front seat back panel.

FLEETWOOD SIXTY SPECIAL SEDAN*Interior Trim Distribution*

	INSERTS	BOLSTERS	FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors.	Leather Also top surface of door arm rests. Coated fabric on cushion facings, sides of door arm rests, laces & upper doors.	Front seat wings.	Steering column. Left side Ash receiver door. Garnish moldings.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear Shelf.	Arcade cloth except Code 60.	Tremont Quality Cowl quarter grille color.
60	Black Drexel	White*	Black	Black	Black	Black	White Coated Fabric	Black
61	Gray Dorset	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
62	Midnight Blue Drexel	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
63	Lt. Blue Dorset	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
64	Sandalwood Drexel	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
65	Beige Dorset	Beige	Beige	Beige	Beige	Dk. Sandalwood	Beige	Med. Sandalwood
66	Turquoise Drexel	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
67	Green Dorset	Green	Green	Green	Green	Dk. Green	Green	Med. Green
BROADCLOTH								
71	Gray	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
75	Beige	Beige	Beige	Beige	Beige	Dk. Sandalwood	Beige	Med. Sandalwood

*White leather is natural grain. All others are Antique finish.

CARPETS. Tremont quality, rayon-nylon cut pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GLOVE BOX and RIGHT ASH RECEIVER DOOR are Baku wood paneled.

GARNISH MOLDINGS that extend along sides of windshield, headlining and around rear backlight are painted to match lower instrument panel.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

DO NOT ORDER codes X, T, N as standard equipment includes power window regulators, power horizontal front seat adjuster and power vent regulators.

BUCKET SEATS are not available on this style.

NOTE: See page 41 for extra Sixty Special features.

NON-STANDARD LEATHER UPHOLSTERY. Additional leather colors are available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard leather upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard interior.

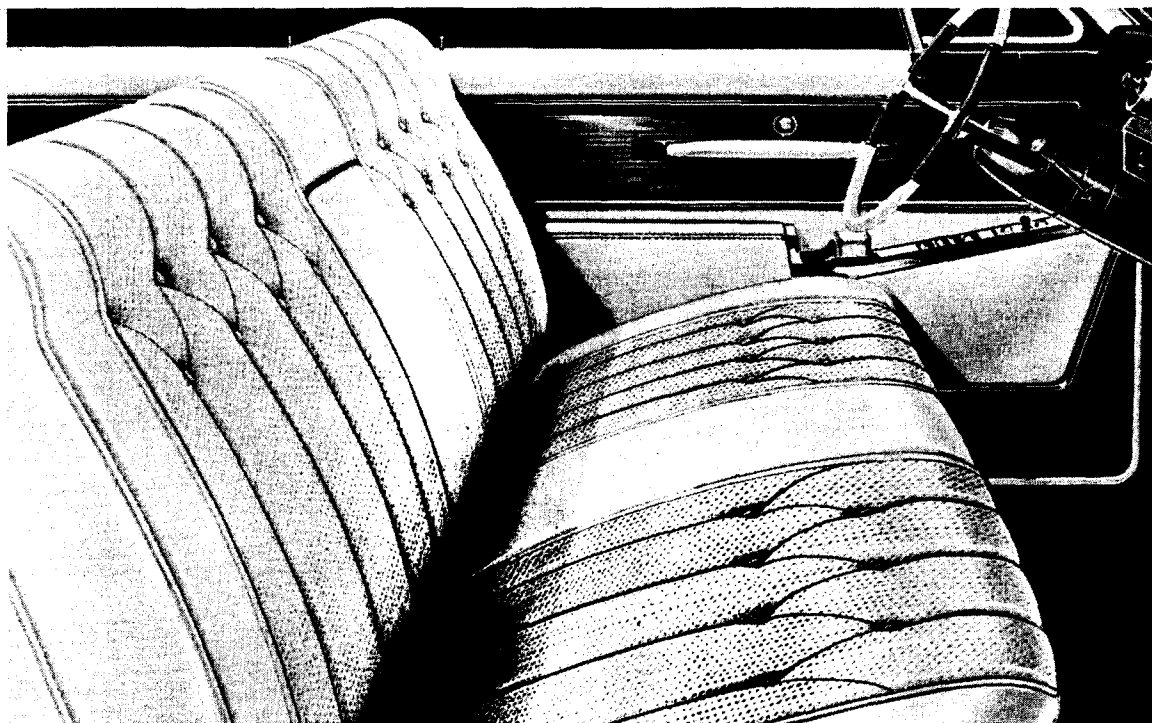
Optional Leather at extra charge
See next page

\$ _____

Non-Standard Leather at extra charge

\$ _____

FLEETWOOD SIXTY SPECIAL SEDAN



LEATHER TRIM STYLE

In addition to the ten cloth upholstery materials described on page 59, four leather (extra charge) options are offered on the Fleetwood Sixty Special. Aztec grain perforated leather is used on the inserts, which are styled in half-diamond, deep tufted biscuits and buttons extending over the extra high back rest. There is a plain leather section at both ends and in center of the seats. These areas are natural grain leather when Black or White is used and an Antique finish when trimmed in Red or Sandalwood.

CENTER ARM RESTS. In front and rear back rests.

SEAT SPRINGS are Marshall type coil in cushions; luxury type coil in back rests.

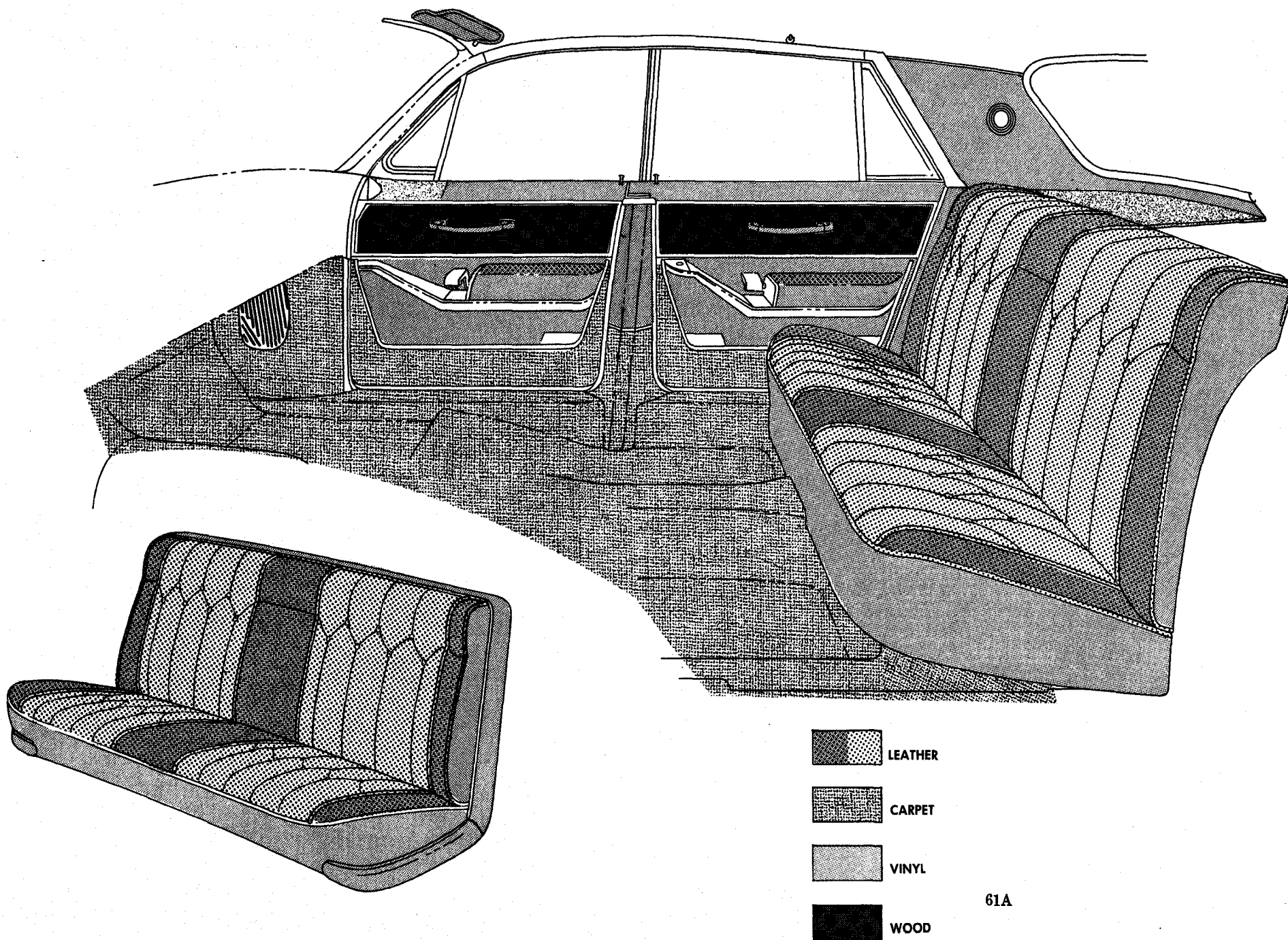
DOOR SIDE ARM RESTS are leather cov-

ered on top contact surface with side in vinyl, color to match bolster.

BAKU, a fine densely-textured wood, imported from western Africa is used for paneling the doors, back of front seat back, glove box and right ash receiver door. Only specially selected veneer having a striking mottled pattern is used for Cadillac.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover. Across the upper part is a Baku wood veneer panel insert with assist handle at each end on a recessed chrome shield.

INTERIOR LAMP SWITCH for upper rear quarter courtesy lamps is in center of front seat back panel.

Interior Trim Distribution

LEATHER OPTIONS AT EXTRA CHARGE

C O D E	LEATHER		FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
	INSERTS	BOLSTERS						
	Aztec perforated grain.	Also top surface of door arm rests. Coated fabric on cushion facings, sides of door arm rests, laces & upper doors.	Front seat wings.	Steering column. Left side ash receiver door. Garnish moldings.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear Shelf.	Corded coated fabric.	Tremont Quality Cowl quarter grille color.
80	White*		White	White	White	Black	White	Black
81	Black*		Black	Black	Black	Black	Black	Black
84	Sandalwood		Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
89	Red		Red	Red	Red	Dk. Red	Red	Dk. Red

*White and Black leathers are natural grain. All other colors are Antique finish. Inserts are Aztec perforated grain leather; bolsters are non-perforated.

CARPETS. Tremont quality, rayon-nylon cut pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS that extend along sides of windshield, headlining and around rear backlight are painted to match lower instrument panel.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

DO NOT ORDER codes X, T, N as standard equipment includes power window regulators, power horizontal front seat adjuster and power vent regulators.

BUCKET SEATS are not available on this style.

NOTE: See page 41 for extra Sixty Special features.

NON-STANDARD LEATHER UPHOLSTERY. Additional leather colors are available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard leather upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard interior.

Optional Leather at extra charge

\$_____

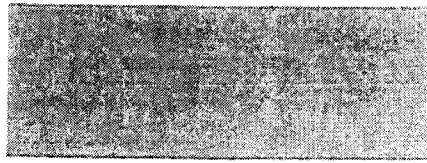
Non-Standard Leather at extra charge

\$_____

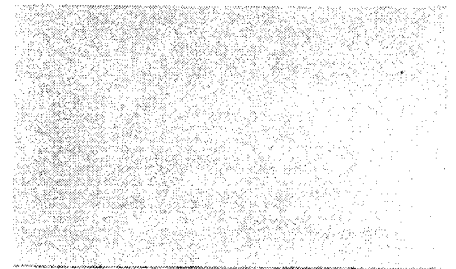
1964 CADILLAC COLOR SELECTIONS



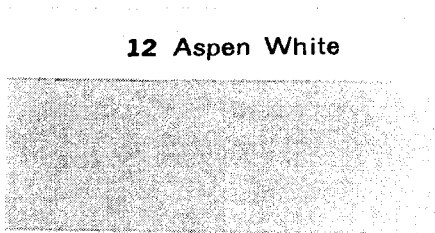
10 Ebony



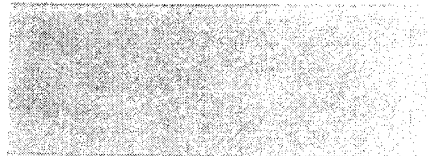
32 Seacrest Green



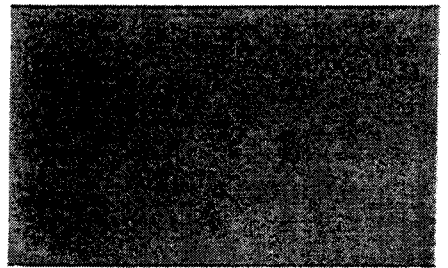
***92 Firemist Blue**



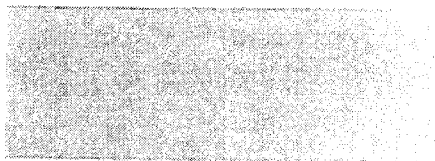
12 Aspen White



34 Lime



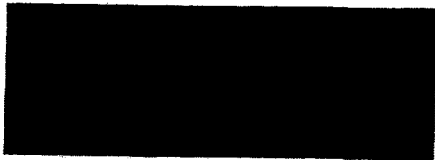
***94 Firemist Aquamarine**



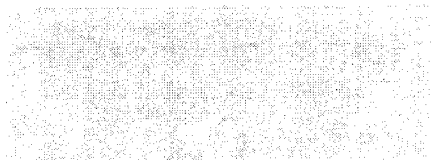
14 Nevada Silver



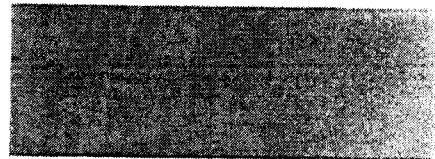
36 Nile Green



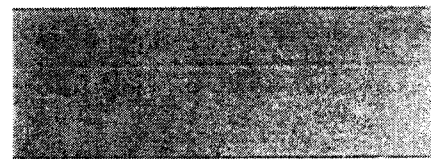
16 Cardiff Gray



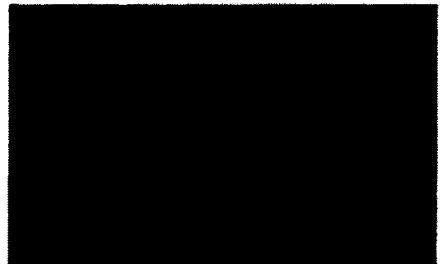
44 Bahama Sand



22 Beacon Blue



46 Sierra Gold



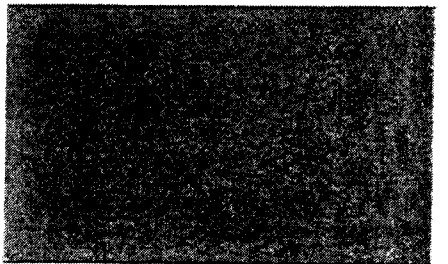
***96 Firemist Green**



24 Spruce Blue



47 Palomino



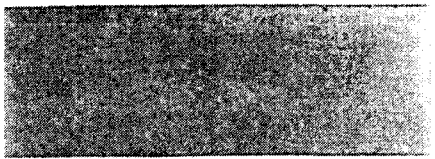
***97 Firemist Saddle**



26 Somerset Blue



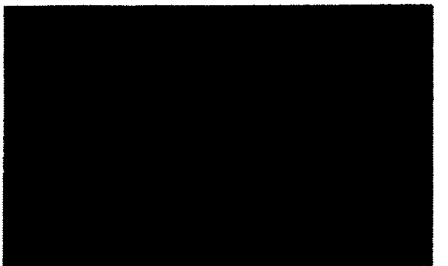
50 Matador Red



29 Turino Turquoise



52 Royal Maroon



***98 Firemist Red**

*** ELDORADO COLORS . . . AVAILABLE ON OTHER MODELS AT EXTRA CHARGE**

1964 CADILLAC UPHOLSTERY OPTIONS

LEATHER

All inserts are Aztec perforated grain. Bolster areas (and front compartment of '75" Limousine) are not perforated. Applies to all models using leather.

STYLE — E		STYLE — F	
10	White—Black Carpets	20	White—Black Carpets
11	Black	21	Black
13	Gray-Blue	23	Lt. Blue
14	Sandalwood	24	Sandalwood
15	Palomino	25	Palomino
16	Aquamarine	26	Lime—White Bolsters
17	Dk. Blue-Green	27	Green
19	Red	28	White—Red Carpets
		29	Red

To order bucket front seats add "B" to codes. e.g., 10B, 11B, 20B, 21B, etc.

E — TOPS		F — TOPS	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

STYLES G — N — K

INSERTS CLOTH			BOLSTERS COATED FABRIC
30	Black	Dunsmuir	White
31	Gray	Doncaster	Gray
32	Midnight Blue	Dunsmuir	Midnight Blue
33	Lt. Blue	Doncaster	Lt. Blue
34	Sandalwood	Dunsmuir	Sandalwood
36	Turquoise	Doncaster	Turquoise
37	Green	Dunsmuir	Green

STYLES J — B — L

INSERTS CLOTH			BOLSTERS LEATHER
40	Black	Dover	White
41	Gray	Dorchester	Gray
42	Midnight Blue	Dover	Midnight Blue
43	Lt. Blue	Dorchester	Lt. Blue
44	Sandalwood	Dover	Sandalwood
46	Turquoise	Dorchester	Turquoise
47	Dk. Green	Dover	Lt. Green
48	Lime	Dorchester	White

STYLES J — B

OPTIONAL LEATHER—EXTRA CHARGE

50	White
51	Black
54	Sandalwood
59	Red

Bucket front seats with console available at extra charge. To order add code "B". e.g., 50B, 51B, etc.

STYLES J — B — M — R — S

CROSS-GRAINED VINYL PADDED ROOFS

60	Black	63	Lt. Blue
61	White	64	Sandalwood

STYLE — M

CLOTH & LEATHER COMBINATION

INSERTS CLOTH			BOLSTERS LEATHER
60	Black	Drexel	White
61	Gray	Dorset	Gray
62	Midnight Blue	Drexel	Midnight Blue
63	Lt. Blue	Dorset	Lt. Blue
64	Sandalwood	Drexel	Sandalwood
65	Beige	Dorset	Beige
66	Turquoise	Drexel	Turquoise
67	Green	Dorset	Green

ALL BROADCLOTH

71	Gray
75	Beige

OPTIONAL LEATHER—EXTRA CHARGE

80	White
81	Black
84	Sandalwood
89	Red

STYLES R — S

CLOTH OR CORD			BROADCLOTH
90	Dk. Gray	Calais Cord	Dk. Gray
91	Gray	Broadcloth	Gray
92	Gray	Calais Cord	Gray
94	Beige	Calais Cord	Beige
95	Beige	Broadcloth	Beige

On Limousine style S, front compartment will be standard Black leather. Gray or Beige leather is optional and may be ordered by adding code "G" for Gray or "F" for Beige. e.g., 90G, 91G, 92G, would have Gray leather front. 94F, 95F would have Beige leather front.

ACCESSORIES AND EQUIPMENT

NEW GROUPS. The accessory and equipment groups have been simplified for easy ordering. Dor-Gards are included in the 4 basic groups which are now numbered. Previously, they had alphabetic identifications.

Chart on next page lists all groups and codes. Contents of basic group No. 1 only are listed. Group 2 is identical to 1, except that AM-FM Radio is substituted for the AM Radio. Groups 3 and 4 are the same as 1 and 2, except for the omission of air conditioning.

CODES Y AND T. Included in groups 1, 2, 3 and 4 are two types of power seat adjusters—code Y for bench type seats and code T for bucket seats. This means the groups can be used in ordering regular or bucket type seats. Group prices will, of course, vary depending upon body style.

CODE X. Although code X is standard on all models except the series "62", it is included in the 4 basic groups to prevent optional power windows from being inadvertently overlooked on styles G, N, K.

This does not preclude the ordering of groups 1, 2, 3 or 4 on the de Ville and Fleetwood lines.

HOW TO USE. Basic groups now numbered 1, 2, 3 and 4 replace the former alphabetic (A and B) groups. Only one of these numbers may be applied to an order.

However, group numbers 5, 6 and 7, each of which includes three different items, may be used separately or in any combination: i.e., an order may specify group 5, 6 and 7 or any combination of these numbers.

LICENSE FRAMES. Code number 8 is for one frame and 9 is for two frames.

SEAT BELTS. Are not included in any groups. They must be ordered separately. See charts on pages 6 and 12 for new codes.

EXAMPLE. A completely equipped car order would read — 2 567 9 VA

GROUPS CAN BE USED ON ALL MODELS. Although some items are standard equipment and others are not available on certain models, all groups can be used on any style.

Do not repeat individual items when group number is ordered.

NEW ITEMS.

K Comfort Control Air Conditioning and Heating

U Power Headlamp Control — With Phototube in Front Fender

B Rear Window Defogger

J Twilight Sentinel

Additional information on pages 12, 27 and 28.

ACCESSORIES FOR LOCAL INSTALLATION.

The items listed on the following page are all available for production installation on new cars. Other packaged accessories, which cannot be supplied in production, are available through the Cadillac parts warehouses. These are for local installation by distributors-dealers and include such equipment as radio foot selector control, floor mats, cushion toppers and others. See page 39.

CUSTOMER DEMAND. Customers should be offered all available Cadillac accessories, both factory equipment and packaged items for local installation. Experience proves that actual customer demand for accessories is greater than that ordered on original distributor-dealer new car orders. On balance, replacement orders always increase the amount of equipment previously specified. If such safety and comfort conveniences as power door locks, cruise control, etc., were adequately demonstrated to all prospects, their sale would be assured in most cases.

USED CAR. Another consideration is that a fully and well-equipped used car is more saleable. If any major item, such as radio, is omitted on a new car, it usually must be added to the used car before it can be resold.

OPTIONAL LEATHER UPHOLSTERY

6357

COUPE DE VILLE

J

6339

4-WINDOW SEDAN DE VILLE

B

6039

FLEETWOOD SIXTY SPECIAL

M

D E V I L L E C O D E	"60" S P E C I A L C O D E	LEATHER		LACES	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
		INSERTS	BOLSTERS						
		Aztec Perforated grain.	Also top surface of front & rear side arm rests.* — Coated fabric on cushion facings, sides of door arm rests, upper doors & Coupe lower rear quarters.	Front seat wings. Coupe: front seat side panels & back of front seat back—upper panels. Sedan: formed front seat back panel cover. Bucket seats: formed back covers.	Steering column. Glove compartment door.† Ash receiver doors.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear shelf.	Corded coated fabric.	Tremont Quality — Bucket seat console lining—Tara quality. — Cowl quarter grille color.
50	80	White	White	White	White	White	Black	White	Black
51	81	Black	Black	Black	Black	Black	Black	Black	Black
54	84	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
59	89	Red	Red	Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. Red and Sandalwood are Antique finish.

†Sixty-Special glove compartment door and right ash receiver door are Baku wood panelled.

Four colors of leather are offered as optional upholstery at a nominal extra charge in two closed de Ville models, J and B, and in the Fleetwood Sixty Special, style M.

Seat inserts are Aztec perforated grain leather. Bolster areas are natural grain leather for Black and White and Antique finish for Sandalwood and Red.

HOW TO ORDER

Order in the same manner as any standard upholstery. Orders will be scheduled for production in the regular way.

NOT AVAILABLE ON STYLE L, 6-WINDOW SEDAN DE VILLE

Leather upholstery is not optional in this body style. It is available on a special order basis only. See page 35 for explanation and pages 74, 83 and 84 for examples of such orders.

ADDITIONAL INFORMATION

For additional information concerning optional leather specifications, turn to yellow page 35.

MANUFACTURER'S SUGGESTED RETAIL PRICES	DE VILLE STYLES J & B	SIXTY SPECIAL M
Optional Leather	\$	\$
Bucket Seats	\$	
Total	\$	

1964 CADILLAC COLOR-TRIM COMBINATIONS

	Sixty-Two Coupe and Sedans	De Ville Coupe and Sedans	Fleetwood Sixty Special Sedan	De Ville and Sixty Special Optional Leather	Convertible de Ville
COLOR	G-N-K	J-B-L	M	J-B-M	F
10	30 31	40 41	60 61 71	59 51 50 54 89 81 84 80	29 21 20
12	30 33 36 32	40 43 46 42	60 63 62 66	59 51 50 89 81 80	29 21 20 26 23 28
14	31 30 33 32	41 40 43 42	61 71 60 62 63	59 51 89 81	21 29
16	31 30 32 33	41 40 42 43	61 71	59 51 89 81	29 21
22	33 32	43 42	63 62	50 51 80 81	23 20
24	32 33	42 43	62 63	50 80	23 20
26	32 33	42 43	62 63 71	50 59 80 89	23 20 29
29	36	46	66	50 51 54 80 81 84	20 21 24
32	37	47	67	54 50 51 84 80 81	27 21 24 20
34	34 30	48	64 60	54 50 51 84 80 81	26 24 20 21
36	37	47	67 65 75	54 51 84 81	27 25 24 20 21
44	34	44	64 65 75	54 51 59 84 81 89	24 25
46	34	44	65 75 64	54 51 84 81	24
47	34	44	64 65 75	54 51 84 81	25 24 21
50	30 34	40 44	60 64 65	50 59 51 80 89 81	29 28 20 21
52	34 30	44 40	64 65 75 60 61 71	54 51 50 84 81 80	24 21 20

ELDORADO CONVERTIBLE — STYLE E

92	13 11 10	COLOR	
94	16 10 11		
96	17 15 14 10 11	10	19 11 10
97	15 14 11	12	19 11 10 13
98	19 10 11		

ACCESSORIES AND EQUIPMENT

BASIC CAR			
FIREMIST COLOR—ELDORADO			
PADDED ROOF			
CONVERTIBLE TOP			
UPHOLSTERY			
BUCKET SEATS			
BASIC GROUPS 1, 2, 3, 4			
EQUIPMENT GROUPS 5, 6, 7			
TIRES—White Wall	W	\$	\$ —Series "75"
LICENSE FRAME—1	8	\$	
LICENSE FRAMES—2	9	\$	
FILLER PLATE	F	NO CHARGE	
SEAT BELTS—2 front	V	\$	
SEAT BELTS—2 rear	A	\$	
SEAT BELTS—2 front, 2 rear	VA	\$	
WINDOW REGULATORS—Power	X	\$	
RADIO—AM	R	\$	
RADIO—AM-FM	R1	\$	
RADIO—Rear Control	R2	\$	—Series "75" Only
GLASS—Soft Ray	E	\$	
6-WAY FRONT SEAT ADJ.—Power	Y	\$	—Series "62" \$ —Others
4-WAY BUCKET SEAT ADJ.—Power	T	\$	
DOR-GARDS	D	\$	—Coupes \$ —Sedans
AIR CONDITIONER	K	\$	\$ —Series "75"
HEADLAMP CONTROL—Power	U	\$	
STEERING WHEEL—Adjustable	Q	\$	
TWILIGHT SENTINEL	J	\$	
DOOR LOCKS—Power	M	\$	—Coupes \$ —Sedans
TRUNK LOCK	S	\$	
CRUISE CONTROL	C	\$	
CONTROLLED DIFFERENTIAL	G	\$	
VENT WINDOW REGULATORS—Power	N	\$	
DEFOGGER—Rear Window	B	\$	

6257**SIXTY-TWO COUPE****G**

\$	
\$	
NOT AVAILABLE	
NOT AVAILABLE	
Leather (Special Order) \$	
NOT AVAILABLE	
SEE PAGE 6	
SEE PAGE 6	
\$	W
\$	8
\$	9
NO CHARGE	F
\$	V
\$	A
\$	VA
\$	X
\$	R
\$	R1
NOT AVAILABLE	R2
\$	E
\$	Y
NOT AVAILABLE	T
\$	D
\$	K
\$	U
\$	Q
\$	J
\$	M
\$	S
\$	C
\$	G
\$	N
\$	B

6267

CONVERTIBLE DE VILLE

F

\$	
\$	
NOT AVAILABLE	
SELECT FROM PAGE 9	
\$	
SEE PAGE 6	
SEE PAGE 6	
\$	W
\$	8
\$	9
NO CHARGE	F
\$	V
\$	A
\$	VA
STANDARD	X
\$	R
\$	R1
NOT AVAILABLE	R2
\$	E
\$	Y
\$	T
\$	D
\$	K
\$	U
\$	Q
\$	J
\$	M
\$	S
\$	C
\$	G
\$	N
NOT AVAILABLE	B

6367**ELDORADO CONVERTIBLE****E**

\$

NO EXTRA CHARGE

NOT AVAILABLE

SELECT FROM PAGE 9

NO EXTRA CHARGE

SEE PAGE 6

SEE PAGE 6

W	STANDARD
8	\$
9	\$
F	NO CHARGE
V	\$
A	\$
VA	\$
X	STANDARD
R	\$
R1	\$
R2	NOT AVAILABLE
E	\$
Y	STANDARD
T	STANDARD
D	\$
K	\$
U	\$
Q	\$
J	\$
M	\$
S	\$
C	\$
G	\$
N	STANDARD
B	NOT AVAILABLE

6357

COUPE DE VILLE
Standard Cloth Upholstery**J**

\$	
\$	
\$	
NOT AVAILABLE	
\$	
SEE PAGE 6	
SEE PAGE 6	
W	\$
8	\$
9	\$
F	NO CHARGE
V	\$
A	\$
VA	\$
X	STANDARD
R	\$
R1	\$
R2	NOT AVAILABLE
E	\$
Y	\$
T	\$
D	\$
K	\$
U	\$
Q	\$
J	\$
M	\$
S	\$
C	\$
G	\$
N	\$
B	\$

6357

COUPE DE VILLE

J

Optional Leather—Extra Charge

	\$	
	\$	
	\$	
	NOT AVAILABLE	
	\$	
	\$	
	SEE PAGE 6	
	SEE PAGE 6	
	\$	W
	\$	8
	\$	9
	NO CHARGE	F
	\$	V
	\$	A
	\$	VA
	STANDARD	X
	\$	R
	\$	R1
	NOT AVAILABLE	R2
	\$	E
	\$	Y
	\$	T
	\$	D
	\$	K
	\$	U
	\$	Q
	\$	J
	\$	M
	\$	S
	\$	C
	\$	G
	\$	N
	\$	B

MANUFACTURER'S SUGGESTED RETAIL PRICES

6239 4-WINDOW SIXTY-TWO SEDAN N
6229 6-WINDOW SIXTY-TWO SEDAN K

\$	
\$	
NOT AVAILABLE	
NOT AVAILABLE	
\$ Leather (Special Order)	
NOT AVAILABLE	
SEE PAGE 6	
SEE PAGE 6	
W	\$
8	\$
9	\$
F	NO CHARGE
V	\$
A	\$
VA	\$
X	\$
R	\$
R1	\$
R2	NOT AVAILABLE
E	\$
Y	\$
T	NOT AVAILABLE
D	\$
K	\$
U	\$
Q	\$
J	\$
M	\$
S	\$
C	\$
G	\$
N	\$
B	\$

6329 6-WINDOW SEDAN DE VILLE L

\$	
\$	
NOT AVAILABLE	
NOT AVAILABLE	
Leather (Special Order)	\$
\$	
SEE PAGE 6	
SEE PAGE 6	
\$	W
\$	8
\$	9
NO CHARGE	F
\$	V
\$	A
\$	VA
STANDARD	X
\$	R
\$	R1
NOT AVAILABLE	R2
\$	E
\$	Y
\$	T
\$	D
\$	K
\$	U
\$	Q
\$	J
\$	M
\$	S
\$	C
\$	G
\$	N
\$	B

6339 4-WINDOW SEDAN DE VILLE**B**

Standard Cloth Upholstery

\$	
\$	
\$	
NOT AVAILABLE	
\$	
SEE PAGE 6	
SEE PAGE 6	
W	\$
8	\$
9	\$
F	NO CHARGE
V	\$
A	\$
VA	\$
X	STANDARD
R	\$
R1	\$
R2	NOT AVAILABLE
E	\$
Y	\$
T	\$
D	\$
K	\$
U	\$
Q	\$
J	\$
M	\$
S	\$
C	\$
G	\$
N	\$
B	\$

6339 4-WINDOW SEDAN DE VILLE**B**

Optional Leather—Extra Charge

	\$
	\$
	\$
	NOT AVAILABLE
	\$
	\$
	SEE PAGE 6
	SEE PAGE 6
\$	W
\$	8
\$	9
NO CHARGE	F
\$	V
\$	A
\$	VA
STANDARD	X
\$	R
\$	R1
NOT AVAILABLE	R2
\$	E
\$	Y
\$	T
\$	D
\$	K
\$	U
\$	Q
\$	J
\$	M
\$	S
\$	C
\$	G
\$	N
\$	B

6733 SEVENTY-FIVE LIMOUSINE S

\$	
\$	
\$	
NOT AVAILABLE	
\$ Cloth Front Compartment	
NOT AVAILABLE	
SEE PAGE 6	
SEE PAGE 6	
W	\$
8	\$
9	\$
F	NO CHARGE
V	\$
A	LOCAL INSTALLATION ONLY
X	STANDARD
R	\$
R1	\$
R2	\$
E	\$
Y	NOT AVAILABLE
T	NOT AVAILABLE
D	\$
K	\$
U	\$
Q	\$
J	\$
M	NOT AVAILABLE
S	NOT AVAILABLE
C	\$
G	\$
N	\$
B	DEALER INSTALLATION

ACCESSORIES AND EQUIPMENT

BASIC CAR		
FIREMIST COLOR—ELDORADO		
PADDED ROOF		
CONVERTIBLE TOP		
UPHOLSTERY		
BUCKET SEATS		
BASIC GROUPS 1, 2, 3, 4		
EQUIPMENT GROUPS 5, 6, 7		
Series "75"—\$	\$	W TIRES—White Wall
	\$	8 LICENSE FRAME—1
	\$	9 LICENSE FRAMES—2
	NO CHARGE	F FILLER PLATE
	\$	V SEAT BELTS—2 front
	\$	A SEAT BELTS—2 rear
	\$	VA SEAT BELTS—2 front, 2 rear
	\$	X WINDOW REGULATORS—Power
	\$	R RADIO—AM
	\$	R1 RADIO—AM-FM
Series "75" Only—\$		R2 RADIO—Rear Control
	\$	E GLASS—Soft Ray
Others—\$	Series "62"—\$	Y 6-WAY FRONT SEAT ADJ.—Power
	\$	T 4-WAY BUCKET SEAT ADJ.—Power
Sedans—\$	Coupes—\$	D DOR-GARDS
Series "75"—\$	\$	K AIR CONDITIONER
	\$	U HEADLAMP CONTROL—Power
	\$	Q STEERING WHEEL—Adjustable
	\$	J TWILIGHT SENTINEL
Sedans—\$	Coupes—\$	M DOOR LOCKS—Power
	\$	S TRUNK LOCK
	\$	C CRUISE CONTROL
	\$	G CONTROLLED DIFFERENTIAL
	\$	N VENT WINDOW REGULATORS—Power
	\$	B DEFOGGER—Rear Window

6039**SIXTY SPECIAL SEDAN****M**

\$	
\$	
\$	
NOT AVAILABLE	
\$ Optional Leather	
NOT AVAILABLE	
SEE PAGE 6	
SEE PAGE 6	
W	\$
8	\$
9	\$
F	NO CHARGE
V	\$
A	\$
VA	\$
X	STANDARD
R	\$
R1	\$
R2	NOT AVAILABLE
E	\$
Y	\$
T	NOT AVAILABLE
D	\$
K	\$
U	\$
Q	\$
J	\$
M	\$
S	\$
C	\$
G	\$
N	STANDARD
B	\$

6723

SEVENTY-FIVE SEDAN

R

	\$	
	\$	
	\$	
	NOT AVAILABLE	
	NOT AVAILABLE	
	SEE PAGE 6	
	SEE PAGE 6	
	\$	W
	\$	8
	\$	9
	NO CHARGE	F
	\$	V
	LOCAL INSTALLATION ONLY	A
	STANDARD	X
	\$	R
	\$	R1
	\$	R2
	\$	E
	NOT AVAILABLE	Y
	NOT AVAILABLE	T
	\$	D
	\$	K
	\$	U
	\$	Q
	\$	J
	NOT AVAILABLE	M
	NOT AVAILABLE	S
	\$	C
	\$	G
	\$	N
	DEALER INSTALLATION	B

6039

SIXTY SPECIAL SEDAN

M

\$

\$

\$

NOT AVAILABLE

\$ Optional Leather

NOT AVAILABLE

SEE PAGE 6

SEE PAGE 6

W

\$

8

\$

9

\$

F

NO CHARGE

V

\$

A

\$

VA

\$

X

STANDARD

R

\$

R1

\$

R2

NOT AVAILABLE

E

\$

Y

\$

T

NOT AVAILABLE

D

\$

K

\$

U

\$

Q

\$

J

\$

M

\$

S

\$

C

\$

G

\$

N

STANDARD

B

\$

TWILIGHT SENTINEL

A delayed action feature combines safety and convenience in this new accessory. The Twilight Sentinel is a head and tail lamp control and timer that automatically turns lights on at dusk or in darkness and off in daylight. When pushed in, an ON or OFF control under left side of instrument panel places the sentinel in automatic operation.

DELAYED ACTION FEATURE

After ignition is turned off, car lights will remain on to provide illumination while walking away from the parked car. Additional side lighting can be obtained by turning on a cornering light. A variable timer adjusts period that lights will remain on. Rotate ON or OFF knob clockwise for increased delay up to a maximum of 90 seconds.

EARLY-LATE SENSITIVITY

A Photo-Electric Cell Cap controls the ON or OFF condition of lights, when ignition is on. Rotating this cap toward early will activate lights sooner and rotating toward late will cause lights to turn on when it is darker.

For manual operation of regular headlamp switch, pull out Twilight Sentinel control knob under instrument panel.

POWER HEADLAMP CONTROL

For safer night time driving, the automatic dimming feature of the Cadillac Power Headlamp Control lowers head lamps' beam when another car approaches from the opposite direction.

The control has a new phototube unit concealed in nose of left front fender. This type of concealed unit is available for factory installation only. Packaged units for field installation have phototube unit mounted on top of instrument panel. Fleetwood Seventy-Five has top of instrument panel installation only.

RADIO FOOT CONTROL

A foot control is available for signal seeking radio, code R, and may be secured through the Parts Department for local installation. Cannot be supplied in production.

The AM-FM Radio, code R1, does not have an automatic tuning device. Therefore, the foot control cannot be used. Also, not available with series "75" Rear Control Radio, code R2.

COMFORT CONTROL AIR CONDITIONING AND HEATING SYSTEM

Cadillac Comfort Control is a combined air conditioning and heating system that functions automatically. Setting a single temperature dial, similar to a home thermostat, is the only effort required—or just set it and forget it.

Thereafter, the car can be driven year 'round and the selected interior temperature will be maintained without further adjustment of the dial. In addition, whenever the outside temperature is above approximately 35°, the incoming air is channeled through the evaporator to be de-humidified, creating a pleasant atmosphere and preventing window fogging.

The amazing and fully automated operation of Comfort Control is accomplished by three heat sensors called Thermistors. These are located as follows: One on top of instrument panel ahead of driver which responds to the sun's rays as well as interior air temperature; a second one is in the air intake duct to sense the incoming or outside air; and a third one in the discharge duct which determines the temperature of the air being blown into the passenger compartment. These strategically located instruments anticipate changes needed in the function of the system to maintain interior comfort before any effect of external atmospheric conditions can be felt by the occupants.

For example, starting the car in hot weather will automatically cause the system to rush an abundance of cooled air into the interior until the pre-selected temperature setting is approached. Then the system will moderate its output to maintain the desired comfort level. (Temporarily lowering a window at the start to accelerate the expulsion of heated air may be advisable.) If car continues to be driven after sundown and cooler weather prevails, the system will automatically adjust itself and if necessary switch to heater mode. Such changes are made so gradually that passengers are virtually un-

aware of the transition. With Comfort Control, an exclusive Cadillac feature, a constant comfortable climate can be enjoyed in the car, regardless of the variable outside temperature or humidity conditions.

SERIES "75." A front compartment manual control type of air conditioner-heater system, similar to the 1963 model, is available for the series "75." A completely independent cooling system is provided for the rear compartment. An evaporator in the trunk discharges cooled air through two adjustable overhead outlets. Control for the rear blower is located behind sliding panel above the right rear side arm rest. There is also a temperature control and a switch that turns the air conditioner compressor on or off. This provides independent control in the rear for both heating and air conditioning.

AIR CONDITIONER cannot be furnished without the heater, as the units are integral.

LIGHT COLORS, SOFT RAY GLASS, TIRES. The lighter colors, because of their heat-reflecting characteristics, contribute to lowering the interior temperature, as does Soft Ray Glass. Both are, therefore, recommended for air conditioned cars. Also suggested are white side tires on 129.5" wheel-base cars, due to their larger 8.20-15 size. 3.21-1 gear ratio is standard without option on all air conditioned cars, except series "75" which has 3.36-1 as standard and 3.77-1 as optional.

ORDER CODE K. Also included in groups 1 and 2.

REAR WINDOW DEFOGGER

This accessory, previously available for field installation only, is now a factory installed option on all cars except the Convertibles and series "75." It may be ordered with accessory group 7, or separately by its code letter B.

HEAVY DUTY COMPONENTS

Cadillac coil springs, shock absorbers, gear ratios, tires and other components are all designed to provide the utmost in smooth-riding comfort and silent performance under normal passenger transportation conditions.

Although Cadillac does not advocate the use of its passenger cars for hauling other vehicles, it is recognized that some owners do use their cars to haul pleasure boats, trailers, etc. This subjects the car to abnormal weight and load capacities. To accommodate such requirements, consideration should be given to available heavier duty equipment listed below. Prices upon request.

Controlled Differential

55 AMP Generator

Heavy Duty Front Shock Absorbers

Heavy Duty Rear Shock Absorbers

3.36 Axle Gear Ratio

Heavy Duty Wheels

6-Ply Tires

7 Blade Fan with 1.50" spacer (#1476107)

Air Conditioner Type Radiator & Fan Shroud

Heavy Duty Front Springs

Heavy Duty Rear Springs

GLASS

STANDARD	OPTIONAL
Clear Glass	Soft Ray, Code E

LAMINATED SAFETY PLATE

In windshield and division of series "75" Limousine. When optional soft ray glass is ordered, the upper portion of windshield is shaded, in addition to the soft ray tinting.

SOLID TEMPERED SAFETY PLATE

In side windows, I C V and backlight. On convertibles, backlight is plastic.

SIGNIFICANT

- **NEW ENGINE** — 429 cubic inch displacement, 340 horsepower.
- **NEW TURBO HYDRA-MATIC** Automatic Transmission.
- **OVERALL LENGTH** increased one-half inch.
- **NEW COMFORT CONTROL** air conditioning and heating system.
- **NEW TWILIGHT SENTINEL** delayed action head and tail lamp control.
- **NEW OVERRIDING SWITCH** for power window regulators. See page 38.
- **ADJUSTABLE STEERING WHEEL** now adjusts to 7 positions.
- **PADDED ROOF** is available on 5 body styles. See page 7.
- **HEADLAMP CONTROL PHOTOTUBE** now concealed in left fender.
- **ALL FLEETWOOD MODELS**, including series "75", are identified by a wreath and crest on hood and trunk lid. Eldorado and Sixty Special also have this insignia on outer rear quarter panels.
- **SPARE TIRE** is carried on shelf of styles N and B, in addition to styles G and J. All other models on trunk floor.
- **BATTERY** — 13 plate.
- **GENERATOR** increased to 55 ampere in air conditioned and series "75" cars. All others have 42 ampere.
- **ALL MODELS** may be ordered without heater-defroster as an option at reduced cost. However, when Comfort Control air conditioning is ordered, the heater cannot be deleted as it is an integral component.
- **NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION** combined.
- **ZIP CODE 48232.** A new zip code number is required on all incoming mail to the Cadillac Central Office. The following is the correct method for addressing mail to Detroit:

Mail for the Central Office

Cadillac Motor Car Division
General Motors Corporation
GPO Box 297
Detroit, Michigan 48232

Mail for the Factory Parts Warehouse

Cadillac Motor Car Division
General Motors Corporation
GPO Box 353
Detroit, Michigan 48232

COLORS

EXCLUSIVE SHADES. 19 of Cadillac's 21 color selections are exclusive. Only 2 colors are shared with other G.M. cars — Ebony and Nevada Silver.

ELDORADO COLORS. 5 Firemist colors are offered on the Eldorado Convertible. Firemist has an unusual jewel-like radiance produced by a mixture of thin bright flakes which act as tiny reflecting mirrors. A random compounding of these particles creates a finish of sparkling luster and iridescent beauty.

AVAILABLE ON OTHER STYLES. The 5 Firemist Eldorado colors are available on other styles at extra charge. Type color code number in regular COLOR space. No special notation or typing locations are necessary. See specimen on next page.

\$_____

SPECIAL COLORS. In addition to the 21 color selections, any desired shade can be supplied on a special order basis. Price for single or two-tone, lower or roof only.

\$_____

ABOVE PRICE does not include special, extra-high luster colors such as "Fire-Frost", "Starmist", etc. Prices for these furnished upon request.

HOW TO ORDER. Type code 0 in the COLOR space and complete name and lacquer number in center section of the order form. It is also advisable to provide additional description of the shade wanted such as pale blue, light turquoise, etc. This will help assure a correct interpretation of information and

avoid misunderstanding. A specimen of a special color order is on next page.

TIME REQUIRED. Allow 5 to 6 weeks after receipt of order at Central Office. The procurement of special colors requires extra time for mixing by a qualified chemist who must take time out from regular duties, to formulate the single special color order. This explanation is offered to provide a better understanding of the time and cost factors involved in handling one-of-a-kind, individual orders.

ORDER IMMEDIATELY. Do not wait for the next car ordering period. A new order is preferred to a replacement of an existing order. This, of course, applies to special color (or upholstery) orders only.

TWO-TONE. Combinations of any two standard colors are available without extra charge. Preferred combinations are listed on color selection chart, page 9. In considering any other contrasting combinations, it should be remembered that colors may dilute or enhance adjoining colors and, therefore, should be carefully selected.

HARMONIOUS INTERIOR. Whenever a special color is contemplated, careful consideration should be given to the availability of a harmonious upholstery.

COLOR POPULARITY. On page 40 there is a column of percentages indicating color popularity. This list may be useful as a guide to order new car colors in proportion to the overall averages.

ELDORADO COLOR ON OTHER MODELS

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SPECIAL COLOR

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UPHOLSTERY

A choice of 124 upholstery options is available in 11 body models and 5 interior trim styles. Seats of either regular bench type or bucket, wool or nylon-viscose cloths, leather and expanded vinyl coated fabrics are offered.

PERFORATED LEATHER. Aztec grain perforated leather is used for the insert sections of leather upholstered seats. In addition to the attractive appearance, greater comfort is derived because of air circulation through the perforations. The bolster areas are trimmed with a non-perforated Antique finished leather in all colors except Black and White; these have a natural finish. Perforated leather cannot be used for bolsters, as the available sizes are not large enough to cover an entire seat.

RECOMMENDED COLOR-UPHOLSTERY. Interior colors are selected and toned to harmonize with their counterpart exterior colors. Therefore, the first upholstery recommendation on chart, page 10, is designed to result in a co-ordination of interior and exterior colors. The upholstery selection involves the complete interior decor of the car and if not harmonized with the exterior color, it becomes uncomplimentary to the automobile. When selections opposing the experienced judgment of trained specialists in color harmony are made, the results may sometimes be disappointing even to the customer making them. It may be regarded as poor styl-

ing judgment by others, although it was the original purchaser's choice.

A firm stand should be exercised to channel the upholstery selection according to the recommended options; otherwise, the finished product may present an appearance contrary to the customer's expectations.

GOOD TASTE. Taste, which is a developed skill, is frequently confused with untrained personal preference. Most customers respect and adhere to Cadillac color-upholstery recommendations, as they are based upon standards of esthetic principles and experience. They are part of Cadillac's quality standards.

COMBINATION NOT ON CHART. If the color-upholstery selection is not listed on chart, page 10, please mention on the order that it is definitely wanted. Otherwise, it may be construed as a typographical error. An adherence to this suggestion will avoid delays in ascertaining accuracy of order. Failure to verify the specifications may result in the production of a discordant color scheme.

SPECIAL UPHOLSTERY. Whenever a special interior is actually wanted, be sure to type 00 in TRIM space and detail the desired specifications according to suggestions in SPECIAL INTERIORS section of this book. Send order immediately; do not wait for next allotment.

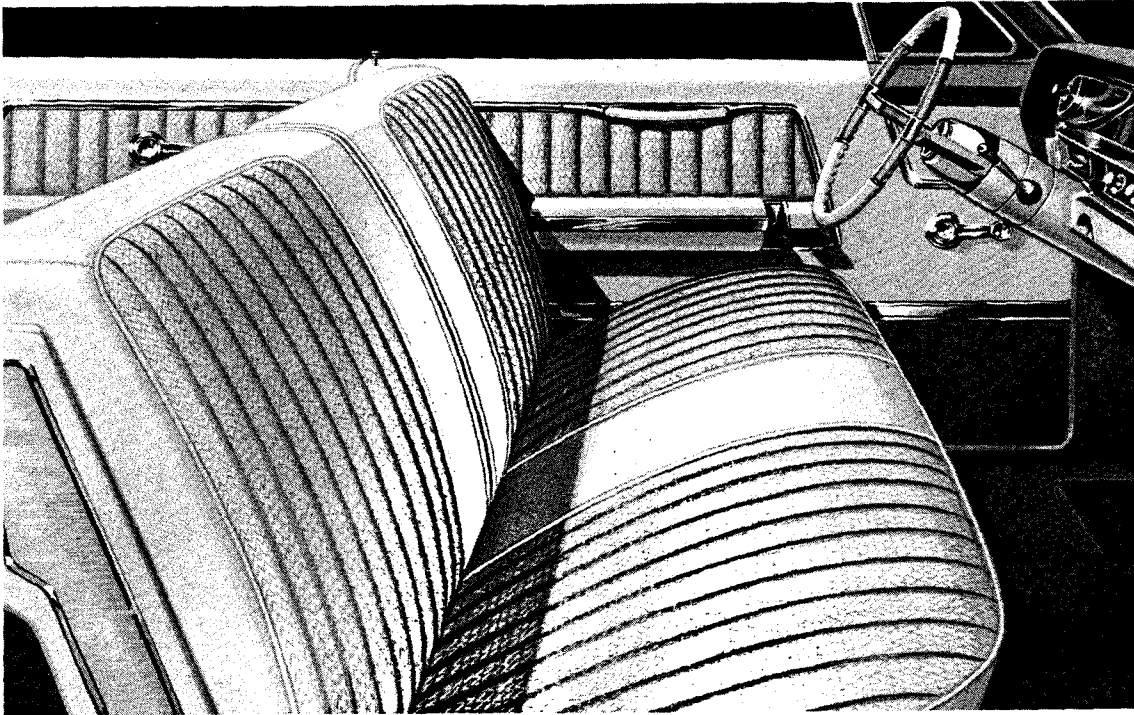
PACKAGED ACCESSORIES AVAILABLE FOR DEALER INSTALLATION

Effective October 1963

	Factory Installed M.S.R.* Price	Packaged M.S.R.* Price	Local Installed Price
Air Conditioner, Comfort Control <i>except 75</i>	\$	\$	\$
Air Conditioner, same as 1963 75 <i>only</i>			
Antenna, Electric <i>except 75</i>			
Antenna, Electric 75 <i>only</i>			
Basket, Litter			
Cover, Spare Tire			
Cruise Control <i>except 75</i>			
Cruise Control 75 <i>and CC</i>			
Cushion Covers, Front <i>except Bucket Seats and 75</i>			
Cushion Covers, Rear <i>except 75</i>			
Defogger, Rear Window <i>except Convertibles</i>			
Dor-Gards, 2 Door			
Dor-Gards, 4 Door			
Floor Mat, Front Contour RH and LH			
Floor Mat, Front Contour, One-Piece Full Contour			
Floor Mat, Rear Contour RH and LH <i>all Sedans, except 75</i>			
Floor Mat, Rear Contour, One-Piece Full Contour <i>except 75</i>			
Headlamp Control <i>except 75 and CC</i>			
Headlamp Control 75 <i>and CC</i> <i>Instrument Panel Installation, not in fender</i>			
Horn, Eldorado			
License Frame, One			
Mirror, Rear View RH <i>except 75</i>			
Mirror, Rear View RH 75 <i>only</i>			
Radio, AM			
Radio, AM-FM			
Radio, Remote Control, AM 75 <i>only</i>			
Radio Foot Selector Switch, AM <i>only</i>			
Radio, Rear Speaker <i>except Convertibles</i>			
Seat Belts, Front Outside			
Seat Belts, Front Center <i>except Bucket Seats</i>			
Seat Belts, Rear			
Trunk Lock, Remote Control			
Cars with Vacuum Door Locks <i>except 75</i>			
Cars without Vacuum Door Locks <i>except 75</i>			
Twilight Sentinel			
Valet, Tissue			

Available on all models except as indicated in *italics*.

SIXTY-TWO COUPE



TRIM STYLE

A choice of seven colors in three Doncaster and four Dunsmuir patterned fabrics is offered in the Sixty-Two series. The seats are styled with two pleated cloth panels divided by a plain area of expanded vinyl. The same cloth is also applied to the insert section of the doors in vertical pleats. The expanded vinyl is Antique finish, except White which is natural.

CENTER ARM REST in rear only.

DOORS have a metal trim finishing panel in upper forward corner that is

painted to match lower instrument panel.

DOOR SIDE ARM RESTS. Top contact surface is covered with vinyl and the sides are painted. Both in color to match bolster.

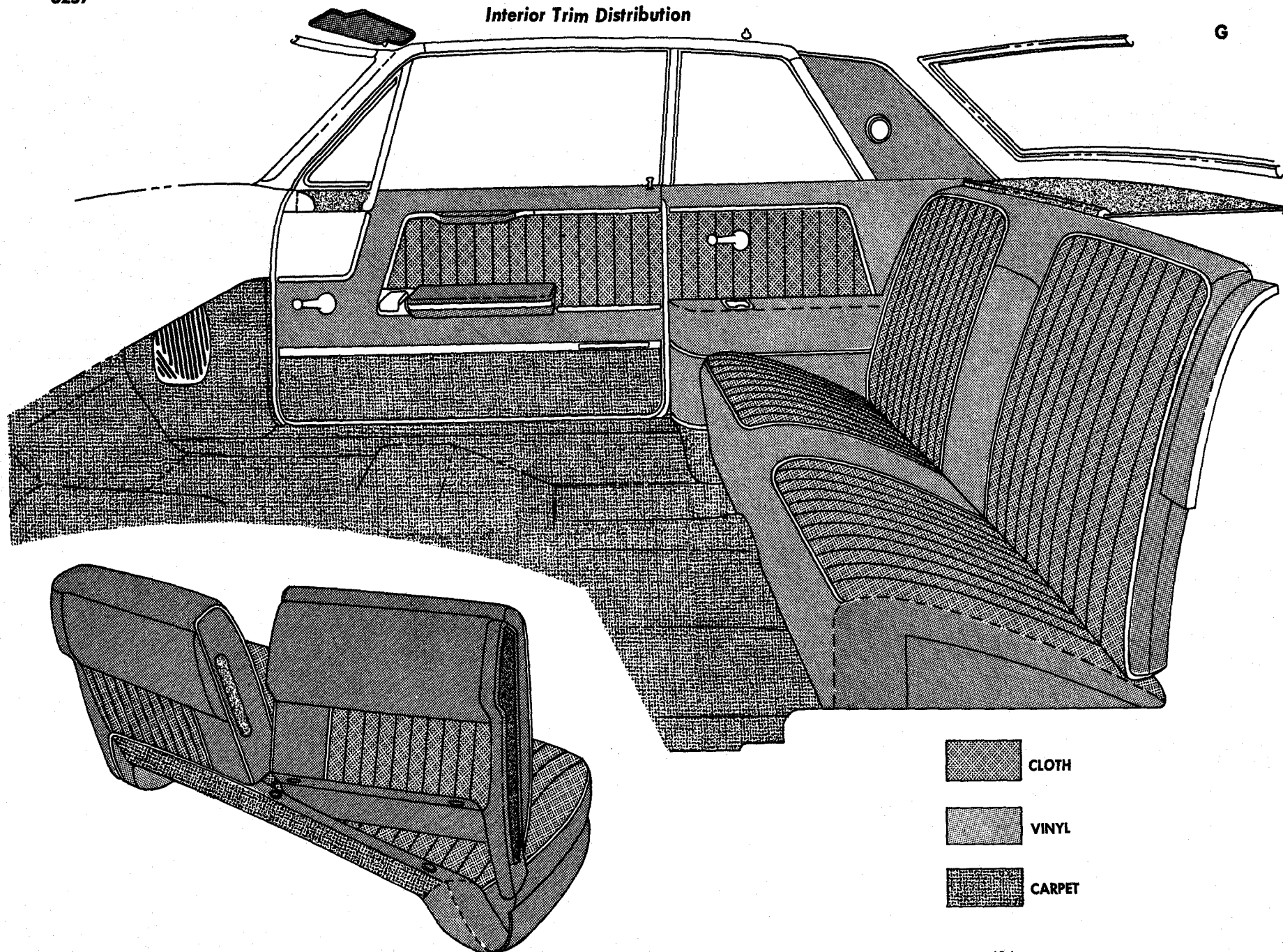
BACK OF FRONT SEAT BACK has an upper section on each back rest to match vinyl area of seats. Below this is an insert section upholstered in cloth in the same vertical pleated style as the seats.

INTERIOR LAMPS. One in each upper rear quarter operated by headlamp switch.

6257

SIXTY-TWO COUPE

Interior Trim Distribution



	INSERTS	BOLSTERS	FRONT SEAT SIDE PANELS	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD-LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors. Coated Fabric on lower rear quarter.	Coated Fabric Also cushion facings, back of front seat back upper panels, door arm rest, top side of rear quarter arm rests & upper doors.†	Front seat wings. Laces.	Steering column. Glove compartment door. Ash reciever doors. Garnish moldings.		Steering wheel grips. Rear shelf.	Boucle pattern coated fabric.	Trieste Quality Cowl quarter grille color.
30	Black Dunsmuir	White*†	White	Black	White	Black	White	Black
31	Gray Doncaster	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
32	Midnight Blue Dunsmuir	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
33	Lt. Blue Doncaster	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
34	Sandalwood Dunsmuir	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
36	Turquoise Doncaster	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
37	Green Dunsmuir	Green	Green	Green	Green	Dk. Green	Green	Med. Green

†Code 30 uppermost part of doors and lower rear quarters is Black.

*All colors are Antique finish except White which is natural grain.

CARPETS. Trieste quality, rayon-nylon, loop pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS are painted to match lower instrument panel and extend along sides of windshield, headlining and around rear window.

DOOR LOCKING ROD KNOBS are plastic.

SPARE TIRE is carried on shelf.

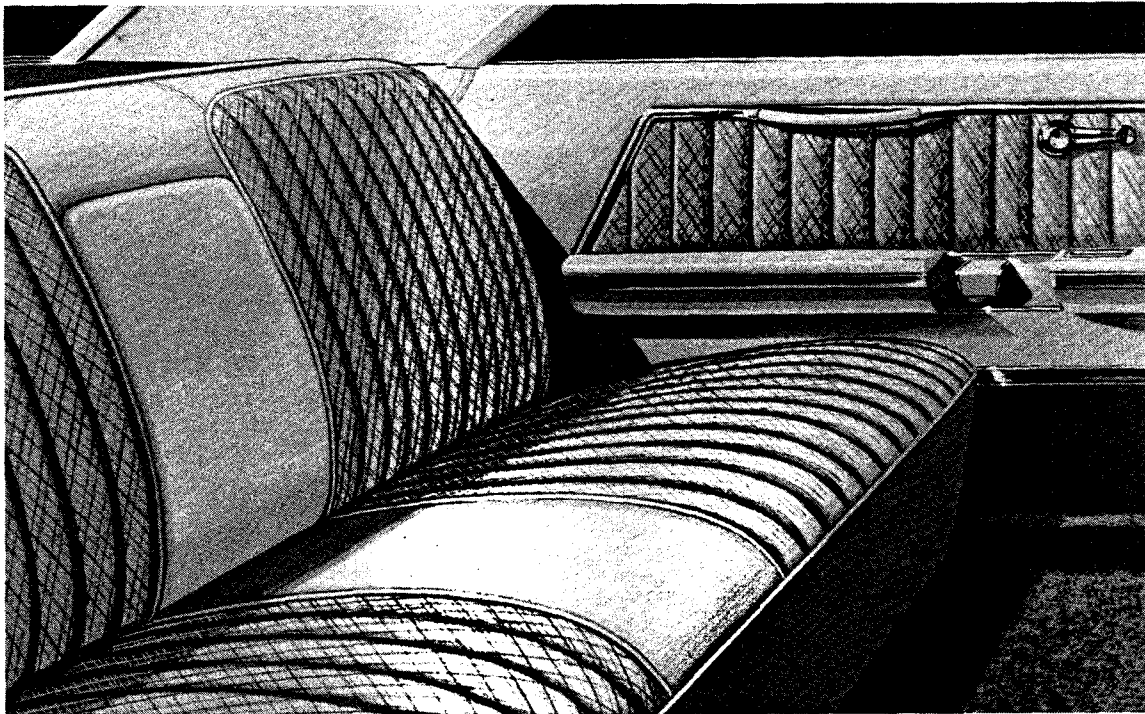
NOTICE: Code N, power vent regulators, is optional but may only be ordered when power window regulators, code X or groups 1 thru 4 are specified.

BUCKET SEATS are not available on this style.

LEATHER UPHOLSTERY is available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts in the same manner as in a standard cloth interior.

Extra Charge \$_____

SIXTY-TWO FOUR-WINDOW SEDAN



TRIM STYLE

A choice of seven colors in three Doncaster and four Dunsmuir patterned fabrics is offered in the Sixty-Two series. The seats are styled with two pleated cloth panels divided by a plain area of expanded vinyl. An emblem is embossed on the upper vinyl center section of the front seat back rest. The same cloth is also applied to the insert section of the doors in vertical pleats. The expanded vinyl is Antique finish, except White which is natural.

CENTER ARM REST in rear only.

