

# Serrille

BY CADILLAC







# *Converting your automotive aspirations to reality*

Seville was created for the American luxury-car owner who desires to drive in a sophisticated motoring environment that's apart from the usual. For this owner, Cadillac developed new dimensions in design and engineering which culminated in Seville. Beautifully conceived and built in the Cadillac tradition of quality and security, this unusual luxury car has established a new concept in American fine car value.

Whole-hearted American acceptance of this new concept is evidenced by Seville sales since its introduction. There are many reasons for this acceptance, and they vary according to the individual. This booklet can help you discover the Seville features that are most important to you.



Seville and the silhouette of a full-size luxury car.

*Right for today,  
ready for tomorrow*







### *Cadillac quality is everywhere*

Seville's body-frame mounting includes new-design "Isoflex" cushions. These, together with two hydraulic dampers between frame and front sheet metal assembly, help provide isolation from road noises.

The suspension system is provided with front and rear stabilizers, rubber spacers on front coil springs and low-friction Teflon® liners in rear leaf springs to help provide a smooth ride. The rear suspension is a Hotchkiss drive design.

Insulation has been liberally applied to body inside panels for noise control.

Automatic Level Control helps keep Seville level, even with a full load in the rear.

Seville is designed to provide a driving experience of remarkable smoothness and satisfaction. It uses the same type of large-diameter Pliacell shock absorbers and the same size 15-inch wheels that are used on other Cadillac models. As a firm foundation for beauty and structural security, a rugged subframe extends forward from the body to support the engine assembly. Front fender and wheel-well reinforcements add structural rigidity to the front assembly. Seville is quiet, thanks to sound insulating materials which are generously applied and specially fitted to the body panels. Adjacent areas, such as underbody, trunk floor and rear wheel housings are covered with pre-molded acoustic insulation. To help fight rust, Seville uses several different anticorrosion features including Bi-metal panels (stainless steel laminated to aluminum) on exterior moldings and body mountings — and Zincrometal® (zinc-rich paint coating) to protect inside surfaces. Outside finishing reflects devotion to detail. Door openings, metal joints and door opening pillars, for example, are solder-filled and metal finished. The finishing touch to Seville's quality is its exterior protection — two primer, one sealer and four finish coats of acrylic lacquer. Personal identity finds freedom of expression in that Seville offers 21 exterior colors\*, 12 vinyl padded roof selections and eight accent stripes.

\*Includes six available Firemist colors.







# *Intimate luxury, American-style*

**Comfort is individualized in tasteful elegance.** The contoured and individually adjustable front seats have separate folding armrests. The driver's seat is six-way power adjustable. The front passenger's seat is equipped with a two-way power adjuster fitted with a manually operated reclining seat back. Included are individually adjustable Rear Reading Lamps, Combination Dome Courtesy and Front Reading Lamp, and Rear Center Armrest. Seven attractive fabric colors are standard. Soft leather in eight colors is available at extra cost, providing an additional choice of personalized interiors.

**Seville's orderly Instrument Panel.** Functional in design, it incorporates an information band at the top, which utilizes a neutral black surface — unobtrusive except when an indicator lamp signals pertinent information concerning a component operation. Adjustable air conditioning outlets are situated to project air efficiently throughout the passenger compartment. The Automatic Climate Control includes an ECONOMY setting for fuel-saving operation in mild ambient conditions. Defroster outlets are designed for maximum efficiency and help prevent foreign objects from entering the ducts. An AM-FM Stereo Signal-Seeking Radio with Power Antenna is standard equipment. It features a four-speaker "Crossfire" design for sound separation distinction in all interior locations. For additional quietness, the back of the instrument panel

is imbedded in foam sound-absorbing material to curb surface-to-surface flex noises at component junctions.

**Plentifully provided** with luxurious, practical conveniences. Courtesy, dome and reading lamps for passengers' convenience are standard. The driver's door armrest contains easily accessible controls for the left outside mirror, six-way power seat adjuster and power and manual door-lock controls. Assist straps above the rear doors, right front door and on front seatbacks — combined with ample door-opening and headroom dimensions — afford easy entry and exit. Chimes are a pleasant reminder to buckle up front lap-shoulder belts.

**Carpeted Luggage Compartment with Stowaway Spare Tire,** standard equipment. The unique Stowaway Spare Tire permits space to be used more efficiently for luggage. Carried deflated to save space, it is easily inflated if needed from a provided inflation canister. Color-coordinated carpeting covers the Spare Tire Cover, luggage compartment floor, sides and underside of the trunk lid.

