

Cadillac

FOR NINETEEN HUNDRED AND FIFTY-ONE

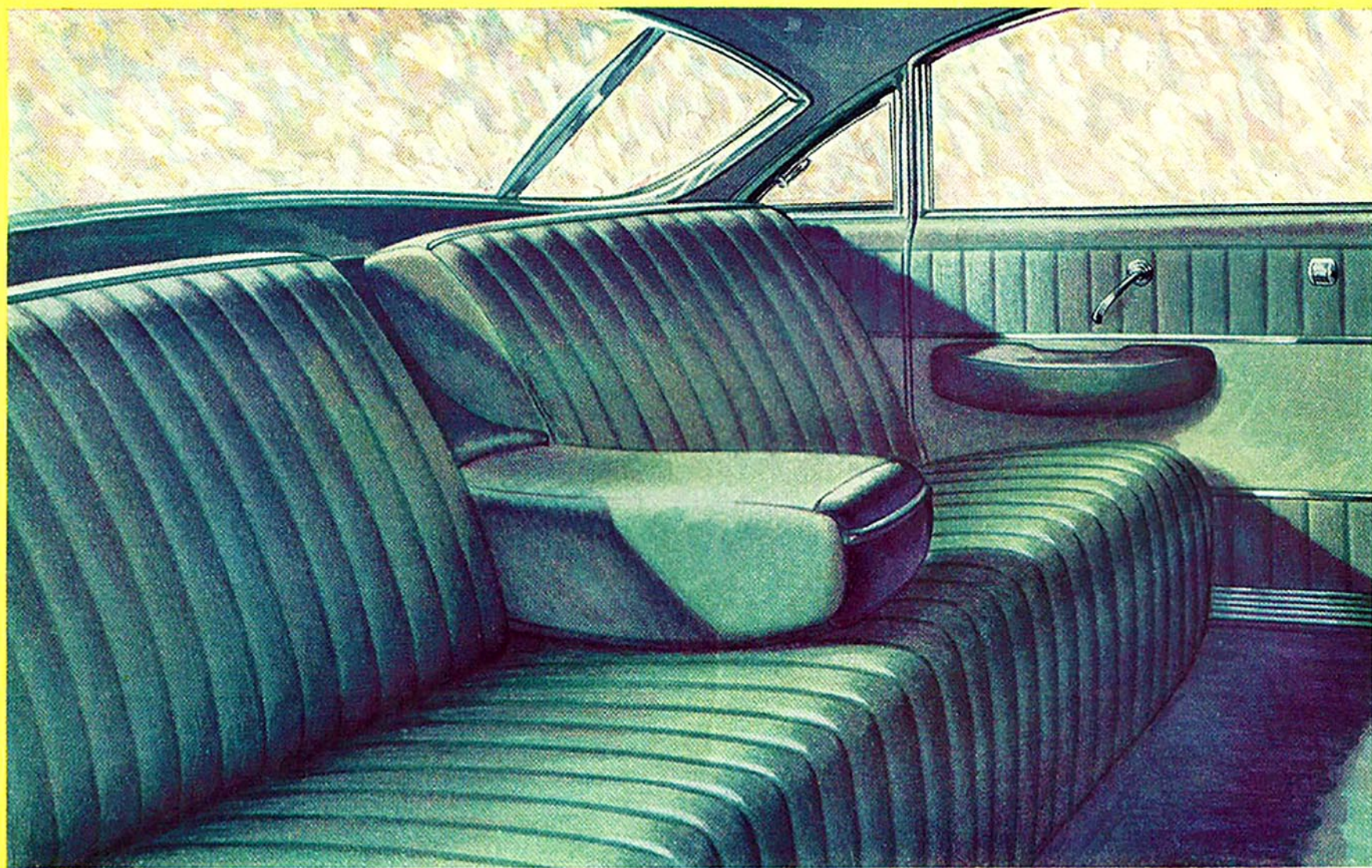


Presenting the Wonderful 1951 Cadillac

During the past half century, the Cadillac motor car has stood uniquely alone in the way it looks, in the way it performs, and in the prestige it bestows upon its owner. But despite Cadillac's universal acceptance as the "Standard of the World," it is always an extremely happy occasion embarking on a year that promises to add still more to the measure of Cadillac's superiority. As this folder will quickly reveal, 1951 is destined to be such a year. Our purpose here is to acquaint you with Cadillac's four new series available in ten body styles. Bearing in mind that each is specifically designed to fit the requirements of a particular group of owners, you should have little difficulty in deciding which best answers your personal needs. But, regardless of which model you select, of this you can be sure—it will be the finest motor car you ever owned. For this is the finest motor car Cadillac ever built.

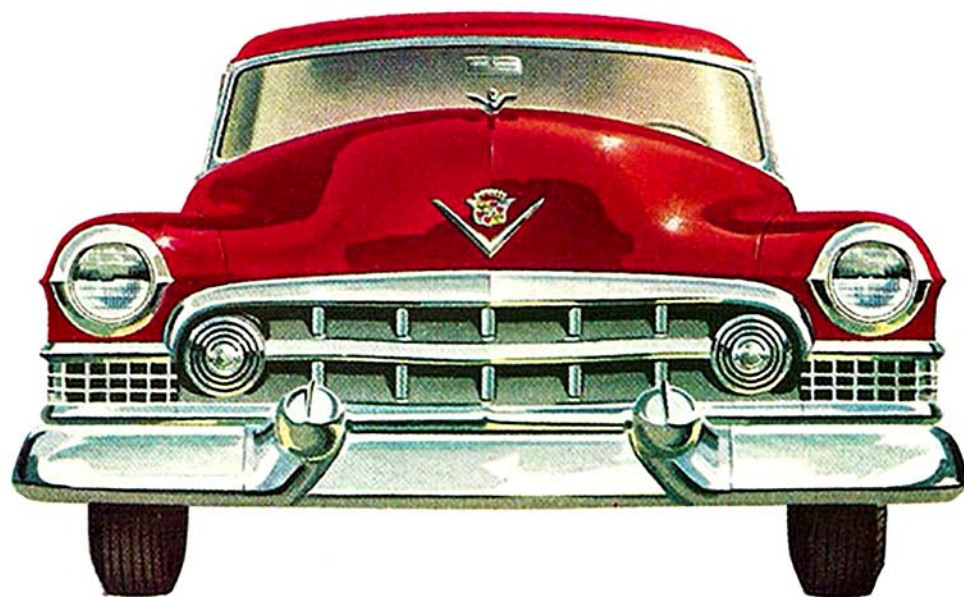
IN ITS 49TH YEAR AS "STANDARD OF THE WORLD"