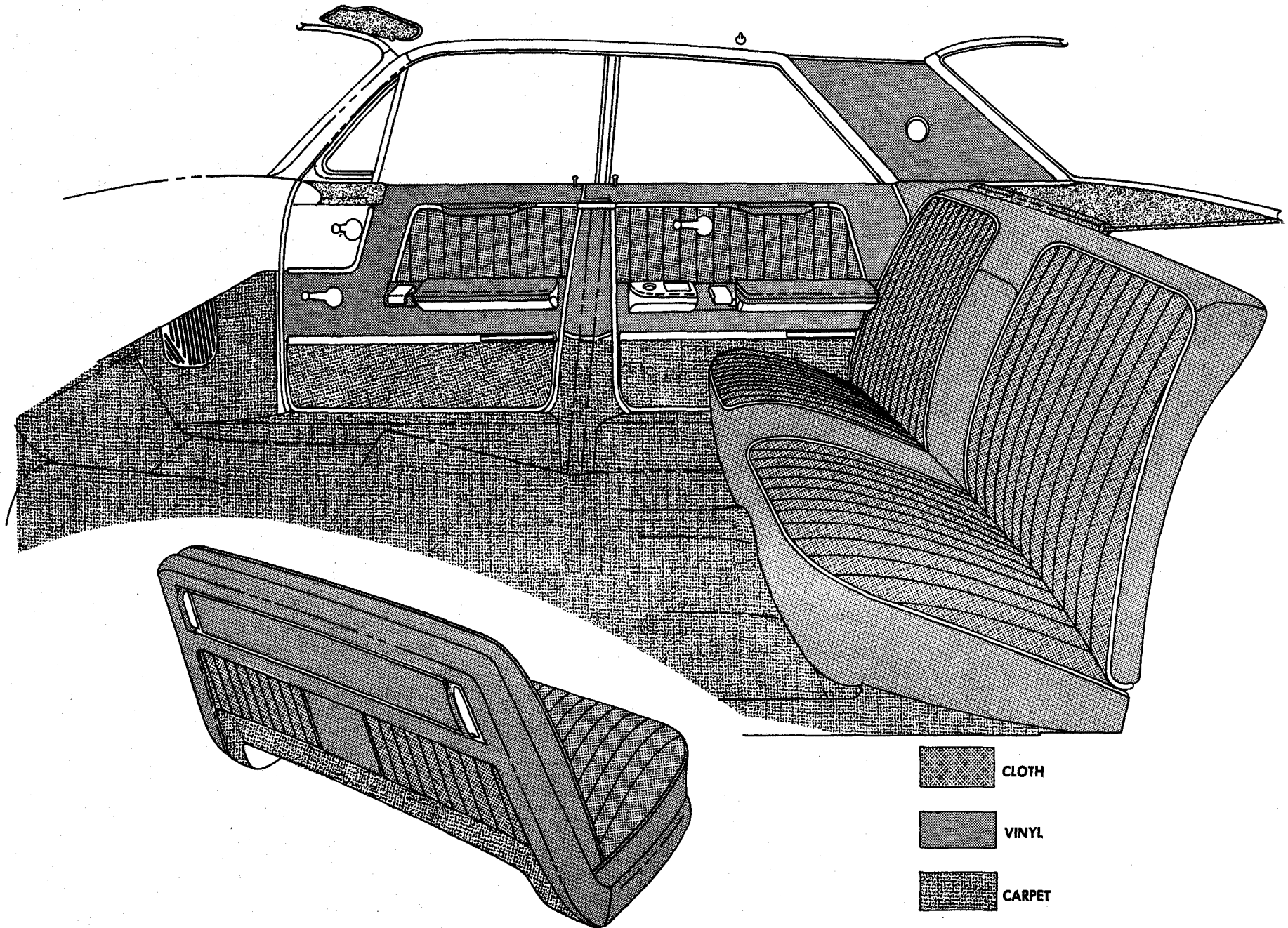
FRONT DOORS have a metal trim finishing panel in upper forward corner that

is painted to match the lower instrument panel.

DOOR SIDE ARM RESTS. Top contact surface is covered with vinyl and the sides are painted. Both in color to match bolster.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover. Across the upper part is a vinyl insert with assist handle at each end on a recessed chrome shield. Below this is an insert section upholstered in cloth in the same vertical pleated style as the seats.

INTERIOR LAMPS. One in each upper rear quarter operated by headlamp switch.

Interior Trim Distribution

	INSERTS	BOLSTERS	FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors.	Coated Fabric Also cushion facings, door arm rests & upper doors.†	Front seat wings. Laces.	Steering column. Glove compartment door. Ash receiver doors. Garnish moldings.		Steering wheel grips. Rear shelf.	Boucle pattern coated fabric.	Trieste Quality Cowl quarter grille color.
30	Black Dunsmuir	White*	White	Black	White	Black	White	Black
31	Gray Doncaster	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
32	Midnight Blue Dunsmuir	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
33	Lt. Blue Doncaster	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
34	Sandalwood Dunsmuir	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
36	Turquoise Doncaster	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
37	Green Dunsmuir	Green	Green	Green	Green	Dk. Green	Green	Med. Green

†Code 30 uppermost part of doors is Black.

*All colors are Antique finish except White which is natural grain.

CARPETS. Trieste quality, rayon-nylon, loop pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS are painted to match lower instrument panel and extend along sides of windshield, headlining and around rear window.

DOOR LOCKING ROD KNOBS are plastic.

SPARE TIRE is carried on shelf.

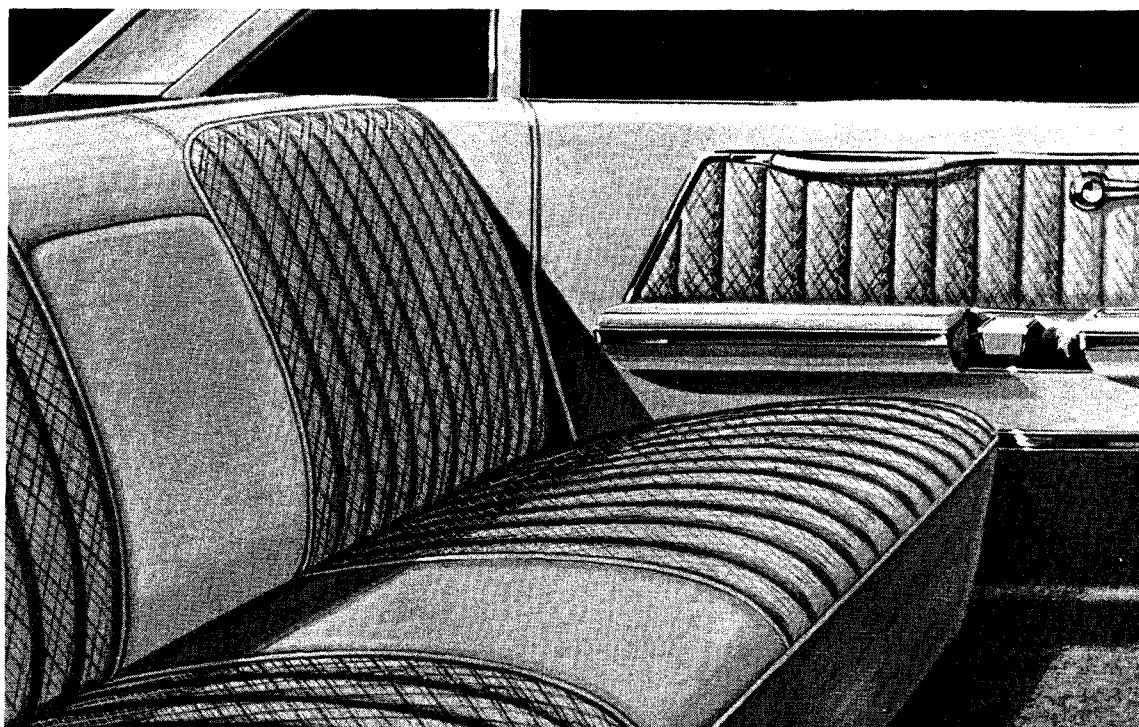
NOTICE: Code N, power vent regulators, is optional but may only be ordered when power window regulators, code X or groups 1 thru 4 are specified.

BUCKET SEATS are not available on this style.

LEATHER UPHOLSTERY is available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard cloth interior.

Extra Charge \$_____

SIXTY-TWO SIX-WINDOW SEDAN



TRIM STYLE

A choice of seven colors in three Doncaster and four Dunsmuir patterned fabrics is offered in the Sixty-Two series. The seats are styled with two pleated cloth panels divided by a plain area of expanded vinyl. An emblem is embossed in the upper vinyl center section of the front seat back rest. The same cloth is also applied to the insert section of the doors in vertical pleats. The expanded vinyl is Antique finish, except White which is natural.

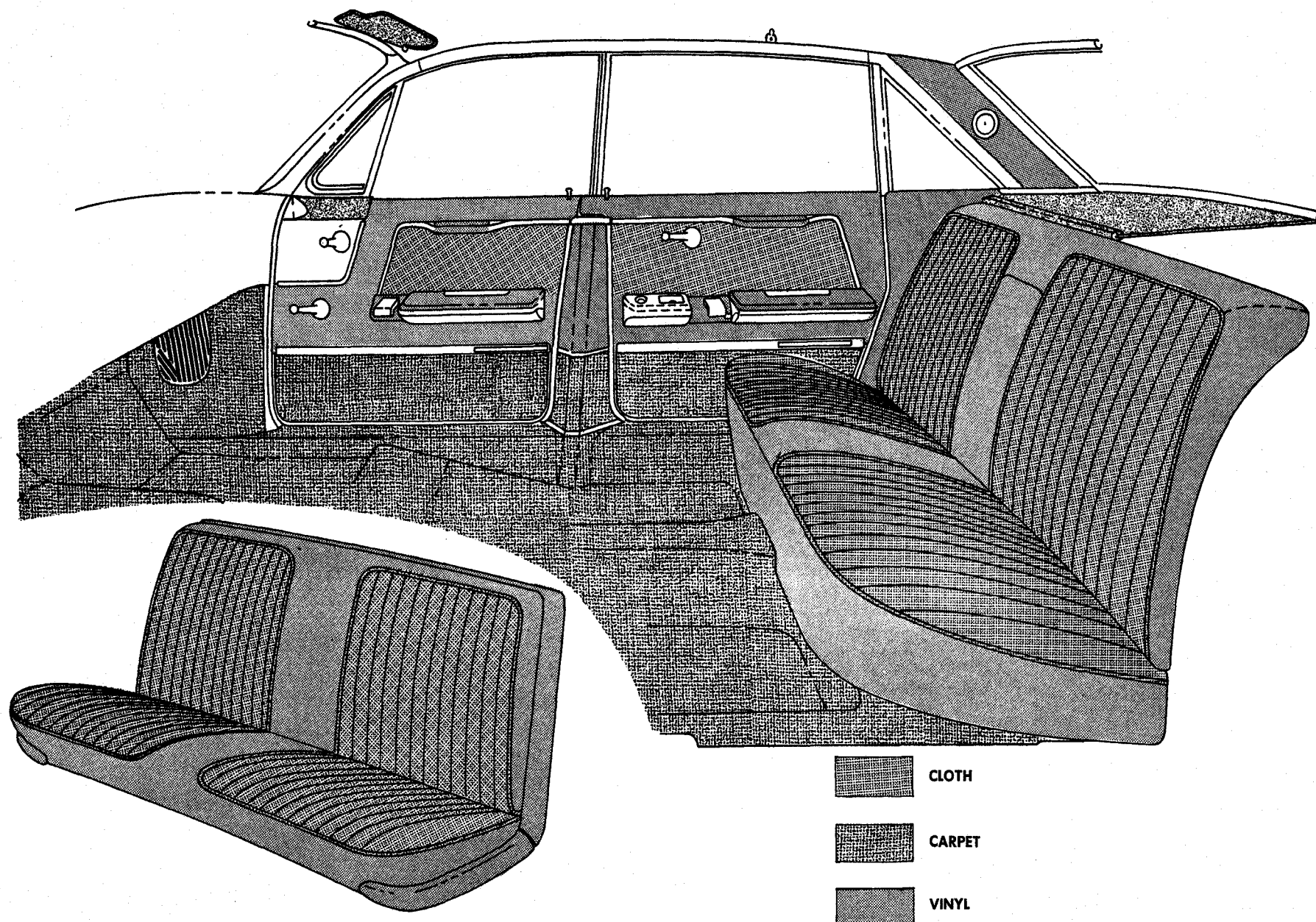
CENTER ARM RESTS in rear only.

FRONT DOORS have a metal trim finishing panel in upper forward corner that is painted to match the lower instrument panel.

DOOR SIDE ARM RESTS. Top contact surface is covered with vinyl and the sides are painted. Both in color to match bolster.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover. Across the upper part is a vinyl insert with assist handle at each end on a recessed chrome shield. Below this is an insert section upholstered in cloth in the same vertical pleated style as the seats.

INTERIOR LAMPS. One in each upper rear quarter operated by headlamp switch.

SIXTY-TWO 6-WINDOW SEDAN*Interior Trim Distribution*

C O D E	INSERTS	BOLSTERS	FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
	Nylon-Viscose Cloth On seats & doors.	Coated Fabric Also cushion facings, door arm rests & upper doors.†	Front seat wings. Laces.	Steering column. Glove compartment door. Ash receiver doors. Garnish moldings.		Steering wheel grips. Rear shelf.	Boucle pattern coated fabric.	Trieste Quality Cowl quarter grille color.
30	Black Dunsmuir	White*†	White	Black	White	Black	White	Black
31	Gray Doncaster	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
32	Midnight Blue Dunsmuir	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
33	Lt. Blue Doncaster	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
34	Sandalwood Dunsmuir	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
36	Turquoise Doncaster	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
37	Green Dunsmuir	Green	Green	Green	Green	Dk. Green	Green	Med. Green

†Code 30 uppermost part of doors is Black.

*All colors are Antique finish except White which is natural grain.

CARPETS. Trieste quality, rayon-nylon, loop pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS are painted to match lower instrument panel and extend along sides of windshield, headlining and around rear window.

DOOR LOCKING ROD KNOBS are plastic.

SPARE TIRE is carried on floor of trunk.

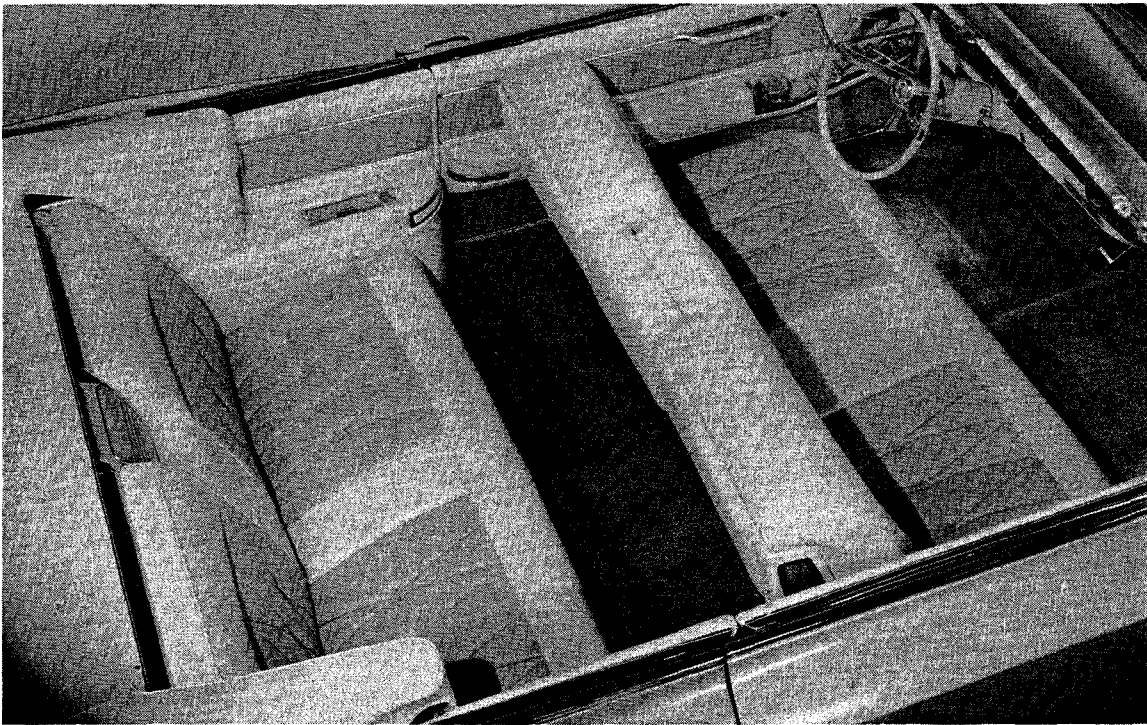
NOTICE: Code N, power vent regulators, is optional but may only be ordered when power window regulators, code X or groups 1 thru 4 are specified.

BUCKET SEATS are not available on this style.

LEATHER UPHOLSTERY is available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard cloth interior.

Extra Charge \$_____.

CONVERTIBLE DE VILLE



TRIM STYLE

A choice of nine leather combinations is offered in the Convertible de Ville. The styling is elongated diamond tufts with buttons. A horizontal bolster extends across the front of seat cushion and upper section of the back rest panels. The center of seat cushions is plain style to match the front center arm rest and plain area in rear under the radio speaker grille. New comfort-contoured, form-fitting back rests result from individual panels that are slightly concave. Also, in addition to the regular thick rubber pad, de Ville seat construction now includes an extra foam rubber pad to which the covering upholstery material is attached.

NOTE: All seat inserts are Aztec perforated grain leather. All bolster areas are non-perforated leather. Black or White has a natural grain. All other colors have an Antique finish.

CENTER ARM REST in front only except with bucket seats.

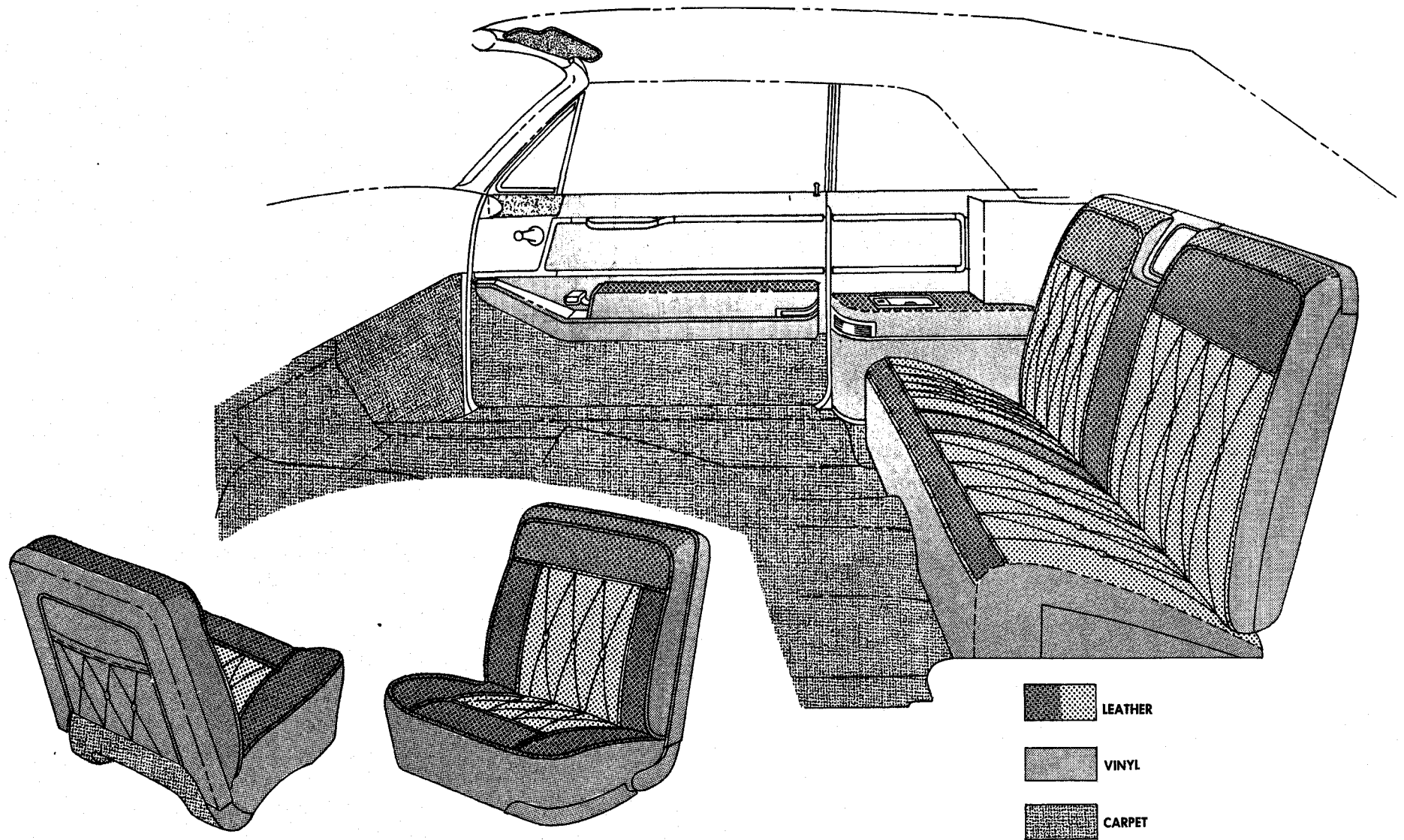
DOORS have a metal trim finishing panel in upper forward corner that is painted to match lower instrument panel.

DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

BACK OF FRONT SEAT BACK has a vinyl upper section on each back rest to match bolster color. Below this is an insert section upholstered in vinyl, color to match seat inserts.

INTERIOR LAMP SWITCH for rear quarter courtesy lamps is in center of front seat back panel. With bucket seats these lamps operate from door jamb, headlamp and top well switches.

Interior Trim Distribution



	LEATHER		FRONT SEAT SIDE PANELS	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	TOP BOOT	CARPETS
	INSERTS	BOLSTERS						
C O D E	Aztec perforated grain on seats.	Also top surface of front & rear side arm rests.	Front seat wings.	Steering column.		Steering wheel grips.	Coated fabric.	Tremont Quality
	Coated fabric on doors.	Coated fabric on cushion facings, back of front seat back upper panels, sides of door arm rests, lower rear quarters, top well & upper doors.	Laces.	Glove compartment door.		Shifter, directional signal & adjustable steering wheel lever caps.		Bucket seat console lining—Tara quality.
			Console cover, case & facing.	Ash receiver doors.				Cowl quarter grille color.
20	White*	White*	White	White	White	Black	White	Black
21	Black*	Black*	Black	Black	Black	Black	Black	Black
23	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
24	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
25	Palomino	Palomino	Palomino	Tan	Tan	Med. Tan	Tan	Med. Tan
26	Lime	White*	White	White	White	Dk. Lime	White	Med. Lime
27	Green	Green	Green	Green	Green	Dk. Green	Green	Med. Green
28	White*	White*	White	White	White	Dk. Red	White	Dk. Red
29	Red	Red	Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. All other colors are Antique finish. Inserts are Aztec perforated grain leather; bolsters are non-perforated.

BUCKET SEATS. To order, add "B" to codes. e.g., 20B, 21B, etc. Both driver and passenger bucket seats have horizontal power adjuster with a control switch, on control panel, forward of the arm rest on each door. For the driver's seat, an optional, 4-way tilt type, power adjuster is available. Control on left door. Map pocket on rear of each bucket seat.

TOPS Vicodec Material

- | | |
|-----------|----------------|
| 1 — White | 6 — Sandalwood |
| 2 — Black | 8 — Blue |
| 4 — Lime | |

TOP BOOT is made of coated fabric, color to match the bolster leather and **not the top material.**

TOP MATERIALS are four ply: 1) vinyl exterior surface; 2) sheeting; 3) rubber; 4) drill cloth lining. A fusion of these materials, by a heat bonding process, results in a one piece fabric with basically the same color on the inside (there is no separate lining) as the outside surface except with white top on which the underside (inside of car) is black.

All white tops have a black underside due to the bonding process described above which makes the fabrics integral and the colors cannot be changed. This should be considered when a white top is being

ordered. It may have the effect of adding two colors to the overall scheme and creating a four color combination: 1) exterior; 2) upholstery; 3) white top; 4) black underside of top.

CARPETS. Tremont quality, rayon-nylon, cut pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

WINDSHIELD GARNISH MOLDINGS are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

DO NOT ORDER codes B or X.

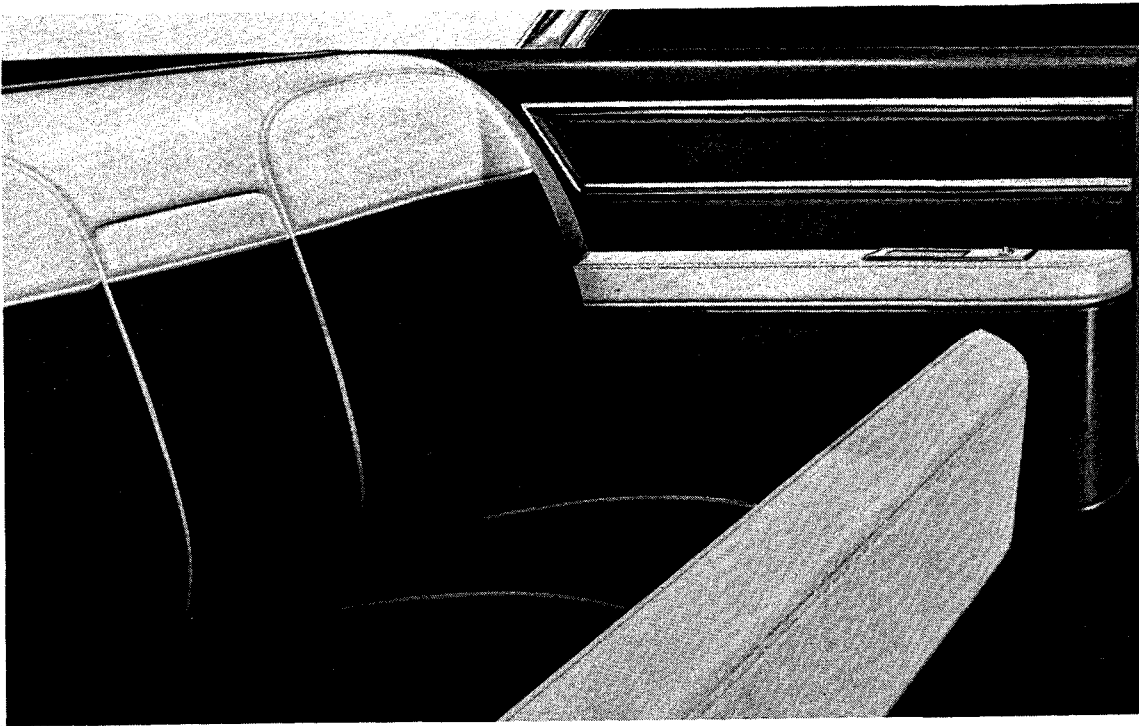
SUN VISORS. On special two-tone upholstery combinations, the sun shades will match the bolster color.

BUCKET SEATS, optional, at extra charge \$_____

TWO-TONE AND NON-STANDARD LEATHER COMBINATIONS are available, on special order, at extra charge. See leather chart, page 70, for additional colors.

\$_____

COUPE DE VILLE



TRIM STYLE

A choice of eight colors, four each in Dover and Dorchester patterned cloths, is offered in the Coupe de Ville. The cloth seat inserts are elongated diamond tufted style with buttons. A leather horizontal bolster extends across the front of seat cushion. The upper section of the back rest panels is also in leather. The center of seat cushions is plain style to match the center arm rests which are in both front and rear (rear only with bucket seats). New comfort-contoured, form-fitting back rests result from individual panels that are slightly concave. Also, in addition to the regular thick rubber pad, de Ville seat construction now includes an extra foam rubber pad to which the covering upholstery material is attached.

LEATHER OPTIONS. There are four leather extra charge options on this body style offered with either a bench type front seat or bucket seats. The trim is the same elongated diamond tufted style with slightly concave back rests, as in the cloth combinations. Cloth

upholstered bucket seats are available on special order.

NOTE: When leather is ordered, seat inserts are Aztec perforated grain. All bolster areas are non-perforated leather. Black or White has a natural grain. All other colors have an Antique finish. Cloth upholstered bucket seats are available on special order.

CENTER ARM RESTS. In front and rear back rests (rear only with bucket seats).

DOORS have a metal trim finishing panel in upper forward corner that is painted to match lower instrument panel.

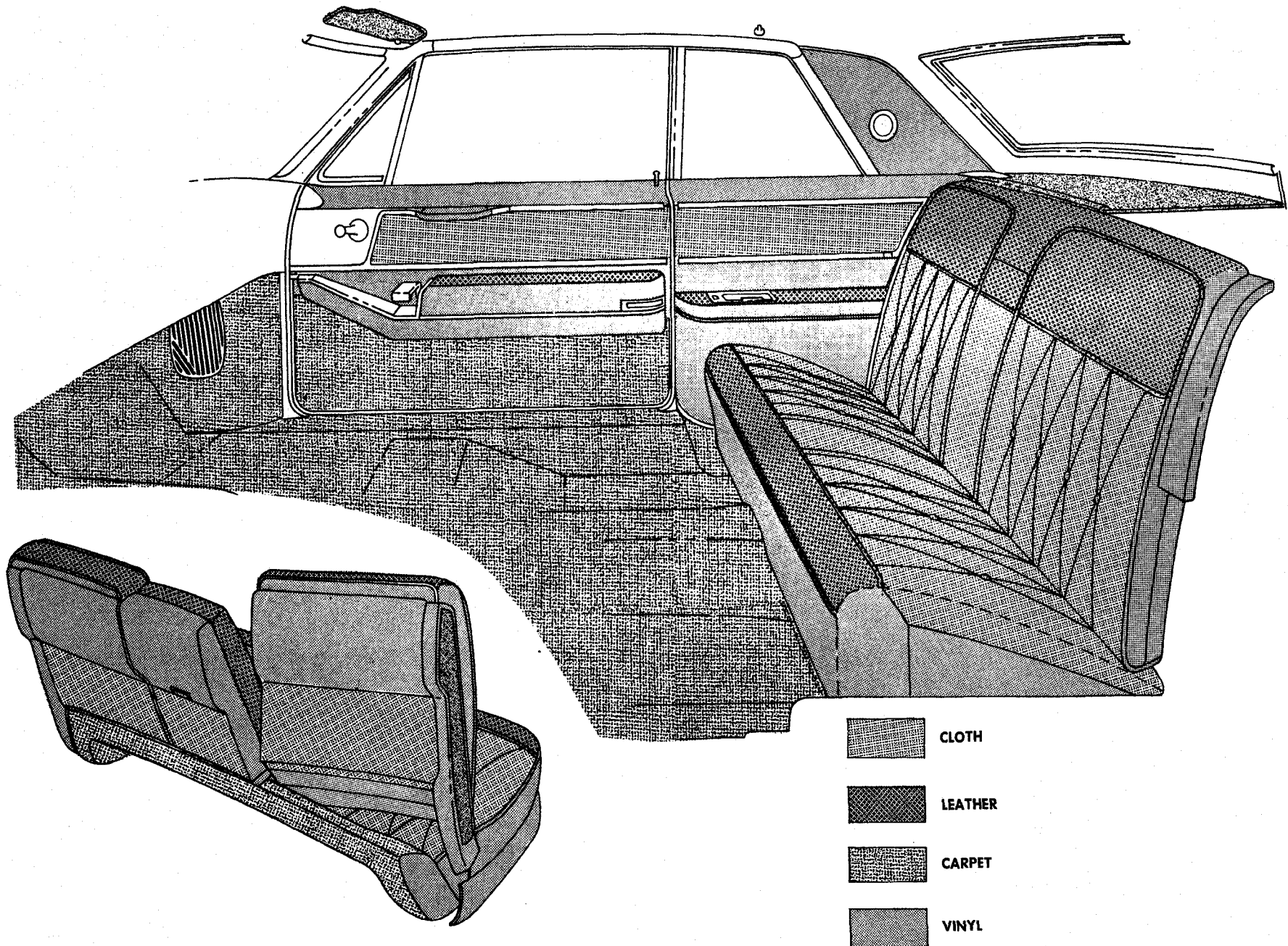
DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

BACK OF FRONT SEAT BACK has a vinyl upper section on each back rest to match bolsters. Below this is an insert section upholstered in plain style cloth.

INTERIOR LAMP SWITCH for upper rear quarter courtesy lamps is in center of front seat back panels. With bucket seats these lamps operate from door jamb and headlamp switches.

COUPE DE VILLE

Interior Trim Distribution



	INSERTS	BOLSTERS	BACK OF FRONT SEAT BACK UPPER PANELS	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD-LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors.	Leather Also top surface of front & rear side arm rests. Coated fabric on cushion facings, sides of door arm rests, lower rear quarters & upper doors.	Front seat side panels & wings. Laces. Console cover, case & facing.	Steering column. Glove compartment door. Ash receiver doors.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear shelf.	Corded coated fabric.	Tremont Quality Bucket seat console lining—Tara quality. Cowl quarter grille color.
40	Black Dover	White*†	White	Black	White	Black	White	Black
41	Gray Dorchester	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
42	Midnight Blue Dover	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
43	Lt. Blue Dorchester	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
44	Sandalwood Dover	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
46	Turquoise Dorchester	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
47	Dk. Green Dover	Lt. Green	Lt. Green	Lt. Green	Lt. Green	Dk. Green	Lt. Green	Dk. Green
48	Lime Dorchester	White*	White	White	White	Dk. Lime	White	Med. Lime

*White and Black leathers are natural grain. All other colors are Antique finish.
†Code 40 lower rear quarters and upper door are Black.

LEATHER OPTIONS AT EXTRA CHARGE

50	White*	White	White	White	Black	White	Black
51	Black*	Black	Black	Black	Black	Black	Black
54	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
59	Red	Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. All other colors are Antique finish.
Inserts are Aztec perforated grain leather; Bolsters are non-perforated.

BUCKET SEATS are optional, at extra charge, on four leather trims. Add "B" to codes. i.e., 50B, 51B, 54B, 59B.

On special order, bucket seats are also available with standard cloth combinations or other leather colors.

CARPETS. Tremont quality, rayon-nylon, cut pile. Color, except black and dark green is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS extend along sides of windshield, headlining and around rear backlight. They are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

SPARE TIRE is carried on shelf.

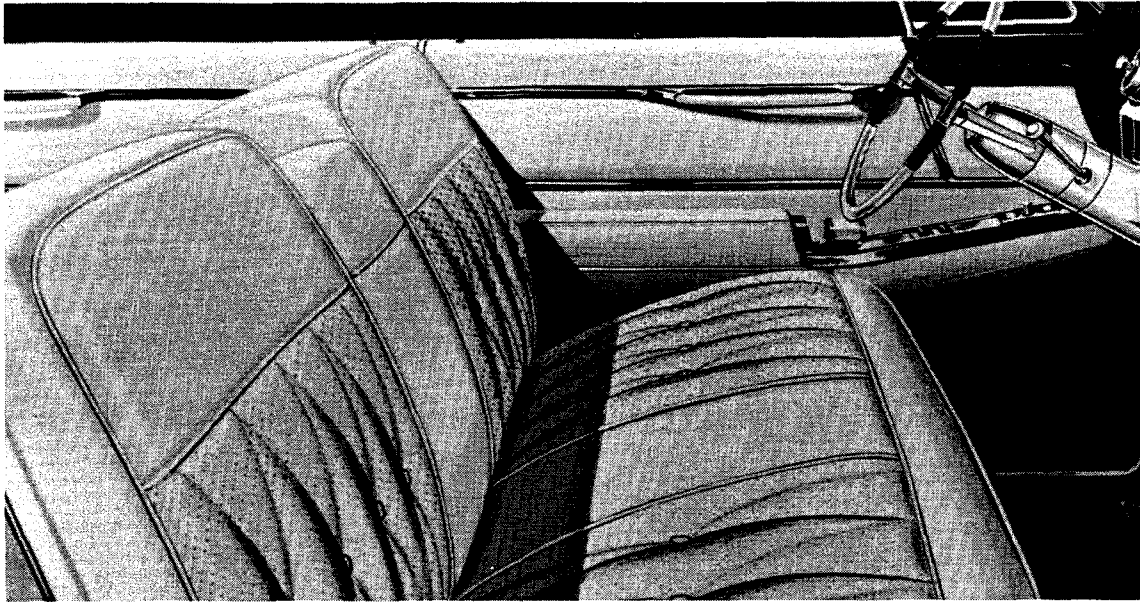
DO NOT ORDER code X, as standard equipment includes power window regulators; power horizontal front seat adjuster.

NON-STANDARD LEATHER UPHOLSTERY. Additional leather colors are available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard interior.

EXTRA CHARGES FOR BUCKET SEATS AND ADJUSTER

	Optional Leather	Cloth	Non-Standard Leather
Bucket Seats	\$ _____	\$ _____	\$ _____
Upholstery	\$ _____	\$ _____	\$ _____
4-way Driver's Seat Adjuster	\$ _____	\$ _____	\$ _____
Total	\$ _____	\$ _____	\$ _____

FOUR-WINDOW SEDAN DE VILLE



TRIM STYLE

A choice of eight colors, four each in Dover and Dorchester patterned cloths, is offered in the Four Window Sedan de Ville. The cloth seat inserts are elongated diamond tufted style with buttons. A leather horizontal bolster extends across the front of seat cushion. The upper section of the back rest panels is also in leather. The center of seat cushion is plain style to match the center arm rests which are in both front and rear (rear only with bucket seats). New comfort-contoured, form-fitting back rests result from individual panels that are slightly concave. Also, in addition to the regular thick rubber pad, de Ville seat construction now includes an extra foam rubber pad to which the covering upholstery material is attached.

LEATHER OPTIONS. There are four leather options on this body style offered at extra charge with either a notched-back coupe type front seat or bucket seats. The trim is the same elongated diamond tufted style with slightly concave back rests, as in the cloth combinations.

NOTE: When leather is ordered, seat inserts are Aztec perforated grain. All bolster areas are non-perforated leather.

Black or White has a natural grain. All other colors have an Antique finish. Cloth upholstered bucket seats are available on special order.

CENTER ARM RESTS. In front and rear back rests (rear only with bucket seats).

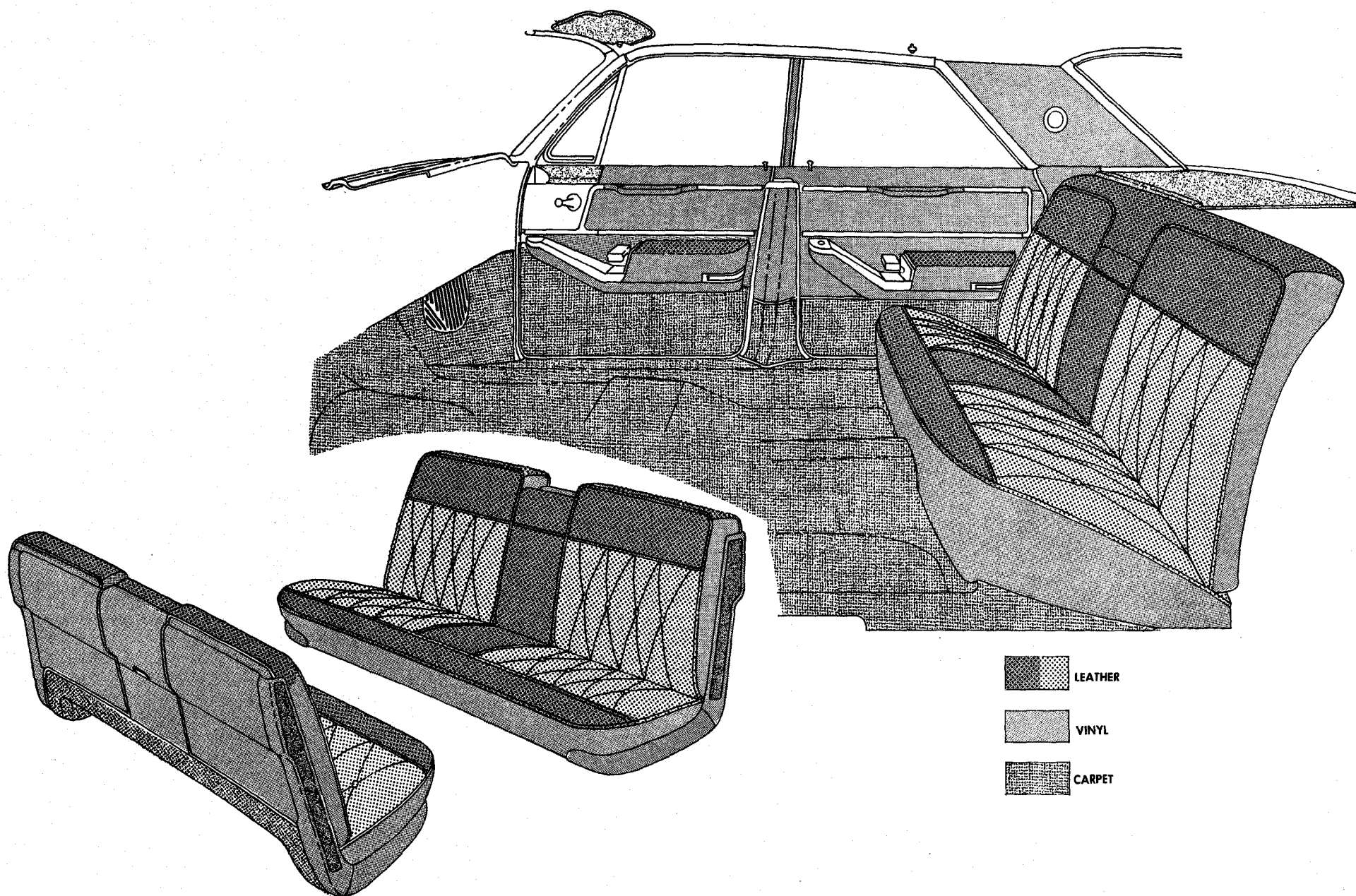
FRONT DOORS have a metal trim finishing panel in upper forward corner that is painted to match lower instrument panel.

DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover when upholstered in a cloth combination. Across the upper part is a vinyl insert with assist handle at each end on a recessed chrome shield. Below this is an insert section upholstered in plain style cloth. With leather upholstery the front seat is a coupe type which has a vinyl upper section on each back rest back to match bolster.

INTERIOR LAMP SWITCH for upper rear quarter courtesy lamps is in center of front seat back panel. With bucket seats these lamps operate from door jamb and headlamp switches.

Interior Trim Distribution



	INSERTS	BOLSTERS	FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD-LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors.	Leather Also top surface of door arm rests. Coated fabric on cushion facings, side of door arm rests & upper doors.†	Front seat wings. Laces. Console case, cover & facing.	Steering column. Glove compartment door. Ash receiver doors.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear shelf.	Corded coated fabric.	Tremont Quality Bucket seat console lining—Tara quality. Cowl quarter grille color.
40	Black Dover	White*†	White	Black	White	Black	White	Black
41	Gray Dorchester	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
42	Midnight Blue Dover	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
43	Lt. Blue Dorchester	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
44	Sandalwood Dover	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
46	Turquoise Dorchester	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
47	Dk. Green Dover	Lt. Green	Lt. Green	Lt. Green	Lt. Green	Dk. Green	Lt. Green	Dk. Green
48	Lime Dorchester	White*	White	White	White	Dk. Lime	White	Med. Lime

*Black and White leathers are natural grain. All other colors are Antique finish.

†Code 40 uppermost part of doors is Black.

LEATHER OPTIONS AT EXTRA CHARGE

50	White*	White	White	White	Black	White	Black
51	Black*	Black	Black	Black	Black	Black	Black
54	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
59	Red	Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. All other colors are Antique finish.

Inserts are Aztec perforated grain leather; bolsters are non-perforated.

BUCKET SEATS are optional, at extra charge, on four leather trims. Add "B" to codes. i.e., 50B, 51B, 54B, 59B.

On special order, bucket seats are also available with standard cloth combinations or other leather colors.

CARPETS. Tremont quality, rayon-nylon, cut pile. Color, except black and dark green, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS extend along sides of windshield, headlining and around rear backlight. They are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

SPARE TIRE is carried on shelf.

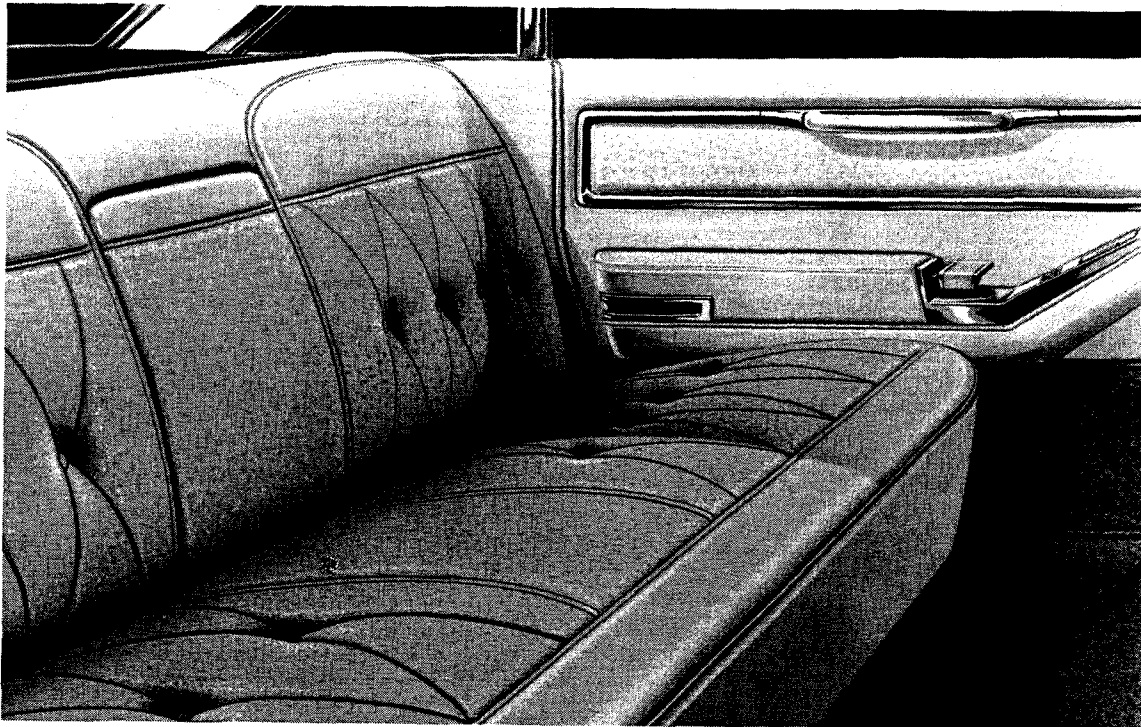
DO NOT ORDER code X, as standard equipment includes power window regulators; power horizontal front seat adjuster.

NON-STANDARD LEATHER UPHOLSTERY. Additional leather colors are available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard interior.

EXTRA CHARGES FOR BUCKET SEATS AND ADJUSTER

	Optional Leather	Cloth	Non-Standard Leather
Bucket Seats	\$ _____	\$ _____	\$ _____
Upholstery	\$ _____	\$ _____	\$ _____
4-way Driver's Seat Adjuster	\$ _____	\$ _____	\$ _____
Total	\$ _____	\$ _____	\$ _____

SIX-WINDOW SEDAN DE VILLE



TRIM STYLE

A choice of eight colors, four each in Dover and Dorchester patterned cloths, is offered in the Six-Window Sedan de Ville. The cloth seat inserts are elongated diamond tufted style with buttons. A leather horizontal bolster extends across the front of seat cushion. The upper section of the back rest panels is also in leather. The center of seat cushion is plain style to match the center arm rests which are in both front and rear. New comfort-contoured, form-fitting back rests result from individual panels that are slightly concave. Also, in addition to the regular thick rubber pad, de Ville seat construction now includes an extra foam rubber pad to which the covering upholstery material is attached.

LEATHER INTERIORS AND BUCKET SEATS are available on special order.

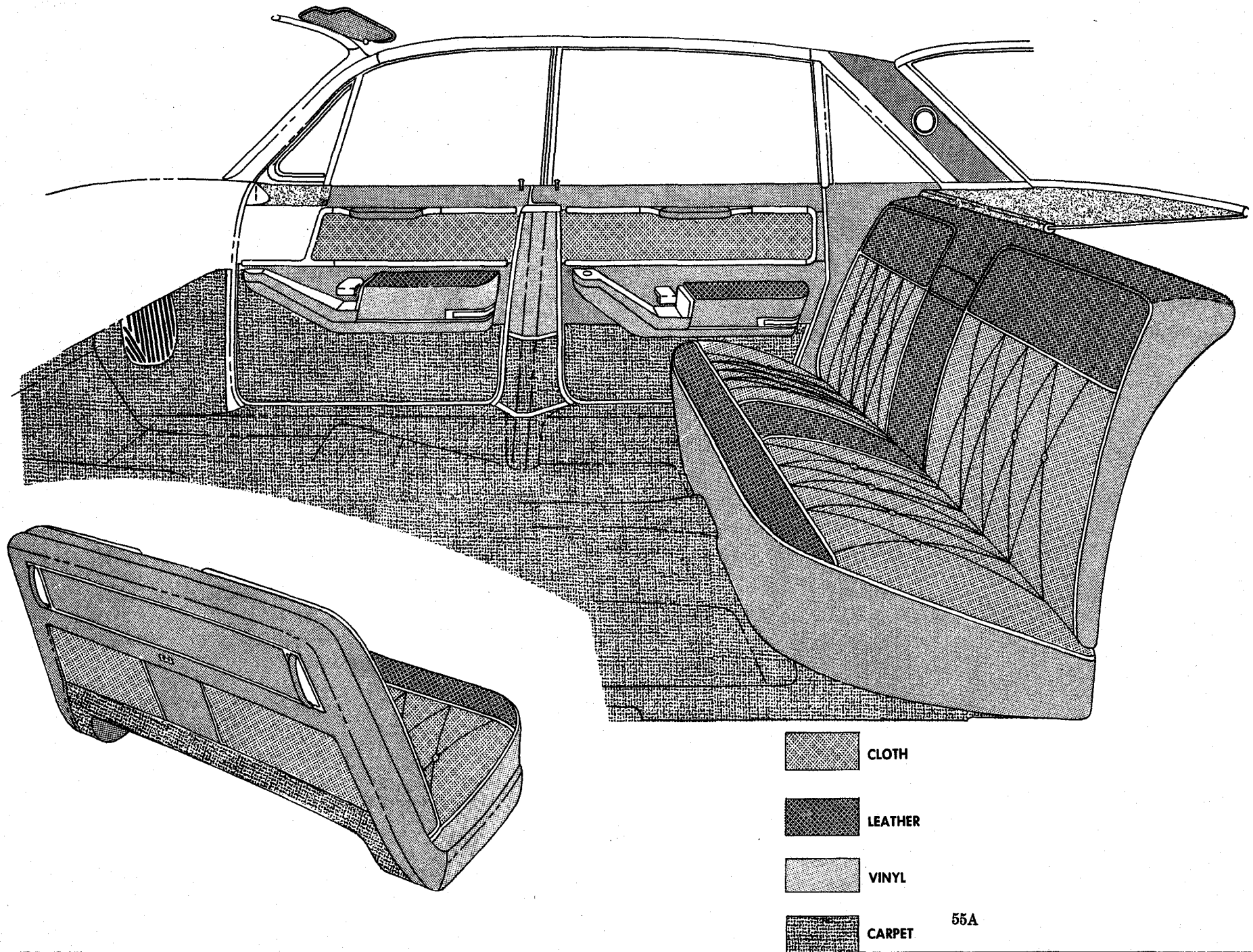
CENTER ARM RESTS. In front and rear back rests.

FRONT DOORS have a metal trim finishing panel in upper forward corner that is painted to match lower instrument panel.

DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

BACK OF FRONT SEAT BACK has a single piece formed vinyl cover. Across the upper part is a vinyl insert with assist handle at each end on a recessed chrome shield. Below this is an insert section upholstered in plain style cloth.

INTERIOR LAMP SWITCH for upper rear quarter courtesy lamps is in center of front seat back panel. With bucket seats these lamps operate from door jamb and headlamp switches.

6-WINDOW SEDAN DE VILLE*Interior Trim Distribution*

	INSERTS	BOLSTERS	FORMED FRONT SEAT BACK PANEL COVER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
C O D E	Nylon-Viscose Cloth On seats & doors.	Leather Also top surface of door arm rests. Coated fabric on cushion facings, side of door arm rests & upper doors.†	Front seat wings. Laces.	Steering column. Glove com- partment door. Ash receiver doors.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps. Rear shelf.	Corded coated fabric.	Tremont Quality Cowl quarter grille colors.
40	Black Dover	White*	White	Black	White	Black	White	Black
41	Gray Dorchester	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
42	Midnight Blue Dover	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
43	Lt. Blue Dorchester	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
44	Sandalwood Dover	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
46	Turquoise Dorchester	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
47	Dk. Green Dover	Lt. Green	Lt. Green	Lt. Green	Lt. Green	Dk. Green	Lt. Green	Dk. Green
48	Lime Dorchester	White*	White	White	White	Dk. Lime	White	Med. Lime

*White leather and coated fabric is natural grain. All others are Antique finish.

†Code 40 uppermost part of doors is Black.

BUCKET SEATS are available, on special order, at extra charge. The bucket seat back rests are stationary and do not tilt forward.

CARPETS. Tremont quality, rayon-nylon, cut pile. Color, except black and dark green is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

GARNISH MOLDINGS extend along sides of windshield, headlining and around rear backlight. They are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

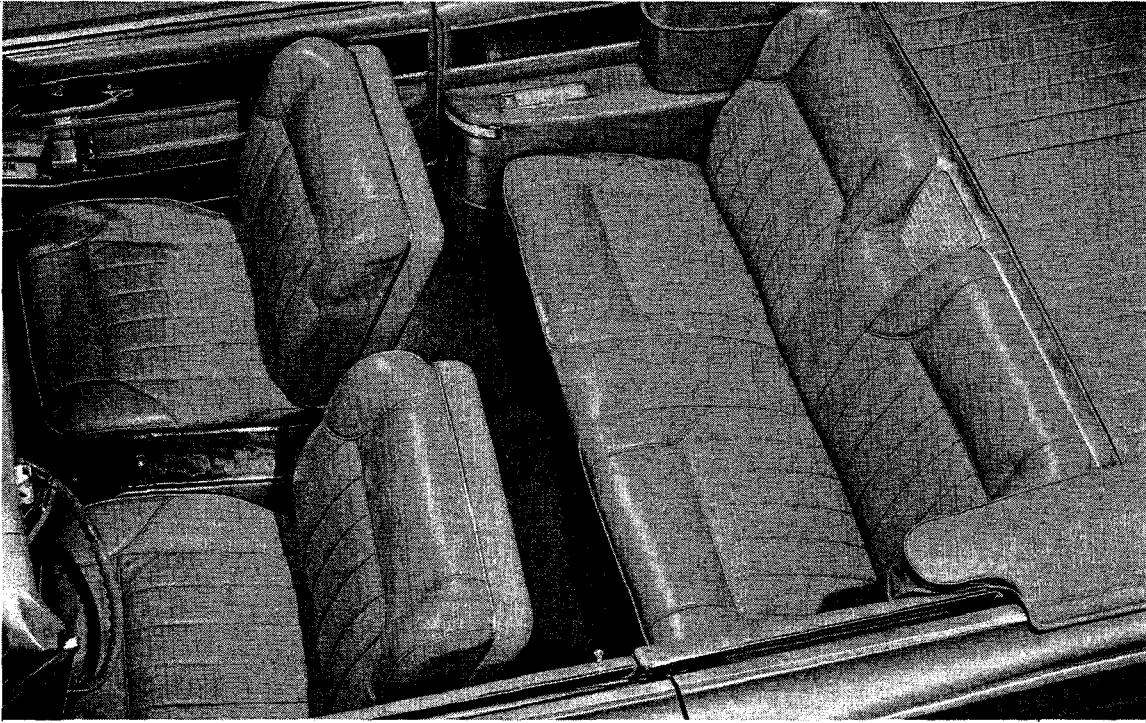
DO NOT ORDER code X, as standard equipment includes power window regulators; power horizontal front seat adjuster.

LEATHER UPHOLSTERY is available, on special order, at extra charge. See leather chart, page 70. Trim style will be the same as standard upholstery. It will *not* be in the style of the body type from which the upholstery has been selected. In a leather combination, coated fabric is used on certain parts, in the same manner, as in a standard cloth interior.

EXTRA CHARGES FOR BUCKET SEATS AND ADJUSTER

	Cloth	Non-Standard Leather
Bucket Seats	\$ _____	\$ _____
Upholstery	\$ _____	\$ _____
4-way Driver's Seat Adjuster	\$ _____	\$ _____
Total	\$ _____	\$ _____

ELDORADO CONVERTIBLE



TRIM STYLE

A choice of eight all leather combinations is offered in the Fleetwood Eldorado Convertible. Aztec perforated grain leather is used on the inserts, which are pleated. A plain leather bolster area surrounds the inserts on three sides. Black or White has a natural grain. All other colors have an Antique finish. The extra high back rests are comfort-contoured and form-fitting.

CENTER ARM REST in front only except with bucket seats.

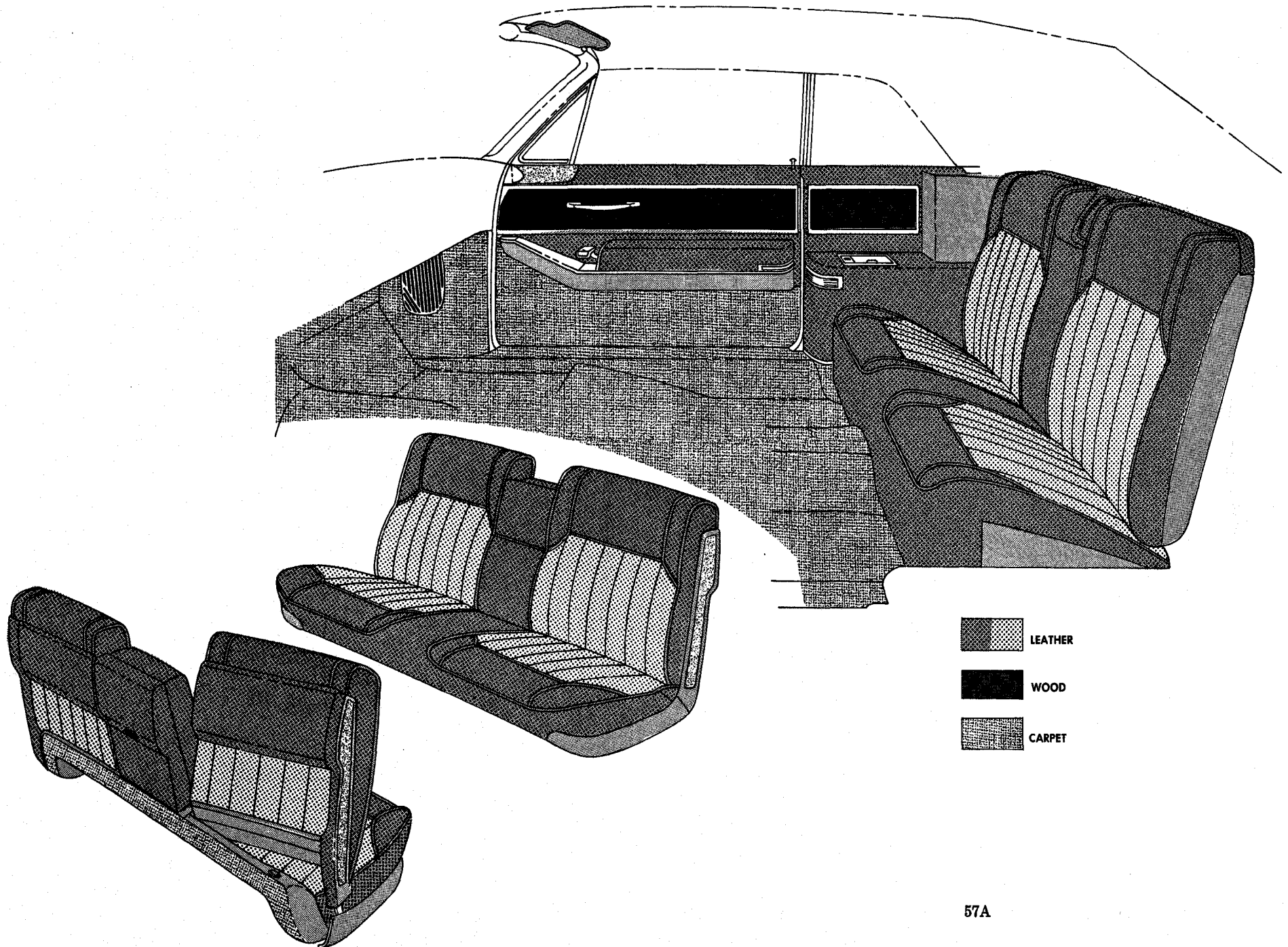
BAKU, a fine densely-textured wood, imported from western Africa is used for paneling the doors, rear quarters, glove box, right ash receiver door and top of

console with bucket seats. Only selected veneer having a striking mottled pattern is used for Cadillac.

BACK OF FRONT SEAT BACK has a plain upper leather section (natural or Antique depending upon color) on each back rest. Below this is an Aztec grain insert section. Bucket seats have a single piece formed vinyl cover. A lined map pocket is on the back of each bucket seat.

INTERIOR LAMP SWITCH for rear quarter courtesy lamps is in center of front seat back panel. With bucket seats these lamps operate from door jamb, headlamp and top well switches.

Interior Trim Distribution



C O D E	LEATHER		FRONT SEAT SIDE PANELS	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	TOP BOOT	CARPETS
	INSERTS	BOLSTERS						
	Aztec perforated grain on seats.	Also cushion facings, back of front seat back upper panels, door arm rests, lower rear quarters, top well & upper doors.	Front seat wings. Console case.	Steering column. Left side. Ash receiver door.		Steering wheel grips. Shifter, directional signal & adjustable steering wheel lever caps.	Coated fabric. Center section custom pleated.	Tremont Quality Bucket seat console lining—Tara quality. Cowl quarter grille color.
10	White*		White	White	White	Black	White	Black
11	Black*		Black	Black	Black	Black	Black	Black
13	Gray-Blue		Gray-Blue	Gray-Blue	Gray-Blue	Dk. Gray-Blue	Gray-Blue	Med. Gray-Blue
14	Sandalwood		Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
15	Palomino		Palomino	Tan	Tan	Med. Tan	Tan	Med. Tan
16	Aqua		Aqua	Aquamarine	Aquamarine	Dk. Turquoise	Aquamarine	Med. Aqua
17	Dk. Blue-Green		Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green
19	Red		Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. All other colors are Antique finish. Inserts are Aztec perforated grain leather; bolsters are non-perforated.

BUCKET SEATS, optional, at no extra charge. Add "B" to codes. e.g., 10B, 11B, etc.

TOPS: Vicodec Material

- | | |
|----------------|-----------------|
| 1 — White | 6 — Sandalwood |
| 2 — Black | 9 — Silver-Blue |
| 3 — Aquamarine | |

TOP BOOT is made of coated fabric with dielectrically embossed saddle stitched pleats in center. Color matches upholstery leather and not the top material.