**Even with passengers' luggage,** Seville remains essentially level, as a result of Automatic Level Control. As standard equipment, this feature is designed to keep headlamp aim on the level and to preserve Seville's trim exterior appearance under varying load conditions.



# Cadillac Electronic Fuel Injection . . . standard equipment on Seville

## The BASIC CONCEPT

### ELECTRONIC CONTROL UNIT

Receives engine data from sensors and automatically calculates the correct fuel allocation for the eight injectors

### SENSORS

Feed pertinent data to the Electronic Control Unit

### INJECTORS

Meter fuel charges to each cylinder on signal from the Electronic Control Unit

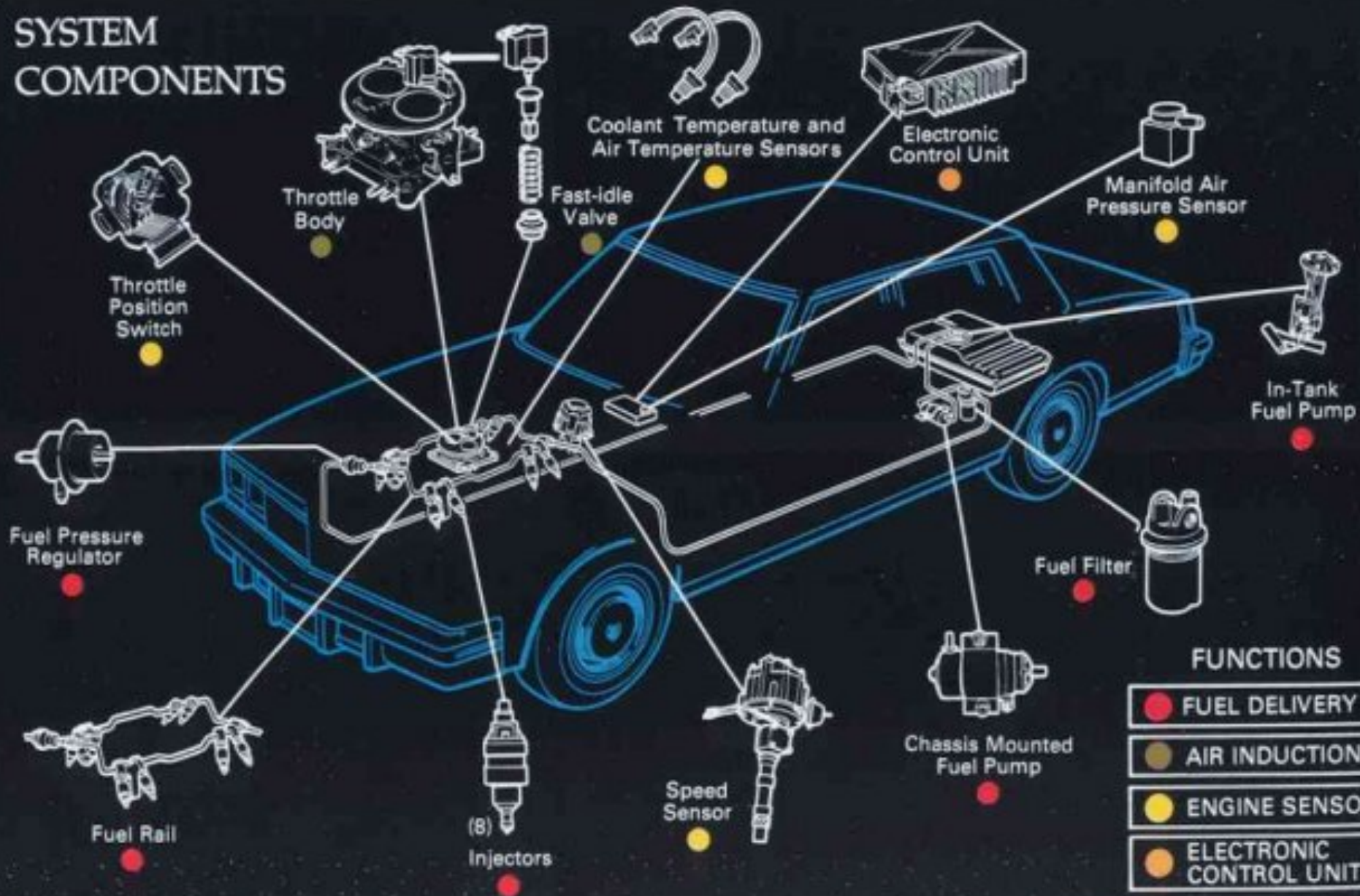
### FUEL RAIL

delivers fuel to injectors

PUMP AND FILTER

FUEL TANK

## SYSTEM COMPONENTS





# *Efficient, responsive performance*

## *. . . through advanced American technology*

*Seville is the first American production car to offer Electronic Fuel Injection (EFI) as standard equipment.*