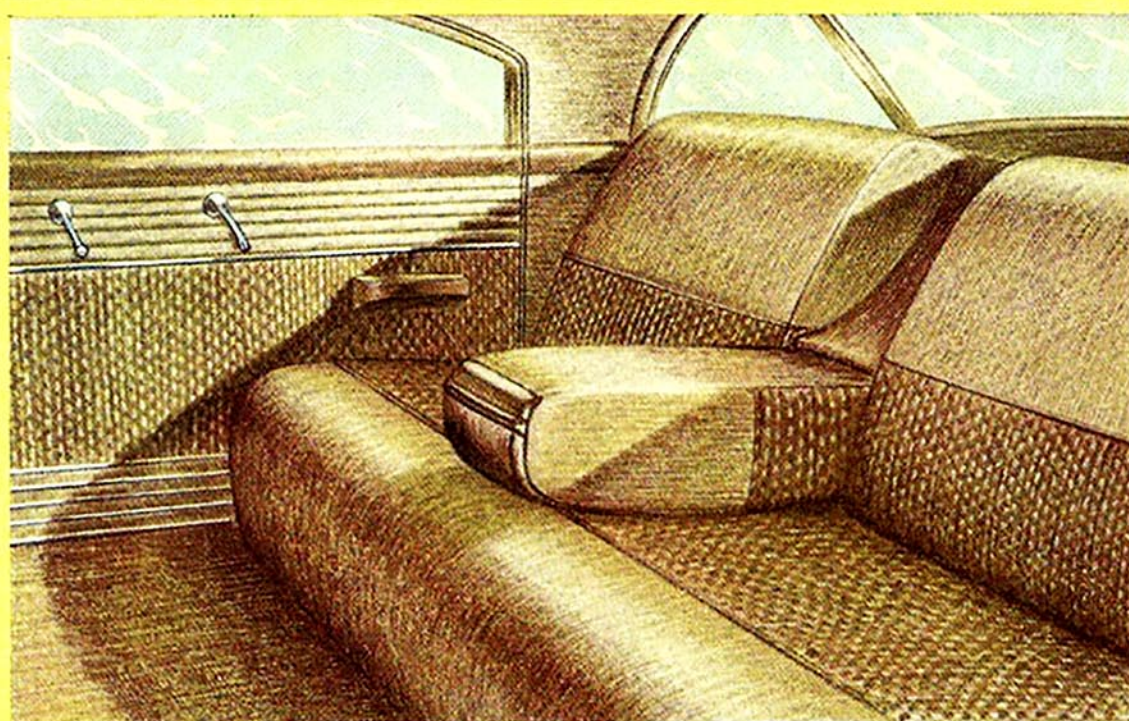




THE SIXTY SPECIAL INTERIOR—A CHARMING EXPRESSION OF ADVANCED COACHCRAFT BY FLEETWOOD

The interior of the 60 Special is comparable in richness and beauty with its distinguished exterior appearance. This beautiful series, built and styled by Fleetwood, is the logical choice of the owner-driver who wants consummate beauty, luxury, and comfort. Upholstered in a choice of fabric colors—green, tan, blue or gray—it features harmonizing color variations, highlighted by bright chrome appointments. The seats and seat backs are pleated in flowing, graceful lines of rich broadcloth or whipcord. Contrasting tones highlight the door panels. Headlining is in lighter tones with wool pile carpeting to match the general color scheme. Included among the 60 Special features are hydraulically operated windows with individual controls, and a master control in the driver's front-door panel. Front seat is also hydraulically adjusted.