TOP MATERIALS are four ply; 1) vinyl exterior surface, 2) sheeting, 3) rubber, 4) drill cloth lining. A fusion of these materials by a heat bonding process results in a one piece fabric with basically the same color on the inside (there is no separate lining) as the outside surface except with white top on which the underside (inside of car) is black.

All white tops have a black underside due to the bonding process described above which makes the fabrics integral and the colors cannot be changed. This should be considered when a white top is being ordered. It may have the effect of adding two colors to the overall scheme and creating a four color combination: 1) exterior, 2) upholstery, 3) white top, 4) black underside of top.

CARPETS. Tremont quality, rayon-nylon cut pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

WINDSHIELD GARNISH MOLDINGS are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

DO NOT ORDER codes W, X, Y, T, N or B as standard equipment includes white wall tires, power window regulators, power front seat adjuster, power vent regulators. Defogger cannot be installed.

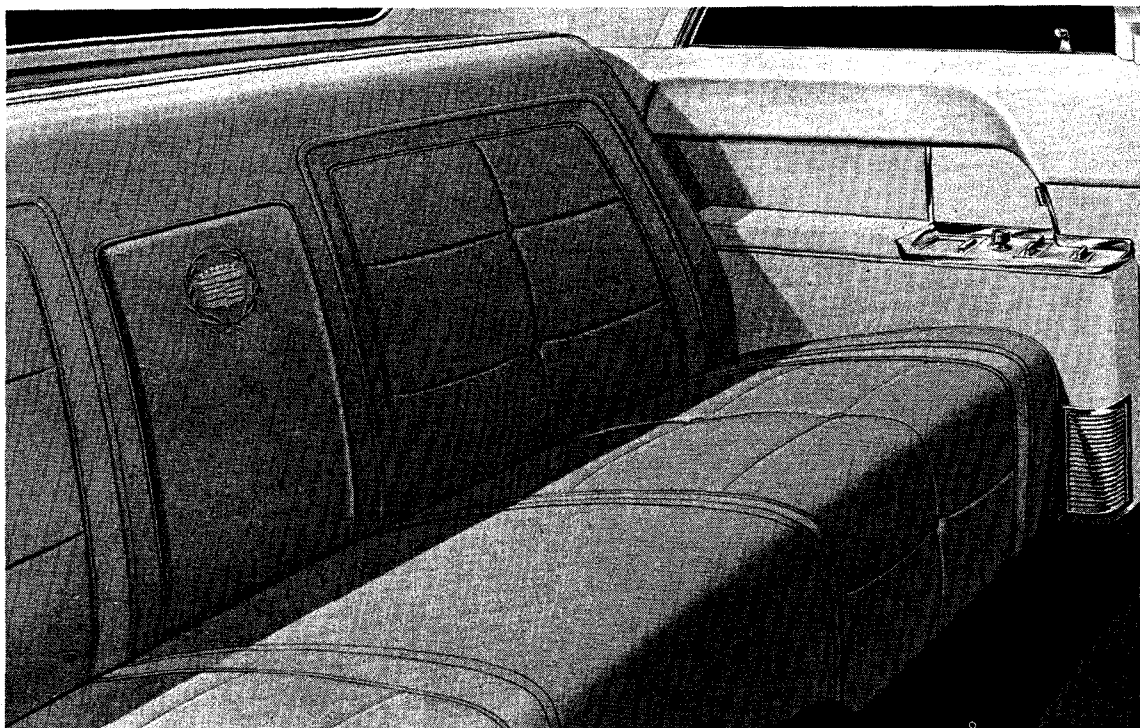
SUN VISORS. On special two-tone upholstery combinations, the sun shades will match the bolster color.

NOTE: See page 41 for extra Eldorado features.

TWO-TONE AND NON-STANDARD LEATHER COMBINATIONS are available, on special order, at extra charge. See leather chart, page 70, for additional colors.

\$_____

FLEETWOOD SEVENTY-FIVE SEDAN



TRIM STYLE

A Gray or Beige wool broadcloth, a Calais cord in these colors, plus a Dk. Gray Calais cord and broadcloth combination are the Fleetwood Seventy-Five Sedan upholstery options. The styling includes biscuit and button insert panels on each side of seat bordered with a $\frac{1}{2}$ " visible stitched riser. A laurel wreath and crest is embroidered on the center arm rests. When a Calais cord combination is used, the inserts only are in the cord material. The remaining area of the seat is in broadcloth. The use of cord material on the entire seat is not feasible, as the pattern would have to be cut and matched around corners making the cost prohibitive.

FRONT DOORS. Upper section is a light tone coated fabric. The arm rest top is molded coated fabric; lower section is chrome with painted base; both in color to match upholstery. Lower part of door is carpeted.

CENTER ARM RESTS are in front and rear back rests.

AUXILIARY SEATS. Two front-facing, that fold into a recessed well at rear of division wall.

REAR DOORS have a formed plastic, light tone belt line section with a door pull handle in an insert panel. A broadcloth insert, with color and trim style to match seats, is directly under the belt line plastic. Lower door is carpeted.

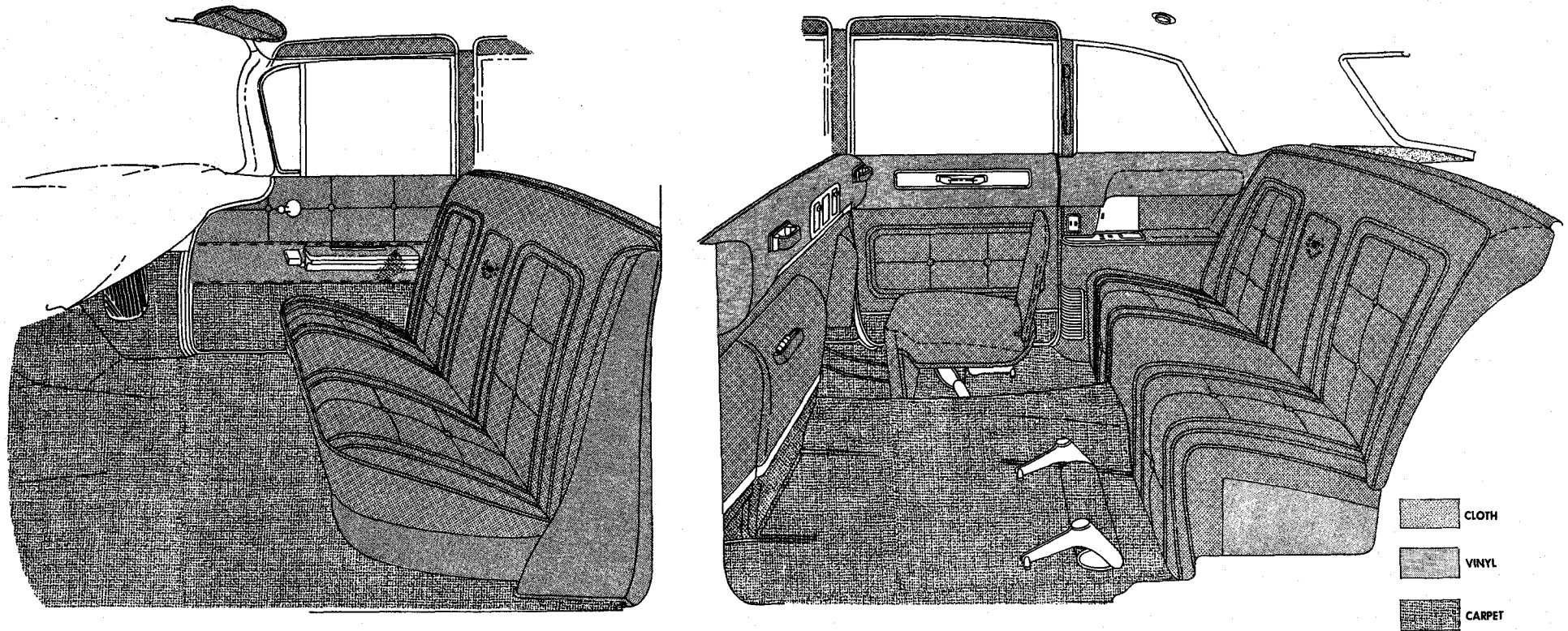
BACK OF FRONT SEAT BACK has a formed plastic, light tone belt line section. At each end there is a leather grip handle. Also in-

cluded is a robe strap, a clock and two ash receivers. The section below the belt line plastic is broadcloth in seat-matching color. Carpeting covers the bottom part.

TRIM DISTRIBUTION — all except code 90 which is described below. Light tone cord is used on seat inserts, auxiliary seat cushions and backs. Light tone broadcloth is applied on the inserts of the two all broadcloth combinations, as well as the following areas on all combinations: border surrounding inserts, center arm rests, cushion facing, division wall, backside of auxiliary seats, lower rear quarters, top of rear side arm rests, upper rear quarter section above arm rests, center and rear pillars.

CODE 90. All materials from floor up to, but not including, plastic belt line are dark tone. From belt line up to and including the corded vinyl headlining, the color is light tone.

EQUIPMENT includes center arm rest in front and rear back rests, two adjustable footrests, two assist straps on rear pillars, robe strap and grip handles on division panel, compartments above rear side arm rests with sliding doors, clock and two ash receivers in division panel, two pull straps on auxiliary seats, dome light over center of rear compartment, two reading lights in upper rear quarter headlining, ash receiver in each rear side arm rest, lighter (except on cars with Rear Radio Control, the right side lighter is replaced with radio control knob).

FLEETWOOD SEVENTY-FIVE SEDAN*Interior Trim Distribution*

C O D E	INSERTS	BOLSTERS	UPPER FRONT DOOR	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD- LINING	CARPETS
	Nylon-Viscose Cord or Wool Broadcloth	Wool Broadcloth Also front cushion facing, rear door inserts, rear side arm rests.	Coated fabric. Also front door arm rests, front seat wings.	Steering column. Glove com- partment door. Ash receiver doors.	Garnish moldings, formed belt line vinyl panel on division, rear doors & quarters.	Steering wheel grips. Guidematic phototube unit.	Napped cloth or corded fabric. Also color of upper windhose, assist straps & rear shelf.	Tremont Quality Cowl quarter grille color.
90	Dk. Gray Calais Cord	Dk. Gray	Dk. Gray	Gray	Gray	Dk. Gray	Gray Corded Fabric	Med. Gray
91	Gray Wool Broadcloth	Gray	Gray	Gray	Gray	Dk. Gray	Gray Cloth	Med. Gray
92	Gray Calais Cord	Gray	Gray	Gray	Gray	Dk. Gray	Gray Cloth	Med. Gray
94	Beige Calais Cord	Beige	Beige	Beige	Beige	Dk. Sandalwood	Beige Cloth	Med. Sandalwood
95	Beige Wool Broadcloth	Beige	Beige	Beige	Beige	Dk. Sandalwood	Beige Cloth	Med. Sandalwood

Belt line formed plastic panels on back of division, doors, and rear quarters are all light-tone, including code 90. Rear shelf is gray or beige to match upholstery color.

CARPETS. Tremont quality, rayon-nylon cut pile.

LAUREL WREATH and CREST design is embroidered with ivory thread on front and rear center arm rests.

AIR CONDITIONER has concealed ducts in headlining. Additional evaporator located in trunk compartment. Control for the rear blower is located behind sliding panel above right rear side arm rest. There is also a temperature control switch which turns the

air conditioner compressor on and off. This provides separate and independent control, in the rear, for both heating and air conditioning.

DOOR LOCKING ROD KNOBS are plastic.

STANDARD EQUIPMENT includes: X, power window regulators; power horizontal front seat adjuster; 8.20-15 6-ply tires.

NOT AVAILABLE. Y, 6-way seat adjuster; M, power door locks; S, trunk lock.

GEAR RATIO. 3.36 is the standard ratio including cars built with air conditioning. 3.77, code P, is optional.

DO NOT ORDER codes X, Y, T, S, M and B.

OPTIONAL EQUIPMENT AVAILABLE AT EXTRA CHARGE

W — White Wall Tires

R — AM Radio

R1 — AM-FM Radio

R2 — Rear Control Radio

E — Soft Ray Glass

K — Air Conditioner

N — Power Vent Regulators

D — Dor-Gards

U — Power Headlamp Control

Q — Adjustable Steering Wheel

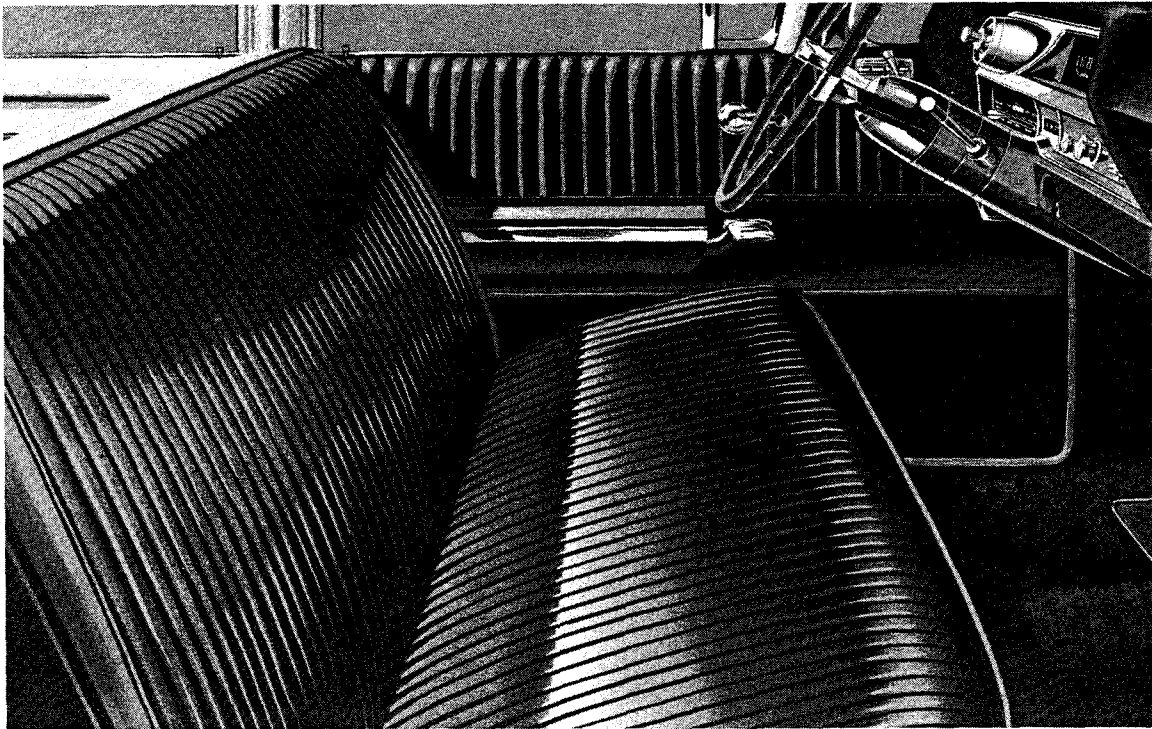
J — Twilight Sentinel

C — Cruise Control

G — Controlled Differential

8 or 9 — License Frames

FLEETWOOD SEVENTY-FIVE LIMOUSINE



FRONT TRIM STYLE

Black non-perforated leather in 1¼" piped styling is standard for the Limousine front compartment. Gray or Beige leather is optional and may be ordered by adding suffix G or F to the trim code number. A center arm rest, which is standard in the rear compartment, is not included in the front. The upper section of front doors is trimmed in 1¼" coated fabric piped style to match the front seat. Door side arm rests have a molded coated fabric top with a lower section in chrome on a painted base. Both are in color to match the front upholstery. Lower section of door and front seat side panel is in vinyl, color to match the seat. Carpeting, both front

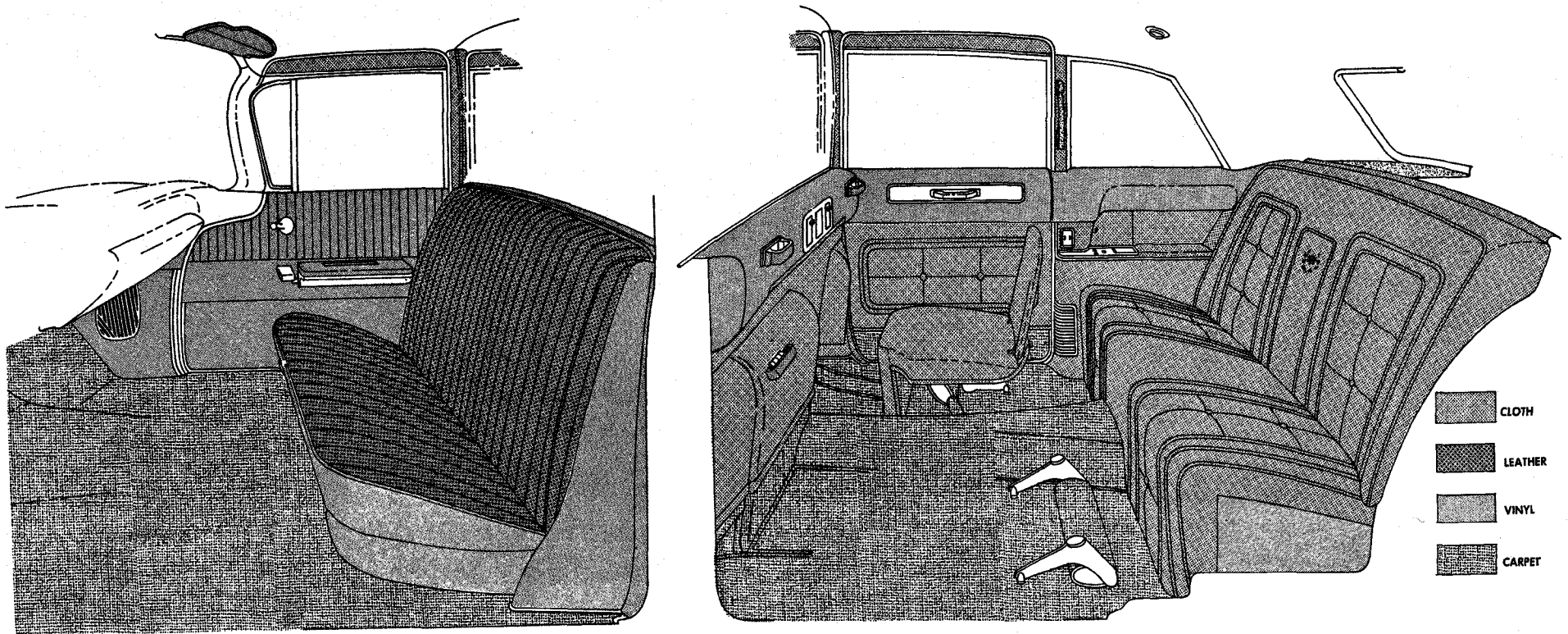
and rear, is Tremont quality, rayon-nylon cut pile. Carpet colors are Black, medium Gray or medium Sandalwood according to front compartment leather.

REAR COMPARTMENT is styled and equipped similar to the Seventy-five Sedan described on page 63.

CLOTH FRONT COMPARTMENT is available on special order at extra charge. Trim style will be 1¼" pipes, the same as when upholstered in leather.

On page 85, there is an illustration of how to order a cloth upholstered front compartment.

Extra charge \$_____

Interior Trim Distribution

FRONT COMPARTMENT					
C O D E	LEATHER	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER	CARPETS
	Front seat cushion and back rest.	Steering column. Glove compartment. Ash receiver doors.		Steering wheel grips. Guidematic photo- tube unit.	Cowl quarter grille.
STANDARD					
90 91-92 94-95	Black	Black	Black	Black	Black
OPTIONAL					
90G	Gray	Gray	Gray	Dk. Gray	Med. Gray
91G	Gray	Gray	Gray	Dk. Gray	Med. Gray
92G	Gray	Gray	Gray	Dk. Gray	Med. Gray
94F	Beige	Beige Met.	Beige	Dk. Sandalwood	Med. Sandalwood
95F	Beige	Beige Met.	Beige	Dk. Sandalwood	Med. Sandalwood

Black leather front compartment is standard. Gray and Beige leather is optional and may be ordered by adding suffix "G" or "F" to trim code number. e.g., 90G, 91G, 92G, 94F, 95F.

REAR COMPARTMENT					
C O D E	INSERTS	BOLSTERS	REAR PARCEL SHELF	HEADLINING	CARPETS
	Cord or Broadcloth.	Broadcloth	Window garnish moldings. Division ash tray and clock escutcheon. Rear door control handle, inserts. Vanity sliding doors. Rear arm rest switch plate.	Napped cloth or corded coated fabric. Front and rear.	
90 or 90G	Dk. Gray Calais Cord	Dk. Gray	Gray	Gray Corded Coated Fabric	Med. Gray
91 or 91G	Gray Broadcloth	Gray	Gray	Gray	Med. Gray
92 or 92G	Gray Calais Cord	Gray	Gray	Gray	Med. Gray
94 or 94F	Beige Calais Cord	Beige	Beige	Beige	Med. Sandalwood
95 or 95F	Beige Broadcloth	Beige	Beige	Beige	Med. Sandalwood

TRIM STYLE. 1/2" visible stitched risers on border surrounding individual biscuit and button style inserts on each side of seat.

CARPET. Tremont quality, rayon-nylon cut pile. Two front facing auxiliary seats. Marshall type coil springs.

EQUIPMENT. Same as Sedan, described on page 64, except there is no center arm rest in front.

LAUREL WREATH and CREST design is embroidered with ivory thread on center arm rest.

REAR DOORS

Upper: Formed plastic, light tone. Insert panel with door pull handle in light tone color.

Center Section Above Carpet: Cloth, color and trim style to match seats.

Lower: Carpet material.

STANDARD EQUIPMENT includes: X, power window regulators; power horizontal front seat adjuster; 8.20-15 6-ply tires.

NOT AVAILABLE. Y, 6-way seat adjuster; M, power door locks; S, trunk lock.

OPTIONAL EQUIPMENT AVAILABLE AT EXTRA CHARGE:

W — White Wall Tires
R — AM Radio
RI — AM-FM Radio
R2 — Rear Control Radio
E — Soft Ray Glass
K — Air Conditioner
N — Power Vent Regulators

AIR CONDITIONER has concealed ducts in headlining. Additional evaporator located in trunk compartment. Control for the rear blower is located behind sliding panel above right rear side arm rest. There is also a temperature control switch which turns the air conditioner compressor on and off. This provides separate and independent control, in the rear, for both heating and air conditioning.

DOOR LOCKING ROD KNOBS are chrome in front; plastic in rear.

BACK OF FRONT SEAT BACK

Upper: Formed plastic, light tone. Leather grip handle at each end; clock and two ash receivers; robe strap.

Center Section: Above, along side, and back of auxiliary seats, cloth, color to match seats.

Lower: Carpet material.

GEAR RATIO. 3.36 is the standard ratio including cars built with air conditioning. 3.77, code P, is optional.

DO NOT ORDER codes X, Y, T, S, M, B.

D — Dor-Gards
U — Power Headlamp Control
Q — Adjustable Steering Wheel
J — Twilight Sentinel
C — Cruise Control
G — Controlled Differential
8 or 9 — License Frames

SERIES "75" LIMOUSINE CONTROLS

POWER WINDOW REGULATORS. Four switches on left side of instrument panel extension (reference to switches is from front to back, or windshield toward rear) operate windows as follows:

- first: Right rear door glass — raises only (will not lower).
- second: Left rear door glass — raises only (will not lower).
- third: Right front door glass — raises and lowers.
- fourth: Left front door glass — raises and lowers.

Switch on right side top of instrument panel extension operates right front window.

FRONT SEAT ADJUSTER SWITCH. Located near bottom of lower instrument panel to left of steering column.

A map light with integral switch in center of windshield header.

POWER VENT REGULATORS. Double switch on left front upper door panel. Forward button operates right side—rear button operates left side—vent. Single control on right front door panel operates right side vent.

CONTROL PANEL FORWARD OF RIGHT REAR SIDE ARM REST. Three switches, front to rear:

- first: Raises and lowers division glass.
- second: On Left Side—raises and lowers left rear door glass.
- third: On Right Side—raises and lowers right rear door glass.

Lighter and ash receiver.

Note: On cars equipped with rear radio controls, lighter is replaced by radio volume control knob. Also, there is a red button located between door window switches which controls signal seeking action of radio.

TWO SWITCHES ON RIGHT REAR PILLAR. Forward switch controls dome lamp. Rear switch operates two quarter reading lamps.

PANEL BEHIND SLIDING DOOR ON RIGHT SIDE ABOVE REAR ARM REST. Forward top control knob is air conditioner blower control; rear top knob is air conditioner off and on switch plus temperature control. Forward lower knob controls heater fan; rear knob is heater temperature control.

CONTROL PANEL FORWARD OF LEFT SIDE REAR ARM REST. Three switches, front to rear:

- first: Raises and lowers division glass.
- second: On Left Side—raises and lowers left rear door glass.
- third: On Right Side—raises and lowers right rear door glass.

Lighter and ash receiver.

JAMB SWITCH ON REAR DOORS. Operates dome lamp and concealed light in bottom of both rear doors.

KEY. Right rear door key is same as glove box on 6733 only.

SERIES "75" SEDAN CONTROLS

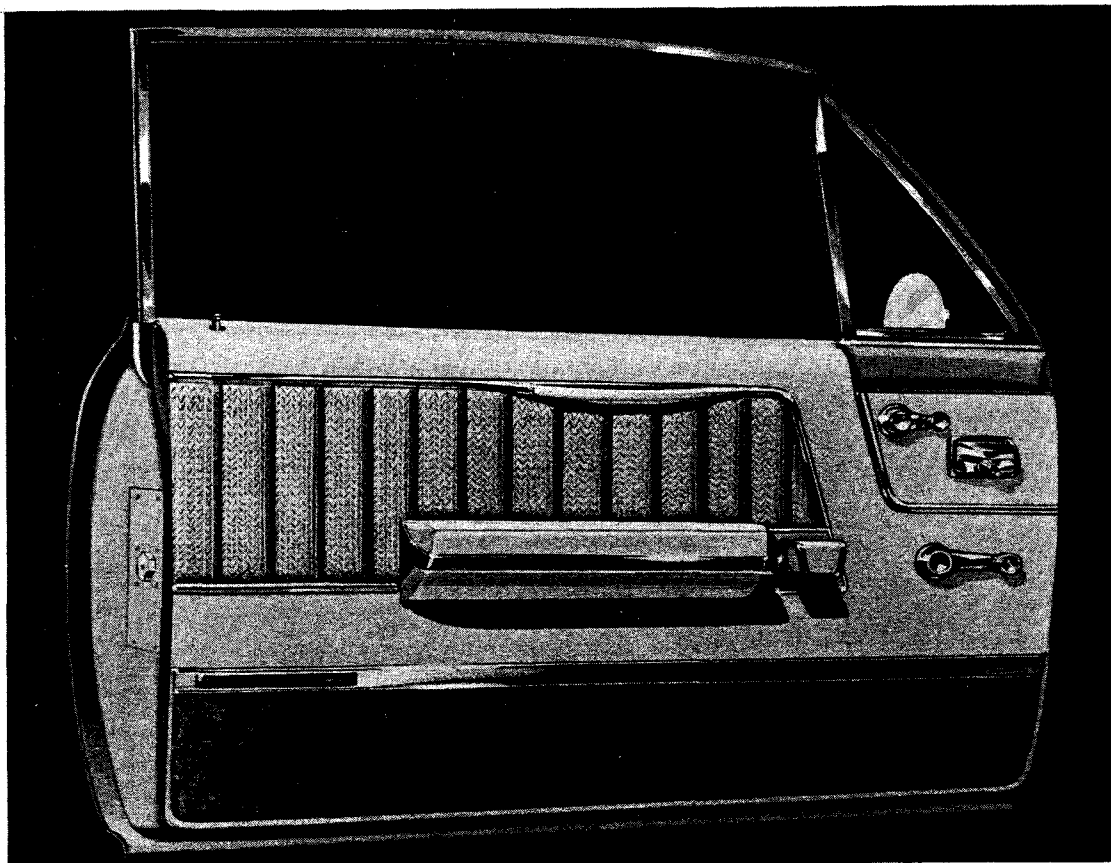
The same as above with following exceptions:

Front compartment window switches, on driver's side, lowers rear door windows as well as raising them.

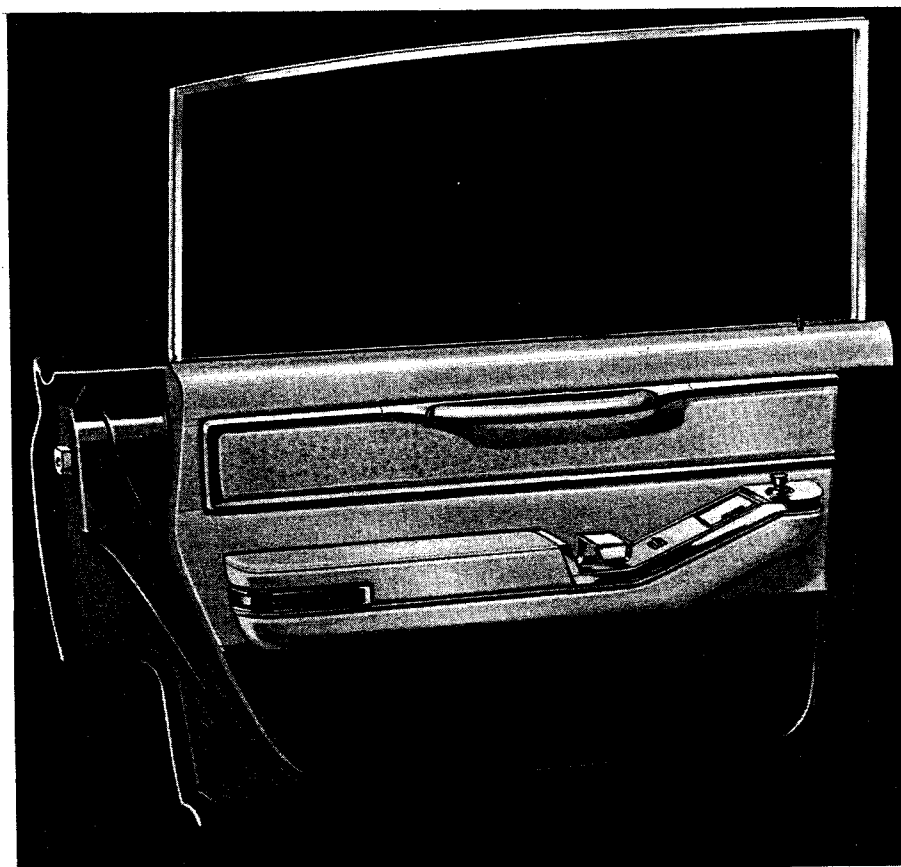
Switch on left center pillar and headlamp switch also operates dome lamp.

Omit references to division glass and front compartment map light in center of windshield header.

SIXTY-TWO COUPE FRONT DOOR



SIX-WINDOW SEDAN DE VILLE REAR DOOR



LEATHER OPTIONS

15 COLORS. Including the 4 regular production leathers offered on styles J, B and M, there are 15 colors of leather available as special order options on any model. See chart on next page and price list on page 71.

ELDORADO LEATHER. Cadillac is the automobile industry's largest consumer of genuine leather, using more than half of the hides produced for all domestic auto manufacturers. As no compromise in quality is permitted, only a single grade of the best top grain is used regardless of model. This means that all options are of the same finest quality, and there is no difference between Eldorado leather and that used in other styles. However, except for the vacuum-formed vinyl bucket seat back covers, the Eldorado Convertible is upholstered entirely in leather instead of the leather-vinyl combination used in other models.

ALL LEATHER. Customers who may desire a premium-priced full leather upholstery similar to the Eldorado can specify "All Leather" on the order. Extra charge for such special interiors will be quoted upon request.

CODE NUMBERS. Unless a premium-priced all leather interior is wanted — as described above — do not use Eldorado trim codes. To avoid confusion, be sure to use code numbers listed on next page.

NON-PERFORATED LEATHER. The leather used on bolster areas is non-perforated Antique finish, except Black and White which is natural grain. Upon request, this plain type of leather can also be substituted for the perforated Aztec grain inserts.

STYLE OF TRIM. Leather trim style is the same as the cloth combinations on all models except the Fleetwood Sixty Special. In this model, the leather style differs from the cloth trim style.

TRIM STYLES ARE NOT INTERCHANGEABLE. I.E., SERIES "62" PLEATED STYLING CANNOT BE USED IN A DE VILLE OR VICE VERSA. PAT-

TERNS, STENCILS AND MOLDED RUBBER SEAT PADS ARE DESIGNED EXCLUSIVELY FOR EACH BODY STYLE AND CANNOT BE ADAPTED TO ANY OTHER MODEL. WHEN AN UPHOLSTERY MATERIAL OF ANOTHER SERIES IS ORDERED, THE TRIM STYLE WILL REMAIN THAT OF THE MODEL INTO WHICH IT IS BEING INSTALLED AND NOT THAT FROM WHICH IT IS TAKEN. E.G., DE VILLE UPHOLSTERY MATERIAL ORDERED FOR STYLE 6239 WILL BE IN THE 6239 PLEATED METHOD, NOT IN THE DE VILLE ELONGATED DIAMOND TUFTED STYLE.

LEATHER VS. VINYL. To answer questions that may arise concerning the use of leather and vinyl, the following explanation may be of interest:

Although all body contact parts are leather, the composition of interiors classified as leather includes the use of coated fabric for certain areas. Such application is practical, as there are advantages to both materials. The very fine, leather grained expanded vinyl type of coated fabrics used in Cadillac interiors have desirable characteristics such as abrasion resistance; they also blend with genuine leather surfaces without noticeable contrast.

CARPETS. Trieste quality will be furnished in the three "62" series cars, except codes 13, 16, 17, 25, 26, 28 and 59 will be Tremont. All other models will have Tremont quality.

GARNISH MOLDINGS. The metal moldings extending from base of windshield pillar, along side of headlining and terminating at rear quarters, also around rear window will be finished as follows:

G-N-K. Painted to match lower instrument panel if the headlining is one of the standard series "62" colors. If headlining is in a special color, the garnish moldings will be in bright metal.

J-B-L. Bright Metal.

M. Painted to match lower instrument panel.

SPECIAL LEATHER INTERIORS

	LEATHER		LACES	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	HEAD-LINING or Top boot	CARPETS
	INSERTS	BOLSTERS						
C O D E	Aztec	Also top surface of front & rear side arm rests.	Front seat wings.	Steering column.		Steering wheel grips.		Tremont or Trieste quality.
	perforated		Coupe: front seat side panels & back of front seat back—upper panels.	Glove compartment door.†		Shifter, directional signal & adjustable steering wheel lever caps.	Corded or plain coated fabric.	Bucket seat console lining—Tara quality.
	grain.	Coated fabric on cushion facings, sides of door arm rests, upper doors & Coupe lower rear quarters.	Sedan: formed front seat back cover. Bucket Seats: formed back covers.	Ash receiver doors.		Rear shelf.		Cowl quarter grille color.
13	Gray-Blue	Gray-Blue	Gray-Blue	Gray-Blue	Gray-Blue	Dk. Gray-Blue	Gray-Blue Plain	Med. Gray-Blue
16	Aquamarine	Aquamarine	Aqua	Aqua	Aqua	Dk. Turquoise	Aqua Plain	Med. Aqua
17	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green	Dk. Blue-Green Plain	Dk. Blue-Green
23	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
25	Palomino	Palomino	Palomino	Tan	Tan	Med. Tan	Tan Plain	Med. Tan
26	Lime	White*	White	White	White	Dk. Lime	White	Med. Lime
27	Green	Green	Green	Green	Green	Dk. Green	Green	Med. Green
28	White	White*	White	White	White	Dk. Red	White	Dk. Red
41L	Gray	Gray	Gray	Gray	Gray	Dk. Gray	Gray	Med. Gray
42L	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue	Midnight Blue
46L	Turquoise	Turquoise	Turquoise	Turquoise	Turquoise	Dk. Turquoise	Turquoise	Med. Turquoise
50	White	White*	White	White	White	Black	White	Black
51	Black	Black*	Black	Black	Black	Black	Black	Black
54	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
59	Red	Red	Red	Red	Red	Dk. Red	Red	Dk. Red
65L	Beige	Beige	Beige	Beige	Beige	Dk. Sandalwood	Beige Plain	Med. Sandalwood

*Black and White leathers are natural grain, all other colors are antique finish.

Bolsters are non-perforated leather.

†Eldorado Convertible and Sixty Special glove compartment door and right ash receiver are Baku Wood paneled.

TRIM STYLE. Prices are for material only. The trim style will remain in the standard method of the body style ordered. Standard Convertible options are, of course, at no extra charge. The prices below are for non-standard combinations and two-tone such as red and white, black and white, etc.

Leather implies the use of coated fabric in certain areas of the trim combination.

Manufacturer's Suggested Retail Prices

de Ville J-B-L	"60" M	"62" G-N-K	Convertible F	Eldorado E
\$	\$	\$	\$	\$

1964 CADILLAC

OPTIONAL LEATHER UPHOLSTERY

MANUFACTURER'S SUGGESTED RETAIL PRICES

STYLE	CODE	OPTIONAL LEATHER COMBINATIONS CODES 50, 51, 54, 59 80, 81, 84, 89	OTHER LEATHER COMBINATIONS Single or two-tone, using any color leather listed on page 70.
6357	J	\$	\$
6339	B	\$	\$
6329	L	NO	\$
6039	M	\$	\$
6257	G	NO	\$
6239	N	NO	\$
6229	K	NO	\$
6267	F	NO EXTRA CHARGE	\$
6367	E	NO EXTRA CHARGE	\$

The seat inserts will be Aztec perforated leather. The bolster sections will be non-perforated leather.

Leather implies the use of coated fabric on certain areas.

NOTICE

A completed price list page will be mailed to replace this one when prices are available.

To receive prices and additional information, be sure to fill in the two-part address label at back of book according to instructions on reverse side of card.

SPECIAL INTERIORS

Supplementing the 124 regular upholstery options, special combinations of standard materials and colors are possible. This permits customers wishing to depart from conventional interiors to create personally inspired combinations.

CARS BUILT IN SINGLE PLANT ADVANTAGE. Cadillac's single area manufacturing operation makes a custom order program possible. In addition to individual customer orders, special cars can be utilized to stimulate more enthusiasm and attract prospects to the sales room to see something special. Another situation in which the availability of special orders can be advantageous is suggesting an individually tailored interior to the customer who may otherwise be inclined to defer signing an order. It may be the means of getting the order sooner, due to the additional time required for production.

TRIM MATERIALS AND STYLES. Upholstery materials are interchangeable between models, *BUT TRIM STYLES ARE NOT.* Each model has its own style which, due to exclusive patterns, stencils and molded rubber pads, cannot be adapted to another series. i.e., series "62" pleated styling cannot be used in a de Ville, which is designed for elongated biscuits and buttons; Eldorado pleated style cannot be used in a Sixty Special. When an upholstery material of another series is ordered, *THE STYLE WILL REMAIN THAT OF THE BODY TYPE INTO WHICH IT IS BEING INSTALLED* and not that from which it is taken.

ILLUSTRATIONS OF INTERIORS AND MATERIAL USAGE. Perspective drawings on folded pages 43A to 65A illustrate the various interiors. These can be utilized for determining material and color distribution of special orders and to explain details of the interior to discriminating customers. Attention is called to drawing on page 92 which identifies interior components. A study of this illustration along with the glossary is a good method of becoming familiar with the nomenclature used to describe specifications of special interior orders.

HOW TO ORDER. Only a single copy of form 5600A is required at the Central Office. Specimens of special orders are

illustrated on following pages. Follow these examples to order comparable interiors. For two-tone combinations, see page 86 where 8 major interior components are listed. These should all be specified on the order. To avoid misfiling of special feature orders at the Central Office, be sure 00 is typed in the space captioned *TRIM*.

ACKNOWLEDGEMENT. A reproduced copy of the special order will be returned as a confirmation of the Custom Order Department's interpretation of the specifications. An estimated shipment date is also included on this copy, which provides delivery information 4 to 5 weeks ahead of the production notice. This acknowledgement copy should be carefully checked and compared with the original new car order to be sure that the specifications have been correctly interpreted.

FOLLOW-UP ACKNOWLEDGEMENT. To prevent any possible oversight in the prompt handling of special feature orders, be certain that an acknowledgement is received shortly after mailing of order. A follow-up is recommended if an acknowledgement is not returned within a week to 10 days.

TIME REQUIRED. An average of 6 weeks is required to produce a special order. This time factor applies to any deviation from standard such as a single variation of carpets, bolsters, headlining or convertible top boot. Send form 5600A as soon as specifications are finalized. Materials for special trim orders are requisitioned as soon as the order is received. Therefore, shipment of the car will be sooner if order is mailed immediately, instead of waiting for the next allotment period. *ALSO, SUCH ORDERS ARE NOT SUBJECT TO CANCELLATION OR CHANGE*, as irrevocable commitments are made to suppliers for materials which preclude any opportunity to change the special upholstery feature.

PREFERENCE LIST. It is not necessary to list special orders on preference lists, as they are released for production as soon as received on a first-come, first-served basis and no further action is necessary. There is no unnecessary delay and also no opportunity to shorten the time element.

SPECIAL INTERIOR DESIGNATIONS

Certain symbols are used on new car orders calling for non-standard interior upholstery combinations.

These codes are necessary in order to manufacture the special features without detailing each order. They also serve to classify the items for billing purposes on new car invoices.

S.R. This prefix means "Special Request" and appears in conjunction with a code letter representing the body style, plus a number identifying the special feature. i.e., SR J 1 indicates Coupe de Ville feature No. 1; SR L 2 indicates Sedan de Ville feature No. 2, etc.

Four SR numbers—1, 2, 3, 4—apply to non-standard leather upholstery combinations.

Numbers 1 and 2 cover combinations of leather with some parts in coated fabric; 3 and 4 are used for all leather similar to the usage in the Eldorado.

The odd numbers (1 and 3) are applied to colors that are standard in the upholstery options of the body style being ordered. For example, on a Coupe de Ville Lt. Blue is a standard, optional color; Palomino is not.

Even numbers (2 and 4) apply to colors that are not used in the standard upholstery options for the body style being ordered. i.e., Lime is not a standard, optional color for a series "60."

Following the above formula, a Coupe de Ville order in code 23, Lt. Blue leather upholstery, would be designated as SR J 1. The same body style in code 25, Palomino leather, would be marked SR J 2. If Palomino all leather as used in the Eldorado were ordered, the code would be SR J 4.

New car orders for special features that are typed according to these instructions and the following illustrations flow through the system more rapidly than those requiring additions or corrections. The result of the quicker processing is earlier completion and shipment of the car.

LT. BLUE LEATHER COMBINATION

NON-STANDARD S.R. COLOR

74

SPECIAL LEATHER INTERIORS

Illustrated on the opposite page are two examples of de Ville orders specifying non-standard leather combinations.

The top example shows how code 46L, Turquoise leather, should be ordered.

The lower sample illustrates the proper designation for ordering code 13, Gray-Blue leather.

Listed below are the six colors that can be ordered as SR No. 1 and five colors that will have SR No. 2.

Leather Combinations On Which SR 1 Should Be Used	
00 - 23	Lt. Blue
00 - 26	Lime & White
00 - 27	Green
00 - 41L	Gray
00 - 42L	Midnight Blue
00 - 46L	Turquoise

Leather Combinations On Which SR 2 Should Be Used	
00 - 13	Gray-Blue
00 - 16	Aquamarine
00 - 17	Dk. Blue-Green
00 - 25	Palomino
00 - 65L	Beige

DE VILLE WITH TURQUOISE LEATHER

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.																							
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY												STATE																													
SHIP TO: (LEAVE BLANK, IF SAME)												AT:								PURCHASER																					
AUTHORIZED SIGNATURE												PURCHASER (REPEAT)																													
CUSTOMER WILL CALL		DATE																																							
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>00 - 46L</p> <p>SR J 1</p> </div> </div>																																									
STYLE NO. 6357		<table border="1" style="width: 100%; border-collapse: collapse; transform: rotate(-45deg);"> <tr> <td style="width: 15%;">W WHITE TIRES OR GROUPS</td> <td style="width: 15%;">GROUPS</td> <td style="width: 15%;">LICENSE FRAMES</td> <td style="width: 15%;">FILLER PLATE</td> <td style="width: 15%;">SEAT BELTS</td> <td style="width: 15%;">WINDOW REG. POWER</td> <td style="width: 15%;">RADIO</td> <td style="width: 15%;">SOFT RAY GLASS</td> <td style="width: 15%;">SEAT ADJUSTER</td> <td style="width: 15%;">DOOR CARDS</td> <td style="width: 15%;">AIR CONDITIONER</td> <td style="width: 15%;">HDLAMP CONTROL</td> <td style="width: 15%;">ADJ. STEERING WHEEL</td> <td style="width: 15%;">DOOR LOCKS</td> <td style="width: 15%;">TRUNK LOCK</td> <td style="width: 15%;">CRUISE CONTROL</td> <td style="width: 15%;">CONTROLLED DIFFERENTIAL</td> <td style="width: 15%;">VENT REGULATORS</td> <td style="width: 15%;">REAR WINDOW DEFOGGER</td> <td style="width: 15%;">OPT. GEAR RATIO</td> </tr> </table>																		W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOOR CARDS	AIR CONDITIONER	HDLAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFOGGER	OPT. GEAR RATIO	OUTLET NO.	
W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOOR CARDS	AIR CONDITIONER	HDLAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFOGGER	OPT. GEAR RATIO																						
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.																	
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DE VILLE WITH GRAY-BLUE LEATHER

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.																							
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SHIP TO: (LEAVE BLANK, IF SAME)												AT:								PURCHASER																					
AUTHORIZED SIGNATURE												PURCHASER (REPEAT)																													
CUSTOMER WILL CALL		DATE																																							
<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>00 - 13</p> <p>SR J 2</p> </div> </div>																																									
STYLE NO. 6357		<table border="1" style="width: 100%; border-collapse: collapse; transform: rotate(-45deg);"> <tr> <td style="width: 15%;">W WHITE TIRES OR GROUPS</td> <td style="width: 15%;">GROUPS</td> <td style="width: 15%;">LICENSE FRAMES</td> <td style="width: 15%;">FILLER PLATE</td> <td style="width: 15%;">SEAT BELTS</td> <td style="width: 15%;">WINDOW REG. POWER</td> <td style="width: 15%;">RADIO</td> <td style="width: 15%;">SOFT RAY GLASS</td> <td style="width: 15%;">SEAT ADJUSTER</td> <td style="width: 15%;">DOOR CARDS</td> <td style="width: 15%;">AIR CONDITIONER</td> <td style="width: 15%;">HDLAMP CONTROL</td> <td style="width: 15%;">ADJ. STEERING WHEEL</td> <td style="width: 15%;">DOOR LOCKS</td> <td style="width: 15%;">TRUNK LOCK</td> <td style="width: 15%;">CRUISE CONTROL</td> <td style="width: 15%;">CONTROLLED DIFFERENTIAL</td> <td style="width: 15%;">VENT REGULATORS</td> <td style="width: 15%;">REAR WINDOW DEFOGGER</td> <td style="width: 15%;">OPT. GEAR RATIO</td> </tr> </table>																		W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOOR CARDS	AIR CONDITIONER	HDLAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFOGGER	OPT. GEAR RATIO	OUTLET NO.	
W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOOR CARDS	AIR CONDITIONER	HDLAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFOGGER	OPT. GEAR RATIO																						
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.																	
		00																							J																

CARPETS

To better harmonize interiors such as white, sandalwood, etc., with certain exterior colors, a custom selection of carpeting, instrument panel cover and steering wheel colors is available on special order.

For example a standard white leather upholstery combination has carpets, instrument panel cover and steering wheel grips in black. With a blue exterior, these components could be specified in blue to be harmonious with the exterior. In this case, steering wheel would be all blue or all white. (Grips color cannot be changed.) With a Matador Red exterior these parts could be red.

EXTRA CHARGES for these components in standard colors but in non-standard combinations:

Steering Wheel	\$ _____
Instrument Panel Cover and Door Extensions	\$ _____
Carpets	\$ _____
Total	\$ _____

TRIESTE AND TULARE QUALITY

Loop pile—80% Rayon, 20% Nylon. Used on Series “62” body styles (G, N, K). Trieste is used for the floor covering. Tulare for lower doors, cowl quarters, and rear toe kick.

TREMONT AND TARA QUALITY

Cut pile — 80% Rayon, 20% Nylon. Used on all series except “62”. Tremont is used for the floor covering. Tara for such areas as lower doors, console lining, cowl quarters and rear toe kick.

EXTRA CHARGE for Tremont quality carpeting in series “62” \$ _____

SPECIAL COMBINATIONS

Among the special combinations illustrated on the following pages are:

White leather with carpets to match exterior colors

White leather seats only with all turquoise doors

Cloth upholstered Bucket Seats

All black interiors

6-Window Sedan de Ville in leather

WHITE LEATHER WITH RED CARPETS & INSTRUMENT PANEL COVER— SAME AS CODE 28

This is ordered as a basic code 50 with the three Red components itemized as exceptions.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.																																																																		
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				<p>00 Carpets - 50 Instrument Panel Cover - 59 Steering Wheel - 59 SR J 11</p>																																																																								
STYLE NO. 6357		COLOR		<table border="1"> <tr> <td colspan="16"></td> <td>5</td> <td>6</td> <td>7</td> <td></td> </tr> <tr> <td colspan="16"></td> <td>W WHITE TIRES OR GROUPS</td> <td>GROUPS</td> <td>LICENSE FRAMES</td> <td>FILLER PLATE</td> <td>SEAT BELTS</td> <td>WINDOW REG. POWER</td> <td>RADIO</td> <td>SOFT RAY GLASS</td> <td>SEAT ADJUSTER</td> <td>DOR-GARDS</td> <td>AIR CONDITIONER</td> <td>H/D LAMP CONTROL</td> <td>ADJ. STEERING WHEEL</td> <td>DOOR LOCKS</td> <td>TRUNK LOCK</td> <td>CRUISE CONTROL</td> <td>CONTROLLED DIFFERENTIAL</td> <td>VENT REGULATORS</td> <td>REAR WINDOW DEFROGGER</td> <td>OPT. GEAR RATIO</td> <td>OUTLET NO.</td> </tr> </table>																																5	6	7																		W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOR-GARDS	AIR CONDITIONER	H/D LAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFROGGER	OPT. GEAR RATIO	OUTLET NO.
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COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.																																																				
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WHITE LEATHER WITH BLUE CARPETS & INSTRUMENT PANEL COVER

Note 00C in TRIM space. This indicates that the front seat will be a split Coupe type. Back rests are anchored.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.																																																																		
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CUSTOMER WILL CALL		DATE																																																																										
				<p>00 Carpets - 50 Instrument Panel Cover - 43 Steering Wheel - 43 SR B 11</p>																																																																								
STYLE NO. 6339		COLOR		<table border="1"> <tr> <td colspan="16"></td> <td>5</td> <td>6</td> <td>7</td> <td></td> </tr> <tr> <td colspan="16"></td> <td>W WHITE TIRES OR GROUPS</td> <td>GROUPS</td> <td>LICENSE FRAMES</td> <td>FILLER PLATE</td> <td>SEAT BELTS</td> <td>WINDOW REG. POWER</td> <td>RADIO</td> <td>SOFT RAY GLASS</td> <td>SEAT ADJUSTER</td> <td>DOR-GARDS</td> <td>AIR CONDITIONER</td> <td>H/D LAMP CONTROL</td> <td>ADJ. STEERING WHEEL</td> <td>DOOR LOCKS</td> <td>TRUNK LOCK</td> <td>CRUISE CONTROL</td> <td>CONTROLLED DIFFERENTIAL</td> <td>VENT REGULATORS</td> <td>REAR WINDOW DEFROGGER</td> <td>OPT. GEAR RATIO</td> <td>OUTLET NO.</td> </tr> </table>																																5	6	7																		W WHITE TIRES OR GROUPS	GROUPS	LICENSE FRAMES	FILLER PLATE	SEAT BELTS	WINDOW REG. POWER	RADIO	SOFT RAY GLASS	SEAT ADJUSTER	DOR-GARDS	AIR CONDITIONER	H/D LAMP CONTROL	ADJ. STEERING WHEEL	DOOR LOCKS	TRUNK LOCK	CRUISE CONTROL	CONTROLLED DIFFERENTIAL	VENT REGULATORS	REAR WINDOW DEFROGGER	OPT. GEAR RATIO	OUTLET NO.
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COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.																																																				
		00C																						B																																																				

WHITE LEATHER WITH TURQUOISE CARPETS & INSTRUMENT PANEL COVER

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CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY			STATE																					
SHIP TO: (LEAVE BLANK, IF SAME)			AT:																					
PURCHASER																								
AUTHORIZED SIGNATURE			PURCHASER (REPEAT)																					
CUSTOMER WILL CALL		DATE																						
00 - 50 Carpets - 46 Instrument Panel Cover - 46 Steering Wheel - 46 SR J 11																								
STYLE NO. 6357 COLOR		OUTLET NO.																						
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.
		00																						J

LIME ONLY LEATHER COMBINATION

In this Lime combination the steering wheel will have a White rim with Lime grips. Also, the lower instrument panel will be White. No other colors are available for this combination.

5600A USA 340M 8-63 CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE	ALLOT. NO.	OUTLET NO.	ORDER NO.																			
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PURCHASER																								
AUTHORIZED SIGNATURE			PURCHASER (REPEAT)																					
CUSTOMER WILL CALL		DATE																						
00 - 26 Bolsters - Lime Leather SR F 2																								
STYLE NO. 6267 COLOR		OUTLET NO.																						
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.
		00																						F

SEATS ONLY IN WHITE LEATHER—BALANCE OF INTERIOR IN TURQUOISE

In this combination the doors, carpets, instrument panel cover, steering wheel are Turquoise. The only White part is the seats—surrounded by Turquoise.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.	
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SHIP TO: (LEAVE BLANK, IF SAME)				AT:				PURCHASER			
AUTHORIZED SIGNATURE								PURCHASER (REPEAT)			
CUSTOMER WILL CALL		DATE									

00 - Seats Only - 50
Balance - 46L
SR J 1

STYLE NO. 6357		COLOR		<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">W WHITE TIRES OR GROUPS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">GROUPS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">LICENSE FRAMES</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">FILLER PLATE</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SEAT BELTS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">WINDOW REG. POWER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">RADIO</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SOFT RAY GLASS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SEAT ADJUSTER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">DOOR CARDS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">AIR CONDITIONER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">H DLAMP CONTROL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">ADJ. STEERING WHEEL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">TWILIGHT SENTINEL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">DOOR LOCKS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">TRUNK LOCK</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">CRUISE CONTROL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">CONTROLLED DIFFERENTIAL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">VENT REGULATORS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">REAR WINDOW DEFROGGER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">OPT. GEAR RATIO</div> </div>																				OUTLET NO.	
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.	
		00																						J	

BUCKET SEATS UPHOLSTERED IN STANDARD CLOTH-LEATHER

Note 00B in TRIM space. This indicates bucket seats.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.	
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY				STATE							
SHIP TO: (LEAVE BLANK, IF SAME)				AT:				PURCHASER			
AUTHORIZED SIGNATURE								PURCHASER (REPEAT)			
CUSTOMER WILL CALL		DATE									

00 - 44B
SR J 53

STYLE NO. 6357		COLOR		<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">W WHITE TIRES OR GROUPS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">GROUPS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">LICENSE FRAMES</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">FILLER PLATE</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SEAT BELTS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">WINDOW REG. POWER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">RADIO</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SOFT RAY GLASS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">SEAT ADJUSTER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">DOOR CARDS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">AIR CONDITIONER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">H DLAMP CONTROL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">ADJ. STEERING WHEEL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">TWILIGHT SENTINEL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">DOOR LOCKS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">TRUNK LOCK</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">CRUISE CONTROL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">CONTROLLED DIFFERENTIAL</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">VENT REGULATORS</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">REAR WINDOW DEFROGGER</div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">OPT. GEAR RATIO</div> </div>																				OUTLET NO.	
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.	
		00B																						J	

Orders illustrated below are for an all Black combination including the headlining. All of the components listed on page 88 will be Black.

5600A USA 340M 8-63										CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE				ALLOT. NO.				OUTLET NO.				ORDER NO.					
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AUTHORIZED SIGNATURE														PURCHASER (REPEAT)																							
CUSTOMER WILL CALL										DATE																											
<div style="text-align: center;"> <p>00 - 71</p> <p>Inserts - 60</p> <p>SR M 26</p> </div>																																					
STYLE NO. 6039										<div style="display: flex; justify-content: space-between;"> <div> 1 to 4 5-6-7 8-9 F V-A X R-1-2 E Y-T D K U Q J M S C G N B P </div> <div> W WHITE TIRES OR GROUPS GROUPS LICENSE FRAMES FILLER PLATE SEAT BELTS WINDOW REG POWER RADIO SOFT RAY GLASS SEAT ADJUSTER DOR GARDS AIR CONDITIONER H D LAMP CONTROL ADJ. STEERING WHEEL TWILIGHT SENTINE DOOR LOCKS TRUNK LOCK CRUISE CONTROL CONTROLLED DIFFERENTIAL VENT REGULATORS REAR WINDOW DEFROGGER OPT. GEAR RATIO </div> <div> 5 6 7 </div> </div>																		OUTLET NO.									
COMB.		TOP		TRIM		ORDER NO.																															
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ALL BLACK CLOTH AND LEATHER WITH WHITE HEADLINING — FLEETWOOD SIXTY SPECIAL

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.							
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AUTHORIZED SIGNATURE															PURCHASER (REPEAT)										
CUSTOMER WILL CALL					DATE																				
00 - 71 Inserts - 60 Headlining - 60 SR M 26																									
STYLE NO. 6039		COLOR		OUTLET NO.																					
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.	
		00																						M	

MIDNIGHT BLUE INTERIOR WITH LT. BLUE HEADLINING

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.							
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AUTHORIZED SIGNATURE															PURCHASER (REPEAT)										
CUSTOMER WILL CALL					DATE																				
00 - 42 Headlining - 43 SR B 15																									
STYLE NO. 6339		COLOR		OUTLET NO.																					
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.	
		00																						B	

RED LEATHER IN SEDAN DE VILLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.			
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CUSTOMER WILL CALL		DATE											
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WHITE LEATHER IN SEDAN DE VILLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.			
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BLACK LEATHER IN SEDAN DE VILLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.							
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DE VILLE WITH FLEETWOOD SIXTY SPECIAL CLOTH

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SPECIAL INTERIOR COMPONENTS

The interior components have been catalogued into 8 major categories. Each of these should be evaluated for color and material when ordering a special upholstery combination.

8 BASIC INTERIOR COMPONENTS.

1. Inserts
2. Bolsters
3. Side Arm Rests
4. Headlining
5. Carpets
6. Instrument Panel Cover
7. Lower Instrument Panel
8. Steering Wheel

Interior color charts on pages 42 through 68 reveal color availability. Selections for each component can be made from the information on these charts. A special interior order, such as a two-tone, should be specified according to illustration on page 88.

The following is an explanation and guide for ordering these components.

1—SEAT INSERTS. This area includes the basic section of seat cushion, back rest, matching areas on doors and back of front seat back. Materials for upholstering inserts are unrestricted, whereas the bolster fabric must be plain.

2—SEAT BOLSTERS. Sections of the seat adjacent to the insert either at forward edge of cushion and/or upper part of back rest. Areas such as ends and center of seats, separated from the insert section by seaming laces or a contrasting trim style, are also classified as a bolster. Side arm rests are in color to match seat bolsters unless otherwise requested.

BOLSTER COLOR AFFECTS OTHER PARTS.

Bolster color extends to seat facings; therefore, the seat bolster section cannot be changed without affecting the sides and face of seats. For example, if the body contact parts only were changed, it would create a three color combination; code 40 with gray bolsters would have seats of black, gray and white.

BOLSTER MATERIAL MUST BE PLAIN.

Standard interiors are always designed to use a plain material for the bolster sections. This is necessary as it is not feasible to match a patterned, striped, corded or any material embodying a design on curved or radius areas such as the corners of a cushion.

Only plain fabrics should, therefore, be selected for the bolsters. This applies to cloth, leather or coated fabric. Perforated leather cannot be used for bolsters as the available sizes are not large enough to cover an entire seat.

Another limiting factor that precludes the use of insert material for bolsters is the width of fabrics as received from the mills. The insert materials are usually narrower than bolster fabrics, because the latter must be wide enough to extend across the full width of a seat cushion while the requirements of an insert material are for a narrower width.

3—SIDE ARM RESTS. On standard two-tone combinations, the side or door arm rests are in color to match the bolsters. On special orders, these may be preferred in color to match the balance of the doors. For this reason, the side arm rest color wanted should be considered and specified.

4—HEADLINING. When an upholstery of another series is ordered, the headlining material will remain that of the model into which it is being installed and not that from which it is taken. i.e., series "62" will be Boucle pattern coated fabric; de Ville series—corded coated fabric, etc. Plain coated fabric will be used for colors such as Palomino, Aqua, Gray-Blue, Dk. Green, Beige and Lime. Standard practice is to use a light tone color to match the bolsters.

5—CARPETS. The carpet color usually harmonizes with the seat insert color but in a darker tone, which is desirable as the carpeting covers areas most vulnerable to soiling. In addition to floor

SPECIAL INTERIOR COMPONENTS

(Continued)

covering, carpet material is used on such parts as lower doors, cowl quarters, center pillar, lower rear quarters, toe rest, etc.

CARPETS INTEGRAL WITH UPHOLSTERY.

Floor carpeting is molded. Carpet sections of doors and related areas are sewed and produced in a separate plant. Carpets are, therefore, a part of the complete upholstery assembly and cannot be handled as a separate or individual item.

CARPET COLOR TO MATCH EXTERIOR.

Consideration should be given to harmonizing carpets (also instrument panel cover) with the exterior color selection. For example, with a white interior and blue exterior, blue carpeting and instrument panel cover would enhance the color harmony of the car.

6—INSTRUMENT PANEL COVER. A padded instrument panel cover is vinyl covered in a medium or dark tone to reduce reflection.

This specification includes an extension on the front doors which is in the same color as the instrument panel cover.

WHITE OR LIGHT COLORS NOT AVAILABLE.

Customers sometimes request a white instrument panel cover. The impracticability of such a request can be effectively demonstrated by laying a white sheet of paper or handkerchief on the panel. Observe the creation of a safety hazard by the reduced visibility caused by the reflection in the windshield.

COLOR TO MATCH HOOD. Utmost consideration should be given to harmonizing this component with the exterior color. An instrument panel cover harmonizing with the exterior color creates the impression that it is an extension of the hood.

7—LOWER INSTRUMENT PANEL. Includes the color of a painted panel in the forward upper corner of the front doors. Also, the painted areas of the lower instrument panel and steering column jacket. Garnish moldings match the lower instrument panel on those models on which these moldings are painted.

8—STEERING WHEEL. The rim is usually light tone to match the lower instrument panel color. The grips are dark to harmonize with the instrument panel cover.