Seville's 5.7 Litre Fuel Injected Engine (350 cubic-inch V-8) is designed to provide fuel economy over a wide variety of driving conditions and driver habits — with quick response, fast starting, consistent performance, smooth engine idle and few required maintenance operations. It replaces the conventional carburetor.

Although Fuel Injection has been available for some time, only recent developments in American solid state electronics have made possible a system which satisfied Cadillac's traditionally high standards of engineering. In Seville's EFI, a laser beam process calibrates the resistors of every Electronic Control Unit to unusually close tolerances. And while some imports require an additional injector to supply extra fuel for cold starts, Seville has no need for this device. Its Electronic Control Unit automatically calculates extra fuel needed during engine starting.

Basically, the EFI system monitors selected engine operating conditions and electronically meters fuel to meet these conditions. Eight injectors mounted in the intake manifold meter precisely timed and equal bursts of fuel into the intake port of each cylinder on signal

from the Electronic Control Unit. The Electronic Control Unit calculates fuel requirements from various combinations of sensor input to provide accurate control of the air/fuel ratio. Sensors for manifold air pressure, air temperature, coolant temperature, engine speed and throttle position transmit information electronically to the Electronic Control Unit for analysis and computation. Fuel is supplied to the injectors through a fuel rail which circles the engine and receives its fuel from the tank.

In the EPA Buyers' Guide Mileage Tests, Seville with standard rear axle has been rated at 21 mpg for highway driving and 15 mpg for city driving. With California emission equipment, the figures are 19 mpg for highway driving and 13 mpg for city driving. These mileage figures are estimates. The mileage you get will vary depending on the type of driving you do, your driving habits and your car's condition and equipment.

Seville weighs less per horsepower (24.1 lb/hp) than some costlier imports, such as the Mercedes 280 (29.7 lb/hp), the Jaguar XJ6L (25.0 lb/hp), and the BMW 3.0Si (25.0 lb/hp). Low weight-per-horsepower is one indicator of satisfying performance.



# Total value

*... with an abundance of standard features*

On Seville, you can enjoy all these special features at no extra cost. Automatic Climate Control. 5.7 Litre Electronically Fuel Injected Engine (350 cubic-inch V-8). High Energy Ignition. Automatic Level Control. Tilt & Telescope Steering Wheel. 6-way Power-Adjustable Driver's Seat. 2-way Power Front Passenger Seat with Manual Recliner. Heavily Padded Vinyl Roof. Stowaway Spare Tire. Combination Dome and Front Passenger Reading Lamp. Dual Rear Quarter Reading Lamps, individually adjustable. Controlled-Cycle Wiper System. Electric Trunk Lock Release. Fuel Monitor System. 80-amp Generator. L.H. and R.H. Remote-control Outside Rearview Mirrors. Distinctive sounding Dual-Mode Horns. Warning Chimes for Seat-Belt System. Steering Shock Absorber. Cornering Lamps. Digital Electric Clock. Turbo Hydra-matic Transmission. Inside Hood Release. Lamp Monitors. Delco Freedom™ Battery. Power Disc Brakes (front). Variable-Ratio Power Steering. Power Windows. Power Door Locks. AM-FM Stereo Signal Seeking Radio including Automatic Power Antenna. Soft-Ray Glass. Washer Fluid Level Indicator. Accent Paint Stripe. Assist straps on back of front seats and over rear doors. 2.56:1 Axle Ratio. Premium deep-pile carpeting and premium headliner cloth. One Front and two Rear Cigarette Lighters. Individual Front Center Arm Rests. Built-in color-coordinated Litter Receptacle. Color-coordinated carpet covering for Spare Tire, Inside Trunk Lid, Trunk Floor and Sides.