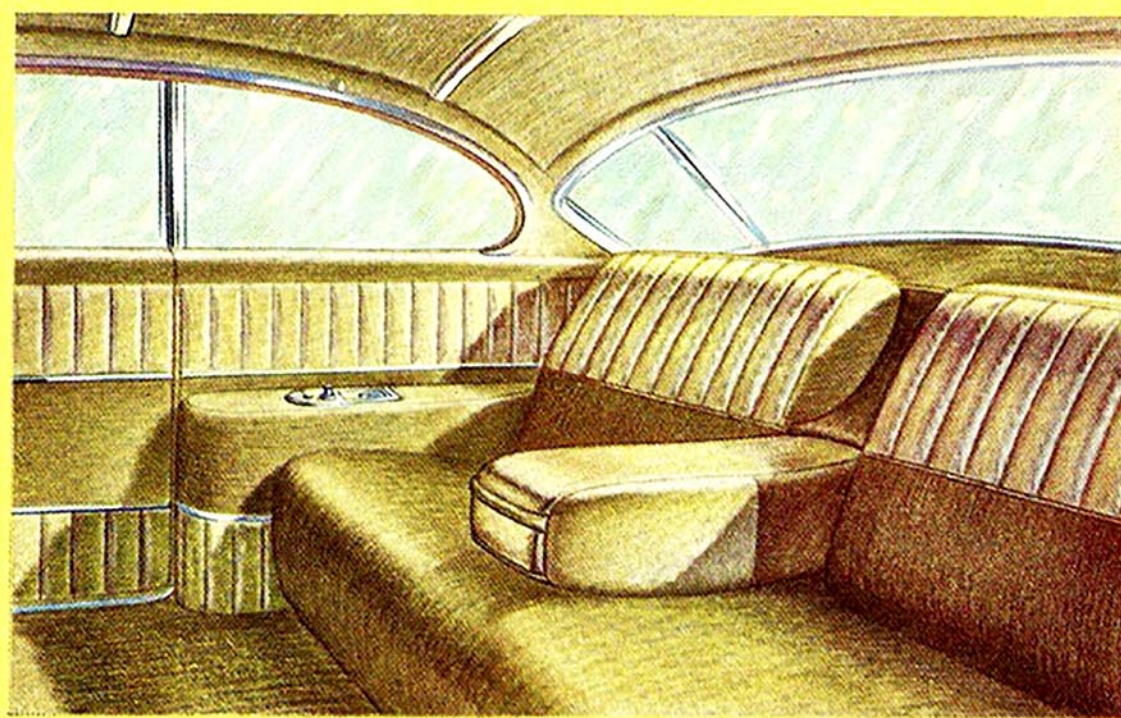
THE SERIES SIXTY-ONE SEDAN

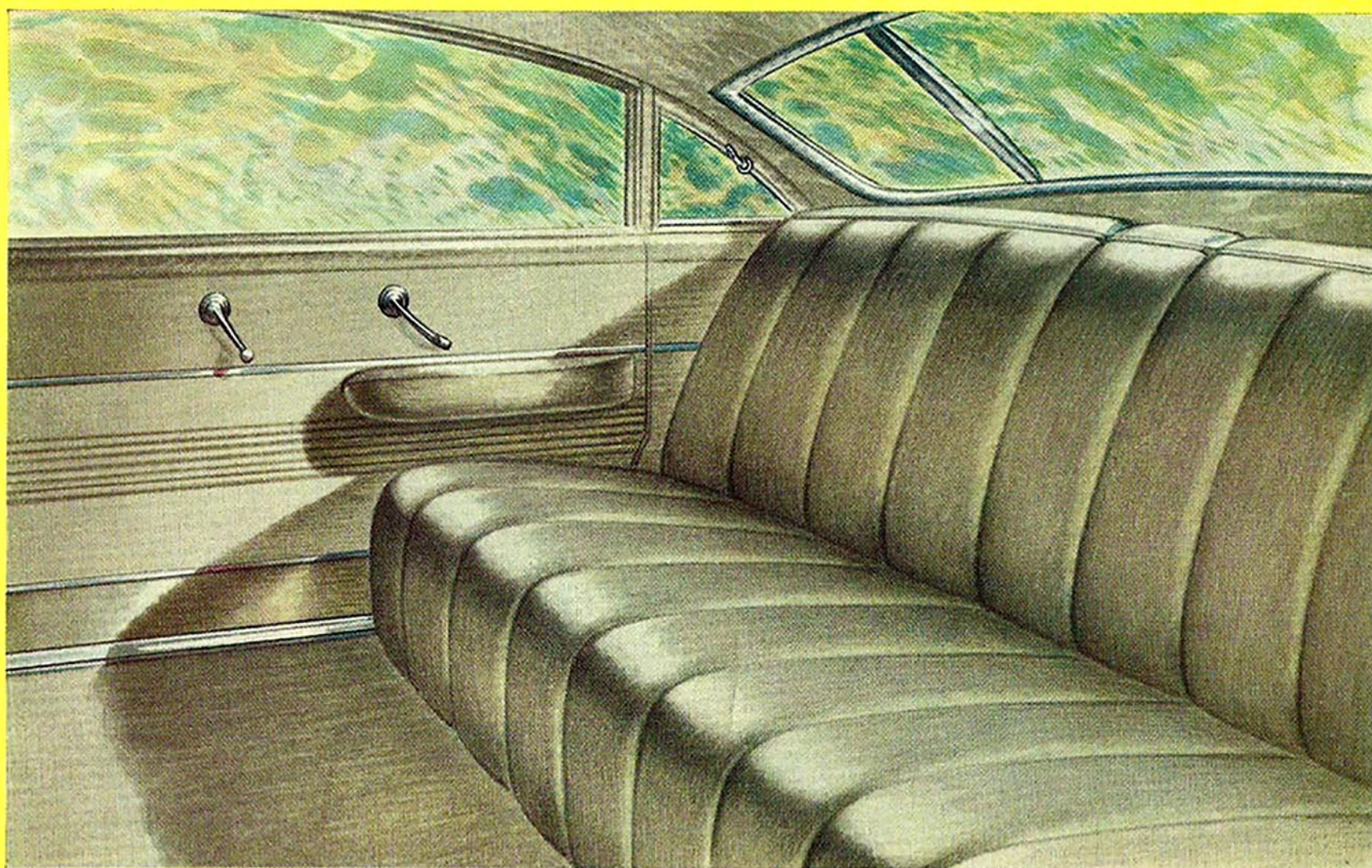
Beauty and practicality are perfectly blended in the striking interiors of both the Series 61 Sedan, here illustrated, and the 61 Coupe. Boistered seat cushions and backs, which are in two-tone combinations of either gray or tan, combine plain broadcloth and either a figured pattern or striped cord material. Door panels are also in a two-tone with the upper quarter trimmed in broadcloth risers, while the lower portion carries either a figured or a striped cord material. The window moldings and trim panels are in a harmonizing finish, headlining is in light tones. Arm rests, greater leg room in rear compartments, ash receivers and other features of convenience, help lend added beauty, comfort and utility to Series Sixty-One models.