GRIP COLORS NOT OPTIONAL. The steering wheel grip colors are not optional, as they are molded tenite and cannot be changed. In choosing a steering wheel for special interiors, the fact that a standard white wheel has black grips should be recognized. For example, in a white leather interior but with a blue instrument panel cover and carpets, a blue or a special all-white steering wheel would be a better match.

ALL-WHITE STEERING WHEEL. A new steering wheel with both rim and grips in white is available on special orders. This all-white wheel may be substituted in combinations where the standard black grips wheel would add a third and, therefore, discordant color to the combination.

TWO-TONE INTERIORS

Illustrated below is an order for a blue and white upholstery scheme. When ordering a two-tone interior combination, at least 8 of the major components should be specified. In addition, other parts such as the formed vinyl front seat back panel on Sedans, or back of front seat back—upper panels on Coupes, seaming laces, upper doors, etc., are optional and could be ordered in either the light or dark color. For instance, if more blue areas were preferred in the example shown, the side arm rests and front seat back panel (see items 3 and 12 on page 90) which are ordinarily in the bolster color could be blue.

A list of most major components that comprise an interior upholstery assembly are shown on page 90. When ordering a two-tone or unusual special combination, each of these parts should be evaluated for color and material. This will prevent a misunderstanding with the customer as to the color distribution wanted.

TWO-TONE EXAMPLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER										DATE		ALLOT. NO.		OUTLET NO.		ORDER NO.																																																																																																																																																																																																																																																																																																																																																																																																																																							
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To call attention to variances in the color distribution of the 6 two-tone interior options, there is a chart on the following page, listing the major component colors of two-tone combinations.

Some of the differences are:

FORMED FRONT SEAT BACK COVER

This is a vinyl cover that extends across the top and sides of the back of front seat back. It is used on four-door Sedan and Bucket Seat models and the colors are:

White.....	Codes 30, 40, 26 and 48
Lt. Green.....	Code 47
Black.....	Code 60

NOTE: On the Black and White combinations, this part is Black on the Sixty Special and White on the Sixty-Two and de Ville models.

UPPER SECTION OF DOORS

Black.....	Codes 30, 40 and 60
White.....	Codes 26 and 48
Lt. Green.....	Code 47

COUPE LOWER REAR QUARTERS

This is the section below the rear side arm rest on two-door models.

Black.....	Codes 30 and 40
White.....	Codes 26 and 48
Lt. Green.....	Code 47

CENTER SECTION OF SEATS

White Coated Fabric.....	Code 30
Black Cloth.....	Code 40
White Leather.....	Code 60
White Leather.....	Code 26
Lime Cloth.....	Code 48
Dk. Green Cloth.....	Code 47

NOTE: On the Lime and White combinations, this part is White leather on the Convertible and Lime cloth on the closed de Ville models.

SIXTY SPECIAL TWO-TONE COMBINATIONS

Special attention is called to code 60, Black and White combination. The plain leather section at both ends and in the center of the seat is white leather. Any special two-tone combination will, therefore, follow this color distribution. However, on special orders the center section can be made in 1) a leather color to match the inserts or 2) in matching cloth.

This option is particularly mentioned as some customers may prefer a more restrained contrast by making the center leather section in a matching color or in cloth.

TWO-TONE INTERIOR COLORS

		Black and White			Lime and White		Two-Tone Green
	INTERIOR CODES	30	40	60	26	48	47
1	Inserts	Black	Black	Black	Lime	Lime	Dk. Green
2	Bolsters	White	White	White	White	White	Green
3	Side Arm Rests	White	White	White	White	White	Green
4	Headlining	White	White	White	White	White	Green
5	Carpets	Black	Black	Black	Lime	Lime	Dk. Green
6	Instrument Panel Cover & Extensions	Black	Black	Black	Dk. Lime	Dk. Lime	Dk. Green
7	Lower Instrument Panel	Black	Black	Black	White	White	Green
8	Steering Wheel	White	White	Black	White	White	Green
9	Cushion Facings	White	White	White	White	White	Green
10	SEDAN Formed Front Seat Back Panel	White	White	Black	White	White	Green
11	BUCKET SEATS Formed Back Panels		White		White	White	Green
12	COUPE Back of Front Seat Back —Upper Panels	White	White		White	White	Green
13	COUPE Front Seat Side Panels	White	White		White	White	Green
14	Front Seat Wings	White	White	White	White	White	Green
15	Seaming Laces	White	White	White	White	White	Green
16	Upper Doors	Black	Black	Black	White	White	Green
17	COUPE Top of Rear Side Arm Rests	White	White		White	White	Green
18	COUPE Side of Lower Rear Quarters	Black	Black		White	White	Green
19	Garnish Moldings	Black	Chrome	Black	Chrome	Chrome	Chrome
20	Door Insert	Black	Black	Baku Wood	Lime	Lime	Dk. Green
21	Buttons		Black	Black	Lime	Lime	Dk. Green
22	Center Section of Seats	White	Black	White	White	Lime	Dk. Green

See "interior nomenclature" page 93A for illustration and interpretation of component names.

SPECIAL UPHOLSTERY

WHY SPECIAL? No matter how seemingly minor, any deviation from a standard trim combination makes necessary the removal of the entire order from regular production for individual handling. This is due to the intricate patterns from which multiple sets of components are cut, making it impossible to change or substitute just one part or section such as a seat bolster, carpet or top boot on a convertible, without tailoring the complete interior on a special order basis.

MATCHING MATERIALS. To assure color harmony, the fabric parts for an entire interior are cut from the same roll or piece of material. Each part is then "pin-tagged" so that after being routed through separate sewing and trimming operations, all sections are ultimately combined with their matched mates as originally cut from the same bolt of material. This intricate procedure explains why, for example, a set of trim stock already started cannot have any changes. It must flow through the production process to prevent a mis-match of shades by combining components from different rolls of cloth.

CUSTOMER CHOICE. Because the entire order must be handled as a "special", the customer should be encouraged to choose all details of the made-to-order interior. The charge will usually be the same, whether a single item is changed or if several variations are made. At the same time, the customer should be guided with emphatic recommendations to select harmonious colors which will result in a muted combination. Generally, this is more pleasing than sharply contrasting colors, especially if more than two shades are selected.

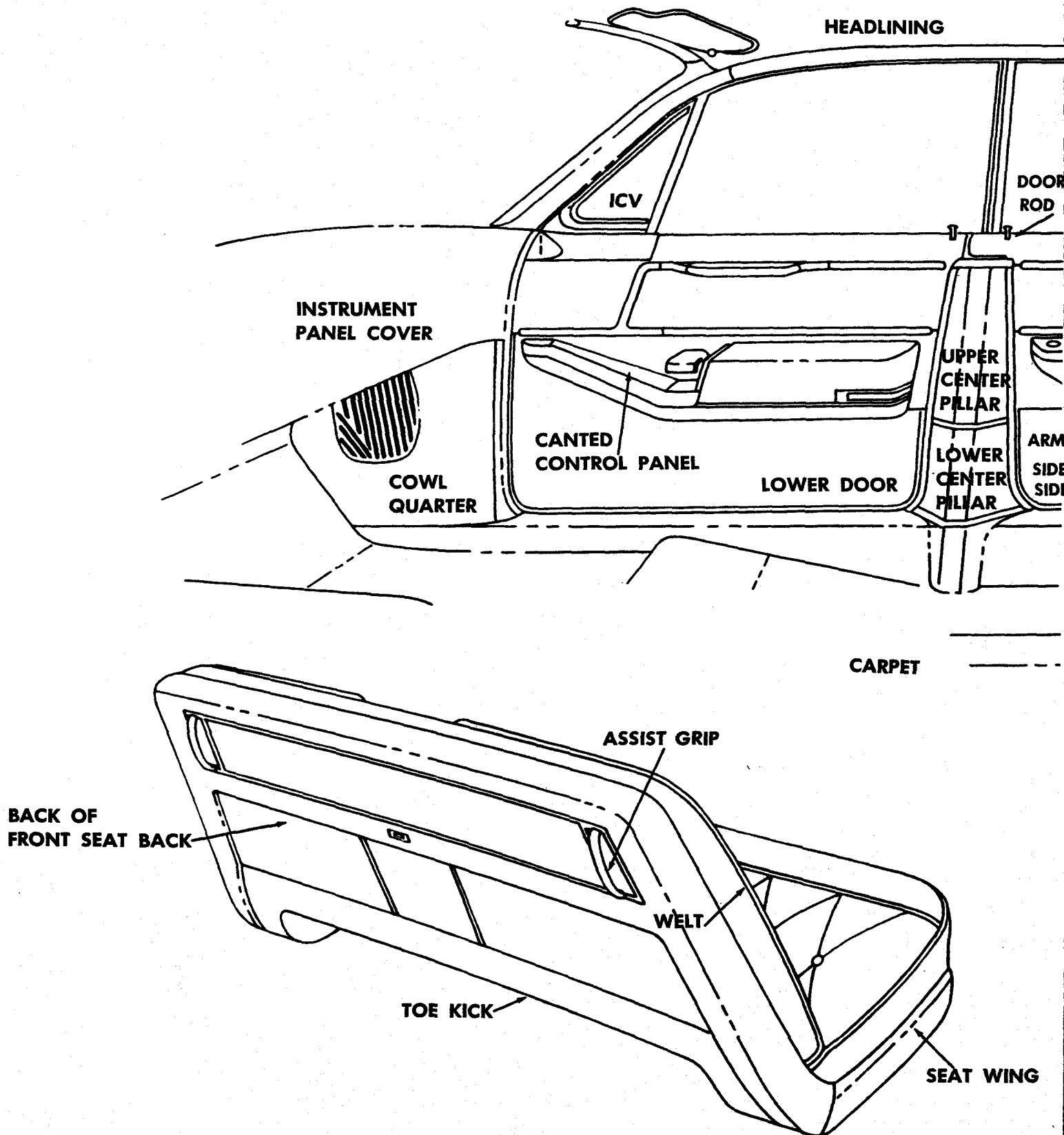
UNDERSTANDING OF COSTS. Sometimes a customer's conception of modern pro-

duction methods is at variance with actual practice. This may result in a misunderstanding as to the value and charge for a seemingly small deviation from a standard combination, e.g., the substitution of a non-standard convertible top boot color. This customer reaction can be corrected if properly explained. Unless at considerable volume, the charge for any commodity increases and may seem unreasonable.

Primarily, the extra cost is incurred by the necessity of hand-cutting the material singly instead of in multiple sets of four or more at once. The top boot, on convertible models, is a part of the car's interior upholstery combination. It matches the bolster area of the seats and not the top material itself. As such, it is included with the fabrication of the car's complete trim. In order to change the color of the boot, the entire trim assembly must be taken out of the regular production pattern and hand cut on a single order basis. Thus, the efficiency of modern production methods—which utilize time and material to the best advantage—is disrupted with a resulting higher charge for special handling.

CONCLUSION. Allowing customers to participate in the selection of special interior components will increase their appreciation of the completed combination, because it was their personal creation. Also, clarifying each part at the time of ordering will prevent possible misunderstanding upon delivery. The fact that an individually styled interior is wanted indicates the discriminating nature of the purchaser who is likely to have definite opinions regarding the treatment of the entire custom arrangement.

INTERIOR NOM



FORMAL FLEETWOOD SEVENTY-FIVE

In addition to the distinctiveness of a Fleetwood series Seventy-Five Sedan or Limousine with padded roof, a formal appearance may be created by a custom treatment of the rear window and quarters.

The rear window size can be reduced to measure approximately 7" x 20". The rear side windows can be omitted, resulting in a four-window design of formal distinction. Landau bows are optional.

Manufacturer's Suggested Retail Price for these special order features —
\$1,935.00.

Example below illustrates how to order a formal padded roof treatment.

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE	ALLOT. NO.	OUTLET NO.	ORDER NO.																																										
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY				STATE																																													
SHIP TO: (LEAVE BLANK, IF SAME)				AT:		PURCHASER																																											
AUTHORIZED SIGNATURE				PURCHASER (REPEAT)																																													
CUSTOMER WILL CALL		DATE		<p>Padded Roof-60 Omit Rear Quarter Windows Reduce Rear Window Size Landau Bows</p> <p>SR S 50</p>																																													
STYLE NO. 6733				<div style="display: flex; justify-content: space-between;"> <div> W WHITE TIRES OR GROUPS LICENSE FRAMES FILLER PLATE SEAT BELTS WINDOW REG. POWER RADIO SOFT RAY GLASS SEAT ADJUSTER DOOR GUARDS AIR CONDITIONER H/D LAMP CONTROL TWILIGHT STEERING WHEEL DOOR LOCKS TRUNK LOCK CRUISE CONTROL CONTROLLED DIFFERENTIAL VENT REGULATORS REAR WINDOW DEFOGGER OPT. GEAR RATIO </div> <div> 5 6 7 </div> </div>																OUTLET NO.																													
COLOR																																																	
COMB.		TOP		TRIM		1 to 4		5-67		8-9		F		V-A		X		R-1-2		E		Y-T		D		K		U		Q		J		M		S		C		G		N		B		P		ORDER NO.	
100																																												S					

CODE AND ACRYLIC NUMBERS FOR 1964 COLORS

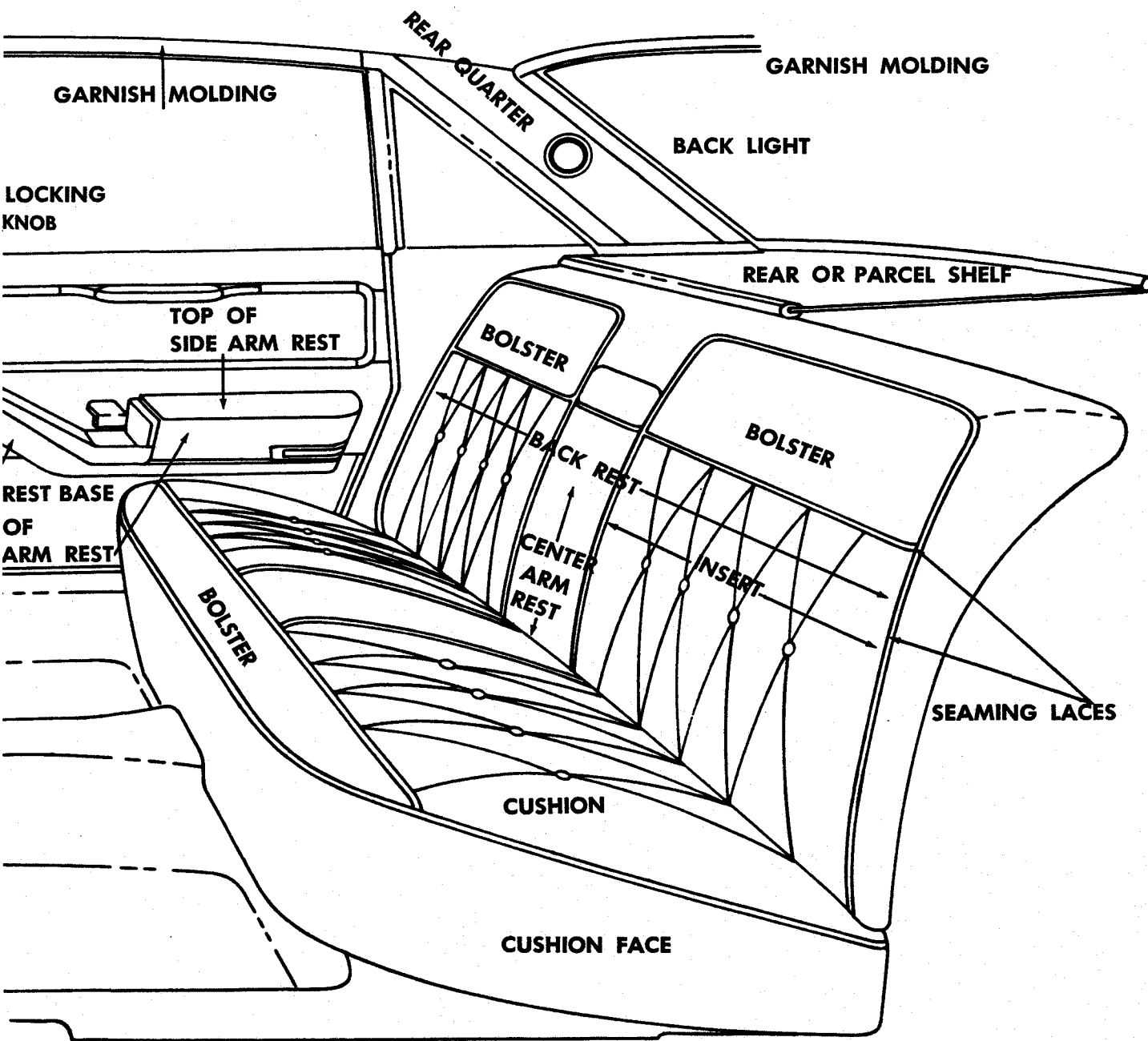
Code	Name	MANUFACTURERS IDENTIFICATION			% Used in 1963
		Rinshed-Mason	Du Pont	Forbes	
10	Ebony	L 55 K 011	868-96459	500-112X	11.8
12	Aspen White	L 55 W 001	868-96298	710-300	24.6
14	Nevada Silver	L 58 A 006	867-95991	720-271	4.3
16	Cardiff Gray	L 58 A 001	867-96256	720-348	2.2
22	Beacon Blue	L 58 B 028	867-96891	720-372	9.5
24	Spruce Blue	L 58 B 029	867-96839	720-373	4.7
26	Somerset Blue	L 58 B 003	867-96258	720-355	2.2
29	Turino Turquoise	L 58 B 008	867-96303	720-302	7.7
32	Seacrest Green	L 58 G 029	867-96892	720-374	6.5
34	Lime	L 58 G 028	867-97027	720-375	
36	Nile Green	L 58 G 030	867-96838	720-376	1.4
44	Bahama Sand	L 55 N 001	868-96261	710-347	7.1
46	Sierra Gold	L 58 N 019	867-97038	720-377	5.0
47	Palomino	L 58 N 004	867-96301	720-303	4.7
50	Matador Red	L 58 R 001	867-96263	720-349	2.0
52	Royal Maroon	L 58 R 002	867-96264	720-356	2.5

ELDORADO FIREMIST COLORS

92	Firemist Blue	L 58 B 026	867-97082	26.1
94	Firemist Aquamarine	L 58 B 031	867-97086	19.4
96	Firemist Green	L 58 G 020	867-97084	9.7
97	Firemist Saddle	L 58 N 014	867-97083	28.0
98	Firemist Red	L 58 R 008	867-97085	16.8

The column of percentage figures, at extreme right above, represents the popularity of comparable colors used during the 1963 Model. Lime is not similar to last season's Briar Rose; therefore, no percentage is listed and column will not total 100%.

ENCLATURE



GLOSSARY OF INTERIOR STYLING TERMINOLOGY

BACK OF FRONT SEAT BACK:	The back of front seat that is visible to the rear seat passengers. Also called division.	INSERTS:	When used with reference to upholstery, it is the center section back of bolster on the cushion and below the bolster or in the center of the back rest. Also, the part of "door pad" that is trimmed with the same material as seat inserts.
BACK REST:	The upright cushion against which passengers rest.	INSTRUMENT PANEL COVER:	The vinyl top crash pad in back of windshield.
BACKLIGHT:	Rear window.	INTERIOR PANELS:	All inclusive reference to the metal painted panels such as lower instrument, glove compartment door, ash receiver doors, steering column covers, seat side panels, door and rear quarter finishing panels.
BENCH TYPE SEAT:	A regular seat with straight-across bench type cushion as contrasted with bucket seats.	LEATHER UPHOLSTERY:	This term means that a combination of genuine leather and coated fabric is used throughout.
BEZEL:	A sloping rim around an object such as headlamp lens, brake pedal, etc.	LOWER INSTRUMENT PANEL:	The painted part of instrument panel, glove compartment door and ash receiver doors.
BISCUITS:	Style of upholstering when material is formed into square or oblong sections by seams or pressed indentations.	LUXURY COIL SPRINGS:	A coil seat spring, wrapped in sheeting or muslin, wider in diameter than marshall type.
BODY CLOTH:	The basic trim material used on seat inserts—usually the heaviest weight.	MARSHALL TYPE SPRINGS:	Narrow diameter, individually wrapped in burlap, coil seat springs.
BOLSTERS:	The front, side or center part of a seat cushion, separated from the back or center by a welt, lace or seam. The top, side or center part of a back rest sometimes extending along the sides in a U or H shape.	MOLDED PLASTIC:	A formed plastic such as top of instrument panel cover.
BUTTONS:	Used to produce a tufted or biscuit effect in the upholstery design; to retain trim covers and as an appearance item.	NATURAL GRAIN:	Leather with a natural hair cell without any additional design.
COATED FABRIC:	A synthetic material with a leather-like appearance, also called expanded vinyl and elascobac. (Elastic-coated-fabric)	NYLON CLOTHS:	Nylon warp fibers with Viscose filler. Any reference to a Nylon cloth means that the material is a Nylon-Viscose blend.
CONVENTIONAL TYPE SEAT:	A regular seat with straight-across bench type cushion and back rest as contrasted with bucket seats or Coupe type which have a notched back rest.	O:	When used on new car order, it refers to a special exterior color or convertible top.
COUPE TYPE SEAT:	Individual back rests, creating a notched appearance. On 4-door styles the back rests are anchored and do not fold as they do in 2-door models.	OO:	Refers to special upholstery, on new car order.
COWL QUARTERS:	The section forward of the front door on inside of front compartment.	PIPES OR PLEATS:	Style of upholstering when material is folded or separated by seams, visible or invisible.
CUSHION:	The lower seat cushion or section upon which passengers sit.	PLASTIC PARTS:	Such tenite parts as steering wheel, etc.
CUSHION FACE:	Vertical surface forming front and sides of seat cushion.	REAR QUARTERS:	When applied to interior it may refer to rear upper area below headlining; on 2-door cars, the section back of doors. For exterior reference it may mean rear section above belt line; lower section back of door extending to rear end of car.
CUT AND SEW:	Cutting material to pattern; sewing and molding to form a set of "trim stock"	REVERSE DISTRIBUTION:	Reversing standard combination of materials between insert and bolster areas, including doors.
DIELECTRIC:	A heat and pressure process to unite, form and make designs on fabrics.	RISERS:	A raised section above its surrounding area.
DIVISION:	The back part of front seat. Separation between front and rear compartments.	SEAMING LACES:	Also called welts. A fabric covered cord or piping used to join by sewing two sections of material. This also has the benefit of locating and properly positioning the upholstery material to form and preserve the required shape.
DOOR COVERS:	Upper panels or tops of doors also rear quarters on Coupe models.	SEAT:	Combination of back rest and seat cushion which comprises entire seat assembly.
DOOR PAD:	The upholstered part of a door or section below window.	SEAT COVER:	The top of cushion or face of back rest which has body contact.
DUST BOOT:	Convertible top cover when lowered. Also called top boot.	SEAT SIDE PANELS:	A section along side of front seat back rest.
DYED THROUGH LEATHER:	If the surface is scratched the same color will show through the entire thickness of the leather.	SEAT WINGS:	Lower front seat side panel.
EMBOSSED:	A dielectrically formed design on coated fabric.	SET OF TRIM STOCK:	The various components that comprise a complete interior upholstery.
EXPANDED VINYL:	A coated fabric with a soft resilient surface and thick vinyl plastic coating.	STAY PAD:	Padded cushion between top rails and fabric of convertible top.
FINISHING PANELS:	Any painted panels on doors, rear quarters and back of front seat back.	TOP BOOT:	Convertible top cover when lowered.
GARNISH MOLDING:	The frame next to the glass on the inside of windshield, door, rear window and along side of headlining.	TOP OF INSTRUMENT PANEL:	The vinyl top crash pad or instrument panel cover in back of windshield.
GLOVE BOX:	Compartment in lower instrument panel.	TRIM:	The interior upholstery combination.
IN PRODUCTION:	A phrase used to denote that the car has advanced in the production process to a state where no changes on the order are possible. See page 99 for additional explanation.	TRIM STYLE:	The design into which the upholstery fabrics are shaped, such as pipe, biscuits, plain, etc.
		UNPLATED LEATHER:	A natural grain surface without any design or grain applied after tanning.
		WINDLACE:	The fabric or leather covered windhose applied around doors as an air seal.

HEAVY DUTY COMPONENTS

Cadillac coil springs, shock absorbers, gear ratios, tires and other components are all designed to provide the utmost in smooth-riding comfort and silent performance under normal passenger transportation conditions.

Although Cadillac does not advocate the use of its passenger cars for hauling other vehicles, it is recognized that some owners do use their cars to haul pleasure boats, trailers, etc. This subjects the car to abnormal weight and load capacities. To accommodate such requirements, consideration should be given to available heavier duty equipment listed below. Prices upon request.

Controlled Differential

55 AMP Generator

Heavy Duty Front Shock Absorbers

Heavy Duty Rear Shock Absorbers

3.36 Axle Gear Ratio

Heavy Duty Wheels

6-Ply Tires

7 Blade Fan with 1.50" spacer (#1476107)

Air Conditioner Type Radiator & Fan Shroud

Heavy Duty Front Springs

Heavy Duty Rear Springs

GLASS

STANDARD	OPTIONAL
Clear Glass	Soft Ray, Code E

LAMINATED SAFETY PLATE

In windshield and division of series "75" Limousine. When optional soft ray glass is ordered, the upper portion of windshield is shaded, in addition to the soft ray tinting.

SOLID TEMPERED SAFETY PLATE

In side windows, I C V and backlight. On convertibles, backlight is plastic.

TWILIGHT SENTINEL

A delayed action feature combines safety and convenience in this new accessory. The Twilight Sentinel is a head and tail lamp control and timer that automatically turns lights on at dusk or in darkness and off in daylight. When pushed in, an ON or OFF control under left side of instrument panel places the sentinel in automatic operation.

DELAYED ACTION FEATURE

After ignition is turned off, car lights will remain on to provide illumination while walking away from the parked car. Additional side lighting can be obtained by turning on a cornering light. A variable timer adjusts period that lights will remain on. Rotate ON or OFF knob clockwise for increased delay up to a maximum of 90 seconds.

EARLY-LATE SENSITIVITY

A Photo-Electric Cell Cap controls the ON or OFF condition of lights, when ignition is on. Rotating this cap toward early will activate lights sooner and rotating toward late will cause lights to turn on when it is darker.

For manual operation of regular headlamp switch, pull out Twilight Sentinel control knob under instrument panel.

POWER HEADLAMP CONTROL

For safer night time driving, the automatic dimming feature of the Cadillac Power Headlamp Control lowers head lamps' beam when another car approaches from the opposite direction.

The control has a new phototube unit concealed in nose of left front fender. This type of concealed unit is available for factory installation only. Packaged units for field installation have phototube unit mounted on top of instrument panel. Fleetwood Seventy-Five has top of instrument panel installation only.

RADIO FOOT CONTROL

A foot control is available for signal seeking radio, code R, and may be secured through the Parts Department for local installation. Cannot be supplied in production.

The AM-FM Radio, code R1, does not have an automatic tuning device. Therefore, the foot control cannot be used. Also, not available with series "75" Rear Control Radio, code R2.

COMFORT CONTROL AIR CONDITIONING AND HEATING SYSTEM

Cadillac Comfort Control is a combined air conditioning and heating system that functions automatically. Setting a single temperature dial, similar to a home thermostat, is the only effort required—or just set it and forget it.

Thereafter, the car can be driven year 'round and the selected interior temperature will be maintained without further adjustment of the dial. In addition, whenever the outside temperature is above approximately 35°, the incoming air is channeled through the evaporator to be de-humidified, creating a pleasant atmosphere and preventing window fogging.

The amazing and fully automated operation of Comfort Control is accomplished by three heat sensors called Thermistors. These are located as follows: One on top of instrument panel ahead of driver which responds to the sun's rays as well as interior air temperature; a second one is in the air intake duct to sense the incoming or outside air; and a third one in the discharge duct which determines the temperature of the air being blown into the passenger compartment. These strategically located instruments anticipate changes needed in the function of the system to maintain interior comfort before any effect of external atmospheric conditions can be felt by the occupants.

For example, starting the car in hot weather will automatically cause the system to rush an abundance of cooled air into the interior until the pre-selected temperature setting is approached. Then the system will moderate its output to maintain the desired comfort level. (Temporarily lowering a window at the start to accelerate the expulsion of heated air may be advisable.) If car continues to be driven after sundown and cooler weather prevails, the system will automatically adjust itself and if necessary switch to heater mode. Such changes are made so gradually that passengers are virtually un-

aware of the transition. With Comfort Control, an exclusive Cadillac feature, a constant comfortable climate can be enjoyed in the car, regardless of the variable outside temperature or humidity conditions.

SERIES "75." A front compartment manual control type of air conditioner-heater system, similar to the 1963 model, is available for the series "75." A completely independent cooling system is provided for the rear compartment. An evaporator in the trunk discharges cooled air through two adjustable overhead outlets. Control for the rear blower is located behind sliding panel above the right rear side arm rest. There is also a temperature control and a switch that turns the air conditioner compressor on or off. This provides independent control in the rear for both heating and air conditioning.

AIR CONDITIONER cannot be furnished without the heater, as the units are integral.

LIGHT COLORS, SOFT RAY GLASS, TIRES.

The lighter colors, because of their heat-reflecting characteristics, contribute to lowering the interior temperature, as does Soft Ray Glass. Both are, therefore, recommended for air conditioned cars. Also suggested are white side tires on 129.5" wheel-base cars, due to their larger 8.20-15 size. 3.21-1 gear ratio is standard without option on all air conditioned cars, except series "75" which has 3.36-1 as standard and 3.77-1 as optional.

ORDER CODE K. Also included in groups 1 and 2.

REAR WINDOW DEFOGGER

This accessory, previously available for field installation only, is now a factory installed option on all cars except the Convertibles and series "75." It may be ordered with accessory group 7, or separately by its code letter B.

TIRES

		OPTIONAL—WHITE WALL				STANDARD—BLACK				
		129.5" Wheelbase Cars		149.8" Wheelbase Cars		129.5" Wheelbase Cars			149.8" Wheelbase Cars	
Brand	Code	Size	Ply	Size	Ply	Code	Size	Ply	Size	Ply
Firestone	FSW	8.20-15	4	8.20-15	6	FS	8.00-15	4	8.20-15	6
Goodrich	GRW					GR				
U.S. Royal	USW					US				
Goodyear	GYW									
						Eldorado standard equipment includes 8.20-15, 4-ply white wall tires.				

U.S. Royal, Firestone, Goodrich and Goodyear tire brands are used in production. Goodyear tires, however, are available in size 8:20-15, 4 ply rating white wall only.

TIRE OPTIONS

Tire brand preferences will be recognized when specified on new car orders. The tire code should be marked in space captioned GROUPS. However, due to the variety of sizes, colors and ply ratings which add up to 20 kinds, it may not always be possible to have available the exact make specified. Under these circumstances, a substitution will be made as production of the car cannot be delayed after it has been started in the system.

SPARE TIRE ON SHELF

Spàre tire is carried on shelf in trunk compartment of styles G, J, N and B. CAUTION: Shelf space for extra wheel and tire on these 4 models is designed for standard tires. If tires should be changed to over-size premium, the inflated spare tire may be difficult to remove.

If GROUP 1, 2, 3 or 4 has not been ordered and white wall tires are wanted, type code W in space captioned GROUPS.

On 129.5" wheelbase air conditioned cars, size 8.20-15 white wall tires are recommended. The increased tire size is advisable because of the additional weight of air conditioning.

GEAR RATIOS

SERIES	STANDARD	OPTIONAL CODE P
129.5" WHEELBASE CARS with air conditioning	3.21-1	NO OPTION
129.5" WHEELBASE CARS without air conditioning	2.94-1	3.21-1
149.8" WHEELBASE CARS with or without air conditioning	3.36-1	3.77-1

BUCKET SEATS AVAILABILITY

BODY STYLES	STANDARD LEATHER	NON-STANDARD LEATHER	CLOTH UPHOLSTERY
E	Optional at no extra charge	Available at \$_____	
F	Optional at \$_____	Available at \$_____	
J-B	Optional at \$_____	Available at \$_____	Available at \$_____
L		Available at \$_____	Available at \$_____
M	Communicate with Central Office for information.		
G-N-K	BUCKET SEATS NOT AVAILABLE		
R&S	BUCKET SEATS NOT AVAILABLE		

Above prices include both the upholstery and Bucket Seats charges.

"Available at" indicates availability on special order.

Standard equipment with Bucket Seats includes a center console.

For additional information concerning Bucket Seats, see pages 35, 36 and 37.

1964 CADILLAC COLOR SELECTIONS

CODE NO.	COLORS	PREFERRED TWO-TONE COMBINATION COLORS		CONVERTIBLE TOPS
		PADDED ROOFS	LACQUER	
10	Ebony	60 61	12	2, 1, 6
12	Aspen White	60 61	10 29 22 16	1, 2, 4, 8
14	Nevada Silver	60	10 12	2, 1
16	Cardiff Gray	60	12 14	2, 1, 6
22	Beacon Blue	63 61 60	12	8, 1, 2
24	Spruce Blue	63 61 60	12 22	1, 8, 2
26	Somerset Blue	60 61 63	12	1, 8, 2, 6
29	Turino Turquoise	61 60	12	1, 2, 6
32	Seacrest Green	60 61 64	12	1, 2, 6
34	Lime	61 60 64	12 44	4, 1, 2, 6
36	Nile Green	60 64 61	12 32	6, 1, 2
44	Bahama Sand	64 60 61	12	6, 1, 2
46	Sierra Gold	64 60 61	12	6, 1, 2
47	Palomino	64 60 61	12 44	6, 1, 2
50	Matador Red	61 60	12	1, 2
52	Royal Maroon	60 64 61	12 44	1, 2, 6

STANDARD ELDORADO COLORS

92	Firemist Blue	60 61		9, 2, 1
94	Firemist Aquamarine	61 60		3, 1, 2
96	Firemist Green	60 64 61		6, 1, 2
97	Firemist Saddle	64 60 61		6, 1, 2
98	Firemist Red	61 60		1, 2

CONVERTIBLE TOPS

ELDORADO		DE VILLE	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

SAFETY SEAT BELTS

NEWLY DESIGNED

Retractable Outboard Straps
New Crest Design On Buckle
New Non-twist Webbing

The front seat outboard straps retract when not in use.

The buckle is easy-locking and decorated with Cadillac crest.

New firmer webbing prevents tangling or twisting.

The new buckle has a release feature that unlatches in the opening direction, making even single-handed unbuckling effortless.

Available for front and rear installation at factory on all cars and *front only* in Fleetwood Seventy-Five. Also the "75" front seat belts and buckles will be the 1962 type.

COLORS

Colors of belts match seat inserts except with Sandalwood or Beige upholstery, a light beige color is used; with White leather upholstery, color will match carpets. Code 17 and 47 will have light green color belts. Code 13 will have light blue color belts.

CODES

Note rearrangement of codes. V now represents 2 front seat belts only. Order VA to have 4 belts installed. Seat belts not included in groups and must be ordered separately.

CODES	BELTS
V	2 belts—front only
A	2 belts—rear only
VA	4 belts—front & rear

BUCKLE UP FOR SAFETY!!

ACCESSORIES AND EQUIPMENT

BASIC CAR			
FIREMIST COLOR—ELDORADO			
PADDED ROOF			
CONVERTIBLE TOP			
UPHOLSTERY			
BUCKET SEATS			
BASIC GROUPS 1, 2, 3, 4			
EQUIPMENT GROUPS 5, 6, 7			
TIRES—White Wall	W	\$	\$ —Series "75"
LICENSE FRAME—1	8	\$	
LICENSE FRAMES—2	9	\$	
FILLER PLATE	F	NO CHARGE	
SEAT BELTS—2 front	V	\$	
SEAT BELTS—2 rear	A	\$	
SEAT BELTS—2 front, 2 rear	VA	\$	
WINDOW REGULATORS—Power	X	\$	
RADIO—AM	R	\$	
RADIO—AM-FM	R1	\$	
RADIO—Rear Control	R2	\$	—Series "75" Only
GLASS—Soft Ray	E	\$	
6-WAY FRONT SEAT ADJ.—Power	Y	\$	—Series "62" \$ —Others
4-WAY BUCKET SEAT ADJ.—Power	T	\$	
DOR-GARDS	D	\$	—Coupes \$ —Sedans
AIR CONDITIONER	K	\$	\$ —Series "75"
HEADLAMP CONTROL—Power	U	\$	
STEERING WHEEL—Adjustable	Q	\$	
TWILIGHT SENTINEL	J	\$	
DOOR LOCKS—Power	M	\$	—Coupes \$ —Sedans
TRUNK LOCK	S	\$	
CRUISE CONTROL	C	\$	
CONTROLLED DIFFERENTIAL	G	\$	
VENT WINDOW REGULATORS—Power	N	\$	
DEFOGGER—Rear Window	B	\$	

TWILIGHT SENTINEL

A delayed action feature combines safety and convenience in this new accessory. The Twilight Sentinel is a head and tail lamp control and timer that automatically turns lights on at dusk or in darkness and off in daylight. When pushed in, an ON or OFF control under left side of instrument panel places the sentinel in automatic operation.

DELAYED ACTION FEATURE

After ignition is turned off, car lights will remain on to provide illumination while walking away from the parked car. Additional side lighting can be obtained by turning on a cornering light. A variable timer adjusts period that lights will remain on. Rotate ON or OFF knob clockwise for increased delay up to a maximum of 90 seconds.

EARLY-LATE SENSITIVITY

A Photo-Electric Cell Cap controls the ON or OFF condition of lights, when ignition is on. Rotating this cap toward early will activate lights sooner and rotating toward late will cause lights to turn on when it is darker.

For manual operation of regular headlamp switch, pull out Twilight Sentinel control knob under instrument panel.

POWER HEADLAMP CONTROL

For safer night time driving, the automatic dimming feature of the Cadillac Power Headlamp Control lowers head lamps' beam when another car approaches from the opposite direction.

The control has a new phototube unit concealed in nose of left front fender. This type of concealed unit is available for factory installation only. Packaged units for field installation have phototube unit mounted on top of instrument panel. Fleetwood Seventy-Five has top of instrument panel installation only.

RADIO FOOT CONTROL

A foot control is available for signal seeking radio, code R, and may be secured through the Parts Department for local installation. Cannot be supplied in production.

The AM-FM Radio, code R1, does not have an automatic tuning device. Therefore, the foot control cannot be used. Also, not available with series "75" Rear Control Radio, code R2.

COMFORT CONTROL AIR CONDITIONING AND HEATING SYSTEM

Cadillac Comfort Control is a combined air conditioning and heating system that functions automatically. Setting a single temperature dial, similar to a home thermostat, is the only effort required—or just set it and forget it.

Thereafter, the car can be driven year 'round and the selected interior temperature will be maintained without further adjustment of the dial. In addition, whenever the outside temperature is above approximately 35°, the incoming air is channeled through the evaporator to be de-humidified, creating a pleasant atmosphere and preventing window fogging.

The amazing and fully automated operation of Comfort Control is accomplished by three heat sensors called Thermistors. These are located as follows: One on top of instrument panel ahead of driver which responds to the sun's rays as well as interior air temperature; a second one is in the air intake duct to sense the incoming or outside air; and a third one in the discharge duct which determines the temperature of the air being blown into the passenger compartment. These strategically located instruments anticipate changes needed in the function of the system to maintain interior comfort before any effect of external atmospheric conditions can be felt by the occupants.

For example, starting the car in hot weather will automatically cause the system to rush an abundance of cooled air into the interior until the pre-selected temperature setting is approached. Then the system will moderate its output to maintain the desired comfort level. (Temporarily lowering a window at the start to accelerate the expulsion of heated air may be advisable.) If car continues to be driven after sundown and cooler weather prevails, the system will automatically adjust itself and if necessary switch to heater mode. Such changes are made so gradually that passengers are virtually un-

aware of the transition. With Comfort Control, an exclusive Cadillac feature, a constant comfortable climate can be enjoyed in the car, regardless of the variable outside temperature or humidity conditions.

SERIES "75." A front compartment manual control type of air conditioner-heater system, similar to the 1963 model, is available for the series "75." A completely independent cooling system is provided for the rear compartment. An evaporator in the trunk discharges cooled air through two adjustable overhead outlets. Control for the rear blower is located behind sliding panel above the right rear side arm rest. There is also a temperature control and a switch that turns the air conditioner compressor on or off. This provides independent control in the rear for both heating and air conditioning.

AIR CONDITIONER cannot be furnished without the heater, as the units are integral.

LIGHT COLORS, SOFT RAY GLASS, TIRES.

The lighter colors, because of their heat-reflecting characteristics, contribute to lowering the interior temperature, as does Soft Ray Glass. Both are, therefore, recommended for air conditioned cars. Also suggested are white side tires on 129.5" wheel-base cars, due to their larger 8.20-15 size. 3.21-1 gear ratio is standard without option on all air conditioned cars, except series "75" which has 3.36-1 as standard and 3.77-1 as optional.

ORDER CODE K. Also included in groups 1 and 2.

REAR WINDOW DEFOGGER

This accessory, previously available for field installation only, is now a factory installed option on all cars except the Convertibles and series "75." It may be ordered with accessory group 7, or separately by its code letter B.

HEAVY DUTY COMPONENTS

Cadillac coil springs, shock absorbers, gear ratios, tires and other components are all designed to provide the utmost in smooth-riding comfort and silent performance under normal passenger transportation conditions.

Although Cadillac does not advocate the use of its passenger cars for hauling other vehicles, it is recognized that some owners do use their cars to haul pleasure boats, trailers, etc. This subjects the car to abnormal weight and load capacities. To accommodate such requirements, consideration should be given to available heavier duty equipment listed below. Prices upon request.

Controlled Differential

55 AMP Generator

Heavy Duty Front Shock Absorbers

Heavy Duty Rear Shock Absorbers

3.36 Axle Gear Ratio

Heavy Duty Wheels

6-Ply Tires

7 Blade Fan with 1.50" spacer (#1476107)

Air Conditioner Type Radiator & Fan Shroud

Heavy Duty Front Springs

Heavy Duty Rear Springs

GLASS

STANDARD	OPTIONAL
Clear Glass	Soft Ray, Code E

LAMINATED SAFETY PLATE

In windshield and division of series "75" Limousine. When optional soft ray glass is ordered, the upper portion of windshield is shaded, in addition to the soft ray tinting.

SOLID TEMPERED SAFETY PLATE

In side windows, I C V and backlight. On convertibles, backlight is plastic.

TIRES

		OPTIONAL—WHITE WALL						STANDARD—BLACK			
		129.5" Wheelbase Cars		149.8" Wheelbase Cars				129.5" Wheelbase Cars		149.8" Wheelbase Cars	
Brand	Code	Size	Ply	Size	Ply	Code	Size	Ply	Size	Ply	
Firestone	FSW	8.20-15	4	8.20-15	6	FS	8.00-15	4	8.20-15	6	
Goodrich	GRW					GR					
U.S. Royal	USW					US					
Goodyear	GYW										
						Eldorado standard equipment includes 8.20-15, 4-ply white wall tires.					

U.S. Royal, Firestone, Goodrich and Goodyear tire brands are used in production. Goodyear tires, however, are available in size 8:20-15, 4 ply rating white wall only.

TIRE OPTIONS

Tire brand preferences will be recognized when specified on new car orders. The tire code should be marked in space captioned GROUPS. However, due to the variety of sizes, colors and ply ratings which add up to 20 kinds, it may not always be possible to have available the exact make specified. Under these circumstances, a substitution will be made as production of the car cannot be delayed after it has been started in the system.

SPARE TIRE ON SHELF

Spare tire is carried on shelf in trunk compartment of styles G, J, N and B. CAUTION: Shelf space for extra wheel and tire on these 4 models is designed for standard tires. If tires should be changed to over-size premium, the inflated spare tire may be difficult to remove.

If GROUP 1, 2, 3 or 4 has not been ordered and white wall tires are wanted, type code W in space captioned GROUPS.

On 129.5" wheelbase air conditioned cars, size 8.20-15 white wall tires are recommended. The increased tire size is advisable because of the additional weight of air conditioning.

GEAR RATIOS

SERIES	STANDARD	OPTIONAL CODE P
129.5" WHEELBASE CARS with air conditioning	3.21-1	NO OPTION
129.5" WHEELBASE CARS without air conditioning	2.94-1	3.21-1
149.8" WHEELBASE CARS with or without air conditioning	3.36-1	3.77-1

SIGNIFICANT

- **NEW ENGINE** — 429 cubic inch displacement, 340 horsepower.
- **NEW TURBO HYDRA-MATIC** Automatic Transmission.
- **OVERALL LENGTH** increased one-half inch.
- **NEW COMFORT CONTROL** air conditioning and heating system.
- **NEW TWILIGHT SENTINEL** delayed action head and tail lamp control.
- **NEW OVERRIDING SWITCH** for power window regulators. See page 38.
- **ADJUSTABLE STEERING WHEEL** now adjusts to 7 positions.
- **PADDED ROOF** is available on 5 body styles. See page 7.
- **HEADLAMP CONTROL PHOTOTUBE** now concealed in left fender.
- **ALL FLEETWOOD MODELS**, including series "75", are identified by a wreath and crest on hood and trunk lid. Eldorado and Sixty Special also have this insignia on outer rear quarter panels.
- **SPARE TIRE** is carried on shelf of styles N and B, in addition to styles G and J. All other models on trunk floor.
- **BATTERY** — 13 plate.
- **GENERATOR** increased to 55 ampere in air conditioned and series "75" cars. All others have 42 ampere.
- **ALL MODELS** may be ordered without heater-defroster as an option at reduced cost. However, when Comfort Control air conditioning is ordered, the heater cannot be deleted as it is an integral component.
- **NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION** combined.
- **ZIP CODE 48232.** A new zip code number is required on all incoming mail to the Cadillac Central Office. The following is the correct method for addressing mail to Detroit:

Mail for the Central Office

Cadillac Motor Car Division
General Motors Corporation
GPO Box 297
Detroit, Michigan 48232

Mail for the Factory Parts Warehouse

Cadillac Motor Car Division
General Motors Corporation
GPO Box 353
Detroit, Michigan 48232

SEAT ADJUSTERS

BODY STYLES	2-WAY MANUAL	2-WAY POWER BENCH	2-WAY POWER BUCKET—DRIVER'S	2-WAY POWER BUCKET—PASSENGER	6-WAY POWER BENCH	4-WAY POWER BUCKET—DRIVER'S
					CODE Y	CODE T
G-N-K	STD.				OPT.	
F-J-B-L		STD.	STD.	STD.	OPT.	OPT.
E				STD.	STD.	STD.
M		STD.			OPT.	
R-S		STD.				

NEW FOUR-POSTER, 6-WAY POWER ADJUSTER. An improved seat control that is firmer and more durable with fewer moving parts has been designed to operate the posture positions of the 6-way bench seat adjuster.

CODES. Use code Y to order 6-way power bench seat control and code T to order 4-way power driver's bucket seat control. Both are included in groups 1, 2, 3, 4.

NOTE: 2-way power adjuster is standard with all passenger (right side) bucket seats. A 4-way power adjuster is not available for the passenger bucket seat.

CONTROLS

2-WAY MANUAL. Left side of seat.

2-WAY POWER—BENCH SEAT. Switch located on left door control panel except on "75" where control is under instrument panel left of steering column.

No other type, such as 6-way, is available on the "75" because the front seat is integral with the center pillars, preventing a vertical movement of the seat.

2-WAY POWER—BUCKET SEAT. Driver's seat switch located on left door control panel. Passenger seat switch is on right door panel.

4-WAY POWER—DRIVER'S BUCKET SEAT ONLY. Driver's seat switch is located on left door control panel.

6-WAY POWER ON "62" SERIES. Controls are on left side of seat. All other models on left door panel.

CODE AND ACRYLIC NUMBERS FOR 1964 COLORS

		MANUFACTURERS IDENTIFICATION			% Used in 1963
Code	Name	Rinshed-Mason	Du Pont	Forbes	
10	Ebony	L 55 K 011	868-96459	500-112X	11.8
12	Aspen White	L 55 W 001	868-96298	710-300	24.6
14	Nevada Silver	L 58 A 006	867-95991	720-271	4.3
16	Cardiff Gray	L 58 A 001	867-96256	720-348	2.2
22	Beacon Blue	L 58 B 028	867-96891	720-372	9.5
24	Spruce Blue	L 58 B 029	867-96839	720-373	4.7
26	Somerset Blue	L 58 B 003	867-96258	720-355	2.2
29	Turino Turquoise	L 58 B 008	867-96303	720-302	7.7
32	Seacrest Green	L 58 G 029	867-96892	720-374	6.5
34	Lime	L 58 G 028	867-97027	720-375	
36	Nile Green	L 58 G 030	867-96838	720-376	1.4
44	Bahama Sand	L 55 N 001	868-96261	710-347	7.1
46	Sierra Gold	L 58 N 019	867-97038	720-377	5.0
47	Palomino	L 58 N 004	867-96301	720-303	4.7
50	Matador Red	L 58 R 001	867-96263	720-349	2.0
52	Royal Maroon	L 58 R 002	867-96264	720-356	2.5

ELDORADO FIREMIST COLORS

92	Firemist Blue	L 58 B 026	867-97082	26.1
94	Firemist Aquamarine	L 58 B 031	867-97086	19.4
96	Firemist Green	L 58 G 020	867-97084	9.7
97	Firemist Saddle	L 58 N 014	867-97083	28.0
98	Firemist Red	L 58 R 008	867-97085	16.8

The column of percentage figures, at extreme right above, represents the popularity of comparable colors used during the 1963 Model. Lime is not similar to last season's Briar Rose; therefore, no percentage is listed and column will not total 100%.

INTERIOR COLOR AND MATERIAL CHARTS

FABRICS AND INTERIOR COLORS. Trim charts on the following pages list the type of fabrics and colors used in the interior of each body style, according to upholstery code number.

ILLUSTRATIONS. Perspective drawings on the inside of folded pages depict the various interior trim styles and materials used. These illustrations are helpful in writing special interior specifications such as two-tone combinations.

AVOID MISUNDERSTANDING. A detailed explanation of the colors and materials that will be used, even on a standard option, will create a mutual understanding and be appreciated by the customer.

TRIM STYLES NOT INTERCHANGEABLE.

There are 6 distinct upholstery styles used in the 11 body models, and they are not interchangeable. Each trim style is designed for certain models and cannot be adapted to other body types.

WHY NOT? For example, a de Ville or Sixty Special cannot be made in the Eldorado pleated mode. The patterns and stencils that are used for cutting the materials are of different sizes according to the requirements of the body into which the upholstery is to be installed. Some parts, such as rubber seat pads, are machine formed with indentations molded especially for sewing the pleats. These are examples of the limitations that preclude any option of trim styles.

UPHOLSTERY STYLES BY MODEL

BODY STYLES	MODELS	TRIM STYLES
G-N-K	Sixty-Two	Pleated
F-J-B-L	de Ville	Elongated Diamond Tufted
E	Eldorado	Pleated
M—Cloth	Sixty Special Cloth	Diamond Biscuits & Buttons
M—Leather	Sixty Special Leather	Half-Diamond Pleats & Buttons
R-S	Seventy-Five	Biscuits & Buttons

1964 CADILLAC ACCESSORY AND EQUIPMENT GROUPS AND CODES

<div>1</div> <p> X WINDOW REGULATORS, POWER W TIRES, WHITE WALL R RADIO, AM E GLASS, SOFT RAY Y or T SEAT ADJUSTER D DOR-GARDS K AIR CONDITIONER </p>	<div>2</div> <p> SAME AS NO. 1 WITH ADDITION OF AM-FM RADIO—CODE R1 </p>
<div>3</div> <p> SAME AS NO. 1 WITHOUT AIR CONDITIONER </p>	<div>4</div> <p> SAME AS NO. 2 WITHOUT AIR CONDITIONER </p>
<div>5</div> <p> U HEADLAMP CONTROL, POWER Q STEERING WHEEL, ADJUSTABLE J TWILIGHT SENTINEL </p>	<div>6</div> <p> M DOOR LOCKS, POWER S TRUNK LOCK, POWER C CRUISE CONTROL </p>
<div>7</div> <p> G CONTROLLED DIFFERENTIAL N VENT WINDOWS, POWER B DEFOGGER, REAR WINDOW </p>	<div>8</div> <p> 8 ONE LICENSE FRAME OR <div>9</div> 9 TWO LICENSE FRAMES </p>
<div>SEAT BELTS</div> <p> V 2 FRONT A 2 REAR VA 2 FRONT & 2 REAR </p>	<div>OTHER CODES</div> <p> F FILLER PLATE P OPTIONAL GEAR RATIO R2 RADIO REAR CONTROL (SERIES "75" ONLY) </p>

Rear Window Defogger not available for Convertibles or series "75". Power Door Locks, Trunk Lock, 5-way Seat Adjuster not available on series "75".

PADDED ROOFS

A cross-grained vinyl fabric is tailored to the roof over an insulation of felt padding (not applied directly to the metal).

AVAILABLE ON FIVE BODY STYLES IN FOUR COLORS

BODY STYLES		EXTRA CHARGE	COLORS	
J	Coupe de Ville	\$	60	Black
B	4-window Sedan de Ville	\$	61	White
M	Fleetwood Sixty Special	\$	63	Lt. Blue
R or S	Fleetwood Seventy-Five (on special order)	\$	64	Sandalwood

HOW TO ORDER

Combine the padded roof color code number with the lower car color code in the same manner as a two-tone combination, i.e., 5260, 4761, etc.

EXAMPLE

5600A USA 340M 8-63		CADILLAC MOTOR CAR DIVISION GENERAL MOTORS CORP. BOX 297 DETROIT, MICH., 48232 1964 CAR ORDER		DATE	ALLOT. NO.	OUTLET NO.	ORDER NO.																	
CHARGE TO AUTHORIZED CADILLAC OUTLET AT: CITY				STATE																				
SHIP TO: (LEAVE BLANK, IF SAME)				AT:		PURCHASER																		
AUTHORIZED SIGNATURE				PURCHASER (REPEAT)																				
CUSTOMER WILL CALL		DATE																						
STYLE NO. 6357		COLOR 5260		OUTLET NO.																				
COMB.	TOP	TRIM	1 to 4	5-6-7	8-9	F	V-A	X	R-1-2	E	Y-T	D	K	U	Q	J	M	S	C	G	N	B	P	ORDER NO.
																								J

BUCKET SEATS AVAILABILITY

BODY STYLES	STANDARD LEATHER	NON-STANDARD LEATHER	CLOTH UPHOLSTERY
E	Optional at no extra charge	Available at \$_____	
F	Optional at \$_____	Available at \$_____	
J-B	Optional at \$_____	Available at \$_____	Available at \$_____
L		Available at \$_____	Available at \$_____
M	Communicate with Central Office for information.		
G-N-K	BUCKET SEATS NOT AVAILABLE		
R&S	BUCKET SEATS NOT AVAILABLE		

Above prices include both the upholstery and Bucket Seats charges.

"Available at" indicates availability on special order.

Standard equipment with Bucket Seats includes a center console.

For additional information concerning Bucket Seats, see pages 35, 36 and 37.

1964 CADILLAC COLOR SELECTIONS

CODE NO.	COLORS	PREFERRED TWO-TONE COMBINATION COLORS		CONVERTIBLE TOPS
		PADDED ROOFS	LACQUER	
10	Ebony	60 61	12	2, 1, 6
12	Aspen White	60 61	10 29 22 16	1, 2, 4, 8
14	Nevada Silver	60	10 12	2, 1
16	Cardiff Gray	60	12 14	2, 1, 6
22	Beacon Blue	63 61 60	12	8, 1, 2
24	Spruce Blue	63 61 60	12 22	1, 8, 2
26	Somerset Blue	60 61 63	12	1, 8, 2, 6
29	Turino Turquoise	61 60	12	1, 2, 6
32	Seacrest Green	60 61 64	12	1, 2, 6
34	Lime	61 60 64	12 44	4, 1, 2, 6
36	Nile Green	60 64 61	12 32	6, 1, 2
44	Bahama Sand	64 60 61	12	6, 1, 2
46	Sierra Gold	64 60 61	12	6, 1, 2
47	Palomino	64 60 61	12 44	6, 1, 2
50	Matador Red	61 60	12	1, 2
52	Royal Maroon	60 64 61	12 44	1, 2, 6

STANDARD ELDORADO COLORS

92	Firemist Blue	60 61		9, 2, 1
94	Firemist Aquamarine	61 60		3, 1, 2
96	Firemist Green	60 64 61		6, 1, 2
97	Firemist Saddle	64 60 61		6, 1, 2
98	Firemist Red	61 60		1, 2

CONVERTIBLE TOPS

ELDORADO		DE VILLE	
1	White	1	White
2	Black	2	Black
3	Aquamarine	4	Lime
6	Sandalwood	6	Sandalwood
9	Silver-Blue	8	Blue

1964 CADILLAC COLOR-TRIM COMBINATIONS

	Sixty-Two Coupe and Sedans	De Ville Coupe and Sedans	Fleetwood Sixty Special Sedan	De Ville and Sixty Special Optional Leather	Convertible de Ville
COLOR	G-N-K	J-B-L	M	J-B-M	F
10	30 31	40 41	60 61 71	59 51 50 54 89 81 84 80	29 21 20
12	30 33 36 32	40 43 46 42	60 63 62 66	59 51 50 89 81 80	29 21 20 26 23 28
14	31 30 33 32	41 40 43 42	61 71 60 62 63	59 51 89 81	21 29
16	31 30 32 33	41 40 42 43	61 71	59 51 89 81	29 21
22	33 32	43 42	63 62	50 51 80 81	23 20
24	32 33	42 43	62 63	50 80	23 20
26	32 33	42 43	62 63 71	50 59 80 89	23 20 29
29	36	46	66	50 51 54 80 81 84	20 21 24
32	37	47	67	54 50 51 84 80 81	27 21 24 20
34	34 30	48	64 60	54 50 51 84 80 81	26 24 20 21
36	37	47	67 65 75	54 51 84 81	27 25 24 20 21
44	34	44	64 65 75	54 51 59 84 81 89	24 25
46	34	44	65 75 64	54 51 84 81	24
47	34	44	64 65 75	54 51 84 81	25 24 21
50	30 34	40 44	60 64 65	50 59 51 80 89 81	29 28 20 21
52	34 30	44 40	64 65 75 60 61 71	54 51 50 84 81 80	24 21 20

92	13 11 10	COLOR	
94	16 10 11		
96	17 15 14 10 11	10	19 11 10
97	15 14 11	12	19 11 10 13
98	19 10 11		

TRANSMISSIONS

TYPE	BODY STYLES	INDICATOR
HYDRA-MATIC	G, N, K, R, S	P N ^{DRIVE} L R
TURBO HYDRA-MATIC	E, F, J, B, L, M	P R N D L

The "Turbo Hydra-matic" is a new automatic transmission introduced for use in all cars except styles G, N, K, R and S. The Hydra-matic will continue as standard equipment in the "62" and "75" series.

NOT OPTIONAL

Transmissions are not optional, as essential parts that are not interchangeable and precise production schedules require that all cars be built with the type of transmission designed for each body style. No substitution can, therefore, be made.

DIFFERENT SHIFT POSITIONS

The sequence of the shift indicator is different on the two types of transmissions. The selector positions are according to the chart above.

SHIFT LEVER KNOB CAPS

For added recognition, Turbo Hydra-matic equipped cars have colored vinyl caps to match steering wheel grips on shift, direction signal and adjustable steering wheel levers. Also, there is a stop at "R" (Reverse). This is provided as an additional reminder to alert the driver that shift lever is in reverse.

SAFETY SEAT BELTS

NEWLY DESIGNED

Retractable Outboard Straps
New Crest Design On Buckle
New Non-twist Webbing

The front seat outboard straps retract when not in use.

The buckle is easy-locking and decorated with Cadillac crest.

New firmer webbing prevents tangling or twisting.

The new buckle has a release feature that unlatches in the opening direction, making even single-handed unbuckling effortless.

Available for front and rear installation at factory on all cars and *front only* in Fleetwood Seventy-Five. Also the "75" front seat belts and buckles will be the 1962 type.

COLORS

Colors of belts match seat inserts except with Sandalwood or Beige upholstery, a light beige color is used; with White leather upholstery, color will match carpets. Code 17 and 47 will have light green color belts. Code 13 will have light blue color belts.

CODES

Note rearrangement of codes. V now represents 2 front seat belts only. Order VA to have 4 belts installed. Seat belts not included in groups and must be ordered separately.

CODES	BELTS
V	2 belts—front only
A	2 belts—rear only
VA	4 belts—front & rear

BUCKLE UP FOR SAFETY!!

ACCESSORIES AND EQUIPMENT

BASIC CAR			
FIREMIST COLOR—ELDORADO			
PADDED ROOF			
CONVERTIBLE TOP			
UPHOLSTERY			
BUCKET SEATS			
BASIC GROUPS 1, 2, 3, 4			
EQUIPMENT GROUPS 5, 6, 7			
TIRES—White Wall	W	\$	\$ —Series "75"
LICENSE FRAME—1	8	\$	
LICENSE FRAMES—2	9	\$	
FILLER PLATE	F	NO CHARGE	
SEAT BELTS—2 front	V	\$	
SEAT BELTS—2 rear	A	\$	
SEAT BELTS—2 front, 2 rear	VA	\$	
WINDOW REGULATORS—Power	X	\$	
RADIO—AM	R	\$	
RADIO—AM-FM	R1	\$	
RADIO—Rear Control	R2	\$	—Series "75" Only
GLASS—Soft Ray	E	\$	
6-WAY FRONT SEAT ADJ.—Power	Y	\$	—Series "62" \$ —Others
4-WAY BUCKET SEAT ADJ.—Power	T	\$	
DOR-GARDS	D	\$	—Coupes \$ —Sedans
AIR CONDITIONER	K	\$	\$ —Series "75"
HEADLAMP CONTROL—Power	U	\$	
STEERING WHEEL—Adjustable	Q	\$	
TWILIGHT SENTINEL	J	\$	
DOOR LOCKS—Power	M	\$	—Coupes \$ —Sedans
TRUNK LOCK	S	\$	
CRUISE CONTROL	C	\$	
CONTROLLED DIFFERENTIAL	G	\$	
VENT WINDOW REGULATORS—Power	N	\$	
DEFOGGER—Rear Window	B	\$	

TWILIGHT SENTINEL

A delayed action feature combines safety and convenience in this new accessory. The Twilight Sentinel is a head and tail lamp control and timer that automatically turns lights on at dusk or in darkness and off in daylight. When pushed in, an ON or OFF control under left side of instrument panel places the sentinel in automatic operation.

DELAYED ACTION FEATURE

After ignition is turned off, car lights will remain on to provide illumination while walking away from the parked car. Additional side lighting can be obtained by turning on a cornering light. A variable timer adjusts period that lights will remain on. Rotate ON or OFF knob clockwise for increased delay up to a maximum of 90 seconds.

