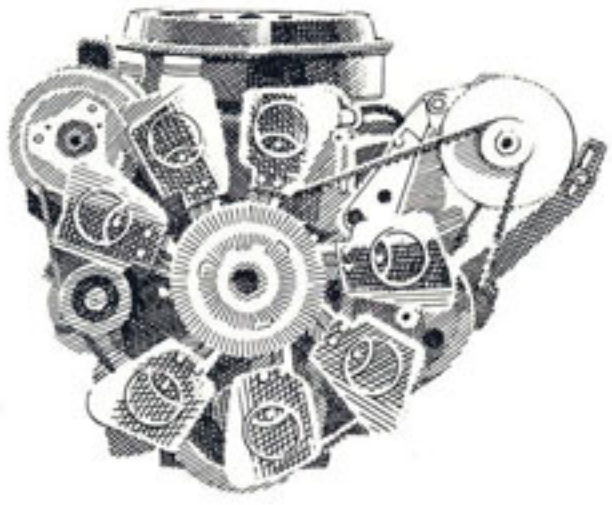
Announcing the beautifully efficient V8 Diesel Cadillacs for 1982.



The Diesel Fleetwood Brougham Coupe

The Diesel Fleetwood Brougham Sedan

The Diesel Seville

The Diesel Seville Elegante

An Introduction to Diesels.

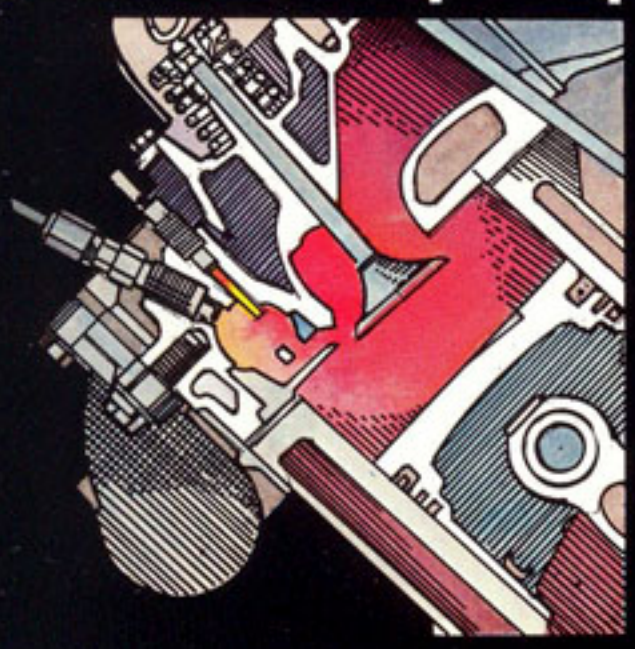
The case for Diesels.

It's a well-known fact that the Diesel engine is more fuel-efficient than the gasoline engine. But there are several other important advantages to consider when weighing the purchase of a Diesel. Diesel engines traditionally require less recommended maintenance than gas engines. Diesel fuel can cost less than unleaded gas. In many places, resale value for Diesel-powered automobiles is higher than comparably equipped gas-powered automobiles. Plus, the Diesel meets or exceeds today's exacting emissions standards with fewer control devices than the gasoline engine.

Why Diesels are more efficient.

Diesel engines are more efficient because they burn fuel more completely than gas engines. In a Diesel engine, combustion takes place at well over 1500°F. This high-temperature combustion releases potential energy from virtually all the fuel present in the combustion chamber, leaving a relatively "clean" exhaust that doesn't require a catalytic converter in order to meet emissions standards.

The simple principle behind the Diesel.



Unlike the gasoline engine, which uses an electrical spark to ignite a fuel/air mixture, the Diesel engine achieves ignition by spontaneous combustion. In the Diesel, air alone is compressed by an upward stroke of a piston to a 21.6:1 ratio. This extreme pressure causes the air inside the chamber to reach a temperature over 1500°F, well above the flashpoint of Diesel fuel. As it reaches this extremely hot temperature, Diesel fuel is injected into the precombustion chamber where it combines with the compressed air and ignites, driving the piston downward. The residue from the combustion is then expelled, a fresh pocket of air is drawn into the cylinder and the process is repeated.

Drivability you're familiar with.

Driving a Diesel is quite similar to driving a gasoline-powered car. The only significant difference is in starting procedures. When you turn the key in a Diesel Cadillac to the "on" position, an amber light on the instrument panel will tell you to "WAIT" before turning the key to the "start" position. This allows the glow plugs to heat the combustion pre-chambers. At most, it's a matter of only seconds, and at times you will have no wait at all. After the "WAIT" light goes off, simply depress the accelerator halfway, turn the key and you're on your way.

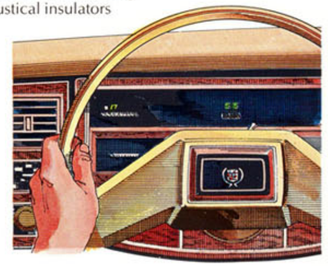
Ready availability of Diesel fuel.

Once a concern for Diesel owners, fuel is now readily available throughout the U.S. and Canada. Just look for the green pump marked "Diesel." Very often, it will be the one with the lowest price per gallon.

The 1982 Diesel Cadillacs.

Why a Diesel Cadillac?

Very simply, it's the only way to get Cadillac roominess, Cadillac comfort, that Cadillac ride and impressive fuel economy all in the same automobile. The Diesel Cadillacs incorporate some of today's foremost technological advancements, with fuel injection for precise metering of fuel and a four-speed automatic overdrive transmission that reduces engine rpms by one-third at cruising speeds. Plus sophisticated acoustical insulators and all those features that make a Cadillac a Cadillac.