Distinctive Cadillac Interiors Offer Completely New Styling for 1951

THE SERIES SIXTY-TWO COUPE DE VILLE

The lovely Coupe de Ville interior carries the sports motif to its fullest expression. It is available in a combination of dark, rich broadcloth upholsteries with harmonizing leather trim in three beautiful color combinations—blue and gray, tan and buff, and two-tone green. Wool pile carpeting matches the upholstery color. Headlining color matches the leather trim. Instrument panel and interior body moldings are in harmonizing tones. Exposed chrome top bows, simulating convertible design, and bright chrome accessories highlight this whole gorgeous interior. Hydraulically operated windows are individually controlled, but may also be operated from a master control switch set in the left front-door panel.



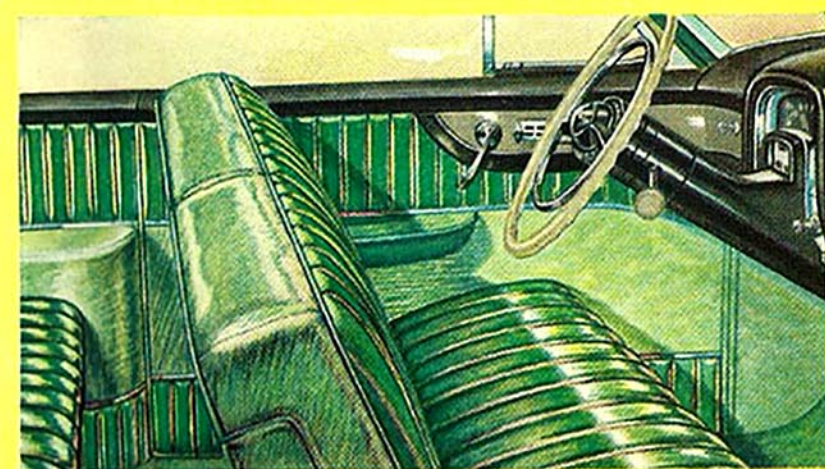


THE SERIES SIXTY-TWO SEDAN

Illustrated above is the Series Sixty-Two Sedan interior—distinctively beautiful in its two-tone combinations of either gray or tan. Both the Series 62 Sedan and Coupe are smartly tailored in either patterned or plain cloth, with six-inch pleats in seat backs and seats, and alternating dark and light shades in side and door panels. A large, center arm rest as well as extra large side arm rests in both Sedan and Coupe add to the comfort and beauty of these models. Interior attractiveness is heightened by liberal use of chrome trim.

THE SERIES SIXTY-TWO CONVERTIBLE

Convertible interiors are trimmed in leather. Three single colors are available, as well as two-tone combinations in green or blue. Accented with bright chrome and contrasting body color panels, the Convertible interior is most striking. Top, windows and seat adjustment are hydraulically operated.