EARLY-LATE SENSITIVITY

A Photo-Electric Cell Cap controls the ON or OFF condition of lights, when ignition is on. Rotating this cap toward early will activate lights sooner and rotating toward late will cause lights to turn on when it is darker.

For manual operation of regular headlamp switch, pull out Twilight Sentinel control knob under instrument panel.

POWER HEADLAMP CONTROL

For safer night time driving, the automatic dimming feature of the Cadillac Power Headlamp Control lowers head lamps' beam when another car approaches from the opposite direction.

The control has a new phototube unit concealed in nose of left front fender. This type of concealed unit is available for factory installation only. Packaged units for field installation have phototube unit mounted on top of instrument panel. Fleetwood Seventy-Five has top of instrument panel installation only.

RADIO FOOT CONTROL

A foot control is available for signal seeking radio, code R, and may be secured through the Parts Department for local installation. Cannot be supplied in production.

The AM-FM Radio, code R1, does not have an automatic tuning device. Therefore, the foot control cannot be used. Also, not available with series "75" Rear Control Radio, code R2.

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Cadillac Comfort Control is a combined air conditioning and heating system that functions automatically. Setting a single temperature dial, similar to a home thermostat, is the only effort required—or just set it and forget it.

Thereafter, the car can be driven year 'round and the selected interior temperature will be maintained without further adjustment of the dial. In addition, whenever the outside temperature is above approximately 35°, the incoming air is channeled through the evaporator to be de-humidified, creating a pleasant atmosphere and preventing window fogging.

The amazing and fully automated operation of Comfort Control is accomplished by three heat sensors called Thermistors. These are located as follows: One on top of instrument panel ahead of driver which responds to the sun's rays as well as interior air temperature; a second one is in the air intake duct to sense the incoming or outside air; and a third one in the discharge duct which determines the temperature of the air being blown into the passenger compartment. These strategically located instruments anticipate changes needed in the function of the system to maintain interior comfort before any effect of external atmospheric conditions can be felt by the occupants.

For example, starting the car in hot weather will automatically cause the system to rush an abundance of cooled air into the interior until the pre-selected temperature setting is approached. Then the system will moderate its output to maintain the desired comfort level. (Temporarily lowering a window at the start to accelerate the expulsion of heated air may be advisable.) If car continues to be driven after sundown and cooler weather prevails, the system will automatically adjust itself and if necessary switch to heater mode. Such changes are made so gradually that passengers are virtually un-

aware of the transition. With Comfort Control, an exclusive Cadillac feature, a constant comfortable climate can be enjoyed in the car, regardless of the variable outside temperature or humidity conditions.

SERIES "75." A front compartment manual control type of air conditioner-heater system, similar to the 1963 model, is available for the series "75." A completely independent cooling system is provided for the rear compartment. An evaporator in the trunk discharges cooled air through two adjustable overhead outlets. Control for the rear blower is located behind sliding panel above the right rear side arm rest. There is also a temperature control and a switch that turns the air conditioner compressor on or off. This provides independent control in the rear for both heating and air conditioning.

AIR CONDITIONER cannot be furnished without the heater, as the units are integral.

LIGHT COLORS, SOFT RAY GLASS, TIRES.

The lighter colors, because of their heat-reflecting characteristics, contribute to lowering the interior temperature, as does Soft Ray Glass. Both are, therefore, recommended for air conditioned cars. Also suggested are white side tires on 129.5" wheel-base cars, due to their larger 8.20-15 size. 3.21-1 gear ratio is standard without option on all air conditioned cars, except series "75" which has 3.36-1 as standard and 3.77-1 as optional.

ORDER CODE K. Also included in groups 1 and 2.

REAR WINDOW DEFOGGER

This accessory, previously available for field installation only, is now a factory installed option on all cars except the Convertibles and series "75." It may be ordered with accessory group 7, or separately by its code letter B.

HEAVY DUTY COMPONENTS

Cadillac coil springs, shock absorbers, gear ratios, tires and other components are all designed to provide the utmost in smooth-riding comfort and silent performance under normal passenger transportation conditions.

Although Cadillac does not advocate the use of its passenger cars for hauling other vehicles, it is recognized that some owners do use their cars to haul pleasure boats, trailers, etc. This subjects the car to abnormal weight and load capacities. To accommodate such requirements, consideration should be given to available heavier duty equipment listed below. Prices upon request.

Controlled Differential

55 AMP Generator

Heavy Duty Front Shock Absorbers

Heavy Duty Rear Shock Absorbers

3.36 Axle Gear Ratio

Heavy Duty Wheels

6-Ply Tires

7 Blade Fan with 1.50" spacer (#1476107)

Air Conditioner Type Radiator & Fan Shroud

Heavy Duty Front Springs

Heavy Duty Rear Springs

GLASS

STANDARD	OPTIONAL
Clear Glass	Soft Ray, Code E

LAMINATED SAFETY PLATE

In windshield and division of series "75" Limousine. When optional soft ray glass is ordered, the upper portion of windshield is shaded, in addition to the soft ray tinting.

SOLID TEMPERED SAFETY PLATE

In side windows, I C V and backlight. On convertibles, backlight is plastic.

TIRES

		OPTIONAL—WHITE WALL						STANDARD—BLACK			
		129.5" Wheelbase Cars		149.8" Wheelbase Cars				129.5" Wheelbase Cars		149.8" Wheelbase Cars	
Brand	Code	Size	Ply	Size	Ply	Code	Size	Ply	Size	Ply	
Firestone	FSW	8.20-15	4	8.20-15	6	FS	8.00-15	4	8.20-15	6	
Goodrich	GRW					GR					
U.S. Royal	USW					US					
Goodyear	GYW					Eldorado standard equipment includes 8.20-15, 4-ply white wall tires.					

U.S. Royal, Firestone, Goodrich and Goodyear tire brands are used in production. Goodyear tires, however, are available in size 8:20-15, 4 ply rating white wall only.

TIRE OPTIONS

Tire brand preferences will be recognized when specified on new car orders. The tire code should be marked in space captioned GROUPS. However, due to the variety of sizes, colors and ply ratings which add up to 20 kinds, it may not always be possible to have available the exact make specified. Under these circumstances, a substitution will be made as production of the car cannot be delayed after it has been started in the system.

SPARE TIRE ON SHELF

Spare tire is carried on shelf in trunk compartment of styles G, J, N and B. CAUTION: Shelf space for extra wheel and tire on these 4 models is designed for standard tires. If tires should be changed to over-size premium, the inflated spare tire may be difficult to remove.

If GROUP 1, 2, 3 or 4 has not been ordered and white wall tires are wanted, type code W in space captioned GROUPS.

On 129.5" wheelbase air conditioned cars, size 8.20-15 white wall tires are recommended. The increased tire size is advisable because of the additional weight of air conditioning.

GEAR RATIOS

SERIES	STANDARD	OPTIONAL CODE P
129.5" WHEELBASE CARS with air conditioning	3.21-1	NO OPTION
129.5" WHEELBASE CARS without air conditioning	2.94-1	3.21-1
149.8" WHEELBASE CARS with or without air conditioning	3.36-1	3.77-1

SIGNIFICANT

- **NEW ENGINE** — 429 cubic inch displacement, 340 horsepower.
- **NEW TURBO HYDRA-MATIC** Automatic Transmission.
- **OVERALL LENGTH** increased one-half inch.
- **NEW COMFORT CONTROL** air conditioning and heating system.
- **NEW TWILIGHT SENTINEL** delayed action head and tail lamp control.
- **NEW OVERRIDING SWITCH** for power window regulators. See page 38.
- **ADJUSTABLE STEERING WHEEL** now adjusts to 7 positions.
- **PADDED ROOF** is available on 5 body styles. See page 7.
- **HEADLAMP CONTROL PHOTOTUBE** now concealed in left fender.
- **ALL FLEETWOOD MODELS**, including series "75", are identified by a wreath and crest on hood and trunk lid. Eldorado and Sixty Special also have this insignia on outer rear quarter panels.
- **SPARE TIRE** is carried on shelf of styles N and B, in addition to styles G and J. All other models on trunk floor.
- **BATTERY** — 13 plate.
- **GENERATOR** increased to 55 ampere in air conditioned and series "75" cars. All others have 42 ampere.
- **ALL MODELS** may be ordered without heater-defroster as an option at reduced cost. However, when Comfort Control air conditioning is ordered, the heater cannot be deleted as it is an integral component.
- **NEW CAR DELIVERY REPORT CARD AND WARRANTY REGISTRATION** combined.
- **ZIP CODE 48232.** A new zip code number is required on all incoming mail to the Cadillac Central Office. The following is the correct method for addressing mail to Detroit:

Mail for the Central Office

Cadillac Motor Car Division
General Motors Corporation
GPO Box 297
Detroit, Michigan 48232

Mail for the Factory Parts Warehouse

Cadillac Motor Car Division
General Motors Corporation
GPO Box 353
Detroit, Michigan 48232

SEAT ADJUSTERS

BODY STYLES	2-WAY MANUAL	2-WAY POWER BENCH	2-WAY POWER BUCKET—DRIVER'S	2-WAY POWER BUCKET—PASSENGER	6-WAY POWER BENCH	4-WAY POWER BUCKET—DRIVER'S
					CODE Y	CODE T
G-N-K	STD.				OPT.	
F-J-B-L		STD.	STD.	STD.	OPT.	OPT.
E				STD.	STD.	STD.
M		STD.			OPT.	
R-S		STD.				

NEW FOUR-POSTER, 6-WAY POWER ADJUSTER. An improved seat control that is firmer and more durable with fewer moving parts has been designed to operate the posture positions of the 6-way bench seat adjuster.

CODES. Use code Y to order 6-way power bench seat control and code T to order 4-way power driver's bucket seat control. Both are included in groups 1, 2, 3, 4.

NOTE: 2-way power adjuster is standard with all passenger (right side) bucket seats. A 4-way power adjuster is not available for the passenger bucket seat.

CONTROLS

2-WAY MANUAL. Left side of seat.

2-WAY POWER—BENCH SEAT. Switch located on left door control panel except on "75" where control is under instrument panel left of steering column.

No other type, such as 6-way, is available on the "75" because the front seat is integral with the center pillars, preventing a vertical movement of the seat.

2-WAY POWER—BUCKET SEAT. Driver's seat switch located on left door control panel. Passenger seat switch is on right door panel.

4-WAY POWER—DRIVER'S BUCKET SEAT ONLY. Driver's seat switch is located on left door control panel.

6-WAY POWER ON "62" SERIES. Controls are on left side of seat. All other models on left door panel.

CODE AND ACRYLIC NUMBERS FOR 1964 COLORS

		MANUFACTURERS IDENTIFICATION			% Used in 1963
Code	Name	Rinshed-Mason	Du Pont	Forbes	
10	Ebony	L 55 K 011	868-96459	500-112X	11.8
12	Aspen White	L 55 W 001	868-96298	710-300	24.6
14	Nevada Silver	L 58 A 006	867-95991	720-271	4.3
16	Cardiff Gray	L 58 A 001	867-96256	720-348	2.2
22	Beacon Blue	L 58 B 028	867-96891	720-372	9.5
24	Spruce Blue	L 58 B 029	867-96839	720-373	4.7
26	Somerset Blue	L 58 B 003	867-96258	720-355	2.2
29	Turino Turquoise	L 58 B 008	867-96303	720-302	7.7
32	Seacrest Green	L 58 G 029	867-96892	720-374	6.5
34	Lime	L 58 G 028	867-97027	720-375	
36	Nile Green	L 58 G 030	867-96838	720-376	1.4
44	Bahama Sand	L 55 N 001	868-96261	710-347	7.1
46	Sierra Gold	L 58 N 019	867-97038	720-377	5.0
47	Palomino	L 58 N 004	867-96301	720-303	4.7
50	Matador Red	L 58 R 001	867-96263	720-349	2.0
52	Royal Maroon	L 58 R 002	867-96264	720-356	2.5

ELDORADO FIREMIST COLORS

92	Firemist Blue	L 58 B 026	867-97082	26.1
94	Firemist Aquamarine	L 58 B 031	867-97086	19.4
96	Firemist Green	L 58 G 020	867-97084	9.7
97	Firemist Saddle	L 58 N 014	867-97083	28.0
98	Firemist Red	L 58 R 008	867-97085	16.8

The column of percentage figures, at extreme right above, represents the popularity of comparable colors used during the 1963 Model. Lime is not similar to last season's Briar Rose; therefore, no percentage is listed and column will not total 100%.

INTERIOR COLOR AND MATERIAL CHARTS

FABRICS AND INTERIOR COLORS. Trim charts on the following pages list the type of fabrics and colors used in the interior of each body style, according to upholstery code number.

ILLUSTRATIONS. Perspective drawings on the inside of folded pages depict the various interior trim styles and materials used. These illustrations are helpful in writing special interior specifications such as two-tone combinations.

AVOID MISUNDERSTANDING. A detailed explanation of the colors and materials that will be used, even on a standard option, will create a mutual understanding and be appreciated by the customer.

TRIM STYLES NOT INTERCHANGEABLE.

There are 6 distinct upholstery styles used in the 11 body models, and they are not interchangeable. Each trim style is designed for certain models and cannot be adapted to other body types.

WHY NOT? For example, a de Ville or Sixty Special cannot be made in the Eldorado pleated mode. The patterns and stencils that are used for cutting the materials are of different sizes according to the requirements of the body into which the upholstery is to be installed. Some parts, such as rubber seat pads, are machine formed with indentations molded especially for sewing the pleats. These are examples of the limitations that preclude any option of trim styles.

UPHOLSTERY STYLES BY MODEL

BODY STYLES	MODELS	TRIM STYLES
G-N-K	Sixty-Two	Pleated
F-J-B-L	de Ville	Elongated Diamond Tufted
E	Eldorado	Pleated
M—Cloth	Sixty Special Cloth	Diamond Biscuits & Buttons
M—Leather	Sixty Special Leather	Half-Diamond Pleats & Buttons
R-S	Seventy-Five	Biscuits & Buttons

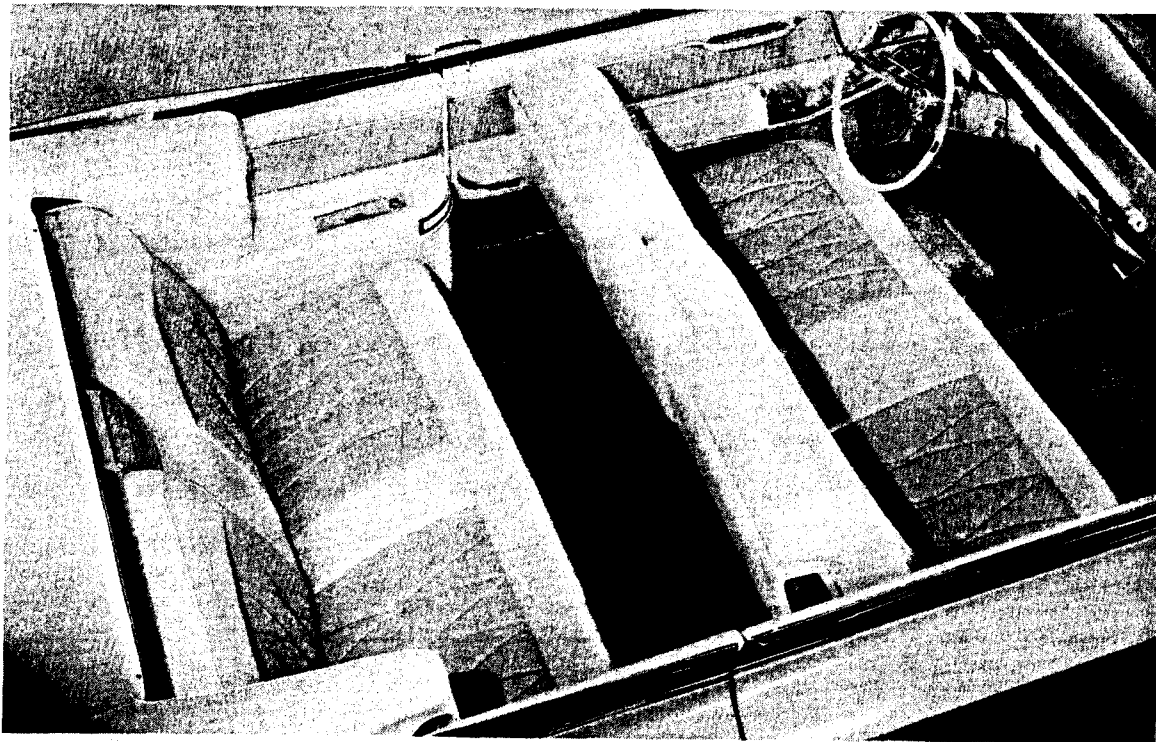
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CONVERTIBLE DE VILLE

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CONVERTIBLE DE VILLE



TRIM STYLE

A choice of nine leather combinations is offered in the Convertible de Ville. The styling is elongated diamond tufts with buttons. A horizontal bolster extends across the front of seat cushion and upper section of the back rest panels. The center of seat cushions is plain style to match the front center arm rest and plain area in rear under the radio speaker grille. New comfort-contoured, form-fitting back rests result from individual panels that are slightly concave. Also, in addition to the regular thick rubber pad, de Ville seat construction now includes an extra foam rubber pad to which the covering upholstery material is attached.

NOTE: All seat inserts are Aztec perforated grain leather. All bolster areas are non-perforated leather. Black or White has a natural grain. All other colors have an Antique finish.

CENTER ARM REST in front only except with bucket seats.

DOORS have a metal trim finishing panel in upper forward corner that is painted to match lower instrument panel.

DOOR SIDE ARM RESTS are leather covered on top contact surface with side in vinyl, color to match bolster.

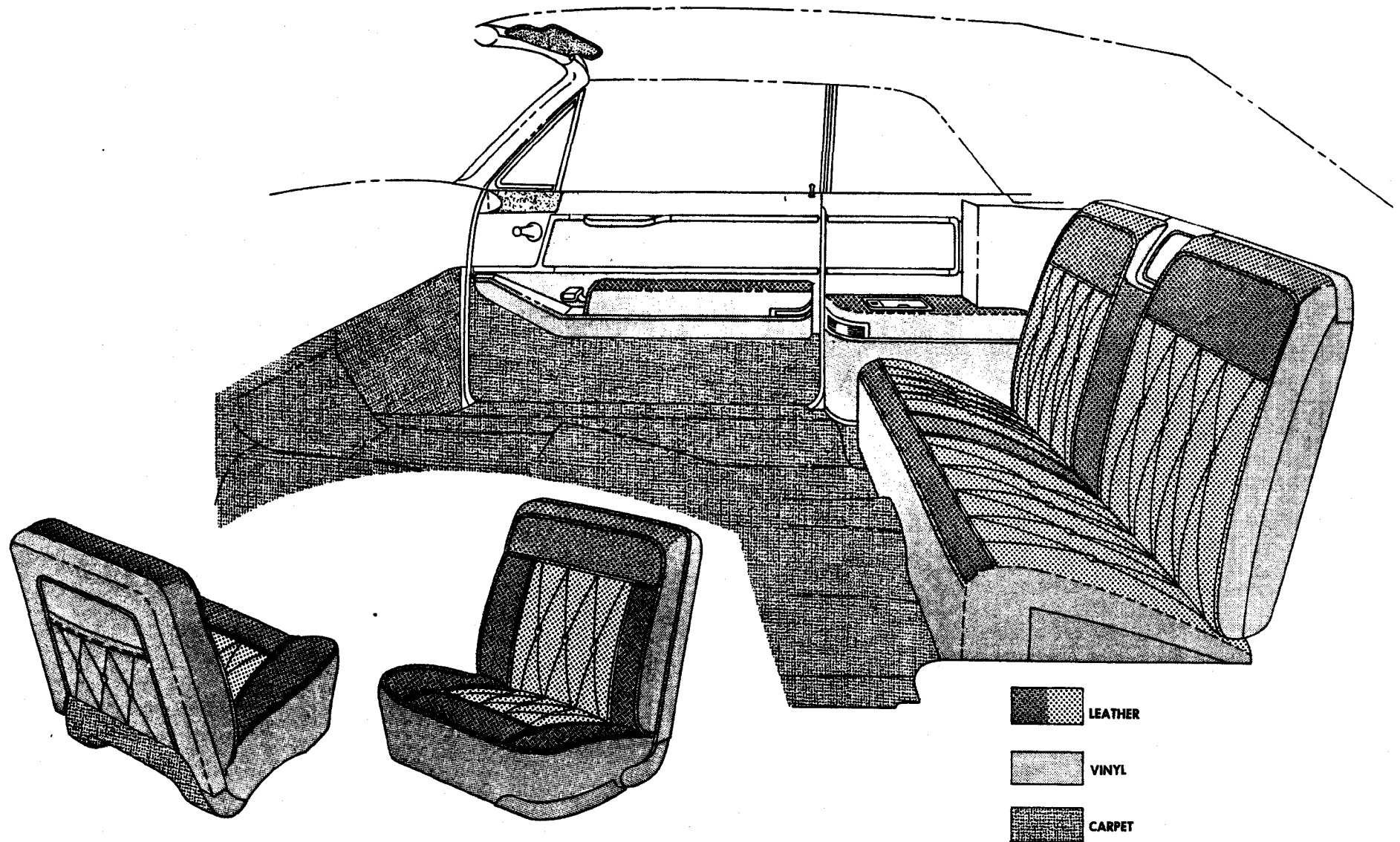
BACK OF FRONT SEAT BACK has a vinyl upper section on each back rest to match bolster color. Below this is an insert section upholstered in vinyl, color to match seat inserts.

INTERIOR LAMP SWITCH for rear quarter courtesy lamps is in center of front seat back panel. With bucket seats these lamps operate from door jamb, head-lamp and top well switches.

CONVERTIBLE DE VILLE

F

Interior Trim Distribution



	LEATHER		FRONT SEAT SIDE PANELS	LOWER INSTRUMENT PANEL	STEERING WHEEL RIM	INSTRUMENT PANEL COVER & EXTENSIONS	TOP BOOT	CARPETS
	INSERTS	BOLSTERS						
C	Aztec perforated grain on seats.	Also top surface of front & rear side arm rests.	Front seat wings.	Steering column.		Steering wheel grips.	Coated fabric.	Tremont Quality
O	Coated fabric on doors.	Coated fabric on cushion facings, back of front seat back upper panels, sides of door arm rests, lower rear quarters, top well & upper doors.	Laces.	Glove compartment door.		Shifter, directional signal & adjustable steering wheel lever caps.		Bucket seat console lining—Tara quality.
D								
E								
			Console cover, case & facing.	Ash receiver doors.				Cowl quarter grille color.
20	White*	White*	White	White	White	Black	White	Black
21	Black*	Black*	Black	Black	Black	Black	Black	Black
23	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Lt. Blue	Dk. Blue	Lt. Blue	Med. Blue
24	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Sandalwood	Dk. Sandalwood	Sandalwood	Med. Sandalwood
25	Palomino	Palomino	Palomino	Tan	Tan	Med. Tan	Tan	Med. Tan
26	Lime	White*	White	White	White	Dk. Lime	White	Med. Lime
27	Green	Green	Green	Green	Green	Dk. Green	Green	Med. Green
28	White*	White*	White	White	White	Dk. Red	White	Dk. Red
29	Red	Red	Red	Red	Red	Dk. Red	Red	Dk. Red

*Black and White leathers are natural grain. All other colors are Antique finish. Inserts are Aztec perforated grain leather; bolsters are non-perforated.

BUCKET SEATS. To order, add "B" to codes. e.g., 20B, 21B, etc. Both driver and passenger bucket seats have horizontal power adjuster with a control switch, on control panel, forward of the arm rest on each door. For the driver's seat, an optional, 4-way tilt type, power adjuster is available. Control on left door. Map pocket on rear of each bucket seat.

TOPS Vicodec Material

- | | |
|-----------|----------------|
| 1 — White | 6 — Sandalwood |
| 2 — Black | 8 — Blue |
| 4 — Lime | |

TOP BOOT is made of coated fabric, color to match the bolster leather and **not the top material.**

TOP MATERIALS are four ply: 1) vinyl exterior surface; 2) sheeting; 3) rubber; 4) drill cloth lining. A fusion of these materials, by a heat bonding process, results in a one piece fabric with basically the same color on the inside (there is no separate lining) as the outside surface except with white top on which the underside (inside of car) is black.

All white tops have a black underside due to the bonding process described above which makes the fabrics integral and the colors cannot be changed. This should be considered when a white top is being

ordered. It may have the effect of adding two colors to the overall scheme and creating a four color combination: 1) exterior; 2) upholstery; 3) white top; 4) black underside of top.

CARPETS. Tremont quality, rayon-nylon, cut pile. Color, except black, is medium tone or slightly darker than the basic upholstery material. This is desirable as the carpets cover areas most vulnerable to surface soiling.

WINDSHIELD GARNISH MOLDINGS are bright anodized aluminum.

BRAKE, ACCELERATOR and PARK BRAKE PEDALS have chrome finish bezels.

DOOR LOCKING ROD KNOBS are chrome finish.

DO NOT ORDER codes B or X.

SUN VISORS. On special two-tone upholstery combinations, the sun shades will match the bolster color.

BUCKET SEATS, optional, at extra charge \$_____

TWO-TONE AND NON-STANDARD LEATHER COMBINATIONS are available, on special order, at extra charge. See leather chart, page 70, for additional colors.

\$_____

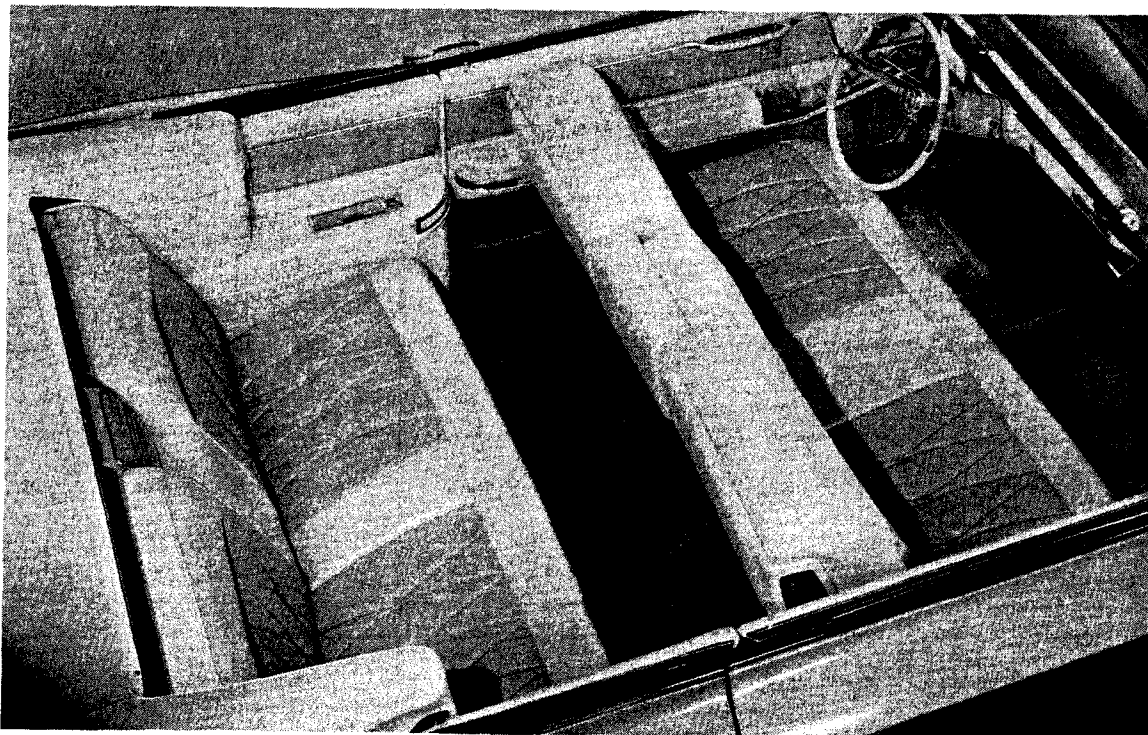
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CONVERTIBLE DE VILLE

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CONVERTIBLE DE VILLE



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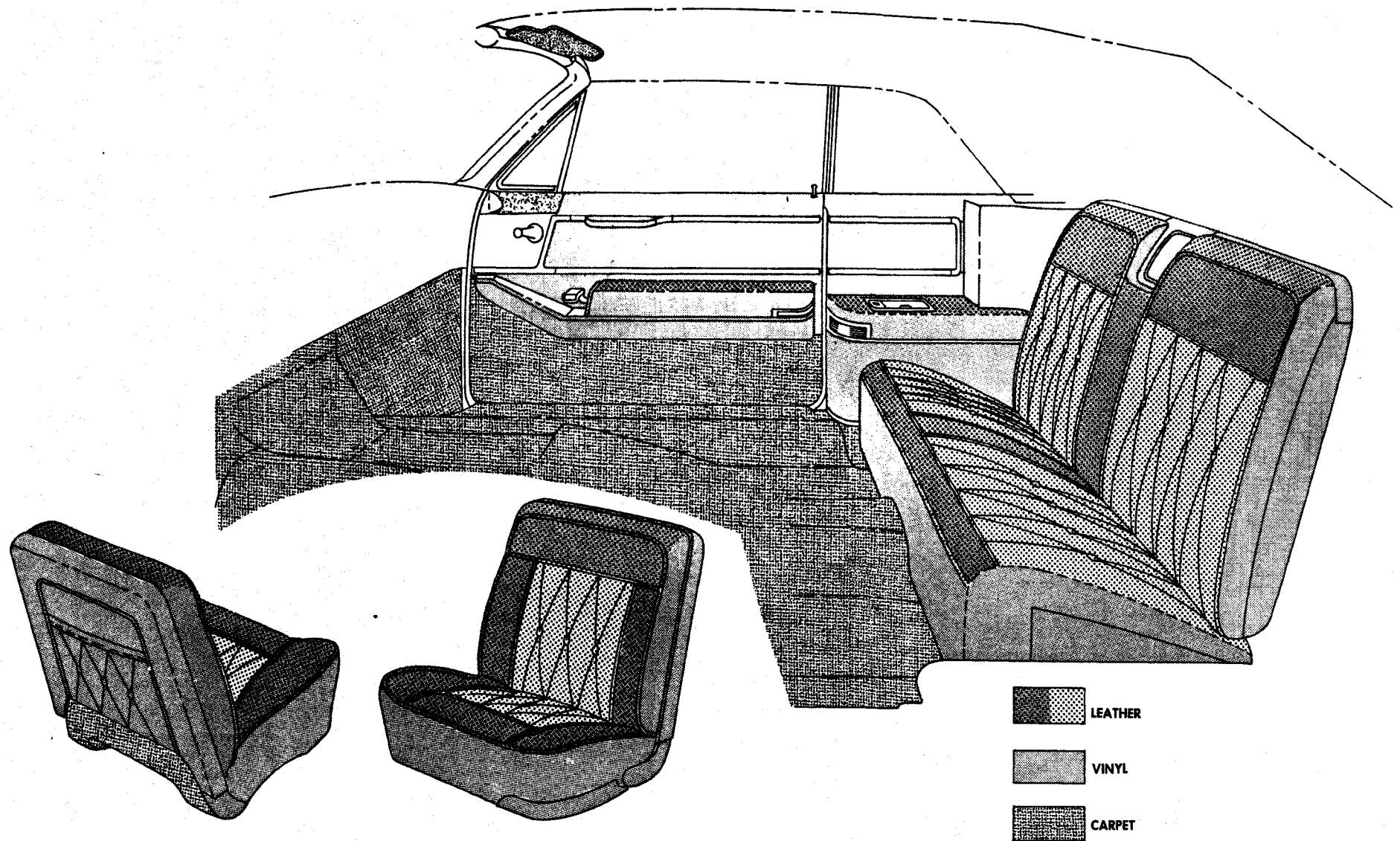
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	Coated fabric on doors.	Coated fabric on cushion facings, back of front seat back upper panels, sides of door arm rests, lower rear quarters, top well & upper doors.	Laces. Console cover, case & facing.	Glove compartment door. Ash receiver doors.		Shifter, directional signal & adjustable steering wheel lever caps.		Bucket seat console lining—Tara quality. Cowl quarter grille color.
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DO NOT ORDER codes B or X.

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BUCKET SEATS, optional, at extra charge \$_____.

TWO-TONE AND NON-STANDARD LEATHER COMBINATIONS are available, on special order, at extra charge. See leather chart, page 70, for additional colors.

\$_____.

ACCESSORIES and OPTIONS

MANUFACTURER'S SUGGESTED RETAIL PRICES

FACTORY INSTALLED

K	Air Conditioner.....	(R & S)	\$623.70
B	Bucket Seats.....	(F-J-B)	187.85
	Bucket Seats & Optional Leather.....	(J-B)	328.75
K	Comfort Control (Air Conditioner).....	(Ex. R & S)	494.50
G	Controlled Differential.....		53.70
C	Cruise Control.....		96.60
B	Defogger, Rear Window.....	(Ex. F-E-R-S)	26.90
M	Door Locks, Power—2 Doors.....		45.75
M	Door Locks, Power—4 Doors.....	(Ex. R & S)	70.00
D	Dor-Gards—2 Doors.....		4.05
D	Dor-Gards—4 Doors.....		7.30
E	Glass, Soft Ray.....		51.70
U	Headlamp Control, Power.....	(Ex. R & S)	51.10
U	Headlamp Control, Power.....	(R & S)	45.75
	Leather Upholstery, 4 Options.....	(J-B-M)	140.90
8	License Frame (Each).....		5.85
	Padded Roof.....	J	91.25
	Padded Roof.....	B	107.50
	Padded Roof.....	M	134.20
R	Radio, AM.....		164.60
R 1	Radio, AM-FM.....		191.40
R 2	Radio, Rear Control, AM.....	(R & S)	246.60
T	Seat Adjuster, 4-Way—Driv. Bucket Seat.....	(F-J-B)	53.65
Y	Seat Adjuster, 6-Way—Front.....	(G-N-K)	113.05
Y	Seat Adjuster, 6-Way—Front.....	(F-J-B-L-M)	85.05
V	Seat Belts, 2-Front.....		21.50
A	Seat Belts, 2 Rear.....	(Ex. R & S)	18.30
Q	Steering Wheel, Adjustable.....		48.30
W	Tires, White Wall—5.....	(G-N-K-F-J-B-L-M)	57.45
W	Tires, White Wall—5.....	(R & S)	64.75
S	Trunk Lock, Remote Control.....	(Ex. R & S)	53.15
J	Twilight Sentinel.....		29.05
N	Vent Window Regulators, Power.....		73.20
X	Window Regulators, Power.....	(G-N-K)	118.45

DEALER INSTALLED

Basket, Litter.....	2.75
Cover, Spare Tire.....	4.95
Cushion Covers, Front.....	(Ex. Bucket Seats & R-S) 15.50
Cushion Covers, Rear.....	(Ex. R & S) 15.50
Foot Selector Switch, AM Radio.....	4.75
Horn, Eldorado.....	(Ex. E) 23.50
Mat, Floor—Front One-Piece Full Contoured.....	11.95
Mats, Floor—Front Contoured RH & LH.....	(Pair) 8.95
Mat, Floor—Rear One-Piece Full Contoured.....	(Ex. R-S) 7.95
Mats, Floor—Rear Contoured RH & LH.....	(Pair) (Ex. R-S) 5.95
Mirror, RH Outside.....	9.95
Seat Belts, Rear.....	18.00
Valet, Tissue.....	3.95

1964 CADILLAC UPHOLSTERY OPTIONS

LEATHER

All inserts are Aztec perforated grain. Bolster areas (and front compartment of '75" Limousine) are not perforated. Applies to all models using leather.

STYLE—E

10	White—Black Carpets
11	Black
13	Gray-Blue
14	Sandalwood
15	Palomino
16	Aquamarine
17	Dk. Blue-Green
19	Red

STYLE—F

20	White—Black Carpets
21	Black
23	Lt. Blue
24	Sandalwood
25	Palomino
26	Lime—White Bolsters
27	Green
28	White—Red Carpets
29	Red

To order bucket front seats add "B" to codes. E.G., 10B, 11B, 20B, 21B, etc.

E—TOPS

1	White
2	Black
3	Aquamarine
6	Sandalwood
9	Silver-Blue

F—TOPS

1	White
2	Black
4	Lime
6	Sandalwood
8	Blue

STYLES G—N—K

INSERTS CLOTH		BOLSTERS COATED FABRIC	
30	Black	Dunsmuir	White
31	Gray	Doncaster	Gray
32	Midnight Blue	Dunsmuir	Midnight Blue
33	Lt. Blue	Doncaster	Lt. Blue
34	Sandalwood	Dunsmuir	Sandalwood
36	Turquoise	Doncaster	Turquoise
37	Green	Dunsmuir	Green

STYLES J—B—L

INSERTS CLOTH		BOLSTERS LEATHER	
41	Gray	Dorchester	Gray
42	Midnight Blue	Dover	Midnight Blue
43	Lt. Blue	Dorchester	Lt. Blue
44	Sandalwood	Dover	Sandalwood
46	Turquoise	Dorchester	Turquoise
47	Dk. Green	Dover	Lt. Green
48	Lime	Dorchester	White
49	Black	Dorchester	White

STYLES J—B

OPTIONAL LEATHER—EXTRA CHARGE	
50	White
51	Black
54	Sandalwood
59	Red

Bucket front seats with console available at extra charge. To order add code "B". E.G., 50B, 51B, etc.

STYLES J—B—M—R—S

CROSS-GRAINED VINYL PADDED ROOFS			
60	Black	63	Lt. Blue
61	White	64	Sandalwood

STYLE—M

CLOTH & LEATHER COMBINATION			
INSERTS CLOTH		BOLSTERS LEATHER	
60	Black	Drexel	White
61	Gray	Dorset	Gray
62	Midnight Blue	Drexel	Midnight Blue
63	Lt. Blue	Dorset	Lt. Blue
64	Sandalwood	Drexel	Sandalwood
65	Beige	Dorset	Beige
66	Turquoise	Drexel	Turquoise
67	Green	Dorset	Green

ALL BROADCLOTH

71	Gray
75	Beige
OPTIONAL LEATHER—EXTRA CHARGE	
80	White
81	Black
84	Sandalwood
89	Red

STYLES R—S

CLOTH OR CORD		BROADCLOTH	
90	Dk. Gray	Calais Cord	Dk. Gray
91	Gray	Broadcloth	Gray
92	Gray	Calais Cord	Gray
94	Beige	Calais Cord	Beige
95	Beige	Broadcloth	Beige

On limousine style S, front compartment will be standard black leather. Gray or beige leather is optional and may be ordered by adding code "G" for gray or "F" for beige. E.G., 90G, 91G, 92G, would have gray leather front. 94F, 95F would have beige leather front.

1964 CADILLAC COLORS

10.....	Ebony
12.....	Aspen White
14.....	Nevada Silver
16.....	Cardiff Gray
22.....	Beacon Blue
24.....	Spruce Blue
26.....	Somerset Blue
29.....	Turino Turquoise
32.....	Seacrest Green
34.....	Lime
36.....	Nile Green
44.....	Bahama Sand
46.....	Sierra Gold
47.....	Palomino
50.....	Matador Red
52.....	Royal Maroon

ELDORADO FIREMIST COLORS

92.....	Firemist Blue
94.....	Firemist Aquamarine
96.....	Firemist Green
97.....	Firemist Saddle
98.....	Firemist Red

All prices are "Manufacturer's Suggested Retail Price" and include reimbursement for Federal Excise Tax and suggested preparation and conditioning charges. Basic car prices do not include Factory or Dealer installed options or accessories, state or local taxes, destination charge (from Detroit, Michigan) or license fees.

ACCESSORY and EQUIPMENT GROUPS and CODES

X WINDOW REGULATORS, Power W TIRES, White Wall R RADIO, AM E GLASS, Soft Ray 1 Y SEAT ADJUSTER, 6-Way Bench or T SEAT ADJUSTER, 4-Way Bucket D DOR-GARDS K COMFORT CONTROL*	R1 RADIO, AM-FM SAME AS NO. 1 With Addition of AM-FM Radio
3 SAME AS NO. 1 Without Comfort Control	4 SAME AS NO. 2 Without Comfort Control
5 U HEADLAMP CONTROL, Power Q STEERING WHEEL, Adjustable J TWILIGHT SENTINEL	6 M DOOR LOCKS, Power S TRUNK LOCK, Power C CRUISE CONTROL
7 G CONTROLLED DIFFERENTIAL N VENT WINDOWS, Power B DEFOGGER, Rear Window	8 LICENSE FRAME, One or 9 LICENSE FRAMES, Two

OTHER CODES

A SEAT BELTS, 2 Rear F FILLER PLATE H DELETE HEATER	P OPTIONAL GEAR RATIO R2 RADIO, REAR CONTROL (Fleetwood 75 only) L DELETE 2 FRONT SEAT BELTS
--	---

* When ordering air conditioner on Fleetwood 75, use same symbols—groups 1, 2 or K. (Comfort Control not available on Fleetwood 75.)

Heater-defroster and two front seat belts are standard equipment and are included in the basic price of the car. However, a delete option is available on both items at reduced cost. The heater-defroster is an integral component of Comfort Control and cannot be deleted when this feature is ordered. The front seat belt delete option is effective January 2, 1964.

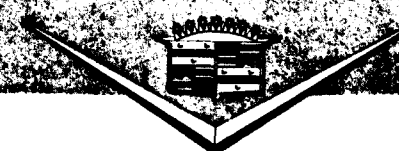
Power Door Locks, Trunk Lock, 6-way Seat Adjuster, Rear Window Defogger not available on Fleetwood Seventy-Five. Rear Window Defogger not available on convertibles.

1964 CADILLAC

MANUFACTURER'S SUGGESTED RETAIL PRICES

Effective October 3, 1963

Options and accessories for optional equipment



STYLE NO.		CODE	
6257	Sixty-Two Coupe.....	G	\$5,026.00
6239	Sixty-Two Sedan 4-Window.....	N	5,214.00
6229	Sixty-Two Sedan 6-Window.....	K	5,214.00
6267	de Ville Convertible.....	F	5,590.00
6357	Coupe de Ville.....	J	5,386.00
6339	Sedan de Ville 4-Window.....	B	5,633.00
6329	Sedan de Ville 6-Window.....	L	5,633.00
6367	Fleetwood Eldorado Convertible..	E	6,608.00
6039	Fleetwood Sixty Special Sedan...	M	6,366.00
6723	Fleetwood "75" Sedan.....	R	9,724.00
6733	Fleetwood "75" Limousine.....	S	9,939.00

Including Optional Leather Trim \$140.90

6357	Coupe de Ville.....	J	5,526.90
6339	Sedan de Ville 4-Window.....	B	5,773.90
6039	Fleetwood Sixty Special Sedan...	M	6,506.90

Destination Charge \$_____ Extra Equipment \$_____ Total \$_____



'64 CADILLAC

OWNER'S MANUAL



Your magnificent new 1964 Cadillac will provide you with many miles of motoring pleasure. The information in this book will help guide you in deriving the utmost in satisfaction from your new Cadillac.

Take a few moments to review the operating instructions to enable you to enjoy all of the convenience and comfort of the many features engineered into this car of cars.

The explanations and instructions that pertain exclusively to the Fleetwood Series Seventy-Five Sedan and Limousine as well as to the Commercial Chassis will be found in Section 4—"Fleetwood Series Seventy-Five Automobiles" beginning on page 48. The general information and service recommendations found in other sections of this book apply to all series.

This information was prepared to assist you. If a question ever occurs that is not answered here, please do not hesitate to write us. We will be happy to hear from you at any time.

SERVICE DEPARTMENT, CADILLAC MOTOR CAR DIVISION
GENERAL MOTORS CORPORATION, DETROIT 32, MICHIGAN

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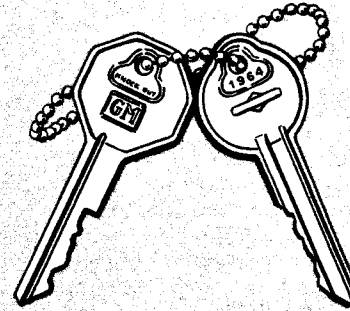
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NOTE: Additional information pertinent to the Fleetwood Seventy-Five nine-passenger sedan and limousine and the Commercial Chassis is in Section 4, pages 48-53.

SECTION

Operating Your Cadillac



Break-in procedure unnecessary

Your Cadillac is ready for all normal driving just as you receive it from your dealer. Precision manufacturing techniques have prepared it for the road and it has been tested by the manufacturer.

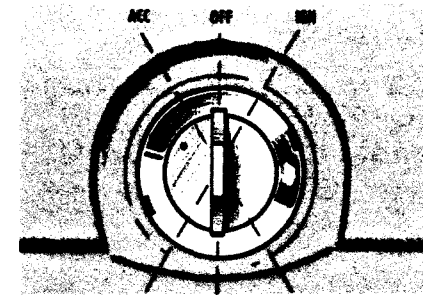
Drive your new Cadillac at varying speeds in a normal manner, just as you expect to drive it for different traffic and road situations.

Keys

Two separate keys are provided for your convenience. The key with the octagonal head operates the ignition and door locks. The rounded key is used in the luggage compartment and glove box door locks, and center console on models with bucket seats, to protect the privacy of these compartments when it is necessary to leave the ignition key with your car. Remove the "knock out" plug with key number from the key head and keep it, or a record of the number, to facilitate replacement or duplication of your keys.

The ignition switch

The ignition switch is on the instrument panel to the right of the steering column. The key slot is illuminated when instrument panel lights are on. The key can be turned to any one of three positions, but can be inserted or withdrawn only in the straight-up "OFF" position. First position "right" completes the ignition circuit and activates all instruments and accessories. Full "right" position cranks the engine. The "left" position is for operation of the accessories when the ignition is off. For your own protection and to cooperate with civil authorities, remove the key and lock the car when leaving it unattended.



Instructions for starting the engine

The starter operates when the ignition key is turned to the full "right" position, *provided* the transmission selector lever is in either "Neutral" or "Park". For safety, the starter switch is inoperative in all driving positions. When the engine is cold, press the accelerator pedal slowly to the toeboard once, then remove your foot, and turn the key to "start" position. DO NOT hold the key in "start" position longer than 15 seconds at one time. If the car has been standing over 48 hours, it is helpful to pump the accelerator three times before starting.

Normal restarting

If the engine is warm from previous running (within the last two to four hours), hold the accelerator part way down while cranking.

Extreme cold weather precautions

The starting procedure for extreme cold weather is basically the same as for normal conditions. If the engine should start, run a few seconds and then stall, repeat the normal starting procedure. If the engine does not restart within five seconds of cranking, push the accelerator to the floor and hold it (DO NOT PUMP) while continuing to crank until engine starts. Do not crank engine longer than 15 seconds at a time. Proper engine oil viscosity is important to facilitate cold weather starting. See page 33.

Flooded engine

Hold accelerator pedal all the way down and crank until engine starts (not over 15 seconds at a time).

INSTRUMENTS

Fuel gauge

The gasoline gauge is located on the right side of the instrument cluster. It registers only when the ignition key is turned to the right.

Oil pressure indicator light

If oil pressure is low, a red indicator light labeled "OIL", located below the fuel gauge, will glow. Under normal conditions this light will glow when the ignition is turned on, but will go off when the engine is running. If it does not go off, the car should not be operated until the cause of the low oil pressure has been corrected by an Authorized Cadillac Dealer.

Temperature indicator

The temperature of the engine coolant is shown on the gauge at the right of the speedometer. Normally, the gauge pointer will move gradually from the extreme left to a center position.



Do not be alarmed if the pointer registers above the center range on long drives during warm weather. The pressure-controlled overflow will normally prevent coolant losses up to 245°F. If the pointer reaches "H" or if the coolant boils, indicated by a buzzing sound from the radiator cap, stop the car immediately and have the condition causing the overheating corrected. **CAUTION:** Before removing radiator cap, read the precautions on page 34.

Generator indicator light

A red indicator light for the charging circuit is located in the instrument cluster just below the temperature indicator. The light, labeled "GEN", glows whenever the generator is *not* charging. In normal operation, it will light when the ignition is turned on, go out when the engine starts and remain unlighted at all except the lowest idling speeds. If it glows at speeds above idle, have the charging system checked by an Authorized Cadillac Dealer.

Speedometer

The speedometer indicates car speed. The odometer portion is divided in two sections—the left half records accumulated mileage and the right half indicates trip mileage. A reset knob for the trip odometer is located in the lower instrument panel below the ignition lock. To reset trip mileage, push in on the reset knob and turn it clockwise until all nines appear. Repeat this operation for one more complete revolution until all nines reappear, then reverse the knob until all zeros appear.

HYDRA-MATIC TRANSMISSION

(Used in Series Sixty-Two, Fleetwood Series Seventy-Five, and the Commercial Chassis)

The Hydra-Matic shift indicator has six positions marked park "P", neutral "N", drive "DRIVE" (left hand and right hand positions), low "L", and reverse "R".

"Drive" range

In drive range with the indicator at the left-hand position, four forward speeds are available; the right-hand position provides you with three forward speeds.

REGULAR DRIVING—the left-hand position should be used to reduce engine speed and to obtain maximum fuel economy.

PASSING—when an extra burst of acceleration is needed for safety in passing, press the accelerator all the way down. This automatically down-shifts the transmission to a lower gear for more power.

HILLY TERRAIN AT NORMAL HIGHWAY SPEEDS—use the right-hand position. In this position, only first, second, and third speeds are available, improving acceleration and deceleration. The right-hand position also reduces automatic shifting in traffic and on hills, and decreases brake usage when descending medium grades. It may be selected at any car speed.

"L" low range

"L" range should always be used when going up or down very steep grades. Where traffic signs call for first or second gear, always shift to "L" range.

A shift from either "DRIVE" position to "L" can be made while traveling at moderate speeds. This shift is not recommended when the pavement is slippery or when in loose gravel, because it may induce a skid.

To free the car from snow, sand, mud or ice—move the selector lever back and forth between low "L" and reverse "R" with just enough pressure on the accelerator to cause rocking. No pause is necessary in shifting to reverse. On slippery surfaces, apply only light accelerator pressure. This will improve traction.

NOTE: Should the wheels slide when braking on ice the transmission may shift to a lower gear. If this occurs, move the shift control lever to Neutral until control is recovered. Use of intermittent brake pressure when on ice will result in better car control.



"R" reverse

To back your car from a stopped position — move the selector lever to the reverse "R" position. This can be done without pause from either neutral "N", drive "DRIVE", or low "L" positions. Lift the lever slightly as it passes the "DRIVE" and "L" positions. Do not shift to "R" if moving forward faster than 5 miles per hour.

"P" park

Use the park "P" position of the shift lever to lock car wheels when parked. When parking on hills or steep inclines, apply parking brake and turn front wheels toward curb in addition to using the park "P" position. It is necessary to raise the lever when moving it from any other position to park "P" and also when moving it from the park position. NEVER move the lever to park "P" with the car in motion.

Starting procedure

The engine cannot be started by pushing the car, and this procedure should never be attempted. If the trouble appears to be a discharged battery, a booster battery and jumper cables should be used. If this fails to start the engine, the car should be towed to an Authorized Cadillac dealer.

Towing

If the transmission is in proper operating condition, the 1964 Cadillac can be towed or pushed without disconnecting the propeller shaft or raising the rear wheels. The shift lever must be in the neutral position. If the tow requires raising the rear of the car, the wheels should be lifted just slightly off the ground. When towing by either method, speed should not exceed 30 miles per hour, nor distance exceed 50 miles.

TURBO HYDRA-MATIC AUTOMATIC TRANSMISSION

(Used in DeVille, Fleetwood Eldorado Convertible, and Fleetwood Series Sixty Special Sedan)



The Turbo Hydra-Matic shift indicator has five positions marked park "P", reverse "R", neutral "N", drive "D", and low "L".

An arrangement of steps in the shift linkage restricts a straight line movement of the shift lever.

It is necessary to lift up on the lever when shifting out of park "P", into park "P", or from drive "D" to low "L".

Movement of the lever through reverse "R", neutral "N", and drive "D" is made simply by moving the lever in the appropriate direction.

"D" drive range

All normal driving is done with the transmission in drive "D" position. This permits the transmission to operate through its complete range of gear ratios and select the best one for the road and load condition.

PASSING—when an extra burst of acceleration is needed for safety in passing, press the accelerator all the way down. This automatically down-shifts the transmission to a lower gear for more power.

"Rocking" the car

To free the car from snow, sand, mud or ice—move the selector lever back and forth between Drive "D" and Reverse "R" with just enough pressure on the accelerator to cause a rocking movement of the car. On extremely slippery surfaces, apply only light accelerator pressure.

NOTE: Should the wheels slide when braking on ice the transmission may shift to a lower gear. If this occurs, move the shift control lever to Neutral until control is recovered. Use of intermittent brake pressure when on ice will result in better car control.

"L" low range

This range provides engine braking assist while descending grades in hilly terrain and may be selected at any speed.

This should be done when descending steep grades or when traffic signs call for the use of low gear. There are two degrees of brake assist that are governed by car speed and each is obtained by using the "L" selector position.

MAXIMUM ASSIST is obtained by selecting low "L" range and reducing car speed below 15 MPH.

INTERMEDIATE ASSIST is obtained by moving the selector lever to "L" from drive above 25 MPH. Then intermediate brake assist will be in effect at any speed below 70 MPH. If the vehicle is stopped or slowed below 15 MPH with the selector lever in "L", the transmission will automatically shift to the maximum braking assist. If intermediate braking assist is again required, shift into drive "D", until car speed exceeds 25 MPH after which intermediate assist may be again selected by use of "L" range.

Use of "L" range is not recommended when the pavement is extremely slippery because it may induce a skid.

"R" reverse

To back your car from a stopped position—move the shift lever to the reverse "R" position. This can be done without pause from either park "P" or neutral "N" position. It will be necessary to lift up on the lever when shifting to reverse "R" from park "P" position. Do not shift to "R" if moving forward.

"P" park

Use the park "P" position of the shift lever to lock car wheels when parked. When parking on hills or steep inclines, apply parking brake and turn front wheels toward curb in addition to using the park "P" position. It is necessary to raise the lever when moving it from any other position to park "P" and also when moving it from the park position. NEVER move the lever to park "P" with the car in motion.

Emergency starting procedure

The engine cannot be started by pushing the car. If the trouble appears to be a discharged battery, a booster battery and jumper cables should be used. If this fails to start the engine, the car should be towed to an Authorized Cadillac dealer.

Towing

If the transmission is in proper operating condition, the 1964 Cadillac can be towed or pushed without disconnecting the propeller shaft or raising the rear wheels. The shift lever must be in the neutral position. If the tow requires raising the rear of the car, the wheels should be lifted just slightly off the ground. When towing by either method, speed should not exceed 30 MPH, nor distance exceed 50 miles.

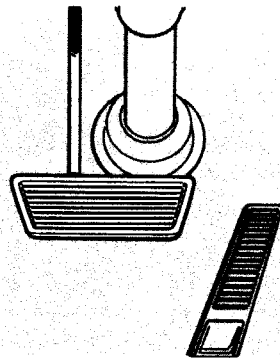
CONTROLLED DIFFERENTIAL

A Controlled Differential (optional at extra cost) is available on all models. This differential always directs the major driving force to the wheel having the greater traction. The Controlled Differential makes driving safer and more economical by providing additional traction in snow, ice, mud, sand and gravel, particularly when one rear wheel is on a surface providing poor traction.

During normal driving and cornering, the controlled unit functions as a standard differential. When one wheel encounters a slippery surface, however, the Controlled Differential allows the wheel with the greater traction to drive the car.

CAUTION: On cars equipped with a Controlled Differential, do not jack one rear wheel off the ground with engine running.

POWER BRAKES



Your 1964 Cadillac is equipped with power brakes incorporating a dual system, sealed reservoir master cylinder. With this type cylinder, the front and rear brakes have separate hydraulic systems so rear brakes would be unaffected in the event fluid leaks from the front hydraulic system. Likewise, the front brakes would be unaffected by loss of fluid from the rear hydraulic system. Loss of fluid is signaled by excessive brake pedal travel. If this condition is encountered, immediate inspection should be made by your Authorized Cadillac dealer.

The power brake unit has a self-contained reserve tank

that permits several applications of the brakes with power assist after the engine has stopped. After this is used up, or should the power system become inoperative, the brakes can be applied in the conventional manner; however, more effort is required due to the loss of power assist. The brake pedal will allow comfortable use of two-foot application. In the event of power assist being lost, the use of two feet on the pedal will result in a normal braking feel.

Under normal driving conditions your Cadillac does not require manual brake adjustment to compensate for lining wear. All wheels are equipped with automatic brake adjusters. If misadjustment is suspected, have the brake system inspected by your Authorized Cadillac dealer.

Parking brake

To apply the parking brake, merely step on the parking brake pedal suspended from the instrument panel to the left of the power brake pedal. It will lock into place automatically when the transmission is in "Park" or "Neutral" with engine running or in any position if the engine is stopped.

The parking brake will release automatically when the transmission selector lever is moved to any drive range with the engine running. A definite noise should be heard as the

pedal reaches the fully released position. Do not drive the car unless the parking brake is completely released. Should it be necessary to release the brake manually, operate the hand release lever located on the upper portion of the parking brake assembly. Since the parking brake will not lock on when the transmission selector is in "Drive", "Low" and "Reverse" ranges, it may also be used as a fully controllable brake pedal, providing rear wheel braking only, under emergency or special conditions.

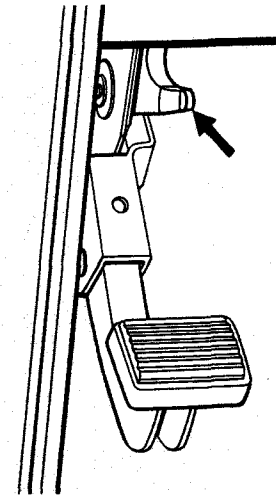
As a safety precaution when parking on hills, it is advisable to turn the wheels toward the curb, lock the rear wheels by placing the transmission selector in "Park" position, and place the parking brake in its fully depressed position.

When pedal travel of the parking brake exceeds five inches, it should be adjusted by your Authorized Cadillac dealer.

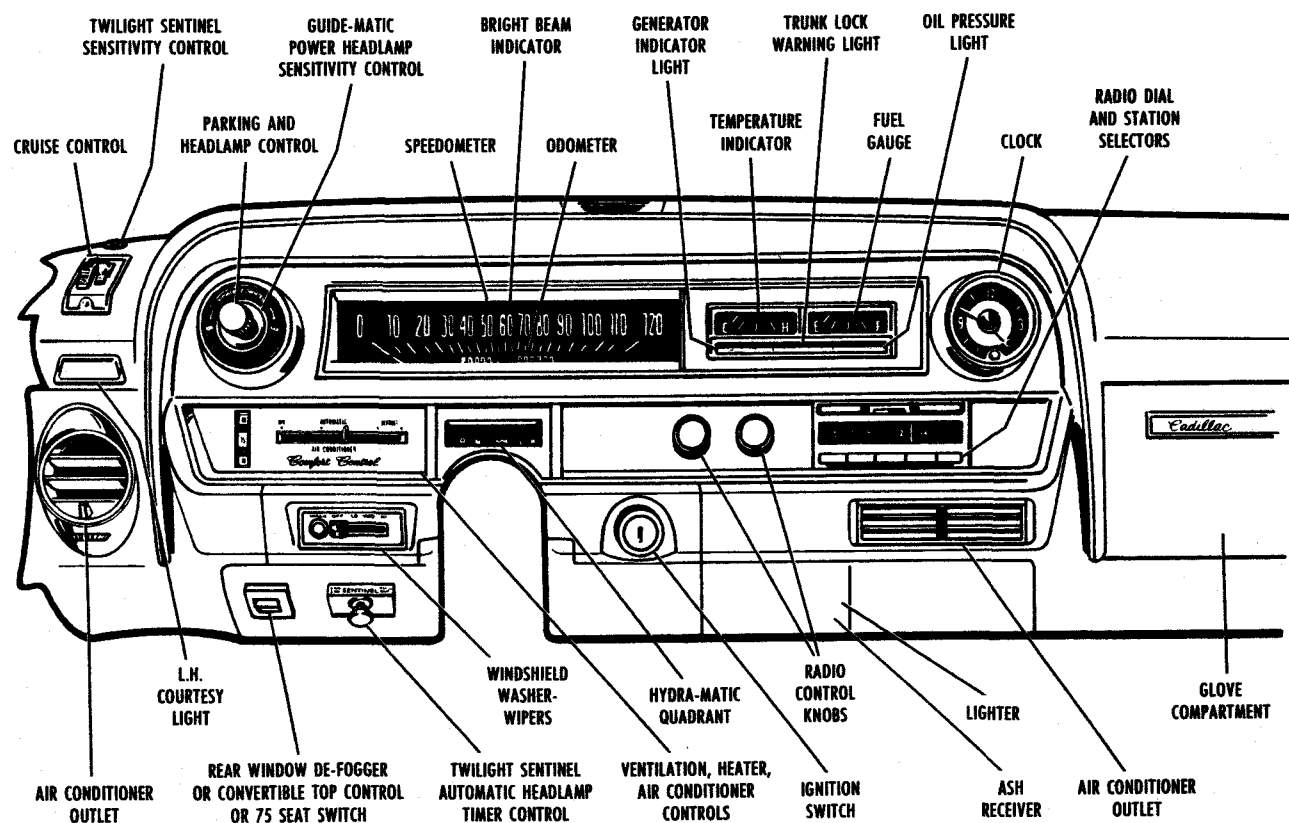
POWER STEERING

Steering, turning, and parking are made almost effortless with Cadillac power steering. Your car will respond to the slightest touch of the steering wheel, with power assist available as required by road conditions.

Your Cadillac may be steered manually with no power assist when the ignition is in "OFF" position. If your power steering becomes inoperative for any reason, the car may be steered manually but with increased effort.



INSTRUMENT PANEL AND CONTROLS

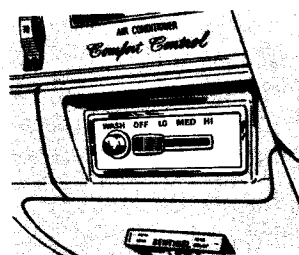
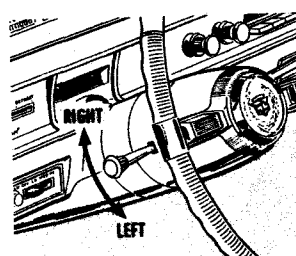


CONTROLS

Your new Cadillac has accessible controls and easily read dials and instruments that are designed for your safety and convenience. Only a few minutes are required to gain an understanding of the proper use of these instruments and controls. Refer to the illustration on Page 13 to become acquainted with your 1964 Cadillac instrument panel.