*Seville also offers, at extra cost . . .*

New 24-hour Weather-band Radio, Deluxe Wire Wheel Discs, Lighted Vanity Mirror, Illuminated Entry System (shown). Also Cruise Control, Astrorof, Sunroof, New Automatic Door-Locking System, Theft Deterrent System, Turbine Wheel Discs, Accessory Engine Block Heater (dealer installed), AM-FM Stereo Radio with Integral 8-Track Tape Player, Controlled Differential, Door Edge Guards, Firemist Paint, Carpeted Floor Mats, Guide-Matic Headlamp Control, Twilight Sentinel, Heavy-Duty Cooling System, Leather Upholstery, License Frames, Rear Shoulder Belts (dealer installed), Electric Rear Window Defogger, Trunk Mat, Performance Axle Ratio, Trailer Towing Package, Manual Recliner for Driver's Seat and Power Recliner for front passenger seat.





## *Readily available Service and simplified maintenance*

*. . . two of Seville's great strengths*

**SERVICE.** A national network of over 1,600 Cadillac dealers provides Seville service, using thoroughly equipped facilities, special tools and genuine Seville parts. Thousands of Cadillac technicians with special Seville training are experienced in satisfying the service needs of American luxury-car owners promptly and efficiently. And 27 General Motors Parts Division Warehouses provide modern, computerized procurement of Seville parts.

**SIMPLIFIED MAINTENANCE.** Here are typical Seville service intervals compared with those of the Mercedes 450 SEL, a representative luxury import. The comparison is based on manufacturers' recommended maintenance requirements.

	SEVILLE	MERCEDES 450 SEL
Number of Dealerships for Service	About 1,600	About 400
Recommended Intervals		
Chassis Lubrication	Every 7,500 miles or every six months	Not required
Fluid Level Check	Every 7,500 miles or every six months	Every 6,000 miles
Engine Oil Change	Every 7,500 miles or every six months	Every 6,000 miles
Oil Needed	4 quarts (3.8 l) (5 with filter change)	9 quarts (8.5 l)
Oil Filter Changes	Every other oil change	Every oil change
Tire Care	Every 15,000 miles	Every 12,500 miles
Rear Axle Lubrication Change	Not necessary with std. rear axle under normal driving conditions	Every 6,000 miles
Air Conditioning Check	Every 15,000 miles or every year	Every 12,500 miles
Cooling System Check	Every 15,000 miles or every year	Every 6,000 miles
Coolant Change	Every 30,000 miles or every two years	Every two years
Automatic Trans. Fluid & Filter Change	Under normal conditions, 100,000 miles	Every 25,000 miles





### *The Seville driving experience*

Prospective purchasers of luxury cars owe themselves a demonstration drive behind the wheel of a Seville . . . the only way to personally evaluate this unusual luxury car. We cordially invite you to experience Seville.

### *THE BOTTOM LINE – Basic Price Ranges* (Based on manufacturers' suggested retail prices at time of publication.)

	Over . . .
Rolls-Royce Silver Shadow (V-8) . . . . .	\$36,000*
Mercedes 450 SEL (V-8) . . . . .	\$21,000*
BMW 3.OSi (6 cyl.) . . . . .	\$14,000*
Jaguar XJ6L (6 cyl.) . . . . .	\$14,000*
Mercedes 280 (6 cyl.) . . . . .	\$13,000*
Seville (V-8) (California emission equipment adds \$50 to base price.) . . . . .	\$12,479

\*California emission equipment charges are extra.



## *The mechanical evidence summarized*



One of the world's best-equipped cars . . . with significant standard features which are either extra-cost options or not available on some luxury imports.



# Seville Specifications . . . the mechanical evidence spelled out.

## Engine

8-Cylinder, 90° V-Type

Bore . . . . . 4.057 in. (103 mm)  
Stroke . . . . . 3.385 in. (86 mm)  
Displacement . . . . . 350 cubic inches (5.7 litres)  
Compression Ratio . . . . . 8.0 to 1  
Firing Order . . . . . 1-8-4-3-6-5-7-2  
Mounts . . . . . 3 points, rubber insulated  
Emission Controls . . . . . Positive Crankcase

Ventilation Air Injector Reactor,  
Exhaust Pressure Transducer,  
Exhaust Gas Recirculation

Lubrication . . . . . Full-pressure, full flow oil  
filter

## Fuel System

Induction System . . . . . Cadillac Electronic  
Fuel Injection

Type . . . . . Speed-density, port-injected  
Delivery . . . . . Timed, 2-phase, 4 cylinders each  
Filter . . . . . In-line, 20 micron  
Pumps . . . . . 2 electric (1 in-line, 1 in-tank)

Note: The Cadillac Seville engine is designed to operate only on unleaded gasoline of at least 91 Research Octane. The gasoline should also have a Motor Octane of at least 83. Unleaded gasoline is essential for proper emission control system operation, and it will reduce spark plug fouling. The use of leaded gasoline can severely reduce the effectiveness of the emission control system.

