

Cadillac Offers 11 Models With Extensive Changes

Cadillac for 1965 represents the most extensive change in the division's 62-year history. Completely new from top to bottom, inside and out, the 1965 models will appear in dealer's showrooms today, according to Harold G. Warner, general manager of Cadillac and vice president of General Motors.

Eleven models are offered in three series for 1965, the same as last year. The series are Calais, new this year and replacing the Sixty-Two series designation, De Ville and Fleetwood.

Each of the series gets one new model. A new sedan with a thin pillar replaces the six-window body style in the Calais and De Ville series. This is Cadillac's first use of a pillar since 1956 in other than the Seventy-Five models.

THE NEW model in the Fleet-

wood series is the Sixty Special sedan with its own exclusive 133-inch wheelbase and an overall length of 227.5 inches, an increase of four inches which is realized largely in the rear passenger compartment.

All other models, except the Seventy-Fives, retain a wheelbase of 129.5 inches. Overall length is 224 inches, up one-half inch over last year. The Fleetwood Seventy-Five sedan and limousine carry over their 1964 dimensions and exterior styling.

About the 1965 Cadillac Warner said, "Our objective was a car that says Cadillac even if all divisional insignia is removed. And I believe this objective is accomplished.

"From any angle, the broad front end, the long and low silhouette, the strong identification from the rear or the distinctive

ures are restyled and feature curved side windows. Both convertibles have curved tempered glass backlights.

An optional vinyl-covered padded roof is available on six models. When the padded roof is added to the Fleetwood Sixty Special sedan the car will be designated as the Fleetwood Brougham and is further distinguished by an exclusive Brougham script next to the wreath and crest on the wrap-around section of the roof. Other models available with the padded roof option are the Coupe de Ville, both Sedan de Villes, and both Seventy-Fives.

Comfort and convenience are the key words in explaining the interior of the 1965 Cadillac. All seatbacks in the Calais and De Ville models are higher and contoured. The front floor tunnel is substantially reduced in size in all models. And a new concept in instrument panel design results in additional knee and leg room for front seat passengers.

CONTRIBUTING to the comfort and convenience story are three new Cadillac options for 1965.

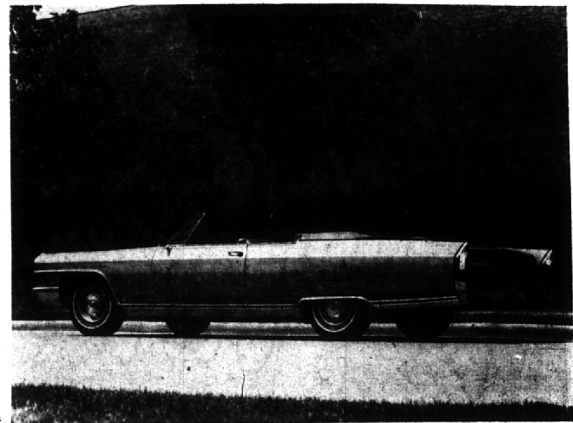
The first is a telescoping feature to the steering wheel which allows a three-inch field of movement for maximum adaptability to individual drivers. This telescoping feature is in addition to the tilt steering wheel of the past two years.

A second option is the redesigned power door locks. When a front door is locked or unlocked, all other doors adjust accordingly, and all doors unlock when a key is used from outside.

Yet another new feature is an automatic leveling device which maintains the car at design or normal height regardless of passenger or trunk load. It is standard on the Sixty Special sedan and Eldorado convertible and optional at extra cost on other models except the Seventy-Fives.

Interior trim combinations total 150, 26 more than last year, in a choice of seven cloth materials and popular perforated leathers. Cadillac remains the largest user of leather in the auto industry.

A major reduction in wind noise at road speed is a feature of the new standard antenna on the 1965 Tempest models.



THE CADILLAC ELDORADO CONVERTIBLE
Vertical bumper ends house light.

Today is '65 Pontiac Day.

1965: The year of the Quick Wide-Tracks



What do we mean by "quick"? Just this: A new-all-over Pontiac offering a new Turbo Hydra-Matic—the silkiest, swiftest-shifting automatic transmission you ever touched a toe to; eager new Trophy V-8 power; new steering agility; a surer-footed Wide-Track ride. And a new Pontiac Tempest that's become even more of a Pontiac with new style, new length and Pontiac-quick reflexes to match. You never knew cars could be so beautiful, and so keenly alert to your touch. This is your year to drive a Wide-Track—quick!



'65 Pontiac Pontiac

How does the success car outdo itself for 1965? Beautifully, just beautifully. But this Pontiac has no intention of getting by on looks alone, though it could. So there's new quickness, Pontiac style. A new nimbleness. New fuel savings. A smooth, easy new ride. Drive a '65 Pontiac and see how one success leads to another.



'65 Pontiac Tempest

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