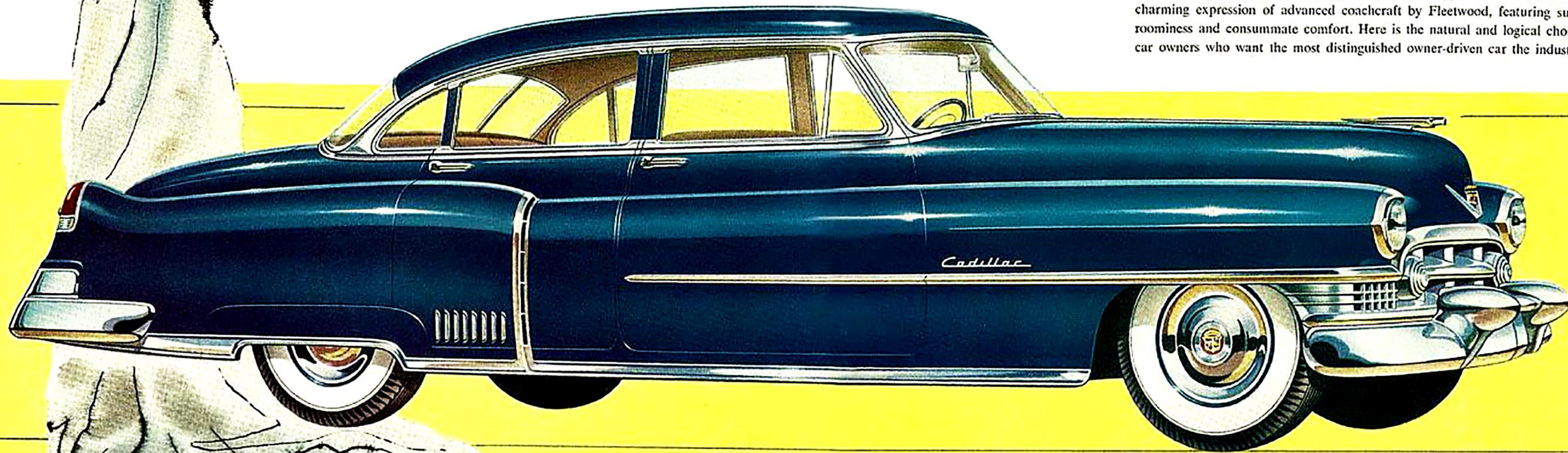




Cadillac presents Four Great New Series of Cars for 1951

The Luxurious Cadillac Series Sixty Special

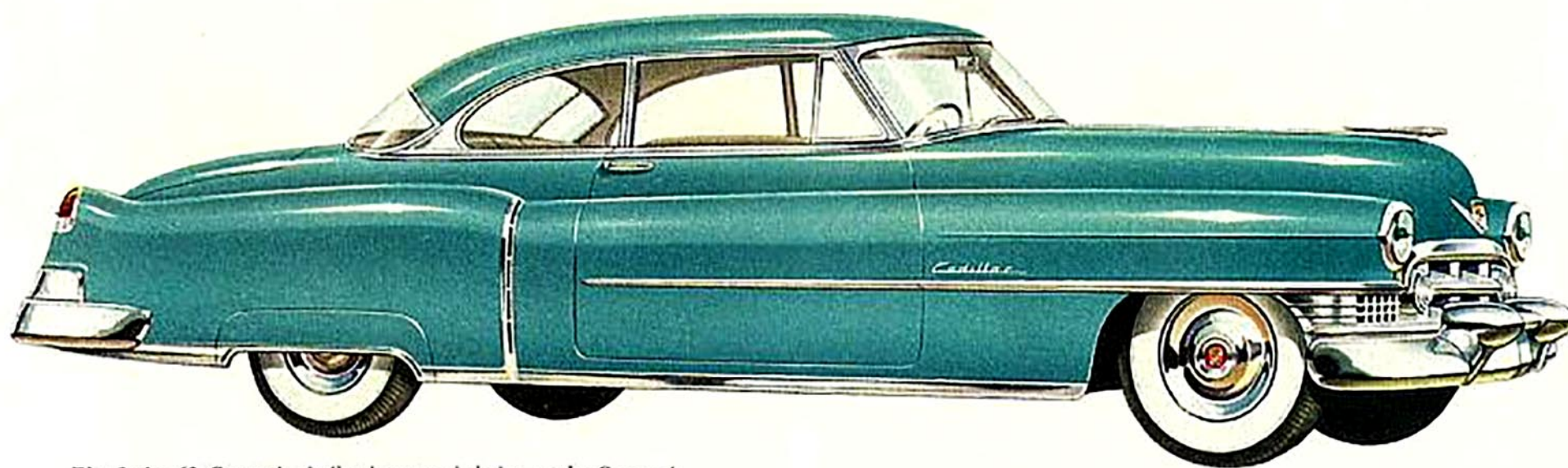
Here is the magnificent Cadillac Series 60 Special—a car so distinguished and lovely that it knows no rival for the affections of the motoring public. Significantly, there is only one 60 Special model—a model which has played a major role in building Cadillac's reputation as the "Standard of the World." Grace and beauty are apparent in every line and contour of its gorgeous body styling. The rear deck, the rear fender and its wheelbase are all considerably longer than any of the lower-priced Cadillac sedan models, giving it marked individuality of appearance. Interior design is a charming expression of advanced coachcraft by Fleetwood, featuring superb taste, roominess and consummate comfort. Here is the natural and logical choice of fine-car owners who want the most distinguished owner-driven car the industry affords.



The Beautiful Cadillac Series Sixty-two

No more beautiful motor cars ever traveled a highway than the gorgeous "62" models shown here. Indeed, two of these models, the Convertible and the Coupe de Ville, are among the most striking of all Cadillac designs. This beauty is, of course, all-embracing. Interiors are as exquisite and tasteful as the body

lines are sleek and graceful. And performance—a thing of beauty that only experience can fully appreciate. Whatever your motoring wants—whether you prefer a closed car, a convertible or a semi-sport enclosed car—you owe it to yourself to examine this outstanding series carefully in making your selection.



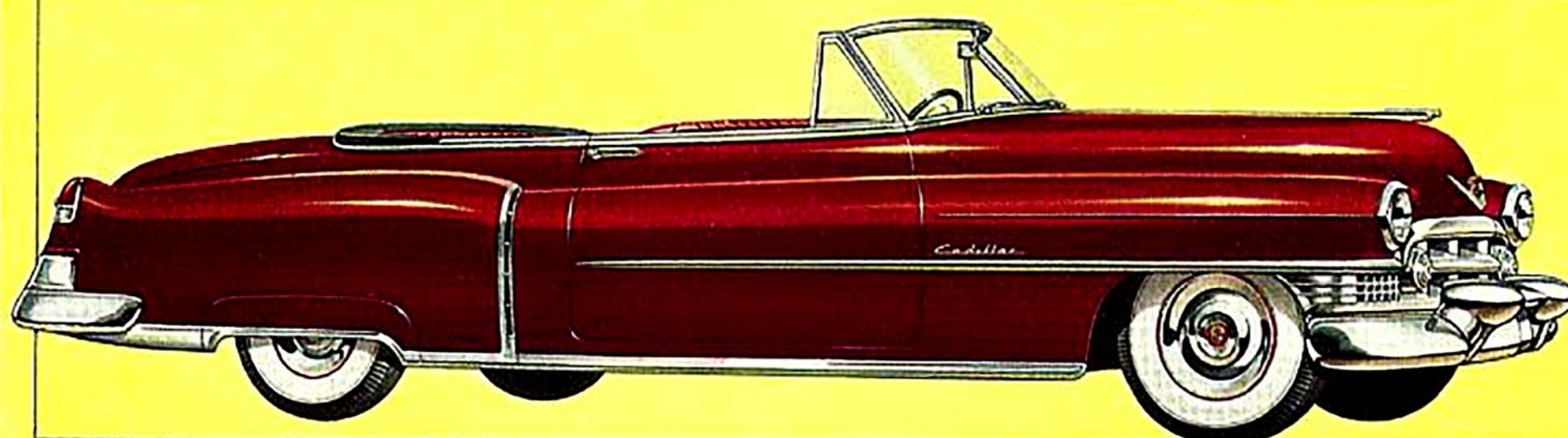
The Series 62 Coupe is similar in general design to the Coupe de Ville except for exterior chrome trim. Interiors trimmed in two-tone broadcloth are available in tan or gray. Rear quarter windows pivot completely out of sight, affording maximum ventilation.