## Fuel Tank

Capacity . . . . . 21 gallons (80 l), approx.  
Emission Controls (for vapor control) . . . . . Domed  
fuel tank, charcoal canister

## Electrical

Battery . . 12 volt, negative ground Freedom Battery™,  
3500-watt, sealed top, side terminal,  
no filler/vent caps, 66 plates

Generator . . . . . 80 amp  
Voltage Regulator . . . . . Solid state,  
integral with generator

Ignition . . . . . HEI with 8-mm silicone-wiring

Transmission . . . . . "400 series" 3-speed  
Turbo Hydra-matic

Propeller (Drive) Shaft . . . . . Rear has constant  
velocity joint, front of  
shaft is a single "U" joint

Rear Axle . . . . . Salisbury type with 8 1/2" ring gear  
Ratio-Standard . . . . . 2.56 to 1  
-Optional . . . . . 3.08 to 1

Optional Controlled Differential . . . . . Clutch type

Front Suspension . . . . . Unequal length upper &  
lower suspension arms

Springs . . . . . Coil  
Steering Knuckle . . . . . Integral knuckle, arm &  
caliper support, integral hubs  
& rotors on spindles

Bearings . . . . . Tapered roller  
Stabilizer Bar . . . . . 1" (25 mm) diameter, rod & link

Spherical (Ball) Joints . . . . . Wear indicator  
on lower joints

Shock Absorbers . . . . . Hydraulic double action

Rear Suspension . . . . . Multiple leaf spring  
Stabilizer Bar . . . . . 5/8" (16 mm) diameter, rod & link

Shock absorbers . . . . . Hydraulic double action  
Height Control . . . . . Automatic Level Control

Brakes . . . . . Disc-drum self-adjusting  
Master Cylinder . . . . . Dual hydraulic

Power Brake Booster . . . . . 8" dual diaphragm vacuum  
Combination Valve . . . . . Front metering valve, pressure  
differential switch, & rear  
proportioning valve

Front . . . . . Ventilated discs  
Caliper . . . . . Single piston floating

Rear . . . . . Duo-servo drum  
Drums . . . . . 11" finned cast iron

Lining Material (Front & Rear) . . . . . Molded asbestos  
Swept Area (Total) . . . . . 350.8 sq. in.

Parking Brake . . . . . Silent action with vacuum release  
Action . . . . . Mechanical on rear brakes

Telltale Light . . . . . Indicates hydraulic malfunction  
or parking brake applied

Linings . . . . . Audible wear indicators

Steering . . . . . Variable Ratio Power  
Damper . . . . . Hydraulic shock absorber

Overall Ratio . . . . . 16.4-13.8  
Wheel & Column . . . . . Tilt & Telescoping

## Wheels & Tires

Tires . . . . . GM Specification Steel-Belted Radial  
Sidewall . . . . . Wide whitewall

Size . . . . . GR 78-15B  
Spare . . . . . GR 78-15B Stowaway

Wheels . . . . . 15 x 6 JJ  
Headlamps . . . . . Rectangular

Cornering Lights . . . . . Front fender integral  
with side marker

Lamp Monitors . . . . . Standard front and rear

## Overall Sizes

Tread Width . . . . . 61.3 front (1 557 mm)  
59.0 rear (1 499 mm)

Wheelbase . . . . . 114.3" (2 903 mm)  
Overall Length . . . . . 203.9" (5 179 mm)

Overall Width . . . . . 71.8" (1 824 mm)  
Overall Height . . . . . 54.7" (1 389 mm)

Shipping Weight (Less Options) . . . . . 4,232 pounds  
(1 920 kg)

## Noise & Vibration Features

Steering Linkage Damper (Hydraulic Shock Absorber)  
Sheet Metal Dampers (Hydraulic Shock Absorbers)

Isoflex Body Mounts  
Transmission Rear Support Lateral Strut Rod

Propeller Shaft Tunnel Strap  
Rear Leaf Spring Dampers  
Insulated Fuel Line Retainers

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*The American Answer*

Cadillac Motor Car Division  
General Motors Corporation