Turn signal

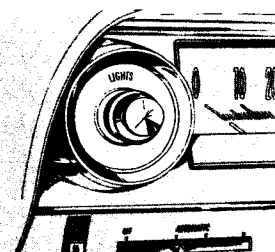
The turn signal lever is mounted on the left side of the steering column. The turn signal lever should be moved to the "up" position to signal for a right turn and to the "down" position for a left turn. This activates flashing signals on the



right or left, both front and rear of the car, to inform oncoming and following drivers of your intentions to turn. Corresponding left and right signal indicator lights are located facing rearward on top of each front fender crown molding. A steady beam from either indicator light means failure of a front or rear signal bulb. For safety, and to comply with the law, have defective bulbs replaced at once.

Cornering lights

Your Cadillac is equipped with cornering lights located to the rear of the grille extensions on the side of the front fenders. These cornering lights operate in conjunction with the turn signals. When the turn signal is operating in either direction with headlights or parking lights on, the corresponding cornering light emits a steady sideward beam to provide additional illumination when turning corners.



Windshield wipers and washers

Windshield wipers are controlled by a switch knob to the left of the steering column. To operate the wipers, move the knob to "LOW", "MEDIUM", or "HIGH" position. Do not try to move the blades by hand or attempt to run the wipers if the blades are frozen to the glass. Avoid operating the wipers on a dry windshield.

Your Cadillac is also equipped with windshield washers for cleaning a windshield soiled with dust, road spray or dirt. Pressing the washer button, located to the left of the wiper control knob, causes the wipers to operate at low speed and solution to be sprayed on the windshield. When washing action is completed and the windshield is dry, move the wiper knob to the "OFF" position.

Headlight control

The control knob for the headlights, parking lights, instrument panel lights, and courtesy lights is located at the left of the speedometer. HEADLIGHTS are operated by pulling the switch control knob all the way out. PARKNG LIGHTS come on as the same knob is pulled halfway out. INSTRUMENT PANEL LIGHTS are on in both positions. Instrument panel lights can be increased or decreased in intensity, or turned off, by rotating the control knob. Rotating it completely counterclockwise turns on courtesy lights.

Headlight dimmer switch

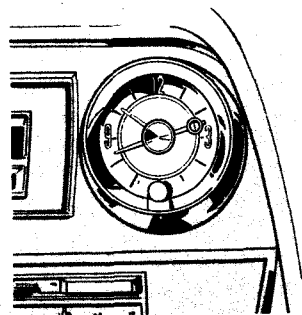
The headlight dimmer switch permits you to select the correct headlight beam for different types of driving. All four lights are on when you use the high beam for highway driving . . . only the outer lights are on for low beam city driving. Select desired beam by depressing the switch located on the floor just below the parking brake pedal.

High beam indicator

When the headlights are on high beam, an indicator light above the 60 MPH mark in the instrument cluster glows red. Never leave the high beam on when being approached by oncoming traffic.

Electric clock

A fully automatic electric clock is located at the right of the instrument cluster. If the clock should gain or lose time, it can be easily reset. To reset, pull out the reset knob firmly and turn in the direction you want to move the minute hand, until the hands register the correct time. Resetting the clock 5 or more minutes in either direction will automatically regulate the clock to run approximately 20 seconds per day



faster or slower, depending on which way the reset knob is moved. If more than a 20-second adjustment is desired, you can reset it after 12 hours have elapsed and thereby adjust it to run an additional 20 seconds faster or slower.

The special oils used to lubricate precision timepieces tend to deteriorate with age. To assure accurate timekeeping, your clock should be removed for cleaning and oiling every two years by your Cadillac dealer, who will be pleased to send it to an authorized clock repair station at reasonable cost.

Ash Receivers

There are two ash receivers in the instrument panel, each containing a lighter adjacent to the ash receiver. One, located to the right of the glove compartment is pivoted at the bottom and opens with light pressure exerted near the bottom of the ash receiver door. The other, located to right of ignition switch on the lower instrument panel, pulls out.

The lighter elements are heated when the lighters are pushed in. When ready for use they automatically click out. The lighter receptacles and ash receivers are illuminated when the instrument panel lights are turned on. Sliding inner ash receivers up and out removes them for emptying.

Rear combination ash receivers and lighters are provided on all models except the Sixty-Two Coupe, which is equipped with ash receivers only.

Back-up lights

For safety and convenience, your Cadillac is equipped with dual back-up lights which go on automatically when the transmission selector lever is in the reverse "R" position with the ignition switch on.

Interior lights

Your Cadillac is equipped with courtesy lights that illuminate the interior when any door is opened. When all doors are closed, full counterclockwise position of the headlight control knob turns on courtesy lights. A manual switch is centrally located on the back of the front seat divider on some body styles for control of rear courtesy lights.

MIRRORS

Glare-proof inside rear-view mirror

The Cadillac Glare-Proof Inside Rear-View Mirror is moved from clear daylight visibility to non-glare visibility at night by adjusting the small tab at the bottom marked "DAY" and "NIGHT". The mirror can be moved to accommodate the driver's height and seat position by moving pivoted ball stud up or down.

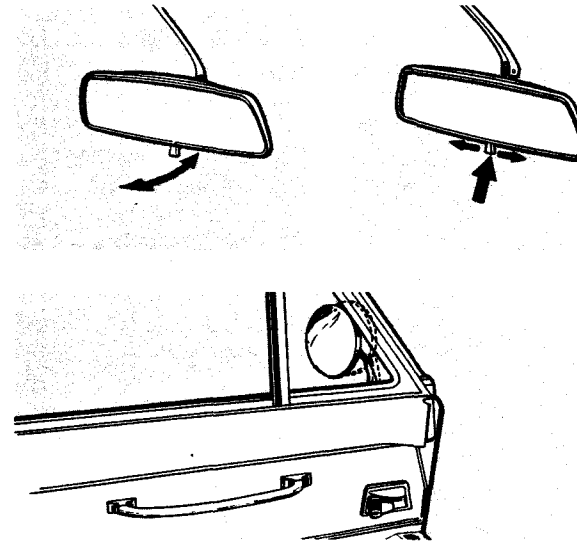
Sixty Special and Eldorado inside rear-view mirror.

The Eldorado and Sixty Special E-Z-Eye 3-Way Inside Rear-View Mirror has an adjustment for three differing types of driving. For daylight driving the lever at the bottom of the mirror should be moved to the left. For normal night driving the lever should be positioned at the center of the bottom of the mirror. Move the lever to the right to counteract intense glare.

Remote-control outside mirror

Your Cadillac is equipped with a Remote-Control Outside Rear-View Mirror. Movement of the convenient handle, inside the car, allows you to adjust the mirror to suit your

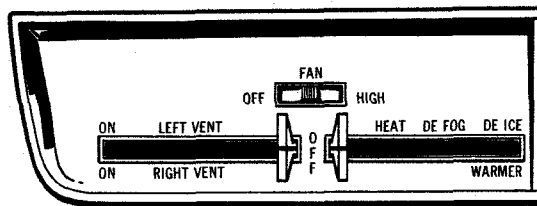
requirements. Added in or out adjustment is possible by rotating the mirror head in its support.



VENTILATION AND HEATING

Ventilation

On cars not equipped with Air Conditioning, outside air is drawn into the passenger compartment through an outside air intake grille located in the cowl directly below, and in front of, the windshield. This location minimizes intake of exhaust fumes from other cars. Air is admitted to the passenger compartment through valves operated by control levers. These levers are located in a panel directly below the instrument cluster and to the left of the steering column. The upper lever controls the ventilation of the left side of the car, and the lower lever controls the ventilation of the right side. Moving the levers to the left opens the valves and admits ventilating air. The levers can be moved gradually to admit as much air as you desire.



To keep out offensive odors and exhaust gases when traveling in congested areas, or when parked behind a car which has its engine running, shut the outside air intake valves.

Heating

The Cadillac Heating System delivers heated air through a unit located on the right-hand side of the dash panel. Outside air is delivered through the heating system to the front passenger compartment by means of grilles and openings in the heater case located along the front of the dash panel. Heated air is delivered to the rear passenger compartment through ducts located under the front carpet and extending under the front seat. Part or all of the heated air can be delivered to the windshield for removing fog or ice.

Heater control operation

The heater control panel is built into the instrument panel beneath the instrument cluster to the left of the steering column. The heater control consists of a fan switch to control fan speed and two horizontal sliding levers to control defroster and heater. The control is illuminated when instrument panel lights are on.

The fan switch controls the amount of air being discharged to the passenger compartment through the heater

or defroster outlets. The system can be operated without the blower when the switch is in the "OFF" position. The fan can be set at any of three speeds.

The lower lever controls the temperature. To increase the temperature, push the lever to the right; to decrease the temperature, push the lever to the left. The upper lever turns the heater on and off and controls the quantity of defrosting air delivered to the windshield. Moving the upper lever to "HEAT" turns the heater on. If air is desired on the windshield, push the lever to the "DE-FOG" position, and move the lower lever to the desired temperature position. For removing ice, push the upper lever to the extreme right "DE-ICE" position, move the lower lever to the extreme

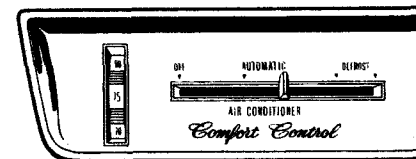
right, and place the fan switch at "HIGH" position.

Heater control during warm-up

For maximum heat and quickest warm-up in cold weather, place the upper lever at "HEAT", push the lower lever all the way to the right, and set the fan switch on "HIGH". If it is necessary to remove some fog during this period, move upper lever to "DE-FOG" to direct air to the windshield. Any snow covering the cowl air intake grille should be removed to facilitate defogging. It will be most comfortable in extremely cold weather to place the upper lever in the "DE-FOG" position.

SECTION

Other Features



Comfort Control AIR CONDITIONER

The Exclusive Cadillac Comfort Control Automatic Air Conditioner system (optional at extra cost) automatically controls the Air Conditioner-Heater system to provide the interior temperature selected by the driver on the control panel temperature dial.

This is a completely automatic system that requires no change of setting due to outside weather conditions.

In warm weather, cooled, dehumidified air enters through three adjustable outlets—one at each end and one in the center of the instrument panel. Each outlet can be rotated to direct air throughout the car. The end outlets can be completely closed off by turning the dial beneath each outlet. In cold weather, heated air enters through heater ducts to the front and rear floor areas.

CONTROLS

The "Comfort Control" panel is located just below the instrument cluster to the left of the steering column.

Normal Operation

1. Set the temperature dial to select your desired interior temperature (usually very near 75° is satisfactory).
2. Place the horizontal sliding lever at the white triangle under the word "AUTOMATIC" to turn the system on.

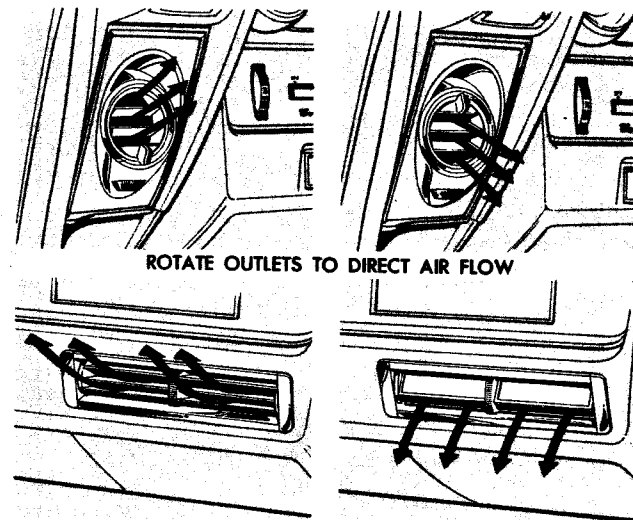
NOTE: After initial settings are made, it is not necessary to turn the system "OFF." The Air Conditioner-Heater system will automatically operate whenever the car is started; starting immediately in warm weather, but delaying heater operation in cold weather until heat is available from engine coolant.

Unusual Operation

Three additional settings of the control lever are provided for use in those few instances when extreme weather

conditions call for extra volumes of heated or cooled air or for air to be directed to the windshield.

The first of these settings marked by a red triangle beneath the word "AUTOMATIC" causes the system to operate as under the normal setting but permits higher



blower speeds resulting in quicker cool-downs in summer and warmups in winter.

The 1st "DEFROST" position will direct a portion of the discharge air to the windshield and cause the blower to operate at a medium speed for use when the windshield is fogged over.

The 2nd "DEFROST" position provides maximum heated air at high blower speed, all of which is delivered to the windshield for melting snow and ice accumulations.

NOTE: When a car has been parked in the hot sun, it is recommended that all of the windows be lowered for a few minutes to permit removal of hot air and achieve quicker cool-down.

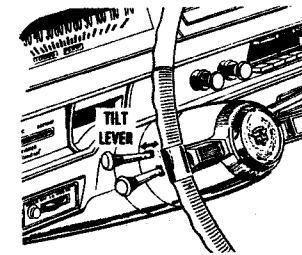
Rear window de-fogger

The Cadillac Rear Window De-Fogger (Optional at extra cost) is available on all models except convertibles and Fleetwood Seventy-Five Sedans and Limousines and aids in keeping the rear window clear. It is controlled by a switch on the underside of the instrument panel to the left of the steering column. For "HIGH" fan speed, move switch to the right. For "LOW" speed, move it to the left. The De-Fogger is "OFF" when the switch is in center position.

In operation, the De-Fogger directs air against the rear window from an outlet in the rear compartment package shelf, thus keeping the rear window free of mist and fog.

Adjustable steering wheel

If your 1964 Cadillac has the adjustable steering wheel (optional at extra cost), it can be moved upward or downward to any one of seven different positions.

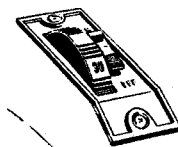


This permits individual selection of the most natural and most comfortable position for normal driving. You can also minimize the tension and fatigue that may accompany long trips by occasionally varying the steering wheel position.

Adjustment of the wheel is simple and positive. It is made by lifting up a small lever located on the left side of the steering column just below the turn indicator lever, moving the steering wheel to the desired angle, and then releasing the adjustment lever to lock the wheel in position. The wheel position may be changed while driving.

This adjustment feature provides maximum ease in entering and leaving the car, too, since the steering wheel is spring-loaded, and lifting the lever automatically raises the wheel to its uppermost position.

If your car also has a seat with vertical adjustment features, it should be adjusted first. Then the adjustable steering wheel can be adjusted in relation to the seat position to provide the maximum in driving position comfort.



Cruise control

Cadillac Cruise Control (optional at extra cost) is a speed regulating device.

The operating controls are mounted in the instrument panel cover at the left end. They provide a

means of operating the device as a speed reminder or an automatic speed regulator. There is a speed setting dial and a three-position switch marked "OFF", "ON", and "LOCK". In the "OFF" position the car speed is not affected.

To use as a speed reminder rotate dial until desired speed setting, as indicated by the numerals on the dial rim, is lined up at the opening nearest the word "OFF". Then slide switch forward to the "ON" position. The Cruise Control will indicate that the selected speed has been reached by exerting back pressure on the accelerator pedal.

For automatic speed control, rotate the selector dial to the approximate speed setting desired. Accelerate until the selected speed is reached and back pressure is felt at the accelerator pedal.

Push the lock-in switch forward momentarily while holding down against accelerator back pressure, then release the switch. The car will now automatically maintain the

selected speed with the driver's foot off the accelerator pedal. Selected speed will be maintained, within the limits of engine performance, even when driving uphill or down.

When the unit is in automatic control, car speed can be changed by slowly rotating the dial forward to increase speed, or backward to decrease speed.

CAUTION: When changing speed during automatic control, the dial acts as a hand throttle. Always rotate slowly to prevent sudden acceleration.

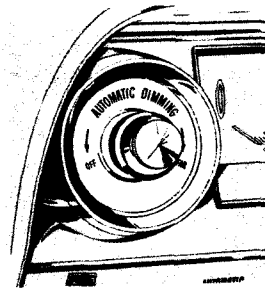
Automatic control is disengaged when the brake pedal is depressed or when the button is moved to the "OFF" position. To re-engage, move button to the "ON" (center) position, accelerate until back pressure is again felt, and push switch forward momentarily to lock in. It is not necessary to rotate the selector dial to re-engage automatic control. An "OFF" position is provided so the switch lever may be pulled rearward to disengage the automatic control without the necessity of touching the brake pedal. With the unit "OFF", no back pressure will be felt at any speed.

Cruise Control does not interfere with normal acceleration up to the selected speed reminder setting. To obtain further acceleration above that speed, press the accelerator pedal against the warning back pressure.

Power headlight control

The Guide-Matic Power Headlight Control (optional at extra cost) automatically turns off your car's inner high beam headlights and lowers the beam of the outer lights when another vehicle approaches from the opposite direction.

An override switch permits drivers to hold their lights on high beam. A sensitivity control ring, which is located directly behind and concentric with the headlight control knob, permits adjusting Power Headlight Control sensitivity to suit driving conditions. This ring is identified by the words "AUTOMATIC DIMMING" above the ring. When the control is in center position the pointer will be pointing straight up. Rotating the control knob clockwise, toward the word "FAR" causes the lights to dim sooner; rotating it counterclockwise delays the dimming action until approaching cars are nearer.



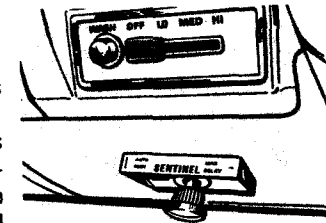
For manual operation of headlight dimming, turn the Guide-Matic control ring counterclockwise until the knob pointer is "OFF" as indicated on the left side of the dial face.

Twilight sentinel control

The Twilight Sentinel Control (optional at extra cost) automatically turns on your car's headlights and tail lights as darkness approaches, when the ignition switch is "ON". Similarly, the unit turns the lights off as daylight approaches.

For automatic control, push in on the Manual-Automatic control knob on the chrome bezel to the left of the steering column below the dash. Leave the headlight control knob in "OFF" position, for automatic operation. A Photo-Electric Cell Cap located on the left side of the upper instrument cover marked "EARLY" and "LATE", permits adjusting Twilight Sentinel Control sensitivity to suit driving conditions. Turning the Photo-Electric Cell Cap in the "EARLY" direction causes the headlights and tail lights to turn on early as darkness approaches; turning it in the "LATE" direction causes the lights to come on later.

A variable time delay feature permits the headlights and taillights to remain ON after the ignition switch is turned OFF for added convenience and safety in darkened areas. Additional sidelighting can be obtained by activating a cornering



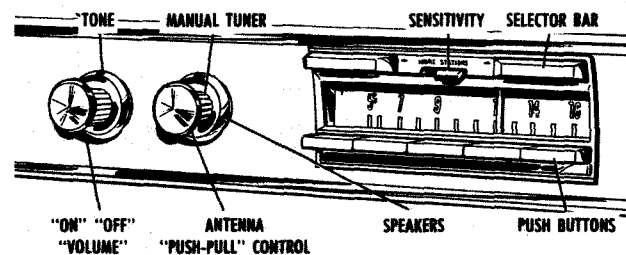
light. For TIME DELAY ACTION push in on the Manual-Automatic control knob then rotate clockwise to the position that provides the desired time delay. Maximum time delay action is approximately 90 seconds.

For manual operation of the headlights, pull out on the Twilight Sentinel knob, as indicated on the chrome bezel. This permits conventional operation with the headlight control knob for turning on lights immediately upon entering a dark area such as a tunnel or for complying with local regulations that may require leaving headlights off while driving through tunnels, etc.

RADIOS

Both fully transistorized Cadillac Radios (optional at extra cost) in either the AM model or the AM-FM model are easily operated. Either one is mounted in the center of the instrument panel and has two knobs, each with a ring around it, to the left of the dial, five push buttons below, and a selector bar above the dial.

The left knob is the "ON", "OFF" and "VOLUME" control. The ring around the left knob controls the tone. The tone ring has a centered detent position which provides a balanced response for normal listening. Tone control is possible by turning the ring. Turned to the left, the bass tones predominate—turned to the right, treble tones are accentuated.



The right knob controls the electric antenna. Pushing in on the knob raises the antenna; pulling out, lowers the antenna. The ring around the right knob controls the operation of the front and rear speakers. Counterclockwise rotation accentuates the rear speaker. Clockwise movement accentuates the front speaker. Balanced sound, front and rear, can be obtained by centralizing the ring.

Manual tuning of either set is accomplished by turning the right knob to set the pointer at the desired frequency on the dial.

The five push buttons can be pre-set to favorite stations. Tune in the desired station nearest the left end of the dial with the manual tuner knob. Fine tune until best reception

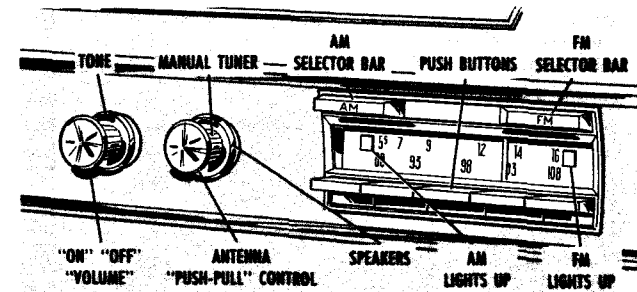
is obtained. Move the first button to the left and pull out, then push the button all the way in. The first button will now select that station repeatedly. Continue this process for setting the remaining buttons on other stations.

Push buttons on the AM-FM tuner may be set on AM stations, FM stations, or a combination of both.

The selector bar above the dial is used to select the desired frequency band on the AM-FM set. Pressing the left end selects the AM band and pressing the right end, the FM band. The letters "AM" or "FM" will light on the dial to show which frequency band the radio is on.

On the AM set only, the selector bar permits automatic search tuning. Press the bar and immediately release it to cause the tuner to change and stop at the next station on the dial. A sensitivity control for this automatic tuner is located in the center below the bar. It selects the strength of the stations on which the selector will stop. Moving the lever to the left allows the tuner to stop only on more powerful stations. In the middle position, stations of slightly lower power will be received in addition to stronger stations. To obtain maximum sensitivity, and bring in weaker stations, move lever to the right.

Both AM and AM-FM sets will provide many hours of enjoyable listening. The FM set is normally free from most atmospheric and man-made static. The effective range of FM transmitters, however, is usually limited to no more than line-of-sight from the transmitter—or about twenty



miles. Moving out of this effective range will produce a "flutter" or a series of noise bursts in the signal. Ignition interference from adjacent vehicles may also be encountered. When it is not possible to eliminate these effects by retuning, we suggest switching to a stronger FM station or to the AM band.

FRONT SEATS

Manual adjustment

The front seat can be adjusted forward or rearward. Merely lift up the lever on the driver's side of the seat and adjust to the most comfortable driving position for you. Then release the lever to lock the seat in this position. If you desire, the seat may be lowered by having your Authorized

Cadillac dealer remove the shims between seat supports and the floor.

Power front seat controls

The controls for electrically operated seats (optional on some models at extra cost) are mounted on the side of the seat to the left of the driver, or on the left door armrest.

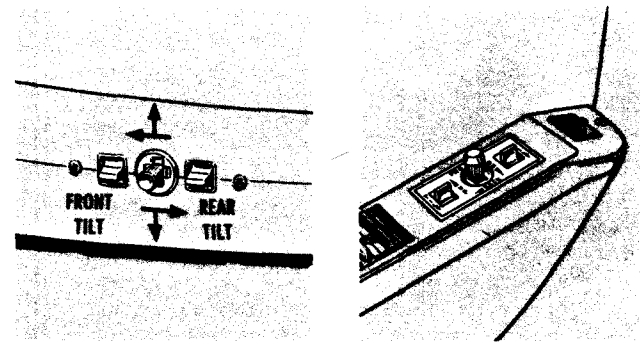
For forward and backward adjustment of the two-way electrically controlled seat, move the switch lever in the direction of the desired seat movement.

Adjust the six-way power seat as follows. Move the center switch lever forward or backward to control the horizontal fore and aft movement of the seat. Move the center switch lever up or down, or side to side, to control the vertical movement of the seat. Move the front switch lever to raise or lower the front of the seat and to tilt the seat back accordingly. Move the rear switch lever to raise or lower the rear of the seat and to tilt the seat back accordingly.

Additional rearward seat positioning can be made available with all bench type seats by having your dealer reposition the seat one inch rearward at the attachment to the floor.

Bucket seats

On those cars equipped with power-assisted bucket seats, electrical assist is provided for fore and aft movement. Vertical movement of the rear of the seat is provided on



the driver's side only on Eldorado models. The vertical movement is optional at extra cost on other models.

Seat belts

On cars equipped with seat belts, the portion of the front seat belt on the outboard side is retractable for convenient storage. When buckling the belt, be sure the retractable portion is fully extended to provide maximum restraint.

The buckle portion provides adjustment. Pulling the free end of the belt will tighten it. Pulling and tilting the buckle while pressing its slide adjuster loosens the belt. To disengage the buckle, lift the unlocking lever.

POWER WINDOWS

The master controls for the electrically operated windows, on all models so equipped, are found in the left front door armrest or switch pod. The buttons are positioned to correspond with the windows they control: the left front button for the left front window, etc.

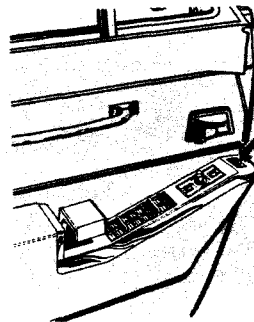
There are individual controls at each window. The control for the right front window is located in the right door armrest. Controls for the rear door windows are in the rear door armrests or trim pads.

The rear quarter windows in coupe styles are individually controlled by switches conveniently located in the rear quarter armrests.

Window lock switch

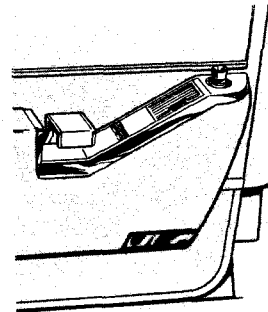
On cars equipped with power windows (except limousines) a lock switch is located at the front of the left front door armrest or window switch pod. This switch has three positions marked "NORMAL", "LOCK" and "EMERG."

In the "NORMAL" position with the ignition "ON", all



windows may be operated by the master switch or each individual switch. If it is desired that only the master switch remain operative to prevent passengers from operating any windows, as in the case with small children in the car, place the switch in the "LOCK" position.

The "EMERG." (emergency) position is spring-loaded and permits energizing only the master switches with the ignition "OFF" while it is *held* in the "EMERG." position. All window switches, including the master switch, are inoperative with the lock switch in the "NORMAL" or "LOCK" position with the ignition "OFF". The "EMERG." position enables lowering windows before entering a car parked in the hot sun.



Power vents

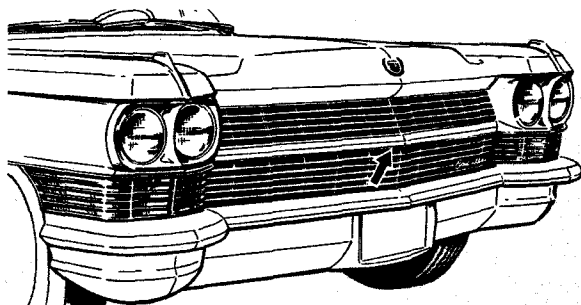
Except for the Sixty Special Sedan and Eldorado Convertible, in which they are standard equipment, Power Front Vent Windows are optional at extra cost on other models. Switches for both front vent windows are located in the left armrest. There is also an individual control switch for the right-

hand vent in the right armrest.

On the Sixty Special Sedan only, the rear vent windows are electrically operated. Switches for both rear vents are located in the left front door armrest. Individual controls are in the rear door armrests.

Interior sun visors

Your Cadillac is equipped with interior sun visors. They may be pulled down to reduce glare or to shut out the direct rays of the sun. They also may be moved to shield against sun rays entering through side windows. The inner ends of the sun visors fit snugly into special slots in the rear view mirror support to keep them firmly in place.



LOCKS

Hood lock

The hood lock is operated in two steps by means of a lever and a separate safety latch. The release lever is accessible beneath the center horizontal grille bar just to the left of center when viewed from the front. Apply pressure to this lever, forcing it to the right. The hood will be released but prevented from opening by a safety latch. Reach in at the hood opening at the center forcing safety latch upward to limit of its travel. Hold in this position and raise hood. To close hood, pull hood down until it will drop of its own weight. Check to be sure hood is properly secured.

Manual door locks

Each door on your Cadillac can be locked from the inside by pushing down the lock button on the window sill. Doors may also be locked from the outside with this button by pushing the button down while the door is open, and then holding the door handle opening button all the way in while closing the door. As a safety feature, locks on the rear doors of sedans are set so that both inside and outside door handles are inoperative when lock button is depressed. To open a door, lift lock button before operating door handle.

Power door locks

If your car is equipped with automatically actuated power door locks, optional at extra cost, all doors may be locked or unlocked by operating the switch located on either front door. Push the switch down to move all door lock buttons to the locked position, and up to move the lock buttons to the unlocked position. The automatic locking mechanism does not, at any time, interfere with manual operation of any door lock button.

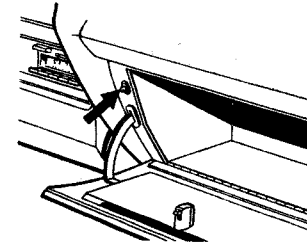
Luggage compartment

The lid on the luggage compartment of your Cadillac is counterbalanced for easy opening. It has a key-lock release. To open, insert the key with the round head in the lock behind the crest, turn in a clockwise direction and lift up on the lower edge of the trunk lid. An interior light goes on when lid is raised. To close, pull to a position 6 or 8 inches from closing, remove key and push lid firmly downward. This automatically locks luggage compartment.

Remote-control trunk lock

A control button, located in the glove box, unlocks the luggage compartment on cars equipped with a remote-control trunk lock, optional at extra cost. When the button is depressed, the trunk lid automatically unlocks

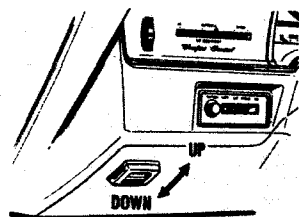
and a light, centered below the temperature and fuel gauges, glows red indicating that the trunk lid is unlocked. When the trunk lid is lowered, a latching mechanism pulls the lid firmly closed and locks it. In addition to the automatic control feature, the trunk can also be opened with a key from outside the car. To prevent damage to the closing mechanism, avoid slamming the lid when closing. Once unlocked, the lid *must* be fully opened before the pull-down and locking can be accomplished.



CONVERTIBLE TOP

To operate the top

To lower the top on the de Ville or Fleetwood Eldorado Convertible Coupe, stop the car, turn down the sun visors, and release the two locking handles. The control for operating the top is located on the instrument panel to the left of the steering column. Push down on this control switch until the top is fully lowered. Instructions on care and folding of the top material and installing the top boot



will be found in the instruction booklet in your glove compartment. To raise the top, stop the car, and remove the top boot. Lift up on the control switch and allow top to raise fully. Before turning handles to lock it in position, make sure it is engaged with the guide pins.

To assure best care for your convertible top

Never operate top while car is moving. Allow plastic rear window and top material to become warm and pliable before attempting to operate top in temperatures below 50° F. In some cases rear window can be lowered or raised more easily if top is raised slightly above windshield header

to relieve tension on back curtain zipper. Do not raise top by hand.

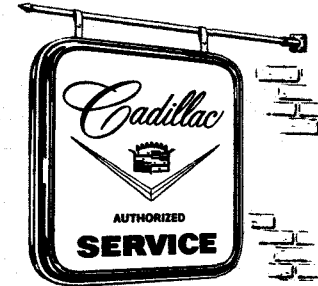
To avoid water stains, mildew, or excessive shrinkage of the top material, do not allow the top to dry in folded position when damp. Always allow top to dry while it is up, before folding. Do not use strong cleaning solutions or brushes with stiff bristles as they can cause damage. See Page 43 for cleaning instructions.

If convertible top will not raise or lower

Avoid interfering with the mechanical operation of the top—such as holding or retarding its operation in any way. Should the mechanism bind when raised or lowered, relieve the point of interference immediately to avoid the possibility of damage to the top. Never attempt to force the convertible top up or down.

SECTION

Service for your car



ENGINE

Your Cadillac engine requires four quarts of oil on a refill after the crankcase has been drained. One additional quart is required when the oil filter is changed. Proper oil level should always be maintained within the safe driving range marked on the oil dipstick. Have the oil level checked each time you buy gasoline, and add one quart when the level drops to the "ADD OIL" mark. Do not operate with the oil level above the "FULL" mark.

First engine oil change

The oil used to fill the crankcase at the factory is a high quality oil that meets General Motors Standard GM 4745-M. This factory-fill oil should be retained for the normal change interval as specified in the table on Page 33. During the first change interval, it is particularly important to have the oil level checked each time you buy gasoline since most modern, high-compression engines require a break-in period for the oil usage to stabilize.

Engine oil recommendations

Use of proper engine oil is your best assurance of continued reliability and performance from your Cadillac engine. It is recommended that you use an oil which, according to the label on the can, is: (1) intended for service "MS", and (2) passes car makers' tests or meets General Motors Standard GM 4745-M. Your Cadillac Serviceman will be pleased to assist you in selecting the proper oil.

Winter operation

In areas where the temperature seldom goes below zero, most 10W oils provide the desired starting characteristics. Where the temperature is frequently below zero, a 5W-20 or 5W oil is recommended; however, some 10W oils may be suitable. Your Cadillac Serviceman will be pleased to assist you in selecting satisfactory oil for these areas.

ENGINE OIL CHANGE AND VISCOSITY RECOMMENDATIONS

Oil's useful life depends primarily upon its quality. The change interval shown in the following table is based on oils that meet the requirements stated under "Engine Oil Recommendations". The table will serve as a guide for selecting the proper oil change interval and the correct oil viscosity at prevailing temperatures. It is not necessary to change oil for the unseasonably cold or warm day encountered during fall or spring.

Anticipated Lowest Temperatures	Use SAE Viscosity Number	Change Your Oil*
Above Freezing (+32°F.)	SAE 10W-30 SAE 20, SAE 20W	Every 60 days or 6,000 miles, whichever occurs first.
Below freezing (+32°F.) and above 0°F.	SAE 10W SAE 5W-20	Every 60 days or 6,000 miles, whichever occurs first.
Below 0°F.	SAE 5W SAE 5W-20	Every 60 days or 6,000 miles, whichever occurs first.

**If there is danger of oil contamination by dust, water, or other foreign material during very extreme driving conditions, the oil should be changed more frequently than shown in the table. Your Cadillac Serviceman is well qualified to advise you.*

Oil filter change recommendation

Install a new oil filter every six months or 6,000 miles, whichever occurs first. The filter change should be performed with an oil change.

ENGINE COOLING

Your Cadillac's cooling system has been designed to maintain efficient engine operating temperatures.

Regular checks of the cooling system are required to see that the proper coolant level ($\frac{3}{4}$ above the cooling tubes when the engine is cold) is maintained. Do not overfill. Keep the system leak-free by having all connections checked regularly. Have your Authorized Cadillac dealer clean and flush the system with water every two years. Do not use chemical flushing agents since they can harm aluminum components.

Refer to Page 35 for the capacity of your car's cooling system.

Important safety note

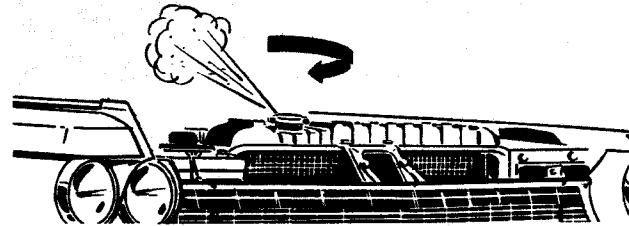
Avoid removing the filler cap while the engine is at normal operating temperature, since hot coolant will spray out. This is a normal action for all pressure-type cooling systems. Should it become necessary to add water, place a cloth over cap, rotate cap toward left until first stop is reached,

and allow pressure to escape. Then turn again to left to remove. Be sure cap is turned tightly when reinstalled.

The temperature gauge can sometimes register "H" (Hot) under severe operating conditions. However, this is not necessarily cause for alarm unless accompanied by a buzzing noise from the radiator cap or by loss of coolant by boiling.

CAUTION: If temperature gauge indicates above-normal temperature, make certain engine is running, or is allowed to cool down to normal temperature, before adding cold water.

If gauge continues to register above normal with coolant at correct level, have your Authorized Cadillac dealer make a thorough check of the system.



Cooling system protection

The inhibited year around (permanent type) engine coolant used to fill the cooling system at the factory is a high quality solution that meets General Motors Specification 1899-M. This factory-fill coolant solution is formulated to withstand two full calendar years of normal operation without draining or adding inhibitors, and provides freezing protection to -20°F .

It is the owner's responsibility to keep the freeze protection at a level commensurate with the area in which the vehicle will be operated. Regardless of climate, freezing protection should be maintained at least as low as 0°F , to provide adequate corrosion protection. When adding solution, due to loss of coolant for any reason or in areas where temperatures lower than -20°F may occur, a sufficient amount of ethylene glycol base year around coolant compatible to GM Specification 1899-M should be used.

Every twenty-four months the cooling system should be serviced by flushing with plain water, then completely replacing the coolant with a fresh solution of high-quality inhibited (permanent type) coolant meeting GM Specification 1899-M, and providing freezing protection at least to -20°F . At this time, also add Cadillac Cooling System Inhibitor and Sealer, Part No. 147 9593, or equivalent. Cadillac Cooling System Inhibitor retards the formation of rust or scale and is compatible with aluminum components.

Before having inhibited permanent coolant installed, the cooling system should be thoroughly cleaned, inspected, and serviced. Coolant in the crankcase can damage an engine; therefore, it is recommended service practice to torque the cylinder heads when coolant is installed.

NOTE: Alcohol base coolants are not recommended for your Cadillac at any time.

COOLING SYSTEM CAPACITY	
All Series with heater, except Fleetwood Seventy-Five and 68	
Not Air Conditioned.....	17.25 qts.
Air Conditioned.....	18.25 qts.
Fleetwood Series Seventy-Five and Series 68 with heater	
Not Air Conditioned.....	19.75 qts.
Air Conditioned.....	20.75 qts.
All Series without heater or Air Conditioner 16.25 qts.	

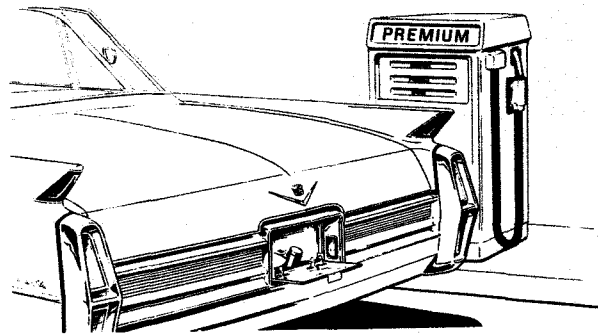
Windshield washer solution

A proper mixture of Cadillac Windshield Washer Anti-freeze, or equivalent, should be added to your windshield washer jar during cold weather to prevent freeze damage to the water jar. **NOTE:** The washers may not operate effectively in extremely low temperatures or while traveling at high speeds.

FUEL

The best fuel for your Cadillac

The 1964 Cadillac engine at sea level requires a fuel with an octane rating of at least 100, Research Method, or 89, Motor Method. Use of low octane fuels will result in severe engine knock, with possible damage to major engine parts.



Since the manufacturer regards engine damage caused by use of low octane fuels as engine misuse, you should specify a gasoline that will meet engine requirements. Engine detonation—known as spark knock or “pinging”—generally indicates the fuel’s octane rating is below engine requirement. If using best available fuel, and “pinging” persists, see your Authorized Cadillac dealer.

Do not be alarmed if the car loses power at fairly high altitudes. This is normal with reduced air density.

Warning on operation in foreign countries

If you plan to operate your Cadillac in Mexico, or other foreign countries, with the exception of Canada, you may find available fuels so low in octane that excessive knocking and serious engine damage result from their use. To minimize this possibility, make certain that fuels of sufficient octane value are available. **BEFORE TAKING YOUR CADILLAC OUTSIDE THE UNITED STATES OR CANADA,** write to Service Department, Cadillac Motor Car Division, Detroit 32, Michigan, giving:

- A. your car’s engine number (located on the white plastic tag just inside the left front door).
- B. the countries in which you plan to travel.

You will be furnished details of adjustments or modification which should be made to the engine by your authorized

Cadillac dealer before your departure. Failure to make the necessary changes, and subsequent operation under conditions of continuous or excessive knocking, constitute misuse of engine for which manufacturer is not responsible under terms of warranty.

After arriving in a foreign country, contact the nearest authorized General Motors dealer for brand names of the best fuels available and for advice as to where they can be purchased.

Positive crankcase ventilator unit

There are two types of Positive Crankcase Ventilating Systems used to reduce air pollution by recycling crankcase fumes back to the intake manifold for burning. One design using a closed oil filler cap and external line to the air cleaner is used on cars delivered in California. The other type with a filter equipped oil filler cap is used on all other cars.

Each system has specific maintenance requirements that must be followed to permit satisfactory operation of the units. It is extremely important that the cleaning and testing procedures be followed or engine damage will result and the advantages of positive crankcase ventilation will be lost.

Maintenance is required at each engine oil change or oftener under some operating conditions. Consult your Authorized Cadillac dealer who is familiar with the proper care of these devices.

Gasoline tank

The gasoline filler cap is located behind the rear license plate. Pull out on top of plate to open. Provisions for using the cap to hold the plate open while filling the tank are built into the plate and frame. Capacity of the fuel tank is twenty-six gallons on all styles except the Commercial Chassis, which has a twenty gallon capacity.

PREVENTIVE MAINTENANCE

Preventive maintenance for your Cadillac is based on Manufacturer's recommendations. Details are outlined in the Cadillac Owner Protection Plan booklet. These services are offered by all Authorized Cadillac dealers. Consult your Dealer for additional services that may be needed due to local climatic conditions or driving habits.

Suspension

The suspension and steering linkage connections do not require periodic lubrication. Suspension connections are packed with a special long-life lubricant and normally need repacking only when damaged seals are replaced. Steering linkage pivot points must be replaced when worn or loose.

Carburetor air filter

The carburetor air filter should be inspected for dust leaks every Spring and Fall under normal driving conditions. Inspect more frequently if the car is operated in dusty areas.

Install a new filter element if needed at time of inspection, or at least every 30,000 miles. The element should not be cleaned.

Oil filter

The Cadillac engine is protected with a full flow oil filter. It is recommended that it be replaced every 6 months or 6000 miles, whichever occurs first.

Fuel filter

Element should be replaced at least every Spring and Fall. More frequent service may be necessary if there is any clogging. Filter element has ability to stop very small dirt particles that may cause carburetor flooding.

Transmission fluid and strainer

Original factory-fill fluid in transmission should be changed at 30,000 miles. Subsequent changes should be at 24,000 mile intervals. For cars in commercial use, or subjected to heavy city traffic during hot weather or when engine is idled for long periods, original factory fill of Hydra-Matic fluid should be changed at 16,000 miles, with subsequent changes at 12,000 mile intervals. Strainer should be replaced only at first 30,000 mile transmission oil change.

Use these manufacturer-recommended fluids and lubricants

HYDRA-MATIC AND POWER STEERING SYSTEM

Automatic transmission fluid bearing the mark AQ-ATF, followed by three or four digits and the suffix letter A, or Cadillac Fluid available from Authorized Cadillac dealers.

BRAKE SYSTEM

Delco Super No. 11 heavy-duty brake fluid or equivalent.

REAR AXLE

Special lubricant is used. If fluid level is low see your Cadillac Dealer.

FRONT SUSPENSION

Special lubricant used—periodic inspection only—see your Cadillac Dealer.

Hoists—service lifting equipment

The tubular center X frame used on all 1964 Cadillac cars requires some precaution when lifting equipment of the frame-engaging type is used. The preferred type of hoist for lifting all Cadillac cars is that which engages the front suspension and rear axle, or all four wheels.

When using lifting equipment that engages the suspension, the car should be centered over hoist so that hoist arms are adjacent to and outboard of support plates on front suspension lower arms.

Emergency wheel changing instructions

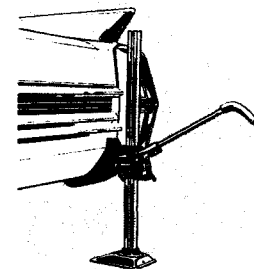
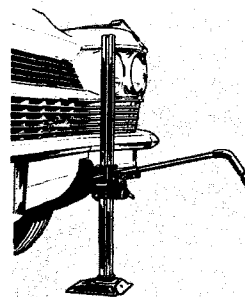
The jack supplied with your Cadillac is intended for use only on this vehicle and only for wheel changing purposes.

All models with a floor mounted spare wheel have the jack components stored at the right side of the luggage compartment. On those models having a shelf-mounted spare wheel, the hook and jack base are clamped on either side of the wheel by a through-bolt and wing nut. The rack bar on all models is mounted on brackets at the right of the compartment and must be rotated to facilitate its removal.

1. If it is at all possible, have the car on level ground off the highway.
2. Place transmission in "park" position and set parking brake. On cars with a Controlled Differential, shut off engine when jacking at rear.
3. Remove spare tire and jack components from luggage compartment.
4. **BLOCK THE WHEEL DIAGONALLY OPPOSITE THE FLAT TIRE WITH THE WEDGE BLOCK PROVIDED.**
5. Engage the jack hook on the underside of the bumper (front or rear), locating jack hook $\frac{1}{4}$ " inboard of seam in bumper as shown.
6. Raise jack until snug and re-position so that rack bar is approximately vertical. (On slopes, shift the jack base in the downhill direction until the rack bar is positioned

vertically or pointing slightly uphill).

7. Remove front wheel disc or wheel shield and rear disc. Use tip of jack handle to remove wheel disc. Remove rear wheel shield by turning the locking rod tab, located at center on the lower edge of the shield. Place jack handle on locking rod tab (handle pointing rearward on left side or forward on right side), then rotate handle outward to loosen locking rod. Tip shield outward at the top while raising up and away from the mounting hooks.
8. Loosen wheel nuts $\frac{1}{2}$ turn (counterclockwise).
9. Jack car until tire is off ground, remove mounting nuts and lift wheel off hub.
10. Reverse procedure to install wheel. Use rubber covered portion of jack handle to install wheel disc.



TIRES

Tire maintenance

Have the tires on your Cadillac checked twice a month. Regular attention will extend tire life and help you avoid emergency repairs. Should a tubeless tire develop a leak, it can be easily repaired by your Cadillac Dealer or any regular tire service station.

TO AVOID SERIOUS DAMAGE, CARE SHOULD BE TAKEN AGAINST OVERINFLATING THE TIRES.

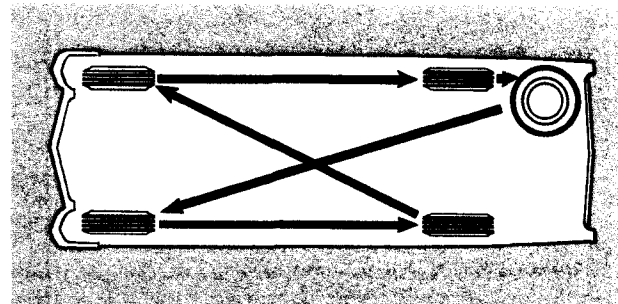
Tire pressures (when checked cold)

	Tire Size	Ply Rating	Front	Rear
Blackwalls	8.00 x 15	4	26 lbs.	26 lbs.
Whitewalls	8.20 x 15	4	24 lbs.	24 lbs.

FOR SUSTAINED SPEEDS ABOVE 75 MILES PER HOUR, TIRE PRESSURE SHOULD BE INCREASED TO 28 POUNDS WHEN CHECKED COLD.

Interchanging tires

Tire rotation is not essential under normal driving conditions but is desirable if abnormal tire wear is observed. If abnormal tire wear is evident, the condition causing such wear should be determined and corrected. The correction may include interchanging tires. Under certain driving conditions, such as fast cornering, it may be desirable to interchange tires regularly.



CLEANING

Your Cadillac is finished with General Motors "Magic-Mirror" acrylic lacquer. This is a finish of maximum beauty which, in depth of color, gloss retention and durability, is superior to conventional lacquer finishes.

Washing

The best way to preserve the finish is to keep it clean. Frequent washings are required to maintain its original beauty. Wash the car with either warm or cold (never hot) water, not in the direct rays of the sun, and not while the sheet metal surfaces are hot. Never wipe dirt from dry painted surfaces because this may scratch the finish. The use of strong soaps and chemical detergents should be avoided and, in any event, cleaning agents should be promptly flushed from the surface and not allowed to dry or they may streak the finish.

Polishing and waxing

Even though the acrylic paint on your car is more durable than conventional finishes, under certain conditions you may wish to wax or polish your car to provide maximum protection. Calcium chloride and other salts, ice-melting agents, road oil and tar, tree sap, chemicals from factory chimneys and other foreign matter may damage any automobile finish if allowed to remain in contact with paint.

Prompt washing may not thoroughly remove these deposits and, particularly in geographical areas where these exposure conditions are severe, properly applied polishes and waxes of known quality will provide the best protection. Cadillac Dealers offer Cadillac Magic Mirror and Cadillac Blue Coral which have proven their value in maintaining a fine finish.

NOTE: Some chemical cleaners used for removing road oil and tars from painted surfaces have been found to be detrimental to acrylic finishes. When purchasing a cleaner, make sure that the instructions specifically state that the contents can be safely used on an acrylic finish.

Chrome

Many parts of your Cadillac, such as the bumpers and body hardware, are chrome plated. Chromium plating is susceptible to the actions of solutions being used on streets and highways to melt ice. Corrosive damage may also be caused by salt air near coastlines, industrial smoke and other conditions found in urban areas. When such conditions exist, frequent washing and waxing are necessary. Cadillac Chrome Cleaner is an excellent solution for cleaning the chrome on your car.

Anodized aluminum parts

Caustic cleaning agents discolor anodized aluminum parts such as grille and exterior trim. A good coat of wax will reduce the possibility of discoloration.

Glass

Dirt and insects can be removed from glass with clear water. Never wipe glass with dry paper or cloth. Do not operate windshield wipers when glass is dry. Periodic inspection and replacement of wiper blades reduce the possibility of glass becoming scratched.

Care should be taken when cleaning a tinted back window. The use of harsh abrasives to clean the inside surface should be avoided, as some of the tinting material may be removed. Use a mild liquid household cleaner and remove with a soft cotton cloth.

Leather

Cadillac upholstery leathers are made from select hides and are protected by special finish. They can be kept clean usually by regular dusting. Leather that has become soiled can be cleaned with thick, sudsy lather made from mild soap in lukewarm water. Avoid the use of excessive amounts of water. Remove suds with clean, damp cloth and wipe dry. If sheen is desired, buff with clean cheesecloth.

To remove stains such as foods, pet accidents, and ink, clean as directed above. For acids and perspiration stains, use cloth dipped in solution of one teaspoon of baking soda to one glass of water, and follow up with soap and water treatment. In the event of blood stains, wipe off with cold water before using soap and water.

Do NOT use saddle-soap, naphtha, household cleansing and bleaching agents, wax, polish, or oils.

White sidewall tires

Cadillac White Sidewall Tire Cleaner is recommended. It is easy to use and highly effective. DO NOT use gasoline, kerosene, or any oil product that will discolor the tire sidewalls or damage the rubber.

Upholstery and carpets

The accumulation of dirt and dust in the upholstery and carpets can be prevented with frequent vacuuming. Cadillac KAR-KLEEN is a preparation which is especially recommended for cleaning carpets and upholstery and restoring them to like-new condition.

Convertible top or fabric roof cover

A natural rubber eraser will remove most soil spots, such as finger marks from the fabric top. If you wish to wash the top, use plenty of lukewarm water and suds from a

neutral soap. A cloth or soft-bristled brush is recommended for use in applying the solution of suds. Deeply embedded dirt can be removed by rubbing carefully with a moist cloth or sponge and with the use of a small amount of "foaming" type cleanser. All traces of soap should be removed with generous quantities of clean water. DO NOT use volatile cleaners, naphtha, gasoline, harsh household cleaners and detergents, harsh soaps and bleaching agents. A stiff-bristled brush may seriously damage fabric top.

To avoid wrinkles and mildew, do not fold the convertible top while damp.

Convertible rear window

Care should be used in cleaning the plastic rear window of the convertible top. When removing road dust, do not use a dry cloth. Use a soft cotton cloth moistened with water and wipe crosswise.

Use cold or lukewarm water and mild neutral soap-suds for cleaning. After washing, rinse with clear water and wipe with a slightly moistened clean, soft cloth. NEVER USE SOLVENTS OR CLEANERS unless approved by your Cadillac Dealer. Unapproved liquids may possibly have a deteriorating effect on the plastic and, if spilled, might spot the car finish.

Caution should be used in removing frost, snow or ice during winter. DO NOT USE A SCRAPER.

AUTHORIZED CADILLAC SERVICE

Warranty

Your new Cadillac is protected by the Manufacturer's New Vehicle Warranty and an Inspection and Adjustment Service. These are explained in your Owner Protection Plan booklet given to you by your Authorized Cadillac Dealer at the time of delivery.

Basically, the manufacturer warrants the car, with the exception of the battery, tires, and normal maintenance items, for a period of 24 months and 24,000 miles from the date of delivery to the original owner by an Authorized Cadillac dealer. This warranty applies to the replacement of parts not necessitated by accident, abuse, or lack of recommended maintenance as explained in the Owner Protection Plan booklet.

Required adjustments are normally made by your authorized dealer during the new car preparation operations. Any required service adjustments that do not involve the replacement of a part will also be made at no extra charge by any Authorized Cadillac Dealer for a period of 90 days or 4,000 miles. After that period, service adjustments are chargeable as maintenance.

Owner responsibility

You, the Cadillac owner, realize that your new Cadillac, like all fine machinery, requires regular care to maintain

its peak performance and preserve its showroom appearance. The periodic maintenance, for which you are responsible, assures you of many miles of carefree driving, and protects your investment. In addition to the manufacturer's warranty in the Owner Protection Plan Book, a recommended maintenance schedule is also included.

Cadillac service

Authorized Cadillac dealers are well qualified to assist you in the maintenance of your car because their service personnel have the advantages of:

1. Specialized Cadillac training at General Motors Training Centers.
2. Special tools and equipment designed for Cadillac products.
3. Genuine Cadillac parts that are designed and built for your Cadillac.
4. Factory product information and factory-dealer cooperation that contributes to efficient service and mechanical procedures.

For the best in Cadillac Guardian Maintenance service, take your Cadillac to an Authorized Cadillac Dealer.

SAFETY NOTES

Make every day a "SAFE DRIVING DAY". Check your driving habits and keep abreast of the traffic laws. Make courtesy your code of the road and you will reap the benefits of the courtesy of others.

Ten-point safety check

This is a complete service offered by all Authorized Cadillac Dealers. It includes all the vital safety points of your car. Ask for this service at periodic intervals, depending on the type of driving you do.

Before storing your car

If you do not plan to use your Cadillac for thirty days or longer, consult your dealer for recommended procedures that will prevent damage to the engine and chassis.

Lights

When the headlights are on high beam a signal light above the 60 mph mark in the instrument cluster glows red. Never leave the high beam on when approaching an oncoming car. Have all your lights checked regularly. Your

Authorized Cadillac Dealer has the modern equipment, necessary genuine Cadillac Parts and "know-how" to handle these services promptly.

Exhaust gases

Poisonous carbon monoxide is always present in exhaust gases, especially when any concentration of these gases is present in the air such as in a garage, in congested traffic, or when you have stopped directly behind a vehicle with its engine running. With the air intake located just below the windshield, your Cadillac provides you with maximum protection against exhaust fumes. Exhaust gases may have strong odors which normally should give warning of their presence. However, the exhaust gases from some vehicles may not be so noticeable under certain conditions, and the senses of various people react differently. Precautions should be taken to avoid exposing yourself to the effects of these fumes. These gases contain poisonous carbon monoxide which by itself is tasteless, colorless and odorless.

Controlled differential

On cars equipped with a Controlled Differential, do not jack one rear wheel off ground with the engine running.

Transmission

The "L" range should be used when going up or down very steep grades. Where traffic signs call for first or second gear always shift to "L" range.

Braking of the car

For safer braking of the car on ice or snow, apply the brakes intermittently rather than continuously. Ask your Dealer to familiarize you with the emergency provisions of the parking brake should the hydraulic actuation be lost for any reason, and with the method of braking with both feet on the pedal if power assist is lost.

SPECIFICATIONS

License data

The engine number, which is also the serial number, is stamped on the car on the left side of cylinder block between expansion plugs above edge of the oil pan, and on top of the front crossmember just ahead of the radiator on the left side of frame.

Weight

Consult the Dealer who sold you the car or the Motor Vehicle Commissioner of your state. Weight information on all body styles is regularly supplied to these authorities.

FLUID CAPACITIES

Fuel Tank—26 gallons, exc. Commercial Chassis—20 gals.
 Hydra-Matic transmission (Refill) 9 quarts
 Turbo Hydra-Matic transmission (Refill) 2¼ quarts; with strainer
 change, 3½ quarts
 Engine Oil (Refill) 4 quarts; with filter change, 5 quarts

ENGINE SPECIFICATIONS

Type of Engine.....90°, V-8 overhead-valve
 Bore and Stroke.....4.130 in. x 4.000 in.
 Piston Displacement.....429 cu. in.

*Cooling System. See page 35.

DESCRIPTION	SERIES NAME	TYPE NUMBER	TYPE CODE	ENGINE SERIAL NO.*	WHEELBASE	OVER-ALL LENGTH	HEIGHT	MAXIMUM WIDTH
Sedan de Ville (Four Window)	de Ville	6339	B	64B-000001	129.5"	223.5"	54.8"	79.7"
Eldorado Convertible	Fleetwood	6367	E	64E-000001	129.5"	223.5"	55.8"	79.7"
de Ville Convertible	de Ville	6267	F	64F-000001	129.5"	223.5"	55.6"	79.7"
Sixty-Two Coupe	Sixty-Two	6257	G	64G-000001	129.5"	223.5"	55.1"	79.7"
Coupe de Ville	de Ville	6357	J	64J-000001	129.5"	223.5"	55.1"	79.7"
Sixty-Two Sedan (Six Window)	Sixty-Two	6229	K	64K-000001	129.5"	223.5"	56.4"	79.7"
Sedan de Ville (Six Window)	de Ville	6329	L	64L-000001	129.5"	223.5"	56.4"	79.7"
Sixty Special Sedan	Fleetwood	6039	M	64M-000001	129.5"	223.5"	56.6"	79.7"
Sixty-Two Sedan (Four Window)	Sixty-Two	6239	N	64N-000001	129.5"	223.5"	54.8"	79.7"
Seventy-Five Sedan	Fleetwood	6723	R	64R-000001	149.8"	243.8"	59.0"	79.9"
Seventy-Five Limousine	Fleetwood	6733	S	64S-000001	149.8"	243.8"	59.0"	79.9"
Commercial Chassis	68	6890	Z	64Z-000001	156.0"	249.5"	—	—

*The last six digits of the first 1964 model car manufactured will be number 000001 regardless of series or style, and subsequent cars built will be numbered in numerical sequence.

FUSES AND BULBS

Fuses and circuit breakers protect the electrical wiring in the car against overloading. All fuses are contained in a fuse block located beneath the instrument panel to left of the steering column except the generator indicator light fuse (on dustshield near generator) and the Cruise Control fuse (in harness near brake pedal switch). On cars equipped with power windows and/or power seats, the 25 amp. horn fuse is replaced by a 40 amp. circuit breaker.

Bulbs used in the 1964 Cadillac are of the heavy duty type to provide longer service.

Specifications for fuses and bulbs are listed in two charts. Replacement parts should be of same characteristics as those listed.

FUSE CHART

UNIT	FUSE SIZE
Air Conditioner and Heater	25 Amp.
Ash Tray Lights	25 Amp.
Antenna	14 Amp.
Back Up Lights	9 Amp.
Body Feed	25 Amp.
Cigar Lighter	
Clock	
Courtesy Lights	
Glove Box Light	
Map Light	
Trunk Light	
Cornering Lights	25 Amp.
Convertible Top	40 Amp. (CB)
Cruise Control	6 Amp.
Generator Indicator	6 Amp.
Guide-Matic Amplifier	4 Amp.
Headlights and Parking Lights ..	15 Amp. (CB)
Horn	25 Amp./40 Amp. (CB)
Ignition Switch Light	25 Amp.
Indicators and Gauges	9 Amp.
Instrument Panel Lights	25 Amp.
Radio	7½ Amp.
Seat and Windows	40 Amp. (CB)
Stop and Tail Lights	25 Amp.
Trunk Lid Indicator	25 Amp./40 Amp. (CB)
Turn Signal	14 Amp.
Windshield Wipers	25 Amp.

Amp.—Ampere (CB)—Circuit Breaker

BULBS

LOCATION	BULB NO.
Ash Tray—Front	1445
Back-up Light	1156
Clock—Instrument Panel	1895
Cornering Light	1195
Courtesy Lights:	
Rear Quarter	90 or 212
Console	212
Instrument Panel	212
Rear Door	90 or 212
Rear Armrest/Top Well	212
Dome Light	1004
Fuel & Temperature Gage	1895
Generator Indicator	1895
Glove Box	1895
Headlamp—Inner	4001
Headlamp—Outer	4002
Heater & Vent or A/C Controls	1895
High Beam Indicator	1445
Ignition Lock	1445
License Plate Light	67
Oil Pressure Indicator	1895
Map & Courtesy Light	212
Parking & Turn Signal	1157
Radio Dial	1895
Radio—Rear Control Indicator	1445
Speedometer	1895
Stop, Signal & Tail (Bumper)	1157
Stop, Signal & Tail (Fender)	1157
Transmission Shift Indicator	1895
Trunk Compartment	89
Trunk Lid Indicator	1895
Turn Signal Indicator	1445
Warning Light (Front/Rear Door)	212

Fleetwood Series Seventy-Five Automobiles



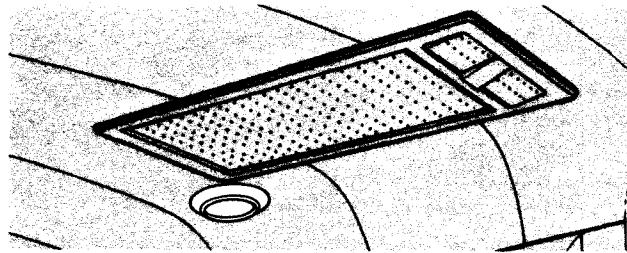
GENERAL

The custom-crafted Cadillac Fleetwood Series Seventy-Five represents the finest in formal motoring. Both the Sedan and Limousine styles embody many fine features not found in other models, in keeping with their design.

Additional information given here for owners of the Fleetwood Series Seventy-Five Cadillacs covers the proper operating procedures for items exclusive to Sedans and Limousines of this series. Thorough familiarity with these operating procedures will add to the enjoyment of your majestic 1964 Cadillac.