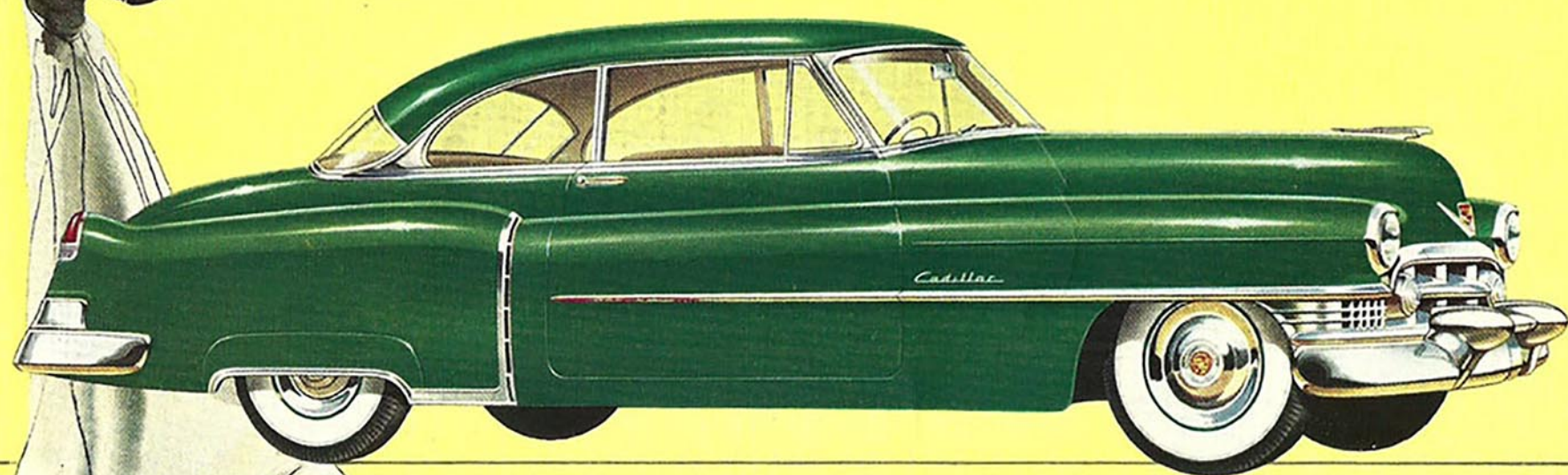
The Series 62 Sedan combines elegant external beauty with fine interior comfort, convenience and luxury. Long one of the most popular Cadillac models, its flashing performance, economy of operation, safety and ease of handling, make it an ideal family car.

The smart Series 62 Convertible is distinguished by a long, low contour and an exceptionally long rear deck and fender line. A fine sports car, brilliantly styled by Fleetwood, it is truly magnificent in performance and matchless in its beauty.

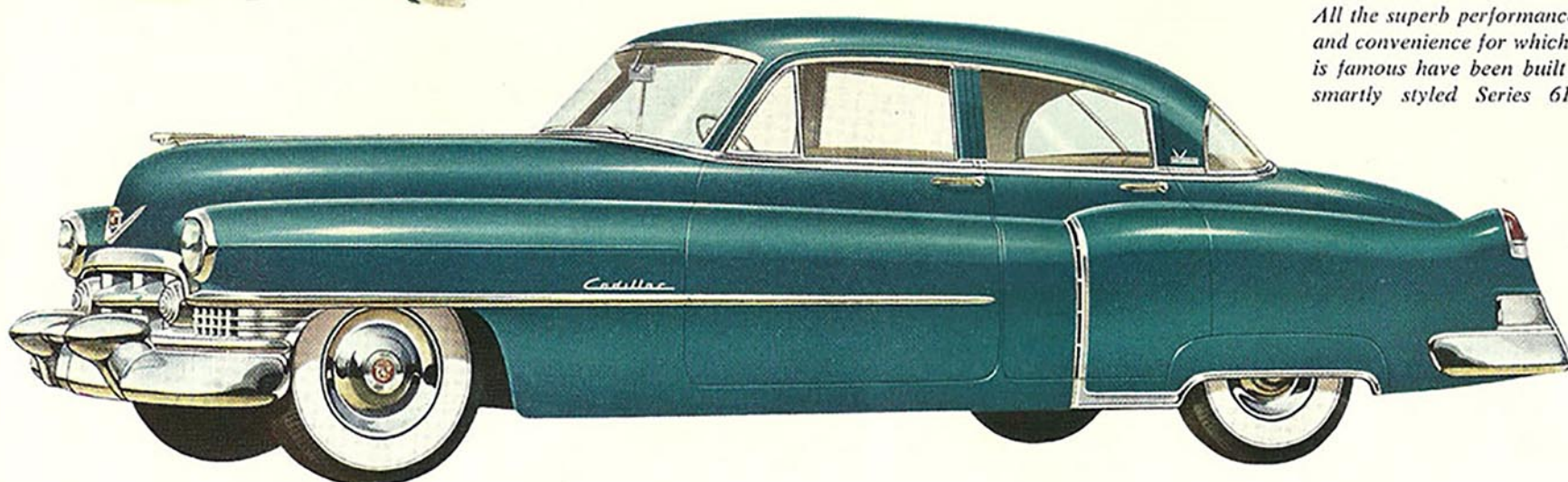
The Series 62 Coupe de Ville, with the trim dashing lines of a Convertible, affords closed car comfort and protection, while bringing the Sports Coupe motif to its highest degree of perfection. Interiors are two-tone combinations of leather and cloth.



The Remarkable Cadillac *Series Sixty-one*



The popular Cadillac Series 61 Coupe offers all the basic Cadillac virtues of performance and comfort at an extremely moderate price.

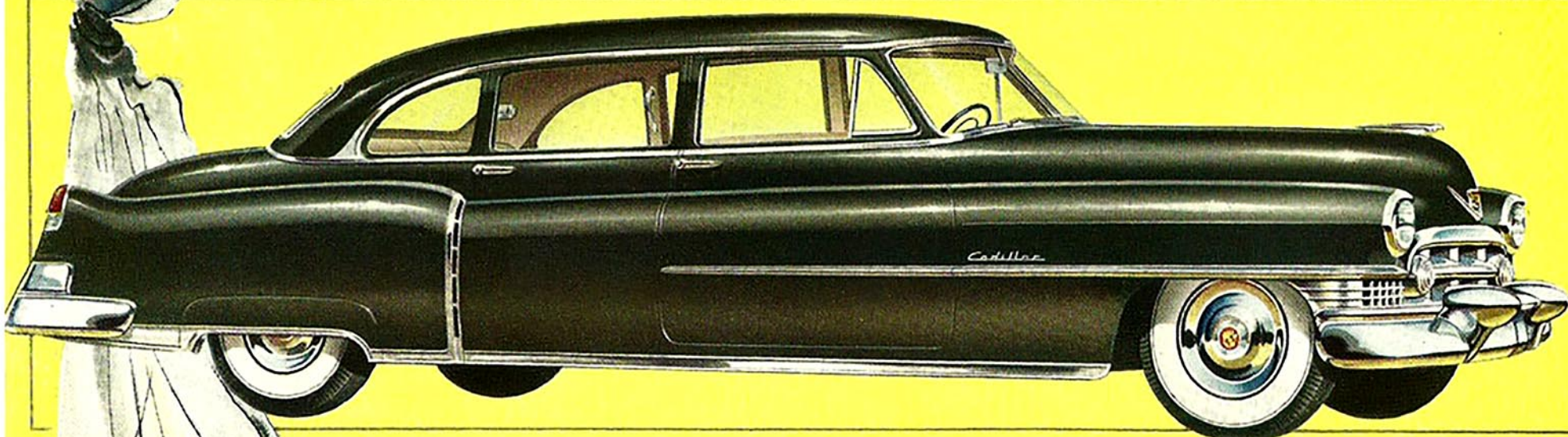


All the superb performance, beauty and convenience for which Cadillac is famous have been built into this smartly styled Series 61 Sedan.

The motor cars of this Series 61 are, indeed, most remarkable. For they offer every detail of Cadillac's thorough-going goodness, at a price actually competitive with numerous other makes of cars. In basic mechanical design and quality, in operating economy and—as you can readily see—in beauty, the

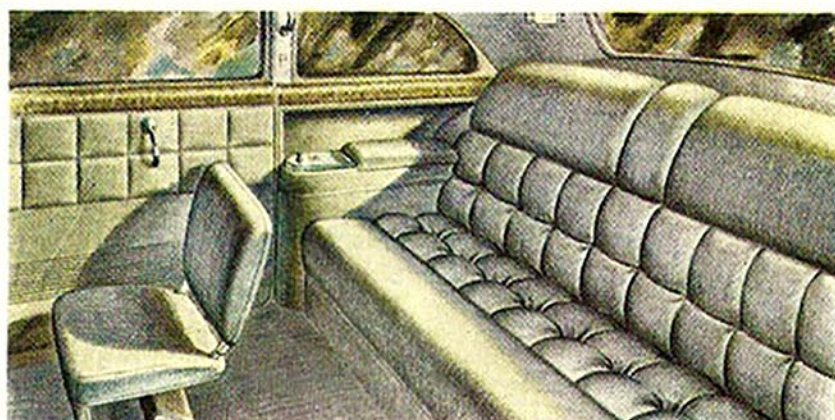
Series 61 is every inch a Cadillac. Because of its moderate price, this series is particularly popular with those motorists who are taking their first step up to Cadillac. If this is your first experience with the "Standard of the World" we feel sure you will want to give this Series 61 very careful consideration.

The Distinguished Cadillac Fleetwood *Series Seventy-five*

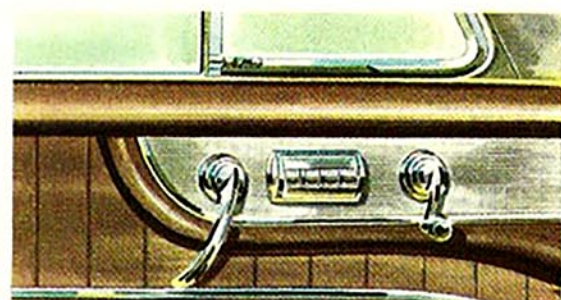


The Cadillac Series 75 is built to the standards of the most exacting clientele in the automotive world.

Luxury has been the guiding principle from its basic design to the execution of the most minute details. Its exterior appearance is a perfect blend of formality and gracefulness, of dignity and beauty—while regal interiors incorporate every comfort and convenience feature imaginable. The exceptionally long wheelbase of 147 inches provides unusual roominess and accommodates the extra-wide utility seats. Here, indeed, is an automotive masterpiece—purposefully designed to satisfy the most discriminating tastes.