Map light

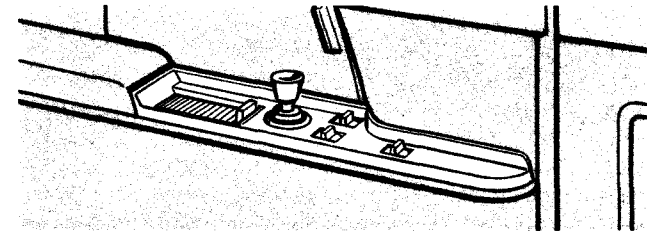
A map light is located at the center of the instrument panel under the top edge. It can be operated manually by means of the switch at the front center of the map light lens. This light also serves as an automatic courtesy light when either front door is open.



Interior lights

Your Cadillac is equipped with courtesy lights that illuminate the interior when any door is opened. On Limousine styles, a front compartment dome light is located in the roof above the rear-view mirror and may be turned on with the switch on the assembly. Rear compartment reading lights are provided and may be turned on with the rear light switch above the right rear armrest. The rear

compartment lights and door courtesy lights may be turned on with the front light switch above the right rear armrest.



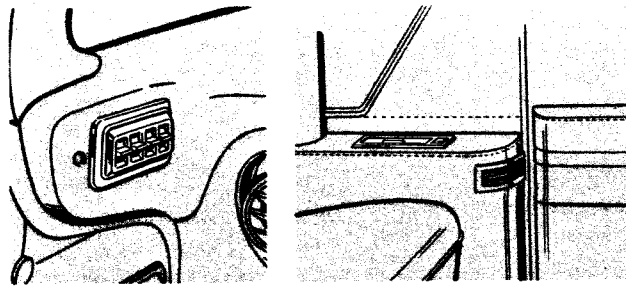
Ash receivers and lighters

Rear ash receivers are located in the rear armrests. In addition, there are two ash receivers mounted in the center of the front seat back on both sides of the rear compartment clock. A lighter is located in the left rear armrest, and in the right rear armrest on cars without rear radio controls.

Power windows

Master controls for electrically operated windows are located in the left end of the instrument panel.

Controls for the rear door windows are located in the



forward portions of the rear quarter armrests. On Limousine styles, a switch is mounted in each rear armrest, in front of the window switch, to operate the partition window between the front and rear compartments.

Rear vent windows

The rear vent windows may be partially opened and closed by sliding the window knob, located above the lower garnish molding at the window, back and forth.

Heating system

The Cadillac automatic heating system delivers heated air for the front compartment through a heater located on the right-hand side of the dash panel. Two additional

heaters are located in the rear compartment. Warm air from these heaters discharges through outlet grilles located in each armrest, just above the floor.

Rear heater control operation

The heater control panel for the rear compartment heating system is located behind a sliding door above the right rear armrest. The control consists of a fan switch to regulate fan speed and a temperature knob to control rear compartment temperatures. The fan switch turns the rear heaters on and off. It also controls the amount of air being discharged through the rear heaters and may be operated on either of two speeds—"LOW" or "HIGH". The temperature knob controls the temperature. To increase the temperature, rotate the knob clockwise in the direction of the arrow; to reduce the temperature, rotate the knob counterclockwise.

Air conditioning system

The Cadillac air conditioning system is designed to provide cool, dehumidified air to lower the temperature of the car interior to a comfortable level. The front compartment cooling unit is located on the right cowl and delivers air into the front passenger compartment.

A separate cooling unit on Sedans and Limousines is mounted in the trunk compartment. This unit delivers

cooled air to rear compartment passengers through two roof ducts and outlets mounted in the roof.

The rear compartment cooling unit may be operated entirely on recirculated air for maximum cooling by closing off the outside air scoops with the control knob located on the rear shelf panel. It is recommended, however, that in virtually all uses these outlets be left open so that the air may be as free from smoke and other odors as possible.

Air conditioner controls

The air conditioner control panel for the front compartment is located in the instrument panel just below the instrument cluster to left of the steering column.

A switch on the upper center of the control panel regulates blower speed.

There are two horizontal sliding levers. The upper lever controls the air flow for the operation of the air conditioning, heating and defrosting systems. The lower lever controls the air temperature.

Moving the upper lever to the "COOL" position turns the system on and provides cooled outside air. For maximum cooling efficiency on hot or humid days, advance the upper lever to the "RECIRC" position. In this position, a small amount of outside air is mixed with the recirculated air to maintain air quality. Moving the lower lever to the left reduces the air temperature; moving it to the right

increases the air temperature.

For maximum cooling, move the lower horizontal sliding lever to the extreme left-hand position, turn the blower on "HIGH", and slide the upper lever to "RECIRC". If the weather is not too humid, we recommend that the upper lever be maintained in the "COOL" position all the time. This will assure fresher air under most conditions and will reduce the accumulation of objectionable odors. If the air becomes too cool, turn the blower to a lower speed, or move the lower sliding lever to the right.

A separate rear control panel is mounted above the heater control behind the sliding panel, just above the right-hand rear armrest. The unit may be turned on and off and air volume may be controlled by the switch located in this control panel. The temperature knob controls the temperature. To reduce the temperature, rotate the knob clockwise; to increase the temperature, rotate the knob counterclockwise.

The two grilles located in the rear roof are equipped with a number of small openings for providing diffused cooled air. Each grille is equipped with a door which may be opened to direct air toward the rear passengers.

Rear compartment radio controls

On the signal seeking selector radio a rear seat radio remote control is available as optional equipment. It is

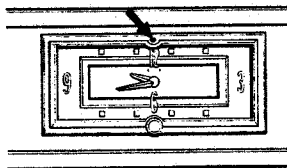
mounted in the right rear armrest and consists of an on-off volume control, a sensitivity control and a station selector button.

With rear seat switch on, only the rear controls operate the radio. The radio cannot be operated normally from the front seat again until the rear control is turned off.

The on-off volume control knob turns the radio on and off and regulates the volume. When the rear radio remote control is on, the station selector button glows red. The sensitivity control is below the on-off knob. Rotating it counterclockwise will permit the tuner to stop only on the more powerful stations. In the middle position, stations of slightly lower power will also be received. For maximum sensitivity, rotate the control clockwise to bring in the weaker stations. To select stations, momentarily depress the station selector button which is located in front of the rear door window control switches.

Electric clocks

Two electric clocks are provided, one in the upper right instrument panel nacelle, the other in the center of



the front seat back. If either clock should gain or lose time you can easily reset it. The rear clock is manually regulated by turning a screw clockwise to gain and counterclockwise to retard.

For explanation of the front clock resetting procedure, refer to item on "Electric Clocks" in Section 2 of this Manual.

Tire pressures (when checked cold)

Series	Tire Size	Ply Rating	Front	Rear
Seventy-Five models	8.20 x 15	6	28 lbs.	28 lbs.
Commercial Chassis	8.90 x 15	8	24 lbs. *26 lbs.	32 lbs. *40 lbs.

*On vehicles with heavy duty suspension components

Emergency wheel changing instructions

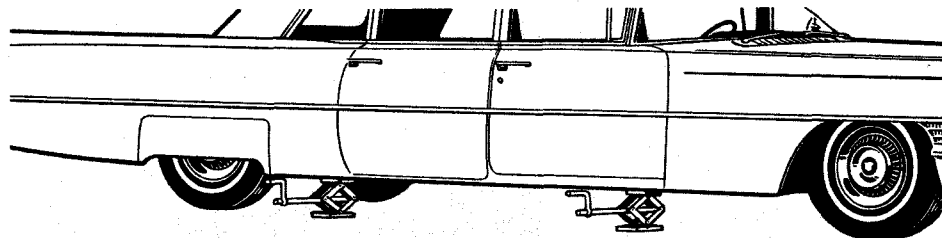
The jack components are stowed in the luggage compartment. The jack and jack handle are in a carton. The wheel wrench is stowed beneath the spare tire, the wedge block behind the tire.

CAUTION: On cars equipped with a Controlled Differential, do not jack one rear wheel off ground with the engine running.

1. If at all possible, have the car on level ground off the highway.
2. Remove jack components and spare tire from luggage compartment.
3. Set the parking brake and **BLOCK THE WHEEL DIAGONALLY OPPOSITE THE FLAT TIRE WITH THE WEDGE BLOCK PROVIDED.**
4. Locate the jack under the sill near the door openings, front or rear, in either of the positions indicated in the drawing, except when lifting the rear of a Commercial Chassis. On these cars, position the jack in the same location but under the frame outrigger, not the sill.

5. Raise car until tire is just touching the ground, remove front wheel disc or wheel shield and rear disc. Use thin tip of jack handle to remove wheel disc. To remove rear wheel shield, turn the locking rod tab, located at center of the lower edge of the shield. Place jack handle on locking rod tab, then rotate handle outward to loosen locking rod. Tip shield outward at the top while raising up and away from the mounting hooks.
6. Loosen wheel nuts a half turn (counterclockwise).
7. Raise car until wheel is off the ground, remove mounting nuts and lift wheel off hub.
8. Reverse procedure to install wheel. Use rubber covered portion of jack handle to install wheel disc.

CAUTION: The jack supplied is intended for use only on this vehicle and only for wheel changing purposes.



Foreword

This Shop Manual has been prepared by the Service Department of the Cadillac Motor Car Division to aid Servicemen in servicing 1964 Cadillac automobiles.

The manual is intended primarily for Servicemen who are familiar with earlier model Cadillacs. It includes information on the service procedures and specifications pertaining to the 1964 cars.

Arrangement of the Manual

The front page of this 1964 Manual contains a rapid reference section index with headings corresponding to the page tabs at the beginning of

each section. A complete alphabetical index is located at the back of the manual.

The individual sections include a brief description, service adjustment and replacement procedures, diagnosis information, and clearly labeled illustrations. A list of special tools, with illustrations, a torque tightness chart, and specifications are also provided.

The body and electrical sections of this manual are divided into sub-sections covering major components. A separate table of contents is provided at the beginning of these sections to enable Servicemen to locate specific service data on these subjects more quickly.

SERVICE INFORMATION

Three standard series of cars with eleven body styles are included in the 1964 Cadillac line. In addition, there is a Commercial Chassis. The

numeral six is used as the first digit in designating all 1964 Cadillac body style numbers. Specifications are as shown:

GENERAL DESCRIPTION AND SPECIFICATIONS

Description	Style Number	Body Code	Engine Number	Series Number	Wheelbase (Inches)	Overall Length (Inches)	Height (Inches)	Maximum Width (Inches)
Sedan de Ville (4 Window)	6339	B	64B-000001	62	129.5	223.5	54.8	79.7
Eldorado	6367	E	64E-000001	62	129.5	223.5	55.8	79.7
Convertible Coupe	6267	F	64F-000001	62	129.5	223.5	55.6	79.7
Sixty-Two Coupe	6257	G	64G-000001	62	129.5	223.5	55.1	79.7
Coupe de Ville	6357	J	64J-000001	62	129.5	223.5	55.1	79.7
Sixty-Two Sedan (6 Window)	6229	K	64K-000001	62	129.5	223.5	56.4	79.7
Sedan de Ville (6 Window)	6329	L	64L-000001	62	129.5	223.5	56.4	79.7
Fleetwood Sixty Special	6039	M	64M-000001	60	129.5	223.5	56.6	79.7
Sixty-Two Sedan (4 Window)	6239	N	64N-000001	62	129.5	223.5	54.8	79.7
Fleetwood "75" Sedan	6723	R	64R-000001	75	149.8	243.8	59.0	79.9
Fleetwood "75" Limousine	6733	S	64S-000001	75	149.8	243.8	59.0	79.9
Commercial Chassis	6890	Z	64Z-000001	68	156.0	249.5	--	--

Engine Serial and Engine Unit Numbers

a. Engine Serial Number

Each Cadillac automobile or chassis carries an engine serial number. The engine serial number is used in license and insurance applications and in general reference to the automobile. The first two digits of the number indicate the model year. The letter following indicates the body style, and the last six digits indicate the sequence in which the car was built (see Page 1-1). The last six digits of the first 1964 model automobile manufactured will be number 000001, regardless of series or style, and subsequent cars built will be numbered in numerical order.

b. Engine Unit Number

Each Cadillac engine carries an engine unit number prefix that indicates the type of engine, followed by numbers in numerical sequence, denoting the order in which the engine was built, regardless of type, starting with one. The letters L.C. are added immediately following the engine unit number on all engines built to low compression specifications. Production engines using .010 inch oversized pistons may be identified by an asterisk stamped on the block following the engine unit number.

Body Styles	Engine Unit No. Prefix
6039, 6329, 6339, 6357, 6367, 6267	44X
6039, 6329, 6339, 6357, 6367, 6267 With Air Conditioning	44K
6229, 6257, 6239	46X
6229, 6257, 6239 With Air Conditioning	46K
6723, 6733, 6890	47X
6723, 6733, 6890 With Air Conditioning	47K

Rear Axle Gear Ratio and Serial Number Locations

The differential carrier serial number is stamped on the bottom of the rear carrier flange. The gear ratio code number appears on the front face of the carrier assembly at the end of the oil return passage. Rear axle gear ratio applications are listed in Section 11, Note 1. The letter G preceding this numeral code designates a controlled differential. (Example: G1, meaning 3.21:1 Controlled Differential).

GENERAL INFORMATION

Complete instructions for lubrication of the various points of the 1964 Cadillac car are described under Service Information in this section. An Engine Oil Change Interval and Viscosity Chart, and a Fluid Capacity Chart appear at the end of this section.

The Maintenance Schedule, Page 2-8, is based upon service at time of engine oil change, unless otherwise specified. The recommended engine oil change interval, regardless of season, is every 60 days or 6,000 miles, whichever occurs first.

More frequent changes are required with stop and go operation, prolonged idling periods, dusty road travel, or during extended cold or wet climatic conditions. In such cases, an oil change is recommended after 2,000 or even 1,000 miles of driving.

The front suspension spherical joints do not require periodic maintenance. The seals, however, should be inspected for physical damage or cracks each time the engine oil is changed. If this inspection is neglected, water and dirt may enter the joint through a leaking seal and cause the joint to become noisy. It will then be necessary to replace the seal and repack the joint.

The inner and outer tie rod pivot spherical joint seals should also be inspected for physical

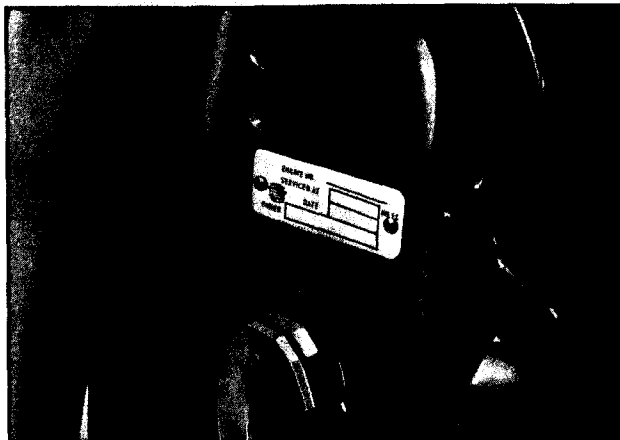


Fig. 2-1 Service Notice Plate

damage each time the engine oil is changed. At the same time the steering linkage joints should be checked for looseness. In the event a seal is found damaged or a joint loose, the affected inner or outer tie rod pivot should be replaced.

A Service Notice plate, Fig. 2-1, is attached to the front face of the left door lock pillar. The mileage and date at which the engine oil is changed and maintenance operations are performed should be posted on this plate. The engine number is printed on this plate, and a space is also provided to enter the owner's name.

SERVICE INFORMATION—LUBRICATION

1. Chassis

The various points on the chassis that require lubrication are listed in the Maintenance Schedule, Page 2-8. Lubrication should be performed according to the intervals specified on the schedule. Use factory recommended fluids in the quantities specified.

Spherical joints are used on the front suspension at the outer ends of the upper and lower control arms, and at the inner and outer steering linkage tie rod pivots.

The front suspension spherical joints should not need repacking throughout their entire service life under normal driving conditions. At the time of an engine oil change, visually inspect all joint seals for any indication of damage, such as cuts, tears, ruptures, worn spots, etc. If a damaged seal is evident, the seal must be replaced and the joint repacked.

The inner and outer steering linkage tie rod pivots do not need repacking throughout their service life. Whenever engine oil is changed,

the seals should be inspected for physical damage. Also, the linkage joints should be checked for looseness. If the seal is damaged or a joint loose, replace the affected inner or outer tie rod pivot.

Special front suspension lubricant is provided in one pound cans and is available from Parts Warehouses. This lubricant is identified by Part Number and the red colored label on the container. Repacking guns used with the lubricant have a red color band around the bottom of the body cylinder. The red colored band on the repacking gun and label on the lubricant container identify gun and lubricant.

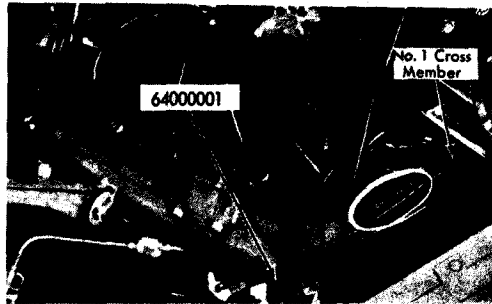
The procedure for replacing and repacking the upper and lower suspension arm spherical joint seals is described in Section 4, Notes 11 and 12.

2. Engine

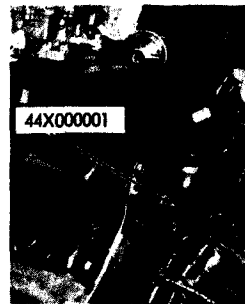
a. Engine Oil Recommendations

The original oil will perform satisfactorily during the normal change interval specified on the Engine Oil Change Interval and Viscosity

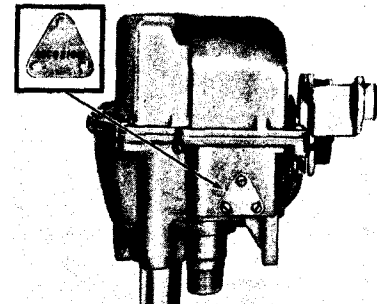
GENERAL INFORMATION



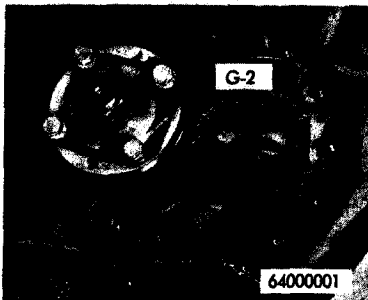
ENGINE SERIAL NUMBER LOCATED ON LEFT SIDE OF CYLINDER BLOCK BETWEEN WELCH PLUGS ABOVE EDGE OF OIL PAN, AND ON TOP OF NUMBER ONE CROSS MEMBER LEFT SIDE OF CAR.



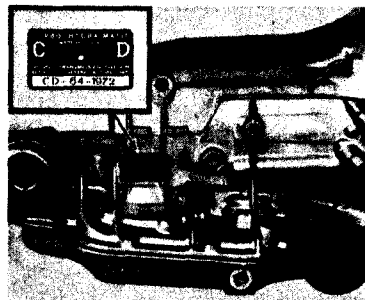
ENGINE UNIT NUMBER LOCATED ON REAR PORTION OF CRANKCASE BEHIND INTAKE MANIFOLD.



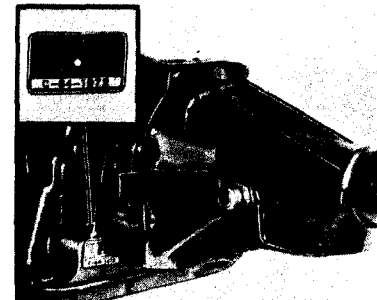
CRUISE CONTROL SERIAL NUMBER LOCATED ON TAG ATTACHED TO REAR FACE OF HOUSING ASSEMBLY.



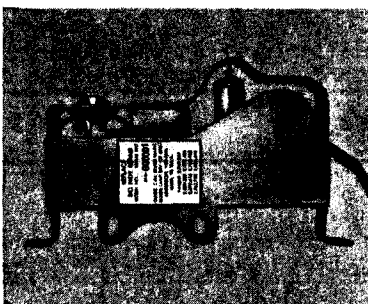
DIFFERENTIAL CARRIER SERIAL NUMBER LOCATED ON BOTTOM SIDE OF REAR CARRIER FLANGE. GEAR RATIO IDENTIFICATION AT END OF OIL RETURN. SEE SECTION II, NOTE 1.



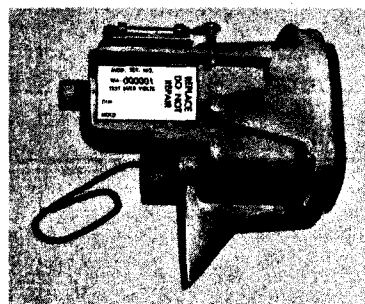
TURBO HYDRA-MATIC TRANSMISSION UNIT NUMBER PLATE LOCATED ON RIGHT SIDE OF CASE.



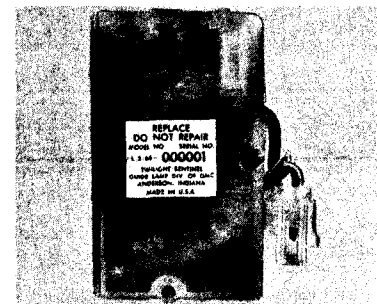
HYDRA-MATIC TRANSMISSION UNIT NUMBER PLATE LOCATED ON LOWER LEFT-HAND CORNER OF TRANSMISSION CASE REAR FACE.



GUIDE-MATIC AMPLIFIER UNIT SERIAL NUMBER LOCATED ON FRONT FACE OF AMPLIFIER UNIT.



GUIDE-MATIC PHOTOTUBE SERIAL NUMBER LOCATED ON RIGHT SIDE OF UNIT. (UNIT IS MOUNTED IN LEFT FRONT FENDER).



TWILIGHT SENTINEL AMPLIFIER SERIAL NUMBER IS LOCATED ON TOP COVER OF UNIT.

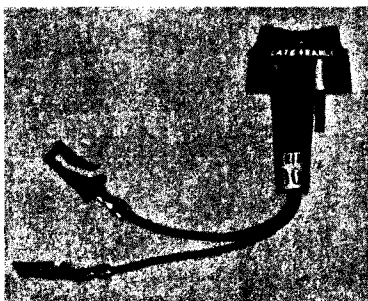
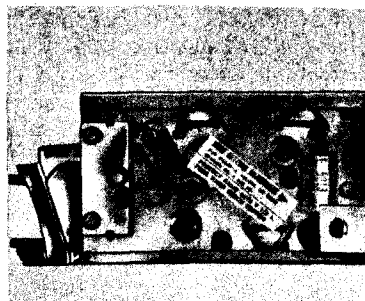
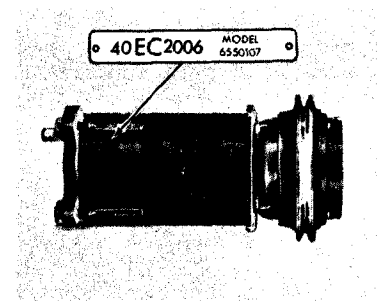


PHOTO-CELL CAP SERIAL NUMBER TAG LOCATED ON STEM OF CAP.



RADIO SERIAL NUMBER IDENTIFICATION STICKER LOCATED ON RIGHT SIDE OF TUNER UNIT.



A/C COMPRESSOR SERIAL NUMBER PLATE LOCATED ON COMPRESSOR.

Fig. 1-1 Unit Identification Number Locations

GENERAL INFORMATION

General information on body styles, style numbers and code letters, and an explanation of the body name plate are given in this first section. Other sections will provide information on the body front end, headlining, doors, seats, rear quarter, rear end, molding, convertible top, and electrical items.

1. Body Styles

The 1964 line of Cadillac automobiles consists of three standard series with eleven body styles, and a commercial chassis. The body styles are listed with their code letter and style number in the chart below:

Body Style	Code	Style No.
Sedan de Ville - Four Window	B	6339
Eldorado Biarritz Convertible	E	6367
Sixty-Two Convertible	F	6267
Sixty-Two Coupe	G	6257
Coupe de Ville	J	6357
Sixty-Two Sedan - Six Window	K	6229
Sedan de Ville - Six Window	L	6329
Fleetwood Sixty-Special Sedan	M	6039
Sixty-Two Sedan - Four Window	N	6239
Fleetwood Seventy-Five Sedan	R	6723
Fleetwood Seventy-Five Limousine	S	6733
Commercial Chassis	Z	6890

For information relative to servicing of bodies installed on Cadillac commercial chassis, it will be necessary to contact the company that built and installed the custom-built body.

2. Body Name Plate

A body name plate, Fig. 16-1, is attached to the top surface of the shroud at the left, under the hood, near the cowl. The name plate carries the style number, trim number, body number, and paint number. If the car is painted two-tone, the first two digits of the paint number cover the lower body shell and the chassis sheet metal; the next two digits identify the color of the top. The color code number for a convertible top is opposite the word "TOP" in the lower left corner of the body name plate.

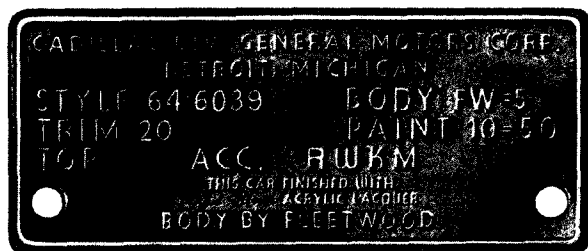


Fig. 16-1 Body Name Plate

The series of letters that follow "ACC." denote the accessory equipment installed in production.

3. Keys and Locks

All 1964 Cadillac cars are equipped with two separate keys: an octagonal head key and a round head key. The key with the octagonal head is used for the ignition and door locks. The round head key is used for the deck lid, glove compartment, and console compartment lock on cars so equipped.

Key numbers are stamped on the "knock out" plug in the key head, and after the numbers have been recorded by the owner to facilitate replacements or duplications of a key, the plugs should be knocked out. Door and ignition lock key numbers are also stamped on each lock cylinder. Glove compartment and deck lid lock key numbers are stamped on the deck lid lock cylinder. From these key numbers, the lock tumbler code can be determined by the use of a key decoder, or Briggs and Stratton Code List. A matched set of tumblers is provided on Cadillac door locks and ignition locks. The deck lid, glove compartment, and console compartment locks (on cars so equipped) also have matched tumblers.

Four types of tumblers are used to make all the various lock tumbler combinations and each is coded according to its color as follows:

C - Copper

B - Black

N - Nickel

Y - Yellow

Tumblers are all shaped exactly alike, with the exception of the position of a notch on one side. As the key is inserted in the lock cylinder, each tumbler is raised to the correct height so that the notches on each cylinder are on the same level. When the notches on all six tumblers line up, the locking bar is pushed into the notches by two small springs, allowing the cylinder to turn in its bore.

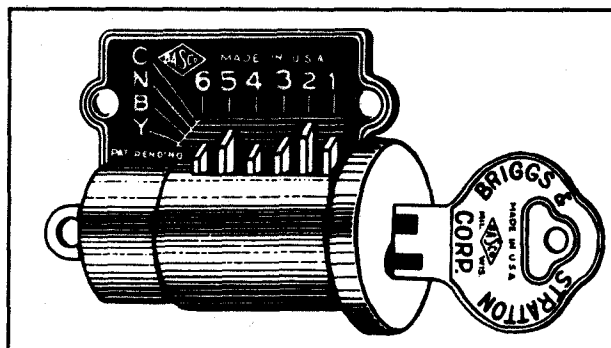


Fig. 16-2 Key Decoder

AMA Specifications — Passenger Car

Page 1

MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-63 REVISED (a) 11-7-63

GENERAL SPECIFICATIONS

(All dimensions in inches unless otherwise indicated)

MODEL		Additional Information Page No.:	60-62-63	75
Wheelbase (L101)		23	129.50	149.8 (75)
Tread	Front (W101)	22	61	
	Rear (W102)	22	61	
Maximum Overall Dimensions	Length (L103)	23	223.5	243.8 (75)
	Width (W103)	22	79.7	79.9 (75)
	Height (H101)	24	*	
Transmission— (Specify trade name - opt., not available)	Manual	15	N.A.	
	Overdrive	16	N.A.	
	Automatic	16	62-75 Hydramatic	63-60 Turbo-Hydramatic
Axle ratio	Manual	17	N.A.	
	Overdrive	17	N.A.	
	Automatic	17	** 2.94:1	*** 3.36 (75)
Tire size		18	(1) 8.00 x 15 Black Wall	(2) 8.20 x 15 (75)
Engine	Type, no. cyl., valve arr.	2	V-8 Ohv.	
	Fuel system (Carb., other)	8	Carb. - 4 BBL	
	Bore and stroke	2	4.13 x 4.00	
	Piston displ., cu.in.	2	429	
	Std. compression ratio	2	10.5:1	
	Max. bhp at engine rpm	2	340 - 4600	
	Max. torque at rpm	2	480 - 3000	

* 56.6 - 60S
 56.4 - 6229-6329
 54.8 - 6239-6339
 55.1 - 6257-6357
 55.6 - 6267
 55.8 - 6367
 59.0 - 6723-33

** 3.21 Opt.
 Std. on A/C with No Opt.

*** 3.77 Opt.
 3.36 A/C Only

(1) 8.20 x 15 Opt. W/W

(2) 8.20 x 15 W/W Opt.

AMA Specifications—Passenger Car

Page 2

MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-63 REVISED (a)

MODEL All

ENGINE—GENERAL

Type, no. cyls., valve arr.	V-8 Ohv.
Bore and stroke (nominal)	4.13 X 4.00
Piston displacement, cu. in.	429
Bore spacing (C/L to C/L)	4.562
No. system (front to rear)	L. Bank 1-3-5-7 R. Bank 2-4-6-8
Firing order	1-8-7-2-6-5-4-3
Compres. ratio (nominal)	* 10.5:1
Cylinder Head Material	Cast Iron
Cylinder Block Material	Cast Iron
Cylinder Sleeve-Wet, dry, none	None
Number of mounting points	Front 2 Rear 1
Engine installation angle	4° 28' 45"
Taxable horsepower	Dia. 2 x No. Cyl. 2.5 54.6
Published max. bhp* @ eng. RPM	340 @ 4600
Published max. torque* (lb. ft. @ RPM)	480 - 3000
Recommended fuel regular - premium	Premium
Idle speed (spec. neutral or drive)	Manual N.A. Automatic ** 480 Drive

ENGINE—PISTONS

Material	Aluminum Alloy
Description and finish	Double T Slot Cam Ground Contoured Top - Stannate Coat
Weight (piston only) oz.	20.0
Clearance (limits)	Top land .033 - .038 Skirt Top .0008 - .0012 Bottom 0
Ring groove depth	No. 1 ring .2145 No. 2 ring .2145 No. 3 ring .1775 No. 4 ring None

* Max. bhp (brake horsepower) and max. torque corrected as defined by SAE Engine Test Code.

* Exp. 9.20

** A/C Cars - System must be on.

AMA Specifications – Passenger Car

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MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-63 REVISED (*)

MODEL All

ENGINE—RINGS

Function (top to bottom)	No. 1, oil or comp.	Comp.
	No. 2, oil or comp.	Comp.
	No. 3, oil or comp.	Oil
	No. 4, oil or comp.	None
Compression	Description - material, type, coating, etc.	#1 Molydenum Filled Cast Iron #2 Cast Iron - Lubrited
	Width	.0625
	Gap	.013 - .030
Oil	Description - material, type, coating, etc.	Multi-Piece Steel Chrome Plated Notched I.D. Rail
	Width	.125
	Gap	.015 - .061
Expanders		Yes

ENGINE—PISTON PINS

Material		1045 Steel
Length		3.090
Diameter		.9994 - .9997
Type	Locked in rod, in piston, floating, etc.	Locked in Rod
	Bushing	None
	In rod or piston Material	None
Clearance	In piston	.00005 - .00015
	In rod	Press Fit
Direction & amount offset in piston		.062 Toward Max. Thrust Side

ENGINE—CONNECTING RODS

Material		1041 Steel
Weight (oz.)		19.36
Length (center to center)		6.500
Bearing	Material & Type	Moraine - Steel Backed
	Overall length	.755 - .880
	Clearance (limits)	.0005 - .0021
	End play	.008 - .014 (Total Two Rods)

Page 3

POWER TEAMS

(Indicate whether standard or optional)

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MODEL All

ENGINE—VALVE SYSTEM (cont.)

Timing	Intake	Opens (°BTC)	34° @ .001 Lift	
		Closes (°ABC)	102°	
		Duration - deg.	290°	
	Exhaust	Opens (°BBC)	89° @ .001 Lift	
		Closes (°ATC)	63°	
		Duration - deg.	332°	
Valve opening overlap		97°		
Intake	Material		1041 Aluminized Steel	
	Overall length		4.794	
	Actual overall head dia.		1.875	
	Angle of seat & face		44°	
	Seat insert material		None	
	Stem diameter		.3415 - .3425	
	Stem to guide clearance		.0005 - .0020	
	Lift (∴ zero lash)		.427	
	Outer spring press. and length	Valve closed (lb. @ in.)	60-65 @ 1.946	
		Valve open (lb. @ in.)	155-165 @ 1.496	
	Inner spring press. and length	Valve closed (lb. @ in.)	-	
		Valve open (lb. @ in.)	-	
	Exhaust	Material		21-4 N
		Overall length		4.815
Actual overall head dia.		1.500		
Angle of seat & face		44°		
Seat insert material		-		
Stem diameter		.3415 - .3420		
Stem to guide clearance		.0010 - .0025		
Lift (± zero lash)		.466		
Outer spring press. and length		Valve closed (lb. @ in.)	60-65 @ 1.946	
		Valve open (lb. @ in.)	155-165 @ 1.496	
Inner spring press. and length		Valve closed (lb. @ in.)	-	
		Valve open (lb. @ in.)	-	

ENGINE—LUBRICATION SYSTEM

Type of lubrication (splash, pressure, nozzle)	Main bearings	Press.
	Connecting rods	Press.
	Piston pins	Splash
	Camshaft bearings	Press.
	Tappets	Press.
	Timing gear or chain	Metered Centrifugal Flow
	Cylinder walls	Intermediate Jet

(Continued)

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MODEL All

ENGINE—CRANKSHAFT

Material			Pearlitic Malleable Iron		
Vibration damper type			Rubber Absorption		
End thrust taken by bearing (No.)			Center Main (#3)		
Crankshaft end play			.002 - .007		
Main bearing	Material & type		#1 Moraine M400 #5 Moraine M100 #2-3-4 Upper M100 - Lower M400		
	Clearance				
	Journal dia. and bearing overall length	No. 1	3.00 X 1.120		
		No. 2	3.00 X 1.062		
		No. 3	3.00 X 1.138		
		No. 4	3.00 X 1.062		
		No. 5	3.00 X 1.120		
		No. 6	-		
		No. 7	-		
	Dir. & amt. cyl. offset		See Piston		
Crankpin journal diameter		2.25			

ENGINE—CAMSHAFT

Location	Center of V		
Material	GM 120M Cast Iron		
Bearings	Material	Steel Backed Babbitt	
	Number	5	
Type of Drive	Gear or chain		Chain
	Crankshaft gear or sprocket material		Sintered Iron GM 3884 M
	Camshaft gear or sprocket material		Die Cast Aluminum - Nylon Gear
	Timing chain	No. of links	46
		Width	.875
		Pitch	.500

ENGINE—VALVE SYSTEM

Hydraulic lifters (Std, opt, NA)		Std.
Valve rotator, type (intake, exhaust)		None
Rocker ratio		1.65:1
Operating tappet clearance (indicate hot or cold)	Intake	Automatic
	Exhaust	Automatic
Timing marks on flywheel, damper, other		Crankshaft Balancer

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MODEL All

ENGINE—FUEL SYSTEM

(See Supplement to Page 8 for Details of Fuel Injection, Supercharger, etc. if used)

Induction type: Carburetor, fuel injection, supercharger.		Carb.
Fuel Tank	Capacity (gals.)	26
	Filler location	Rear of Rear License Plate
Fuel Pump	Type (elec. or mech.)	Mech.
	Locations	Lower Left Side - Front of Eng.
	Pressure range	5.25 - 6.50 @ 1800 RPM
Vacuum booster (std., optional, none)		None
Fuel Filter	Type	A.C.
	Locations	Top Center - Front of Engine - One in Fuel Ta
Carburetor	Choke type	Integral
	Intake manifold heat control (exhaust or water)	
	Air clnr. type	Exhaust
		Dry Pack Single Inlet

CARBURETOR SUPPLEMENTARY INFORMATION

Model Usage	Engine Displ.	Transmission	Carburetors		No. Used and Type	Barrel Size
			Make	Model		
All	429	Automatic	Carter	AFB 3655 S	One 4 BBL Downdraft	Pri. 1.4575 Sec. 1.6875
All	429	Automatic	Rochester	7024030	"	"
			Carter	Air Cond. 3656 S	"	"
			Rochester	7024031	"	"

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MODEL All

ENGINE—LUBRICATION SYSTEM (cont.)

Oil pump type	Gear
Normal oil pressure (lb. @ engine rpm)	30-35 @ 30 MPH
Oil pressure sending unit (elect. or mech.)	Electric Tell-Tale
Type oil intake (floating, stationary)	Stationary
Oil filter system (full flow, partial, other)	Full Flow
Filter replacement (element, complete)	Element
Capacity of crankcase, less filter-refill (qt.)	4 + 1 Qt. for Filter
Oil grade recommended (SAE viscosity and temperature range)	+ 32°F SAE 20W-20 - 10W30 + 32°F to 0° 10W - 5W20 Below 0°F 5W-20 - SAE 5W
Engine Service Requirement (MM, MS, etc.)	Service MS or GM 4745M

ENGINE—EXHAUST SYSTEM

Type (single, single with cross-over, dual, other)	Single With Cross Over
Muffler No. & type (reverse flow, straight thru, separate resonator)	Reverse Flow Muffler & Straight Thru Resonator
Exhaust pipe dia. (O.D. Branch wall thickness)	Exhaust 2.00 - 2.50
Main	Intermediate 2.25
Tail pipe diameter (O.D. & wall thickness)	2.25 - .0598

ENGINE—CRANKCASE VENTILATION SYSTEM

Type (ventilates to atmos., induction system, other)	Standard	Induction System
	Optional	-
Control unit	Make and model	A.C.
	Location	Below Carb.
	Energy source (manifold vacuum, carburetor air stream, other)	Manifold Vacuum
	Control method (variable orifice, fixed orifice, other)	Spring Loaded Valve and Fixed Orifice
Complete system	Discharges (to intake manifold, carb. air intake, air cleaner intake, other)	Intake Manifold
	Air inlet (breather cap, carburetor air cleaner, other)	Breather Cap
	Flame arrestor (screen, check valve, other)	Check Valve

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MODEL

ELECTRICAL—SUPPLY SYSTEM

Battery	Make and Model		Delco Remy
	Voltage Rtg. & Total Plates		12 Volt - 13 Plates
	SAE Designation & Amp Hr. Rtg		73 Amp. Hrs. @ 20 Hr. Rate
	Location		Right Front Side - Under Hood
Generator	Terminal grounded		Negative
	Make		Delco Remy
	Model		1100624 1100671 (75 & A/C)
	Type		42 55 (75 & A/C)
	Ratio—Gen. to Cr/s rev.		2.76:1
	Gen. cut-in (hot)—engine rpm		Charge @ Idle
Regulator	Make		Delco Remy
	Model		1119515
	Type		Double Contact
	Cutout relay	Closing voltage @ generator rpm	None
		Reverse current to open	None
	Regulated	Voltage	13.5 - 14.4 @ 120°
		Current	None
	Voltage test conditions	Temperature	120°
		Load	10 Amps
		Other	-

ELECTRICAL—STARTING SYSTEM

Starting motor	Make		Delco Remy
	Model		1107311 (62-75) 1107314 (60-63)
	Rotation (drive end view)		Clockwise
	Engine cranking speed		150-200 RPM
	Test conditions		
	Lock test	Amps	480-540
		Volts	3.0
		Torque (lb. ft.)	N.A.
	No load test	Amps	70-105
		Volts	10.6
RPM (min.)		3800-6200	
Motor control	Switch (solenoid, manual)		Solenoid
	Starting procedure		Cold Start - Depress Acc. to Floor, Remove Foot, Turn Ign. Key Full Right to Start Warm Start - Depress Acc. Halfway Hold until Engine Starts.

(Continued)

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MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-64 REVISED(•)

MODEL _____

ENGINE—COOLING SYSTEM

Type system (pressure, pressure vented, atmospheric, other)			Pressure	
Radiator cap relief valve pressure			13.5 - 16.5	
Circulation thermostat	Type (choke, bypass)		Choke	
	Starts to open at (°F)		172° - 177°	
Water pump	Type (centrifugal, other)		Centrifugal Dual Outlet	
	GPM @ 1000 pump rpm		19	
	Number of pumps		One	
	Drive (V-belt, other)		V-Belt	
	Bearing type		Double Row Ball Bearings	
By-pass recirculation type (internal, external)			External	
Radiator core type (cellular, tube and fin, other)			Tube & Center	
Cooling system capacity	With heater (qt.)		17.2	
	Without heater (qt.)		19.7 (67)	
	Opt. equipment-specify (qt.)		18.2	
Water jackets full length of cylinder (yes, no)			Yes	
Water all around cylinder (yes, no)			Yes	
Radiator hose	Lower	Number and type (molded, straight)	(1) Molded	
		Inside diameter	1.75	
	Upper	Number and type (molded, straight)	(1) Molded	
		Inside diameter	1.50	
	By-pass	Number and type (molded, straight)	None	
		Inside diameter	None	
	Fan	Number of blades & Spacing	4 @ 76°	7 @ 45° - 60° (75) 5 All A/C 45° - 25°
		Diameter	4 - 19"	(5-18.5 A/C) 18" (75)
Ratio-fan to crankshaft rev.			.96:1 (A/C Cars 1.1:1)	
Fan cutout type			Viscous With Internal Bi-Metal	
Bearing type			Ball	
*Drive belts (indicate belt used by letter)	Fan	53.10	(A/C 52.40)	
	Generator			
	Water Pump			
	Power Steering	50.62		
	Air Conditioning	57.46		

* Drive Belt Dimensions	
Angle of V	
Nominal length (SAE)	See Above
Width	.380

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MODEL _____

ELECTRICAL—INSTRUMENTS AND SWITCHES

Speed-ometer	Make	A.C.
	Trip odometer (yes, no)	Yes
Charge indicator—type		Tell-Tale
Temperature indicator—type		Gauge
Oil pressure indicator—type		Tell-Tale
Fuel indicator—type		Gauge
Other		
Ignition switch	Identify positions in order and circuits controlled	Trunk Warning Lite - Tell Tale Vertical - Ign. off. 1st. Position Clockwise - All Circuits On 2nd. Position Clockwise - Ign. & Starter 1st. Position Counterclock - Acc. Only
	Provision for illumination	Yes
	Location	R.H. Side of Steering Col. in Panel
Main light- ing switch	Identify positions and lamps controlled	1st. Position - Park - Instru. & Tail 2nd. Position - Full out HdLmps. - Instru. & Tail Rotate Knob - Full left - operates interior lite- Rotate Knob - Right-Rheostat Control Intensity o. Panel Lites.
Other light switches	Locations and lamps controlled	Glove Box - Console - Air Cond. - Heater Turn Indicator-Trunk-Turn Signal Switch Controls cornering lites when Ign. and lite switch are on.
Other switches	Locations and de- vices controlled	Door Jam Switches for interior lites. Switches on front seat backs for rear compartment lites. Interior lites also controlled by Headlamp switch.
Windshield wiper	Make	Delco
	Type	Electric
	Vacuum booster provision	-
	Washer provision	Yes
Horn	Type	Solenoid Vibrating Diaphragm
	Number used	3
	Amp draw (each)	4.5 - 5.5

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MODEL _____

ELECTRICAL—STARTING SYSTEM (cont.)

Motor Drive	Engagement type		Spiral Spline & Over-running Clutch
	Pinion meshes (front, rear)		Front
	Number of teeth	Pinion	9
		Flywheel	166
	Flywheel tooth face width		.500

ELECTRICAL—IGNITION SYSTEM

Coil	Make		Delco Remy
	Model		1115132
	Amps	Engine stopped	2.4
		Engine idling	1.25
Distributor	Make		Delco Remy
	Model		1111061
	Cent'fgal adv. in crankshaft degrees @ engine rpm (nominal)	Start (rpm)	0° - 1.0° @ 400 RPM
		Intermediate points deg. @ rpm	5.5° - 7.5° @ 1200 RPM
		Max deg. @ rpm	8° - 10° @ 2000
	Vacuum adv. in crankshaft degrees @ in. Hg. (nominal)	Start (in Hg)	5-7
		Intermediate points, deg @ in Hg	3° - 4.5° @ 11" 5.75 - 7.25° @ 15"
		Max. deg. in. Hg.	9.5° - 10.75° @ 20 In. Hg.
	Breaker gap (in.)		.016
	Cam angle (deg.)		28° - 32° Set @ 30°
Timing	Breaker arm tension (oz.)		19-23
	Crankshaft deg. @ rpm.		5° BTDC
	Mark location		Crankshaft Balancer
	Cylinder numbering system (see page 2)		1-3-5-7 Left Bank 2-4-6-8 Right Bank
Spark Plug	Firing order (see page 2)		1-8-7-2-6-5-4-3
	Make and model		AC 44
	Thread (mm)		14
	Tightening torque (lb. ft.)		25
Cable	Gap		.035
	Conductor type		Resistant Core
	Insulation type		Neoprene
	Spark plug protector		Neoprene

ELECTRICAL—SUPPRESSION

Locations & type	Packard Electric - Dist. Res. Wire .3 Mfd. on coil - Feed term. .5 Gen. Reg. - Feed Term. Two Ground Straps - Rear of Cyl. Hd. Two Ground Straps - Upper Contr. Arms.
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MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-5-63 REVISED (*)11-7-63

MODEL All

ELECTRICAL—FUSE & CIRCUIT BREAKER DATA

Use trade number of fuse, e.g., SFE-10. Indicate circuit breaker by ampere capacity suffixed by letters "C.B.", e.g., 30 C.B. Where fuse or circuit breaker protects multiple circuits indicate first use by a letter and repeat the same letter for all units protected by the same fuse or circuit breaker, e.g., Parking lamp SFE-10 (a), Direction indicator same as (a).

Headlamp	15A-CB	Power Seats & Windows	40 CB
Headlamp beam indicator	15A-CB	Gen. TT	6 AMP
Parking lamp	15A-CB		
Tail lamp	25A	Hydro-Elect. Conv. Top	40 CB
Stop lamp	25A	Cruise Control	6 AMP
Direction indicator	14 Amp.	Horns	25 CB
License plate lamp	25A	Guide-Matic	4 AMP
Instrument lamp	9 Amp.	Cornering Lites	25A
Ignition lamp	25A		
Back up lamp	9 Amp.		
Dome lamp			
Clock	25 Amp.		
Clock lamp	20A-CB		
Radio	7.5 Amp.		
Glove compartment lamp	25 Amp.		
Power Trunk T.T.	25-40 (CB)		
A/C & Heater	25 Amp.		
Antenna	14Amp.		
Wiper	25 Amp.		
Body Feed	25 Amp.		
Cigar Liter	25 Amp.		
Map Lite	25 Amp.		
Ash Tray	25A		
Instr. Lites	25A		

ELECTRICAL—LOCATION OF OUTSIDE LAMPS

			Upper	Lower	Upper
Height above ground to center of bulb	Tail	Lower	21.98 (60-62-63)	22.92 (75)	
		Upper	32.53 (60-62-63)	33.47 (75)	
	Stop		Lower	21.98 (60-62-63)	32.53
	Backup			21.98 (60-62-63)	22.92 (75)
	License, rear			21.98 (60-62-63)	22.92 (75)
	Directional	Front &	Cornering	22.25 (60-62-63)	23.19 (75)
		Rear	Lower	21.98 (60-62-63)	32.53
	Headlamp	Inside		28.48 (60-62-63)	29.42 (75)
		Outside*		28.48 (60-62-63)	29.42 (75)
	Tail	Inside			
Distance from C/L of car to center of bulb				35.00	
	Stop			35.00	
	Backup			35.00	
	License, rear				
	Directional	Front		31.75	
		Rear		35.00	
	Headlamp	Inside		28.60	
		Outside*		31.75	

* If single headlamps are used enter here.

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MODEL All

ELECTRICAL—LAMP BULBS

Give quantity used and trade number, e.g., Headlamp 2-5400 S, dual headlight 2-4001, 2-4002.

Headlamps & arrangement	Dual Horizontal - 2-4001 2-4002	
Headlamp beam indicator	1 - 1445	
Parking & Dir.	2 - 1157 A	
Tail - Stop - Sig.	2 - 1157	
Stop - Tail - Sig.	2 - 1157	
Direction signal	Front	See Parking Lite
	Rear	See Stoplite
	Indicator	2 - 1445
License Plate	2 - 67	
Oil pressure indicator	1 - 1895	
Charge indicator	1 - 1895	
Instrument Panel	2 - 212	
Clock	1 - 1895	
Radio	Opt. 1 - 1895	

Indicate also whether the following lamp assemblies are standard equipment, optional, or NA.

Ignition lock	Std.	1 - 1445	
Back up	Std.	2 - 1156	
Dome	Std.	1 - 1004	Chauffer 1-90
Glove compartment	Std.	1 - 1895	
Prkg. brake signal		N.A.	
Luggage compartment	Opt.	1 - 89	
Underhood		N.A.	
Courtesy *		-	
Map	Std.	1 - 212	

* Ash Tray Frt.	2 - 1445	
Cornering Lmp.	2 - 1195	
Rear Quarter Lmp.	2 - 212 (75 & 60)	
Rear Quarter Lmp.	2 - 90 (62 - 63)	
Fuel & Temp.	1 - 1895	
Heater Vent Pnl.	4 - 1895	
Console	1 - 212	
Radio (Rear) 75	1 - 1445	- Opt.
Speedo	2 - 1895	
Shift Ind.	1 - 1895	
Trunk Tell Tale	1 - 1895	- Opt.
Warning Lmp. Frt.	2 - 212	
Warning Lmp. Rear	2 - 212	

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MODEL _____

DRIVE UNITS—MANUAL TRANSMISSION WITH OVERDRIVE

For transmission data see manual transmission section

Overdrive	Type (planetary or other)		N.A.
	Manual lockout (yes, no)		
	Downshift accelerator control (yes, no)		
	Minimum cut-in speed		
	Gear ratio		
	Lu- bri- cant	Capacity (pt.) (Overdrive only)	
		Separate filler (yes, no)	
		Type recommended	
		SAE viscosity number	Summer
			Winter
			Ext. cold

DRIVE UNITS—AUTOMATIC TRANSMISSION

Trade name	Hydra-Matic	Turbo Hydra-Matic
Type describe	62-75	63-60
	Fluid Coupling with Gears -	Conv. with Step Gear Shifts
Method of Selection (Lever, Push Button or other)	Lever	
Selector Pattern	Hydra-Matic P-N-Drive-Drive-Lo-R	Turbo Hdyra-Matic P-R-N-D-L
List gear ratios Selector Pattern and indicate which are used in each selector position	2nd - 2.5532 3rd - 1.5536 4th - 1.0000 Rev. - 3.74600	1 - 2.48 + Conv. 2nd - 1.48 + Conv. Dr - 1.00 + Conv. Rev. - 2.08 + Conv. Conv. 2.00
Max. upshift speeds—drive range	76-82	Mean 83.2
Max. kickdown speeds—drive range	68-74	Mean 76.8
Torque convertor	Number of elements	-
	Max. ratio at stall	-
	Type of cooling (air, water)	-
Lubricant	Capacity—refill (pt.)	18
	Type recommended	Cad. Fluid Type 'A' (Suffix A)
Special transmission features		Dry
	Water Cooled Sump.	* Pan, drained by filler tube only
		22 1/2 Pint 4 1/2 Pint Pan and strainer removed 7 Pints

DRIVE UNITS—PROPELLER SHAFT

Number used		2	
Type (exposed, torque tube)		Exposed	
Outer diameter x length* x wall thickness	Manual transmission	N.A.	
	Overdrive transmission	N.A.	
	(1) Automatic transmission - Hydra 62-75	* 2.25 x 30.29 x .095 Rear 2.25 x 40.88 x .095 Rear 2.25 x 32.28 x .095 Frt. 2.25 x 41.44 x .095 Frt.	

*Center to center of universal joints, or to centerline of rear attachment.

* Dia. of rear portion of rear shaft, 2.75 (1) Turbo 60-63 - Frt.
Wall Thickness .065

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2.25 x 35.69 x .095

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MODEL _____

DRIVE UNITS—CLUTCH (Manual Transmission)

Make & type		N.A.
Type pressure plate springs		
Effective plate pressure (lb.)		
No. of clutch driven discs		
Clutch facing	Material	
	Outside & inside dia.	
	Total eff. area (sq.in.)	
	Thickness	
	Engagement cushioning method	
Release bearing	Type & method of lubrication	
Torsional damping	Methods: springs, friction material	

DRIVE UNITS—TRANSMISSIONS

Manual (std. or opt.)	
Manual with overdrive (std. or opt.)	
Automatic (std. or opt.)	Std.

DRIVE UNITS—MANUAL TRANSMISSION

Number of forward speeds		N.A.	
Transmission ratios	In first		
	In second		
	In third		
	In fourth		
	In reverse		
Synchronous meshing, specify gears			
Shift lever location			
Lubricant	Capacity (pt.)		
	Type recommended		
	SAE viscosity number	Summer	
		Winter	
Extreme cold			

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MODEL ALL

DRIVE UNITS—WHEELS

Type & material		Slotted Steel Disc
Rim (size and flange type)	Std.	15 x 6L
	Opt.	-
Attachment	Type (bolt or stud)	Stud
	Circle diameter	5"
	Number and size	5 1/2 - 20

DRIVE UNITS—TIRES

Standard (List option below)	Size & ply	8.00 x 15 - 4 Ply	8.20 x 15 6 Ply (75)
	Type - Nylon, etc.	Tyrex	
Rev/mile at 50 mph.		715 (713 8.20 x 15 6 Ply - Black or White)	
Inflation press.(cold)	Front	*26	28 (75)
	Rear	26	28 (75)
Optional tires - size and ply		* 8.20 x 15 White Wall (Std. Eldorado)	4 Ply 60-62-63
			6 Ply (67)
		24-24	

BRAKES—SERVICE

Type (duo-servo, disc, balanced, etc.)		Hydraulic Duo-Servo-Self Adjusting
Self adjusting (std., opt., N.A.)		Std.
Hydraulic system type (single, dual, etc.)		Dual
Power brake make & type (remote, integral, etc.)		Moraine & Bendix - Direct Hydraulic Vacuum
Effective area (sq. in.)*		203.74
Gross lining area (sq. in.)**		244.80
Swept drum area (sq. in.)***		377.00
Percent brake effectiveness—front		59%
Drum	Diameter	Front 12"
		Rear 12"
	Type and material	Composite Cast Iron Finned
Wheel cylinder bore	Front	1 3/16
	Rear	1.00"
Master cylinder bore		1.00"
Available pedal travel		4"
Line pressure at 100 lb. pedal load		930 PSI
Shoe clearance adjustment		.010 - .030

* Excludes rivet holes, grooves, chamfers, etc.

** Includes rivet holes, grooves, chamfers, etc.

*** Total swept areas for four brakes:

Widest lining contact width for each brake x its drum circumference.

(Continued)

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MODEL ALL

DRIVE UNITS—PROPELLER SHAFT (cont.)

Inter-mediate bearing	Type (plain, anti-friction)		Roller Bearing
	Lubrication (fitting, prepack)		Prepack
Universal joints	Make		Saginaw
	Number used		3 Assemblies
	Type (ball and trunnion, cross, other)		Center & Rear - Constant Velocity Front - Cross - 75 Series - Frt. - Center - Rear
	Bearing	Type (plain, anti-friction)	Needle
		Lubric. (fitting, prepack)	Prepack
Drive taken through (torque tube or arms, springs)			Four Link Arm
Torque taken through (torque tube or arms, springs)			Four Link Arm

DRIVE UNITS—REAR AXLE

Description (see instructions)		Hypoid	
Limited Slip differential, type		Cone Clutch	
Drive Pinion Offset		1 3/4	
No. of differential pinions		2	
Gear ratios (Std. equip.)	Manual transmission	N.A.	
	Overdrive transmission	N.A.	
	Automatic transmission	2.94	62-63-60
Ring gear O.D. (std. ratio)			
Pinion adjustment (shim, other)		None	
Pinion bearing adj. (shim, other)		Collapsible Spacer	
Wheel bearing type		Ball	
Lubricant	Capacity (pt.)		5
	Type recommended		Mil-L 2105 B (Contr. Diff. Sp. Lub.)
	SAE viscosity number	Summer	90
		Winter	90
		Extreme cold	90

REAR AXLE RATIO TOOTH COMBINATIONS

(See page 3 for axle ratio usage)

Axle ratio		2.94	3.21	3.36	3.77
No. of teeth	Pinion	47	45	47	49
	Ring gear	16	14	14	13

* Ring O.D. 9.424 9.422 9.429 9.441 Form Rev. 3-62

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MODEL _____ ALL

SUSPENSION FRONT (cont.)

Spring	Type	Coil
	Material	9260
	Size (coil design height & I.D.; bar length x dia.)	9.99 x 4.00 x 160.90 x .666 (60-62-63) 10.44 x 4.00 x 163.50 x .730 (75)
	Spring rate (lb. per in.)	305 425 (75)
	Rate at wheel (lb. per in.)	86 120 (75)
	Design load (lb. @ design height)	2300 2900 (75)
Stabilizer	Type (link, linkless, frameless)	Link
	Material & bar diameter	1085 Steel .813 .938 (75)

STEERING

Manual (std., opt., NA)		N.A.
Power (std., opt., NA)		Std.
Adjustable steering wheel (tilt, swing, other)	Type and description	Tilt
	(std., opt., NA)	Opt.
Wheel diameter	Manual	N.A.
	Power	16"
Turning diameter	Outside front	Wall to wall (l. & r.) 46 52 (75) Curb to curb (l. & r.) 43 48 (75)
	Inside rear	Wall to wall (l. & r.) 48 (75) Curb to curb (l. & r.)
Outside wheel angle with inside wheel at 20°		18° 10'
Manual	Gear	Type N.A.
		Make
		Ratios Gear Overall
	No. wheel turns	
Power	Type (coaxial, linkage, etc.)	
	Make	
	Gear	Type Inline Hydraulic Power Saginaw
		Ball Nut Sector
		Ratios Gear Overall 17.5:1 18.2:1
	Pump driven by	
Linkage	Number wheel turns	
	Type	
	Location (front or rear of wheels, other)	
	Drag link (trans. or longit.)	
	Tie rods (one or two)	

(Continued)

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MODEL _____

BRAKES—SERVICE (cont.)

Brake lining	Bonded or riveted		Riveted	
	Front Shoe	Material	Molded Asbestos	
		Size (length x width x thickness)	Front wheel	11.5 x 2.5 x .25
			Rear wheel	12.98 x 2.5 x .25 (75)
		Segments per shoe	1	
	Rear Shoe	Material	Molded Asbestos	
		Size (length x width x thickness)	Front wheel	12.98 x 2.5 x .25
			Rear wheel	12.98 x 2.5 x .25
		Segments per shoe	1	

BRAKES—PARKING

Type of control	Foot operate - vacuum released			
Location of control	Left side below panel			
Operates on	Rear Service brakes			
If separate from service brakes	Type (internal or external)	N.A.		
	Drum diameter	N.A.		
	Lining size (length x width x thickness)	N.A.		

FRAME or UNITIZED CONSTRUCTION

Type and description	Tubular Center 'X'
----------------------	--------------------

SUSPENSION—GENERAL (See Supplemental page 19 for details on Air Suspension)*

Provision for car leveling		None
Provision for brake dip control		In the Front Suspension Design
Provision for acc. squat control		In the Front Suspension Design
Special provisions for car jacking		Bumper Type - (Scissor Type Rocker Sill) (75)
Shock absorber front & rear	Type	Direct Action
	Make	Delco
	Piston dia.	1"
Other special features		Nylon Piston Ring Freon Envelope to Eliminate Aeration of Oil

SUSPENSION—FRONT

Type and description	Independent Coil
----------------------	------------------

* Air Suspension:
Air spring type
Compressor data
type
make
drive ratio

Normal operating pressures
spring rates
leveling data

(Continued)

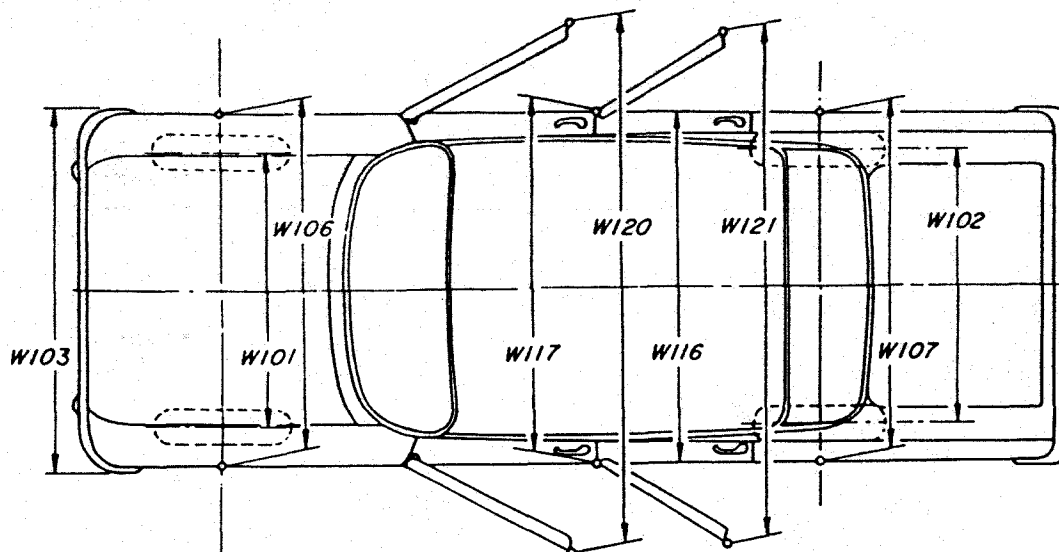
MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-63 REVISED (*)

CAR AND BODY DIMENSIONS—GENERAL

Dimensions herein are those adopted by the Society of Automotive Engineers. Brief descriptions of these dimensions are listed on pages 34-36. Complete definitions are listed in section E-1 of the SAE Aeronautical - Automotive Drawing Standards. The dimensions are developed from the following basic points:

1. Body dimensions are for all body styles.
2. All interior dimensions are taken with manikin 15.0 inches outboard of car centerline unless otherwise stated.
3. All interior dimensions are measured with the front seat in the lowest and rearmost position.
4. Unless otherwise specified, all exterior height dimensions are taken with a full design load which consists of 5 passengers, 300 lbs. front, 450 lbs. rear; includes spare wheel, tire and tools, and full complement of gas, oil, water and tires to recommended pressure, etc.
5. The SAE manikin with 90th percentile leg length will be used for recording purposes.
6. The H Point is the pivot center of the manikin's torso and thigh.
7. The D Point is the point of tangency of a horizontal line and the lowest point of the manikin.
8. The Torso Line is a line parallel to the small of manikin's back and extending through the H Point.

EXTERIOR WIDTH DIMENSIONS



MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
Tread - front	W101					61.0					
Tread - rear	W102					61.0					
Maximum overall car width	W103					79.5					79.8
Maximum overall body width	W116			78.2				78.3			79.1
Maximum body width at #2 pillar	W117			77.7				—			78.9
Front fender overall width	W106					79.2					79.5
Rear fender overall width	W107			77.2				77.1			78.1
Maximum overall car width - front doors open	W120			143.0							151.5
Maximum overall car width - rear doors open	W121			147.2							138.0

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MODEL _____

STEERING (cont.)

Steering Axis	Inclination at camber (deg.)		6° @ 0°
	Bearings (type)	Upper	Spherical Joints
		Lower	Spherical Joints
		Thrust	Spherical Joints
Wheel alignment (range and preferred)	Caster (deg.)		- 1/2° to - 1 1/2°
	Camber (deg.)		Left Side + 3/8° to - 1/8° - Right Side + 1/8° to - 3/8°
	Toe-in (outside tread-inches)		3/16" to 5/16"
	Steering spindle & joint type		Spherical
Wheel spindle	Diameter	Inner bearing	1.348 - 1.343
		Outer bearing	.8430 - .8435
	Thread size		3/4 - 20
	Bearing type		Tapered Roller

SUSPENSION—REAR

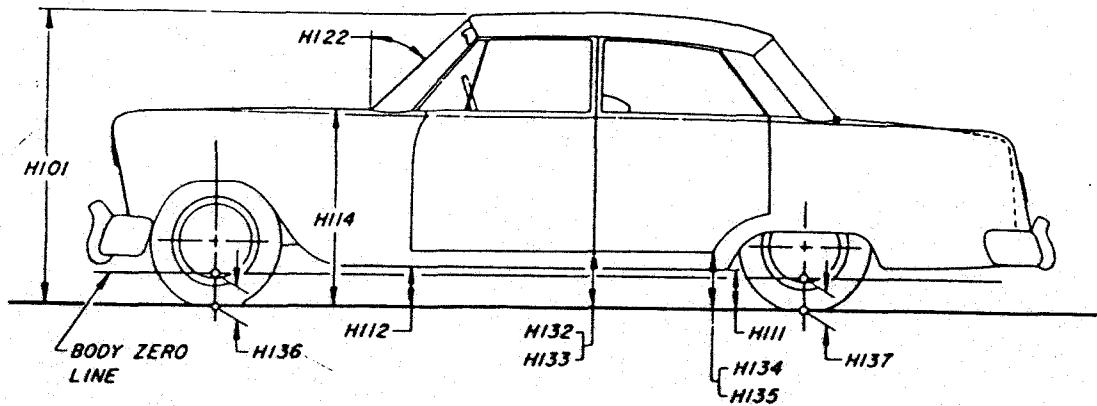
Type and description			4 Link	
Drive and torq. taken through (see page 17)			4 Link Arms	
Spring	Type		Coil	
	Material		9260 Steel	
	Size (length x width, coil design height and I.D.; bar length & dia.)		8.48 x 5.20 x 148.10 x .635 9.17 x 5.20 x 149.75 x .695 (75)	
	Spring rate (lb. per in.)		175 250 (75)	
	Rate at wheel (lb. per in.)		110 157 (75)	
	Design load (lb. at design height)		1665 1960 (75)	
	Mounting insulation type		Rubber	
	If leaf	No. of leaves		N.A.
		Inserts	Type and size	
			Material	
Shackle (comp. or tens.)				
Stabilizer	Type (link, linkless, frameless)			
	Material			
Track bar type				

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EXTERIOR HEIGHT DIMENSIONS



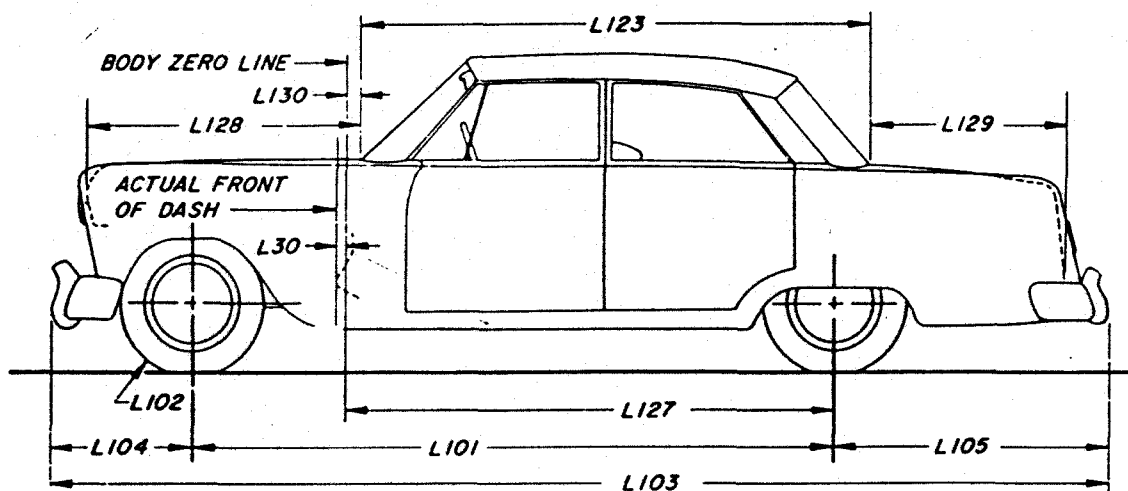
MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
Overall height	H101	56.6	56.4		54.8		55.1	55.6	55.8	59.0	
Hood at rear to ground	H114		38.1						38.3	39.2	
Rocker panel to ground - front	H112		7.7				7.7		7.9	8.8	
Rocker panel to ground - rear	H111	7.3		7.4			7.3		7.5	8.3	
Bottom of door to ground, open - front	H132		12.9				13.0		13.2		
Bottom of door to ground, closed - front	H133		11.8				11.7		11.9	12.5	
Bottom of door to ground, open - rear	H134		12.9				-			11.1	
Bottom of door to ground, closed - rear	H135		11.5				-			10.9	
Windshield slope angle	H122	56.0		55.5		57.3		55.5		47.4	
Body zero to ground - front	H136		5.00						5.20	6.08	
Body zero to ground - rear	H137		5.00						5.20	6.08	

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EXTERIOR LENGTH DIMENSIONS



MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75	
Body zero line to actual front of dash	L30	1.52									.55	
Wheelbase	L101	129.5									149.8	
Overhang - front	L104	33.5										
Overhang - rear	L105	60.5										
Overall length	L103	223.5									243.8	
Hood length at car centerline	L128	61.4									58.8	
Body upper structure length at car centerline	L123	112			108.4		103.3		108.7		131.0	
Deck length at car centerline	L129	47.4			51.0		56.2		50.8		50.7	
Body zero line to centerline of rear wheels	L127	105.0									125.3	
Body zero line to windshield cowl point	L130	4.3					4.1		4.2		2.33	
Tire size	L102	8.00 x 15-4									*	*

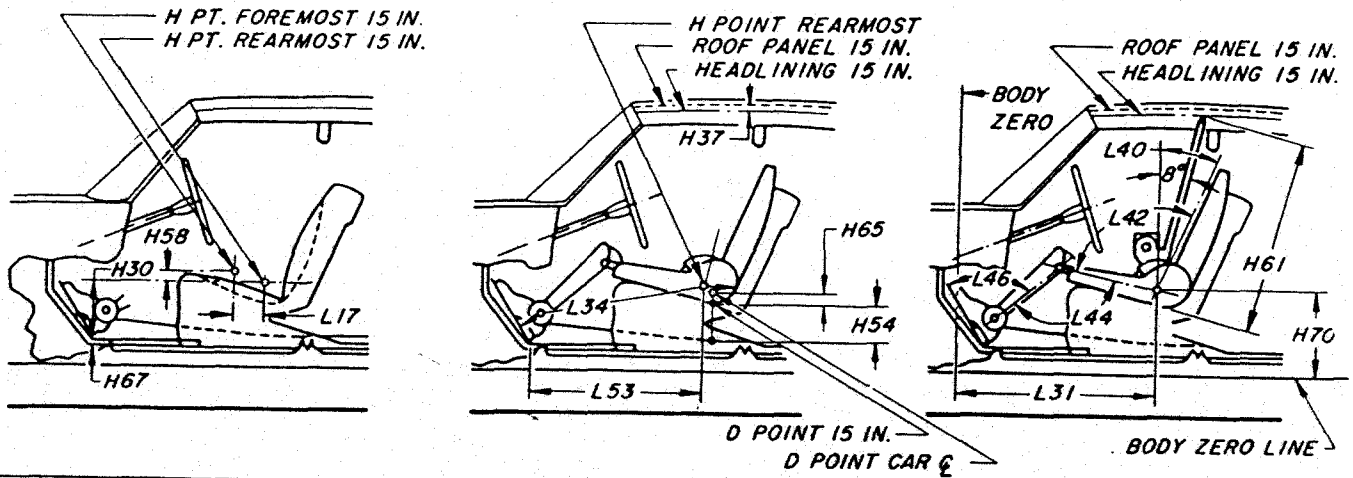
* 8.20 x 15-4 W/W Opt. on all Series Exc. 6367 (Std. Tire on 6367)
 - 8.20 x 15-6 Black Std. with White Opt. on 75 Series

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FRONT COMPARTMENT DIMENSIONS



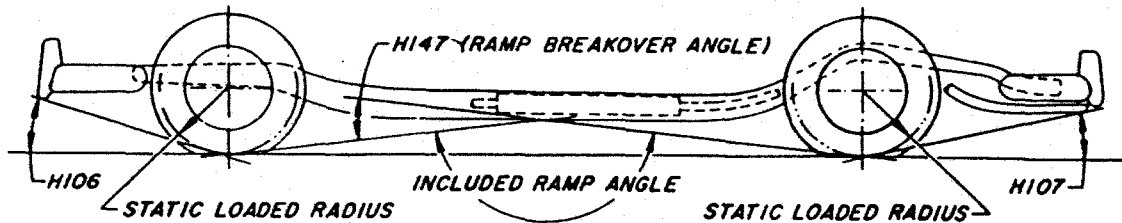
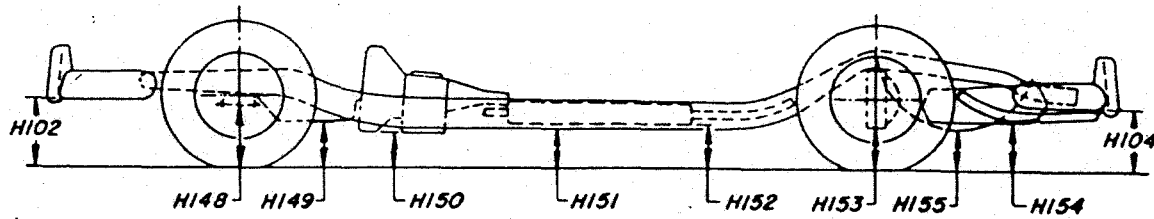
MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
H Point to body zero line	L31	41.60	41.80				41.75			41.74	41.24
H Point to body zero line - front	H70	14.8								14.6	16.2
Effective head room	H61	40.1	40.0	38.6		38.5		39.4	39.9	40.2	
Headlining to roof height	H37	.5									1.6
Maximum effective leg room - accelerator	L34	40.7	40.8			40.7				39.8	
H Point to heel point	H30	8.5	8.4							8.0	6.8
Depressed floor covering thickness	H67	.6	.7				.6				
Back angle	L40	22.0					21.5				19
Hip angle	L42	89°	90°			89.5°			88°	82°	
Knee angle	L44	120°	121°			120.5°			120°	114.5°	
Foot angle	L46	82°	82.5°							83°	71°
D Point differential, side to center	H65	.6	1.0			1.1				.7	
D Point to tunnel	H54	2.9					3.1			2.6	
H Point to accelerator floor point	L53	32.9	33.1								33.0
H Point travel	L17	4.7	4.8							4.7	3.2
H Point rise	H58	.7								.8	.4

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GROUND CLEARANCE DIMENSIONS



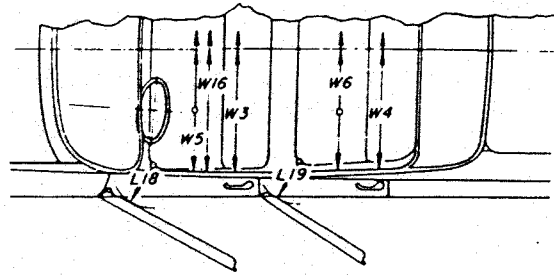
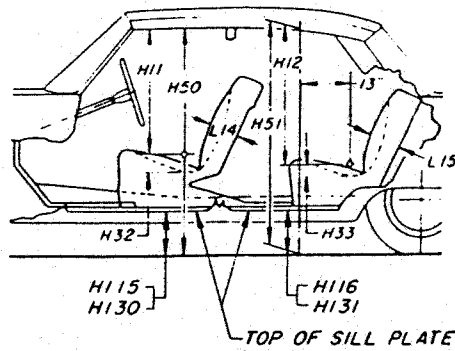
MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
Front bumper to ground	H102				10.4					10.6	11.5
Rear bumper to ground	H104				11.1					11.3	12.2
Angle of approach	H106				21.3					21.6	23.4
Angle of departure	H107				11.8					12.0	13.0
Ramp breakover angle	H147				11.0				11.2	11.4	11.0
Front suspension to ground	H148				6.16					6.36	7.24
Oil pan to ground	H149				6.68					6.88	7.95
Flywheel housing to ground	H150				6.04					6.24	7.39
Frame structure to ground	H151				5.74				5.72	5.92	6.79
Exhaust system to ground	H152				5.28					5.48	6.28
Rear axle differential to ground	H153				7.76					7.96	
Fuel tank to ground	H154				8.22					8.42	9.10
Spare tire well to ground	H155				None						
Minimum running ground clearance	H156				5.28					5.48	6.28

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SEAT AND ENTRANCE DIMENSIONS



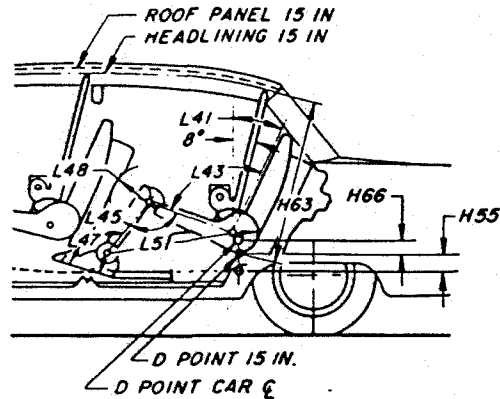
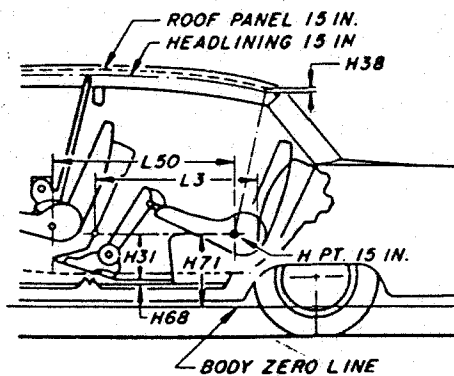
	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
Shoulder room - front	W3	58.5	58.4	58.6	58.4	58.6	58.4	58.5			60.4
Hip room - front	W5	62.1	63.4				63.5			63.4	65.8
Seat width - front	W16	55.8	55.6				56.3	56.0			58.5
Upper body opening to ground - front	H50	50.9	51.0		49.8		50.3		48.8	49.0	54.8
Entrance height - front	H11	31.1	31.2		30.0		30.5		29.0	29.4	33.1
Step height - front (design load)	H115	13.3								13.5	13.9
Step height - front (curb load)	H130	13.7								13.9	14.5
Entrance foot clearance - front	L18	14.4									14.7
Seat cushion deflection - front	H32	5.2	5.1	4.7	5.1	4.7	5.1	4.7		4.6	
Seat back thickness - front	L14	6.7	7.6	7.2	7.6	7.2	7.6	7.2		7.3	10.7
Shoulder room - rear	W4	58.0	57.8	58.0			57.4		48.4		58.8
Hip room - rear	W6	63.1			63.6		54.8		51.2		59.7
Upper body opening to ground - rear	H51	50.7			49.0		—				54.7
Entrance height - rear	H12	31.4	31.2		30.6		—				34.1
Step height - rear (design load)	H116	13.1					—				12.2
Step height - rear (curb load)	H131	13.7					—				12.8
Entrance foot clearance - rear	L19	13.2	13.8		12.9		10.7		10.6	10.7	—
Seat cushion deflection - rear	H33	4.2	4.0	4.1	4.0		4.9		4.3		4.6
Seat back thickness - rear	L15	7.7	7.8		7.3	6.8	9.1	8.4	7.5		7.2

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REAR COMPARTMENT DIMENSIONS



MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
H Point couple distance	L50	37.9	38.5		36.5		35.5		36.36	36.37	62.9
H Point to body zero line - rear	H71	14.3	14.5		14.3		13.1		13.2	13.4	15.6
Effective head room	H63	39.5	38.8		38.1		38.4		38.1		39.1
Headlining to roof height	H38	.5			.6						1.0
Minimum effective leg room	L51		40.2		38.9		37.9		39.0	38.5	41.4
H Point to heel point	H31	11.2	11.3		10.2		9.9		10.0		10.4
Depressed floor covering thickness	H68	.6			.7				.6		
Minimum knee room	L48	6.7	7.7		6.3		4.4		5.1	5.0	
Rear compartment room	L3	31.8	31.6		29.3	29.9	27.5	28.3	29.1	28.9	53.74
Back angle	L41		23°		20°		17°		17.5°		25°
Hip angle	L43	94.5°	95°		87°		81°		83.5°	82.5°	98.5°
Knee angle	L45		117°		109.5°		104°		110°	107°	125°
Foot angle	L47	133°	135°		131°		128°		130.5°		140°
D Point differential, side to center	H66	.7	.6		.9		1.0		1.2		1.0
D Point to tunnel	H55	2.8	2.7		2.3		2.0		2.2		2.0

Form rev. 5-63

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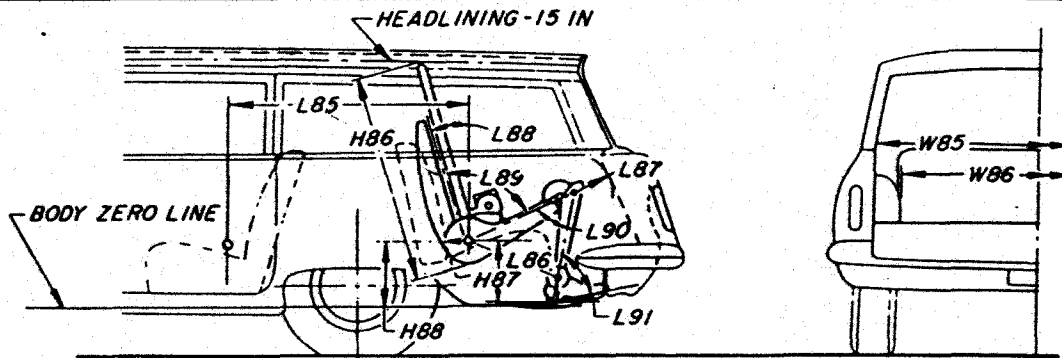
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LUGGAGE COMPARTMENT

MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
Usable luggage capacity (See instructions)		17.038			15.847				17.038		16.158
Liftover height	H195										
Position of spare tire storage		Horizontal									
Method of holding lid open		Spring									

THIRD SEAT DIMENSIONS



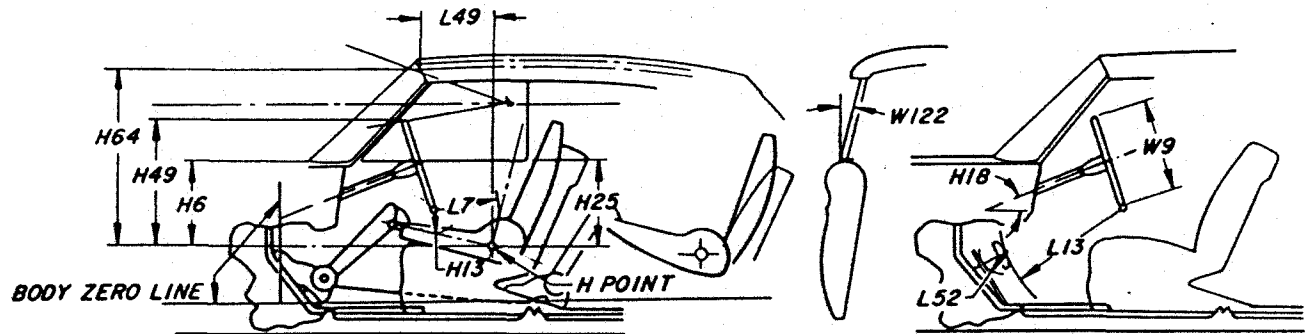
MODEL	Ref. No.	
Seat facing direction		N.A.
Shoulder room	W85	
Hip room	W86	
H Point couple distance	L85	
H Point to body zero line - third seat	H88	
Effective head room	H86	
Effective leg room	L86	
H Point to heel point	H87	
Knee room	L87	
Back angle	L88	
Hip angle	L89	
Knee angle	L90	
Foot angle	L91	

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VISION AND CONTROL DIMENSIONS



MODEL	Ref. No.	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
H Point to windshield bottom DLO	H6	19.2	19.3			19.2			19.7	18.5	
H Point to windshield upper DLO	H64	33.1	33.2	32.0		26.2	26.9	27.3	34.8		
H Point to windshield upper DLO	L49	11.2	11.4	13.4		14.5	13.4	13.3	15.9		
Belt height - front	H25	17.0	17.1			17.1		17.6	16.3		
Steering wheel center to centerline of car	W7	15.76									
Steering wheel maximum outside diameter	W9	16.0									
Steering column angle - horizontal	H18	28.6°	28.5°			28.6°					
H Point to top of steering wheel	H49	22.8							23.2	28.6	
Steering wheel torso clearance	L7	12.6	12.8			12.6		12.8	11.9		
Steering wheel thigh clearance	H13	3.7				3.8		3.9	2.5		
Brake pedal knee clearance	L13	25.5								23.9	
Brake pedal to accelerator	L52	1.6	-1.5			-1.5			-1.6		
Tumble-home	W122	11.8°									

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MODEL _____	6039	6229	6329	6239	6339	6257	6357	6267	6367	75
-------------	------	------	------	------	------	------	------	------	------	----

BODY—MISCELLANEOUS INFORMATION

Drs. hinged (front, rear)	Front doors	Front					
	Rear doors	Center					
Type of finish (lacquer, enamel, other)		Acrylic					
Hood counterbalanced (yes, no)		Yes					
Hood release control (internal, external)		External					
Vehicle (Serial) No. Location		L. H. Side - Front of No. 1 Cross Member					
Engine No. Location		L. H. Side Eng. Block Above Oil Pan Rail					
Theft protection - type		Ign. Key Start - Door Lock					
Vent window control method (crank, friction pivot)	Front	60 & 6367 Series - Power Std. - All others Crank					
	Rear	60 Series Power Std. - All others Crank 29 Sedans only					
Seat cushion type	Front	Zig Zag Spring - 62 & 63 Series Coil Springs 60 & 75 Series					
	Rear	" " " " " " " " " " " "					
	3rd seat	None					
Seat back type	Front	Zig Zag Spring - 62 & 63 Series Coil Spring 60 & 75 Series					
	Rear	" " " " " " " " " " " "					
	3rd seat	None					
Windshield glass type (i.e., single curved - laminated plate)		Compound Curve - Laminated					
Backlight glass type (i.e., compound curved - tempered plate, three piece)		Tempered Plate					
Side glass type (i.e., curved - tempered plate)		S.C.	C.C.	S.C.	S.C.		
Side glass exposed surface area		Vent Window - Flat - Laminated - Side Window - Flat Tempered					
Windshield glass exposed surface area		1303.5	1748.0	1329.8	1366.2	1186.4	2281.0
Backlight glass exposed surface area		840.2	1163.7	1230.3	752.2	1103.0	461.7
Total glass exposed surface area		3731.2	4499.2	4021.3	3624.1	3750.6	4485.5

BODY—CONVENIENCE EQUIPMENT (Indicate whether standard, optional or NA on each series)

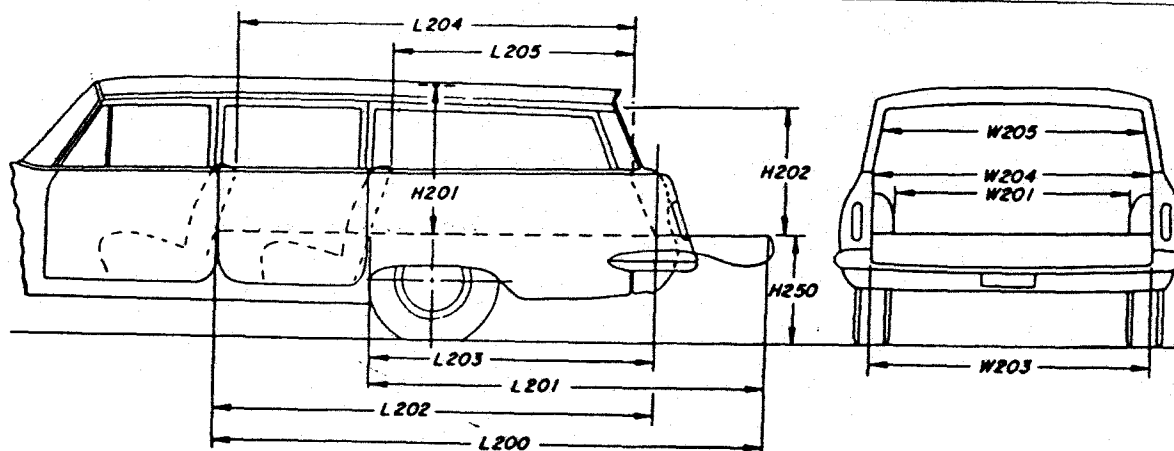
Power windows	Side Windows	Std. on 63 & 60 & 6267 Opt. 62 & 75	
	Vent Windows	Std. on 63 & 60 Opt. on 62 & 75	
	Backlight or tailgate	N.A.	
Power seats (specify type as well as availability)		2-Way Std. on 60 & 63 & 6267 & 75 (6-Way Opt. on all Series; 2-Way N.A. on 62 - (Std. on 6367)	
Reclining front seat back		N.A.	
Front seat headrest		N.A.	
Radios (specify type as well as availability)		Delco AM - Opt. & Delco AM & FM Opt. All Series	
Rear seat speaker		Std. with Radio Opt.	
Power Antenna		Std. with Radio Opt.	
Clock		Std. All Series	
Air Conditioner (specify type and availability)		Opt. combined heater and air conditioning	

AMA Specifications—Passenger Car

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MAKE OF CAR Cadillac MODEL YEAR 1964 DATE ISSUED 10-3-63 REVISED (*)

STATION WAGON—CARGO SPACE DIMENSIONS



MODEL	Ref. No.	
Floor length from back of front seat at floor level to end of lowered tail gate or floor	L200	N.A.
Floor length from back of second seat at floor level to end of lowered tail gate or floor	L201	
Floor length from back of front seat at floor level to inside of closed tail gate	L202	
Floor length from back of second seat at floor level to inside of closed tail gate	L203	
Minimum horizontal distance from top rear of front seat back to inside of tail gate at belt	L204	
Minimum horizontal distance from top rear of second seat back to inside of tail gate at belt	L205	
Maximum width of cargo space at floor - specify location	W200	
Minimum distance between wheel houses at floor level	W201	
Rear end opening width at floor	W203	
Rear end opening width at belt	W204	
Maximum width of rear opening above belt	W205	
Maximum height - floor covering to headlining at centerline of rear axle	H201	
Maximum height of rear opening - tail and lift gates open	H202	
Platform height from ground to top of tail gate floor covering at rear most edge of tail gate - curb weight	H250	
Rear end closure (e.g., one piece door, hinged left - sliding glass, drop tail gate)		
Cargo volume index (cu. ft.) W4 x L204 x H201		
1728		

DIMENSION DEFINITIONS

- W3 SHOULDER ROOM - FRONT. The minimum lateral dimension between the door garnish moldings or nearest interference. Measured at H Point station.
- W4 SHOULDER ROOM - REAR. Measured in the same manner as W3.
- W5 HIP ROOM - FRONT. The lateral dimension through H Point to trimmed surfaces.
- W6 HIP ROOM - REAR. Measured in the same manner as W5.
- W7 STEERING WHEEL CENTER TO CENTERLINE OF CAR. Measured horizontally from steering wheel center to centerline of car. The point at steering wheel center is located in the surface plane of wheel.
- W9 STEERING WHEEL MAXIMUM OUTSIDE DIAMETER. Define if other than round.
- W16 SEAT WIDTH - FRONT. The maximum trimmed width of front seat cushion.
- W85 SHOULDER ROOM - THIRD SEAT. Measured in the same manner as W3.
- W86 HIP ROOM - THIRD SEAT. Measured in the same manner as W5.
- W101 TREAD - FRONT. Measured at centerline of tires, with nominal camber, at ground.
- W102 TREAD - REAR. Measured at centerline of tires at ground.
- W103 MAXIMUM OVERALL CAR WIDTH. Include bumpers, moldings, or sheet metal protrusions.
- W106 FRONT FENDER OVERALL WIDTH. Measured at centerline of front wheels, excluding moldings.
- W107 REAR FENDER OVERALL WIDTH. Measured at centerline of rear wheels, excluding moldings.
- W116 MAXIMUM OVERALL BODY WIDTH. Measured across body, excluding hardware and applied moldings, but including fenders when integral with body.
- W117 MAXIMUM BODY WIDTH AT #2 PILLAR. Measured across body at #2 pillar, excluding hardware and applied moldings.
- W120 MAXIMUM OVERALL CAR WIDTH, FRONT DOORS OPEN. Measured with front doors in maximum hold-open position.
- W121 MAXIMUM OVERALL CAR WIDTH, REAR DOORS OPEN. Measured in same manner as W120.
- W122 TUMBLE-HOME. The angle from vertical to the front door glass outer surface or the chord of a curved door glass, measured at the front H Point station.
- L3 REAR COMPARTMENT ROOM. The horizontal dimension from the back of front seat to front of rear seat back at a height tangent to the top of rear seat cushion.
- L7 STEERING WHEEL TORSO CLEARANCE. The minimum distance from the back edge of steering wheel, in straight-ahead position, to the Torso Line.
- L13 BRAKE PEDAL KNEE CLEARANCE. The minimum dimension from the lower edge of the steering wheel to the brake pedal face centerline.
- L14 SEAT BACK THICKNESS - FRONT. The maximum thickness of the seat back, excluding bolsters.
- L15 SEAT BACK THICKNESS - REAR. Measured in the same manner as L14.
- L17 H POINT TRAVEL. The horizontal dimension between the H Point in the most forward and rearward seat positions.
- L18 ENTRANCE FOOT CLEARANCE - FRONT. The minimum horizontal dimension between seat and normal line of door or pillar at a height between the sill plate bead and 4.0 inches above the bead. Door should be in the maximum hold-open position.
- L19 ENTRANCE FOOT CLEARANCE - REAR. Measured in the same manner as L18 on four-door models. On two-door styles, the minimum dimension between rear corner of front seat, with front seat back tilted forward, and trimmed lock pillar, built-in quarter armrest panel, or rear seat cushion at a height between the sill plate bead and 4.0 inches above the bead.
- L30 BODY ZERO LINE TO ACTUAL FRONT OF DASH. If actual Front of Dash is to the rear of Body Zero Line, it is identified by a minus (-) sign.
- L31 H POINT TO BODY ZERO LINE - FRONT. Horizontal dimension.
- L34 MAXIMUM EFFECTIVE LEG ROOM - ACCELERATOR. Measured along a diagonal line from ankle pivot center to H Point plus a constant of 10.0 inches. Measured with the right foot on accelerator pedal.
- L40 BACK ANGLE - FRONT. The angle between a vertical line through the H Point and the Torso Line.
- L41 BACK ANGLE - REAR. Measured in the same manner as L40.
- L42 HIP ANGLE - FRONT. The angle between Torso Line and a line extending from knee pivot center to H Point.
- L43 HIP ANGLE - REAR. Measured in the same manner as L42.
- L44 KNEE ANGLE - FRONT. The angle between a line from H Point to knee pivot center and a line from the knee pivot center to the ankle pivot center.
- L45 KNEE ANGLE - REAR. Measured in the same manner as L44.
- L46 FOOT ANGLE - FRONT. The angle between a line extended from the knee pivot center through the ankle pivot center and a line tangent to the sole and heel of manikin bare foot.
- L47 FOOT ANGLE - REAR. Measured in the same manner as L46.
- L48 MINIMUM KNEE ROOM - REAR. The minimum dimension from the knee pivot center to the back of front seat back.
- L49 H POINT TO WINDSHIELD UPPER DLO. The horizontal dimension from H Point to the point of tangency of horizontal line of vision (described in dimension H64) with body upper structure.

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WEIGHTS

* These are weights that are reported to states for licensing purposes.

DIMENSION DEFINITIONS (cont.)

- H54 D POINT TO TUNNEL - FRONT. The vertical dimension from the D Point, at car centerline, to top of tunnel.
- H55 D POINT TO TUNNEL - REAR. Measured same manner as H54.
- H58 H POINT RISE. The vertical dimension between the H Point in the most forward and rearward seat position.
- H61 EFFECTIVE HEAD ROOM - FRONT. The dimension from H Point to the headlining, plus a constant of 4.0 inches. Measured along a line 8° to rear of vertical.
- H63 EFFECTIVE HEAD ROOM - REAR. Measured same as H61.
- H64 H POINT TO WINDSHIELD UPPER DLO. Vertical dimension from H Point to highest horizontal line of vision through windshield at 15 inch section.
- H65 D POINT DIFFERENTIAL, SIDE TO CENTER - FRONT. Vertical dimension from side occupant to center occupant D Point.
- H66 D POINT DIFFERENTIAL, SIDE TO CENTER - REAR. Measured in the same manner as H65.
- H67 DEPRESSED FLOOR COVERING THICKNESS - FRONT. The vertical dimension from manikin accelerator heel point normally to underbody sheet metal immediately below heel point.
- H68 DEPRESSED FLOOR COVERING THICKNESS - REAR. Measured same as H67.
- H70 H POINT TO BODY ZERO LINE - FRONT. Vertical dimension.
- H71 H POINT TO BODY ZERO LINE - REAR. Vertical dimension.
- H86 EFFECTIVE HEAD ROOM - THIRD SEAT. Measured in the same manner as H61.
- H87 H POINT TO HEEL POINT - THIRD SEAT. Measured in the same manner as H31.
- H88 H POINT TO BODY ZERO LINE - THIRD SEAT. Vertical dimension.
- H101 OVERALL HEIGHT. Measured with full design load.
- H102 FRONT BUMPER TO GROUND. Minimum dimension.
- H104 REAR BUMPER TO GROUND. Minimum dimension.
- H106 ANGLE OF APPROACH. The angle between the ground and a line tangent to the front tire static loaded radius arc and the first point of interference, i.e. bumper, guard, gravel deflector, fender or other interfering component, excluding license plate.
- H107 ANGLE OF DEPARTURE. The angle between the ground and a line tangent to the rear tire static loaded radius arc and the first point of interference, i.e. bumper, guard, gravel deflector, tail pipe, fender or other interfering component, excluding license plate.
- H111 ROCKER PANEL TO GROUND - REAR. The vertical dimension from ground to bottom of rocker panel, excluding flanges. Measured at front of rear wheel opening.
- H112 ROCKER PANEL TO GROUND - FRONT. The vertical dimension from ground to bottom of rocker panel, excluding flanges. Measured at foremost point of rocker panel.
- H114 HOOD AT REAR TO GROUND. Measured from hood opening line on shroud, exclusive of moldings.
- H115 STEP HEIGHT - FRONT (DESIGN LOAD). The vertical dimension from top of sill plate bead, at C/L of front door sill plate, to ground.
- H116 STEP HEIGHT - REAR (DESIGN LOAD). Measured in same manner as dimension H115.
- H122 WINDSHIELD SLOPE ANGLE. The angle between a vertical line and the windshield surface at car centerline. On compound-curved windshields the chord of the arc is used and limited to that section of the windshield comprehended by an 18-inch chord.
- H130 STEP HEIGHT - FRONT (CURB LOAD). The vertical dimension from top of sill plate, at C/L of front door sill plate, to ground.
- H131 STEP HEIGHT - REAR (CURB LOAD). Measured same as H130.
- H132 BOTTOM OF DOOR TO GROUND, OPEN - FRONT. Measured from bottom outside corner of door with door in maximum hold-open position.
- H133 BOTTOM OF DOOR TO GROUND, CLOSED - FRONT. Same point on door as H132 dimension, with door closed.
- H134 BOTTOM OF DOOR TO GROUND, OPEN - REAR. Measured in same manner as H132.
- H135 BOTTOM OF DOOR TO GROUND, CLOSED - REAR. Measured in same manner as H133.
- H136 BODY ZERO TO GROUND - FRONT. A vertical dimension measured at front wheel centerline.
- H137 BODY ZERO TO GROUND - REAR. A vertical dimension measured at rear wheel centerline.
- H147 RAMP BREAKOVER ANGLE. Supplement of included ramp angle (180° minus included ramp angle) over which car can pass without interference; measured with car sitting on a level surface, using lines tangent to arcs of front and rear static loaded radii and intersecting at point on underside of car which defines the smallest angle.
- H148 FRONT SUSPENSION TO GROUND. Minimum clearance from lower control arm inner shaft or lowest point on the car centerline.
- H149 OIL PAN TO GROUND. Minimum clearance measured from sheet metal or drain plug.
- H150 FLYWHEEL/CONVERTER HOUSING AND TRANSMISSION ASSEMBLY TO GROUND. Minimum clearance.
- H151 FRAME STRUCTURE TO GROUND. Minimum clearance measured approximately midway between front and rear axles. In this measurement, cross bars and X-members shall be considered part of frame.
- H152 EXHAUST SYSTEM TO GROUND. Minimum clearance. Specify location.
- H153 REAR AXLE DIFFERENTIAL SYSTEM TO GROUND. Minimum clearance.
- H154 FUEL TANK TO GROUND. Minimum clearance measured from sheet metal or drain plug, but excluding supports or straps.
- H155 SPARE TIRE WELL TO GROUND. Minimum clearance.
- H156 MINIMUM RUNNING GROUND CLEARANCE. Location of measurement on the car is to be clearly recorded.
- H195 LIFTOVER HEIGHT. Vertical dimension from luggage compartment lower opening to ground.

DIMENSION DEFINITIONS (cont.)

- L50 H POINT COUPLE DISTANCE.** The horizontal dimension from the front seat H Point to the rear seat H Point.
- L51 MINIMUM EFFECTIVE LEG ROOM - REAR.** Measured along a diagonal line from ankle pivot center to H Point plus a constant of 10.0 inches. Measured with the foot positioned to nearest interference between seat structure and toe, instep or lower leg.
- L52 BRAKE PEDAL TO ACCELERATOR.** The minimum dimension from center of brake pedal face to accelerator. Measured in the side view.
- L53 H POINT TO ACCELERATOR FLOOR POINT.** The horizontal dimension from intersection of accelerator and depressed floor covering to the H Point.
- L85 H POINT COUPLE DISTANCE - THIRD SEAT.** The horizontal dimension from the second seat H Point to the third seat H Point.
- L86 EFFECTIVE LEG ROOM - THIRD SEAT.** Measured in the same manner as L51. With rear-facing third seat, foot is positioned in foot well or to nearest interference with rear end or rear closure.
- L87 KNEE ROOM - THIRD SEAT.** Measured in the same manner as L48. With rear-facing third seat, dimension is measured to rear closure.
- L88 BACK ANGLE - THIRD SEAT.** Measured in the same manner as L40.
- L89 HIP ANGLE - THIRD SEAT.** Measured in the same manner as L42.
- L90 KNEE ANGLE - THIRD SEAT.** Measured in the same manner as L44.
- L91 FOOT ANGLE - THIRD SEAT.** Measured in the same manner as L46.
- L101 WHEELBASE.**
- L102 TIRE SIZE.**
- L103 OVERALL LENGTH.** Include bumper guards if standard equipment.
- L104 OVERHANG - FRONT.** Measured from C/L of front wheels to front of car, including bumper guards if standard equipment.
- L105 OVERHANG - REAR.** Measured from C/L of rear wheels to rear of car, including bumper guards if standard equipment.
- L123 BODY UPPER STRUCTURE LENGTH AT CAR CENTERLINE.** The horizontal dimension from the theoretical intersection of extended windshield glass plane and normal cowl surface to the theoretical intersection of extended back window glass plane and normal deck surface; or in the case of a Fastback roof or Station Wagon, to back glass lower reveal molding, or rubber when molding is not used.
- L127 BODY ZERO LINE TO CENTERLINE OF REAR WHEELS.** A horizontal dimension.
- L128 HOOD LENGTH AT CAR CENTERLINE.** The horizontal dimension from the foremost point on sheet metal hood surface, excluding series identification or ornamentation, to the theoretical intersection of extended windshield glass plane and normal cowl surface.
- L129 DECK LENGTH AT CAR CENTERLINE.** The horizontal dimension from the rearmost point of the body sheet metal (visible above bumper), excluding series identification or ornamentation, to the theoretical intersection of extended back window glass plane and normal deck surface.
- L130 BODY ZERO LINE TO WINDSHIELD COWL POINT.** The horizontal dimension from body zero line to the theoretical intersection of extended windshield glass plane and normal cowl surface.
- H6 H POINT TO WINDSHIELD BOTTOM DLO.** Vertical dimension.
- H11 ENTRANCE HEIGHT - FRONT.** The vertical dimension from H Point to upper trimmed body opening.
- H12 ENTRANCE HEIGHT - REAR.** The vertical dimension from H Point to the upper trimmed body opening at a section 13.0 inches forward of the H Point.
- H13 STEERING WHEEL THIGH CLEARANCE.** The minimum dimension from the bottom of steering wheel, in straight-ahead position, to centerline of thigh.
- H18 STEERING COLUMN ANGLE - HORIZONTAL.** The angle the centerline of steering column makes with the horizontal.
- H25 BELT HEIGHT - FRONT.** The vertical dimension from H Point to bottom of side window DLO.
- H30 H POINT TO HEEL POINT - FRONT.** The vertical dimension from the H Point to the manikin accelerator heel point on the depressed floor covering.
- H31 H POINT TO HEEL POINT - REAR.** The vertical dimension from the H Point to the manikin heel point on the depressed floor covering.
- H32 SEAT CUSHION DEFLECTION - FRONT.** The vertical dimension from a point on the undeepressed seat cushion to the depressed seat cushion. Measured at the H Point station.
- H33 SEAT CUSHION DEFLECTION - REAR.** Measured in the same manner as H32.
- H37 HEADLINING TO ROOF HEIGHT - FRONT.** The dimension from the intersection of the headlining and the extended effective head room line to the roof panel. Measured perpendicularly to the roof panel.
- H38 HEADLINING TO ROOF HEIGHT - REAR.** Measured in the same manner as H37.
- H49 H POINT TO TOP OF STEERING WHEEL.** The vertical dimension from the H Point to top of steering wheel, in straight-ahead position.
- H50 UPPER BODY OPENING TO GROUND - FRONT.** The vertical dimension from a point on the trimmed body opening to the ground. Measured at the H Point station.
- H51 UPPER BODY OPENING TO GROUND - REAR.** The vertical dimension from a point on the trimmed body opening to the ground. Measured 13.0 inches forward of the H Point.

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AMA Specifications – Passenger Car

The information contained herein is prepared, distributed by, and is solely the responsibility of the automobile manufacturing company to whose products it relates. Questions concerning these specifications should be directed to the manufacturer whose address is shown below. This uniform specification form was developed by the automobile manufacturing companies under the auspices of the Automobile Manufacturers Association.

MANUFACTURER Cadillac Motor Car Company	CAR NAME Cadillac	
MAILING ADDRESS 2860 Clark Avenue	MODEL YEAR 1964	ISSUED: 10-3-63 REVISED (e)

NOTES:

1. The Specifications herein are those in effect at date of compilation and are subject to change without notice by the manufacturer.
2. **UNLESS OTHERWISE INDICATED:**
 - a. Specifications apply to standard models without optional equipment. Significant deviations are noted.
 - b. Nominal design dimensions are used throughout these specifications.

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BODY—TYPES AND STYLE NAMES—

Body type, number of passenger & style names; use manufacturer's code for series & body style.

		<u>Code</u>
6257	6 Passenger Coupe	G
6229	6 Passenger Sedan 6 Wdw. ✓	K
6239	6 Passenger Sedan 4 Wdw. ✓	N
6267	6 Passenger Convertible (deVille)	F
6357	6 Passenger Coupe deVille	J
6329	6 Passenger Sedan deVille 6 Wdw.	L
6339	6 Passenger Sedan deVille 4 Wdw.	B
6367	6 Passenger Convertible - Fleetwood Eldorado	E
6039	6 Passenger Sedan - Special Fleetwood	M
7523	9 Passenger Sedan - Fleetwood	R
7533	9 Passenger Sedan - Fleetwood Limousine	S

1964

OPERATION AND CARE OF



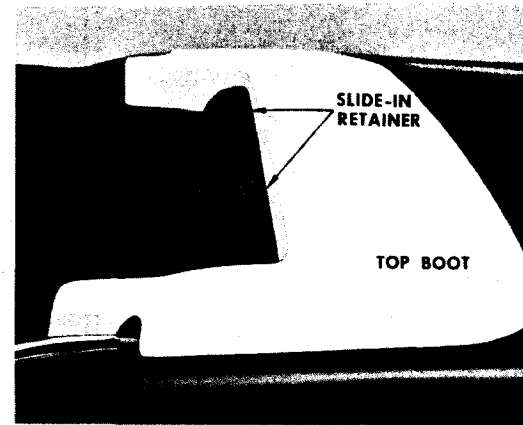
THE HYDRO-LECTRIC POWER SYSTEM

The convertible coupe incorporates a hydro-lectric system to lower or raise the folding top assembly. After the top has been unlocked from the striker assembly at the windshield header, the top can be lowered and raised, respectively, by actuating the power top control switch. Hydraulic fluid from an electrically driven pump is forced through tubing to double-acting, piston-type cylinders located at each quarter section of the car. Pressurized fluid entering the top of the hydraulic lift cylinders forces the pistons down - thus lowering the top. Pressurized fluid entering the bottom of the hydraulic lift cylinders forces the pistons upward - thus raising the top.

This booklet explains and illustrates the method of operating the folding top and contains information on the care and maintenance of the folding top material, the plastic rear window and proper storage of the folding top boot assembly.

TOP BOOT

The top boot is attached to the body with concealed "floating-type" snap fasteners along the side and rear edges and a "slide in" retainer along the front edge. When the folding top is raised, one of the following two methods may be used for storing the boot.



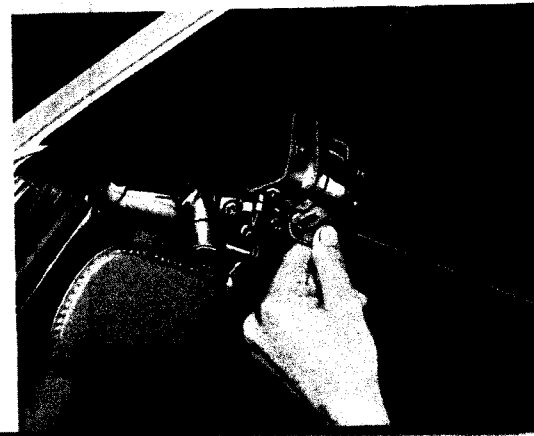
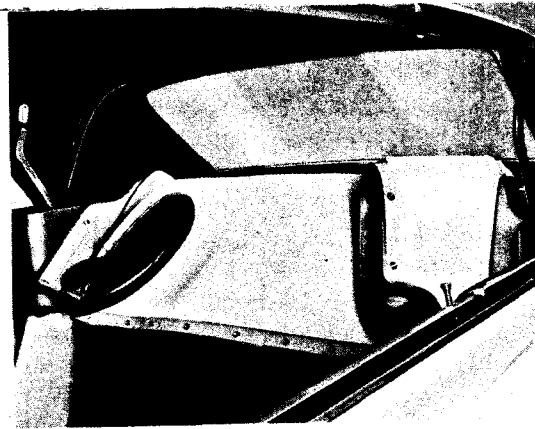
1. The boot may be stored in its protective case in the rear compartment. **IMPORTANT:** If the boot is to be stored in the rear compartment of the car, it must be stored in its protective case to avoid unnecessary soilage or damage.
2. The top boot may be left attached to the slide retainer and folded into the top compartment behind the rear seat back. **NO OTHER ITEM** should be placed into the top compartment since it may interfere with the proper operation of the top and may damage the top, the plastic rear window or the top boot. The top boot protective case should be kept in the rear compartment.

TO LOWER THE TOP

THE FOLDING TOP CAN BE LOWERED WITH THE REAR WINDOW AND REAR QUARTER WINDOWS IN EITHER THE UP OR DOWN POSITION.

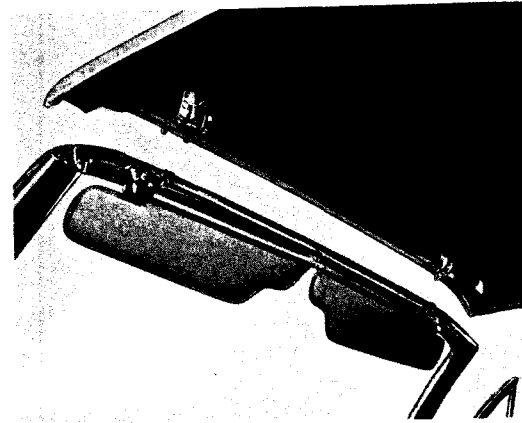
NOTE: Lowering the rear window before lowering the top will prevent unnecessary wrinkles in the window.

1. **STOP THE CAR.** If the top boot has been stored in its retainer behind the rear seat back, turn the boot over the seat back and fold the ends, as shown in the illustration.
2. Turn down both sun visors; then, rotate each locking handle rearward then upward until the lock hook lever is disengaged from the striker on the windshield header.

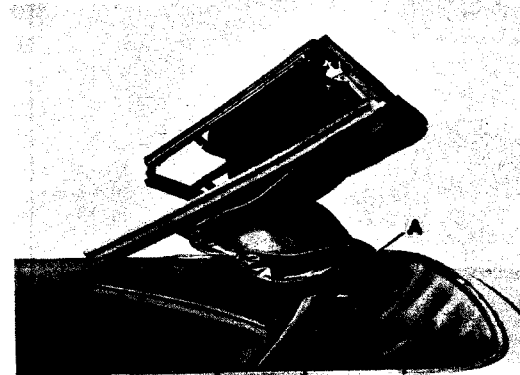


3. Actuate the power top control switch to raise the front of the top above the windshield header as shown in illustration.

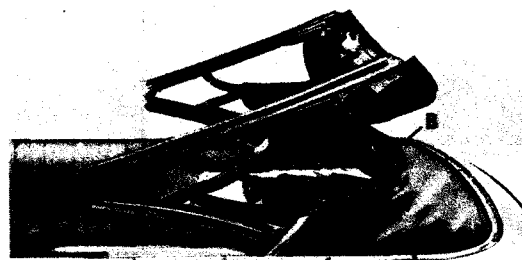
IMPORTANT: DO NOT raise the front roof rail above the windshield header by hand.



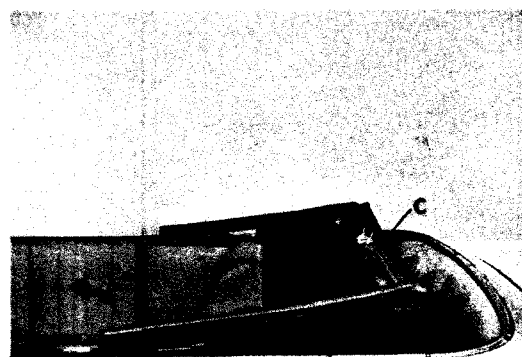
4. Actuate the power top control switch until the front roof rail is approximately two feet from full down position. On the right and left side of the body, pull the top material and padding "A" from between operating arms of top, as shown in illustration.



5. When top is approximately a foot and a half from full down position, pull the top material and padding "B" from between operating arms of top on both sides of the car, as shown in the illustration.



6. Operate top control switch until top is in fully lowered position. Top lining "C", shown in the illustration, should be flat and smooth to insure proper fit of top boot.

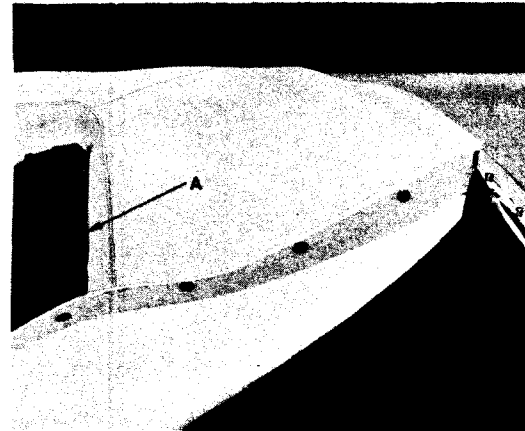


TOP BOOT INSTALLATION

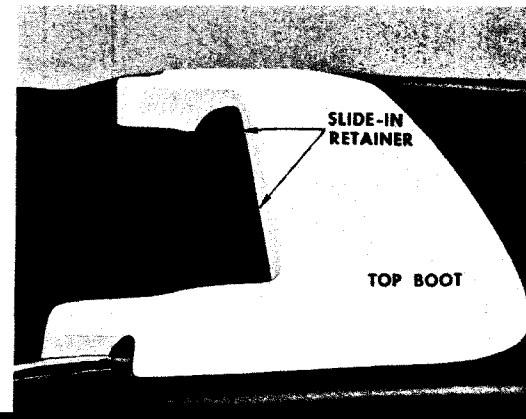
1. Remove the top boot from the protective case. Place empty protective case in the rear compartment.
2. Starting at either side of car, grasp the top boot at the welt. Slide the welt into the retainer which is attached to the rear seat back.
3. Center the top boot in the retainer, indicated at "A" in the illustration, for proper engagement of the snap fasteners.
4. Place top boot in position over folded top and engage several of the bootfasteners to the studs along the rear molding.



5. Adjust the boot to remove wrinkles by sliding the forward edge of the boot to the right or left in the retainer, indicated at "A" in the illustration.

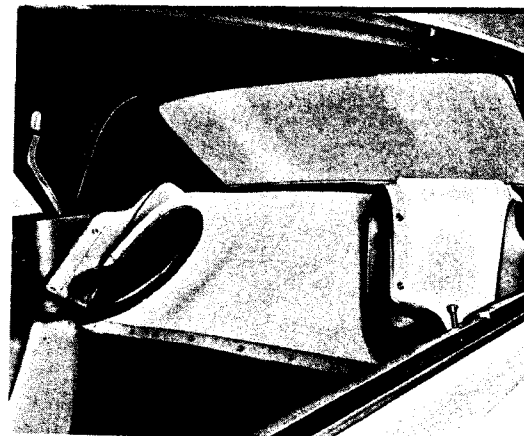


6. Engage the remaining boot fasteners to the studs on the molding and rear quarter trim as shown in the illustration.



TO RAISE THE TOP

1. **STOP THE CAR.** Disengage all top boot snap fasteners from studs on molding and rear quarter trim. Turn boot ends over the seat back and fold ends of boot toward center of car, as shown in the illustration.

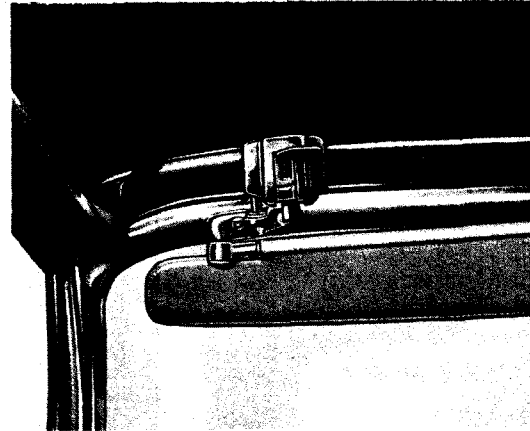


If the top boot is thoroughly dry, the top boot may be removed from the retainer, folded and stored in the rear compartment.

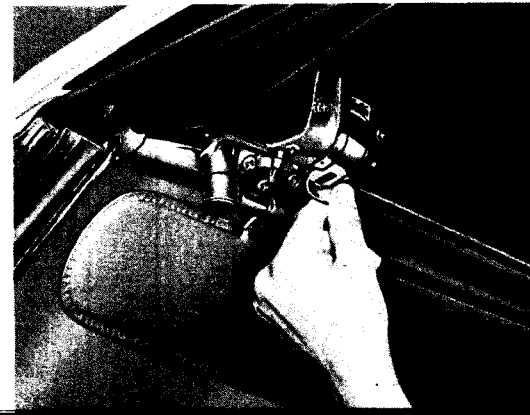
IMPORTANT: If the boot is to be stored in the rear compartment of the car, it must be stored in its protective case to avoid unnecessary soilage or damage.

The top boot may be left attached to the slide retainer and folded into the top compartment behind the rear seat back. **NO OTHER ITEM** should be placed into the top compartment since it may interfere with the proper operation of the top and may damage the top, the plastic rear window or the top boot. The top boot protective case should be kept in the rear compartment.

2. Turn down sun visors and operate power top control switch until top is fully raised and guide studs on the lock assembly are engaged in the striker holes as shown in illustration.



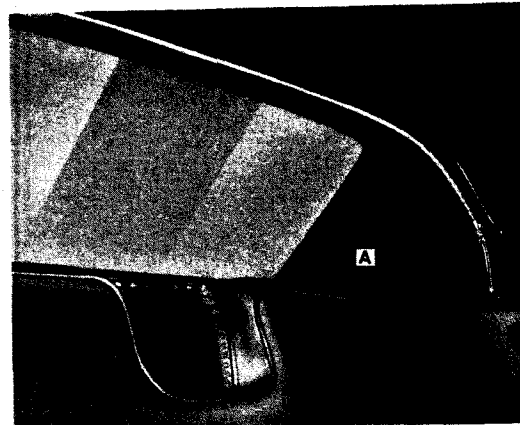
3. Rotate each handle downward and forward until fully engaged with striker on windshield header as shown in illustration; then turn up sun visors.



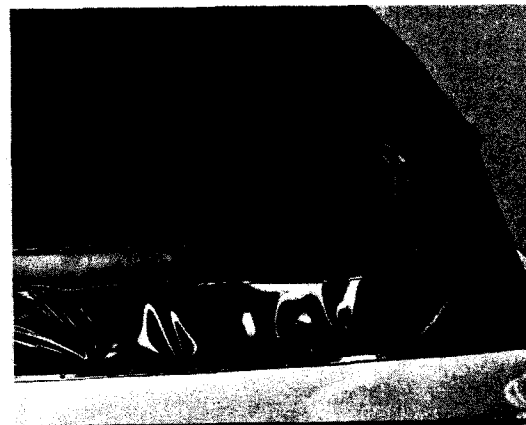
NOTE: THE TOP MUST BE SECURELY LOCKED PRIOR TO STARTING THE CAR.

TO LOWER REAR WINDOW

1. Slide zipper fastener, indicated at "A" in the illustration, upward and completely across the top until the zipper reaches the stop at the opposite side of window. Then carefully lower the window into the top compartment.



2. The illustration shows the back curtain after it is lowered. To avoid damage to the plastic window, do not place miscellaneous objects on this window.



TO RAISE REAR WINDOW

IMPORTANT: Prior to operating zipper as described below, **HOLD WINDOW IN ITS APPROXIMATE CLOSED POSITION.** This will aid zipper operating effort and prevent jamming of the zipper.

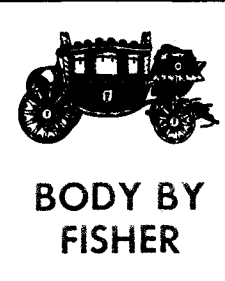
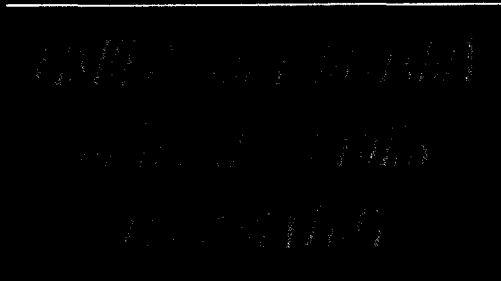


SLIDE ZIPPER UP, ACROSS THE TOP, AND DOWN THE SIDE TO ITS CLOSED POSITION. DO NOT FORCE THE ZIPPER.

NOTE: If the zipper cannot be operated readily by finger tip pressure, unlock top to relieve zipper tension. Top must be locked securely before moving car.

GENERAL INFORMATION

1. DO NOT OPERATE THE TOP UP OR DOWN WHILE CAR IS IN MOTION. The top must be securely locked before starting the car.
2. DO NOT lower top or rear window when the rear window is dirty. Grit and accumulated foreign matter may damage the plastic window.
3. Do not obstruct the mechanical operation of the top.
4. Do not place miscellaneous objects such as the top boot protective case, golf clubs, luggage, etc., in the folding top compartment.
5. To prevent water stains, mildew or possible shrinkage of the top material, do not keep the top folded for a long period of time if it is damp or watersoaked.
6. Allow rear window and top material to become warm and pliable before attempting to operate top in temperatures below 50° Fahrenheit.
7. In some cases, rear window can be lowered and raised much easier if the top is unlocked so as to relieve the tension on the back curtain zipper. DO NOT RAISE the top above the windshield header by hand.
8. Under certain operating conditions, zipper operation can also be eased by application of silicone, beeswax or non-staining grease stick. This material should be applied as required, the zipper should be cycled several times and then the excess material should be wiped from the zipper.
9. The exposed portions of the hydraulic lift cylinder piston rods should be kept clean of foreign matter. This can be accomplished by raising the top and wiping the exposed portions of the piston rods using a cloth dampened with brake fluid.



FIRST EDITION

LITHO U. S. A.

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