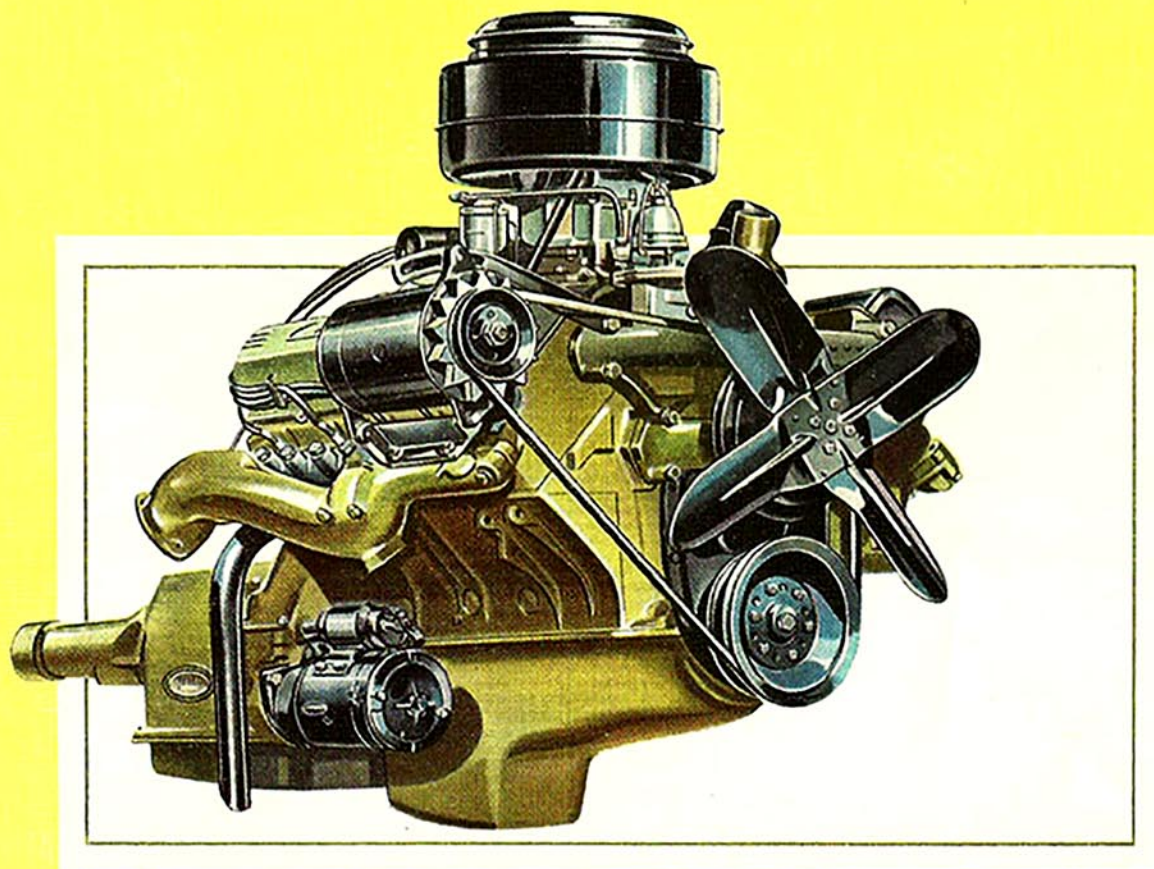


The attractive instrument panel, features new tell-tale gauges, a flashing "Brake on" warning signal—and a new automatic key-ignition starter. Two spoke steering wheel has a new Hydra-Matic Dial enclosed by the attractive steering column cover.



Hydraulic window lifts are standard on Series 75, 60 Special, 62 Convertible, and 62 Coupe de Ville. Optional at extra cost on other 62 models.

**CADILLAC FOR 1951 OFFERS ITS GREAT MASTER ENGINE
WITH IMPROVED HYDRA-MATIC DRIVE!**



The great Cadillac master engine is, without a doubt, the finest automotive power plant ever built. In its three years beneath the Cadillac hood, it has proved itself unapproachable in everything desirable in a motor car engine—in agility and responsiveness, in power and performance. Its gasoline economy is already legendary in the automotive world. Owners of the 1950 Cadillac may find it difficult to believe—but this engine for 1951 has been refined and improved in many ways—providing even smoother, quieter and generally more efficient performance. When the incomparable performance of the Cadillac Master engine is coupled with the shifting miracle

of Hydra-Matic Drive—there is a combination without parallel in the motoring world! Cadillac Hydra-Matic Drive—long noted as the finest automatic transmission available—provides driving ease that challenges the imagination. This year, Cadillac has made a major improvement in Hydra-Matic Drive—the first of its kind ever to find expression in an automatic transmission. Now you can change from forward gears to reverse while the motor is still racing—allowing complete freedom to “rock” the car in difficult situations! Yes, the finest motor car Cadillac ever built—will be powered by the finest engine and Hydra-Matic Drive Cadillac ever built.

CADILLAC MOTOR CAR DIVISION OF GENERAL MOTORS CORPORATION

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.



1951

CADILLAC SPECIFICATIONS



ENGINE: Designed and precision-built by Cadillac. Eight-cylinder, overhead 90° V-type, bore 3 $\frac{1}{8}$ ", stroke 3 $\frac{3}{8}$ ", displacement 331 cu. in. Engine mounted in rubber at three points. Brake horsepower 160 at 3800 RPM.

PISTONS: Aluminum alloy—slipper-type to reduce friction surfaces and permit nesting between crankshaft counterweights. Two compression and one oil ring; piston surfaces are stannate treated for better wearing qualities and scuff resistance.

CARBURETION: Dual downdraft with equalized manifolding; mechanical fuel pump; oil bath type air cleaner; intake silencer; automatic choke.

GASOLINE TANK: Cap. 20 gals.

GENERATOR: Delco-Remy—New design, increased output.

HYDRA-MATIC DRIVE: Fully automatic, eliminates clutch pedal and gearshift lever. Consists of a fluid coupling and three automatically actuated gear sets giving four forward speeds and reverse.

REAR AXLE: Hypoid, semi-floating. Differential housing offset to provide for straight-line drive. Ratio 3.36 to 1.

DIRECTIONAL SIGNALS: Standard equipment.

BACK-UP LIGHTS: Standard equipment.

FRONT SUSPENSION: Independent Knee-Action pioneered by Cadillac.

SPRINGS: Front: independent helical coil type; Rear: semi-elliptic 54 $\frac{1}{2}$ " long, 2" wide (Series 75: 56 $\frac{1}{2}$ " long, 2" wide).

BRAKE: 4 wheel hydraulic with 224.5 sq. in. braking area (Series 75: 258.5 sq. in.).

STEERING GEAR: Recirculating ball type, overall ratio 25.47 to 1.

FRAME: New rigid X-type, reinforced side members with deep X-member junction.

TIRES: Low pressure 4 ply rating 8.00 x 15 (Series 61: 7.60 x 15) (Series 75: 6 ply, rating 8.20 x 15).

WHEELBASE: 60 Special, 130"; Series 61, 122"; Series 62, 126"; Series 75, 147".

OVER-ALL LENGTH: Bumper to bumper, 60 Special, 224 $\frac{1}{2}$ "; Series 61, 211 $\frac{1}{2}$ "; Series 62, 215 $\frac{1}{2}$ "; Series 75, 236 $\frac{1}{4}$ ".