New for '82...automatic overdrive across the line.

This year, the four-speed automatic overdrive transmission is standard across a full line of Diesel Cadillacs, including the front-wheel-drive Eldorado and Seville by Cadillac. A three-speed automatic transmission is also offered for 1982 DeVilles and Fleetwood Broughams.

Every Diesel Cadillac is rated at 33 hwy. est.* and 20 EPA est. mpg...or better.

DIESEL MODELS	FUEL TANK CAP.	EPA EST. MPG	EST. DRIVING RANGE	HWY. EST.	EST. HWY. RANGE
†*Fleetwood Brougham Coupe	26.0	22	572	33	858
†*Fleetwood Brougham Sedan	26.0	22	572	33	858
Seville	22.8	20	456	35	798
Seville Elegante	22.8	20	456	35	798
Eldorado	22.8	20	456	35	798
Eldorado Biarritz	22.8	20	456	35	798
†*Coupe deVille	26.0	22	572	33	858
†*Sedan deVille	26.0	22	572	33	858

*In California, 32 hwy. est...832 est. hwy. range. †Estimates for three-speed automatic transmission.

**Based on estimated fuel costs per Sept. 1981 edition, Lundberg Letter ($1.41 for unleaded regular, $1.32 for Diesel) and an average 15,000 miles per year. Estimated savings slightly greater in Calif. Use estimated mpg for comparison. Your mileage and range may differ depending on speed, distance, weather. Actual highway mileage and range lower. Range estimates obtained by multiplying EPA est. mpg and hwy. est. by standard fuel tank rating.

Miles per gallon is the most obvious reason for choosing a Diesel Cadillac. And as the chart on the left shows, the Diesel Cadillacs offer impressive mileage estimates. But just how much better is it compared to last year's standard gasoline engine?
33% better for Sevilles and Eldorados (43% in California), and 47% better for DeVilles and Fleetwood Broughams, according to 1981 and 1982 EPA estimated mpg figures. This fuel economy, together with the lower price of Diesel fuel, translates directly into cash savings for the Cadillac owner who chooses a Diesel. If you currently drive 15,000 miles per year, a new Diesel Eldorado could save you $420 in annual fuel costs** alone over a 1981 Eldorado with standard gasoline engine. Driving more than that, or driving primarily on highways, will result in even greater cash savings.

572 estimated miles on a single tankful.

A significant by-product of the Diesel Cadillac's fuel efficiency is its exceptional range. Based on EPA estimated mpg, a Diesel Fleetwood Brougham or DeVille could take you 572 miles on a single tankful. That's Los Angeles to the Grand Canyon...Milwaukee to Pittsburgh...or Kansas City to Dallas...without stopping for fuel!

More time between fillups.

Greater range means more time on the road...and less time in gas stations. If you drive an average of 35 miles per day in a Diesel Sedan deVille, for example, you should only have to stop for fuel twice during an entire month!

Proof you don't have to give up roominess and comfort.

When you buy a Diesel Cadillac you're getting more than impressive fuel economy. You're getting a *Cadillac*...with enough room for six passengers and their luggage. You're getting that Cadillac ride ...and all the conveniences that come standard on a Cadillac. Plus the pride and prestige that come from owning an American standard for the world. Most of all, you're getting quality. Cadillac quality. And that's the main reason that, traditionally, seven out of ten people who buy Cadillacs stay with Cadillac.

Cadillac has a Diesel V8... the imports don't.

Unlike imported Diesels, the Diesel engine used for Cadillac is a V8. This design provides an inherent balance which is the reason for the Diesel V8's characteristic smoothness. In addition, the 5.7 liter V8 engine found in the Diesel Cadillacs has a high power-to-weight ratio. Step on the accelerator and it responds with the kind of power you normally associate with V-type engines. The 5.7 liter Diesel V8 engine. You won't find anything like it in an import.

It's everything you expect in a Cadillac.

Once you're on the road, there's very little difference between a gas-powered Cadillac and a Diesel Cadillac. The drive is comparable. The smoothness. The quietness. The comfort. The Diesel Cadillacs even include a water-in-fuel indicator that tells you when a potentially harmful amount of water is present in the fuel.

Fast starting power whatever the weather.

You may have heard that Diesels require a lengthy "warmup" period before starting in cold weather. This is not true with a Diesel Cadillac. At 0°F, the Diesel Cadillac will be ready to start in approximately 10 seconds after you turn the key to the "on" position. The warmer the weather, the less time required to heat the combustion pre-chamber.

Never needs a tune-up.

Since the Diesel ignites by spontaneous combustion, there are no spark plugs, carburetor, distributor or conventional ignition system to tune up. The Diesel Cadillac eliminates all the time and expense of servicing these items. Of course, the Diesel engine will require maintenance such as an engine oil and oil filter change at 5,000-mile intervals. Check owner's manual for conditions requiring more frequent intervals.

The last reason for buying a Diesel Cadillac... resale value.

Cadillac traditionally has one of the highest resale values in its class. When you buy a Diesel Cadillac, that resale value climbs even higher. A 1980 Diesel Eldorado or Diesel Seville is currently worth an average of $200 more than a comparable gas-powered model, based on the NADA Used Car Guide, September 1981 Edition. And Diesel Fleetwood Broughams and DeVilles are worth an average of $750 more than their gasoline counterparts. This resale value, together with the estimated annual fuel cost savings, means that you could actually save money on an option that has a Manufacturer's Suggested Retail Price of only $351.

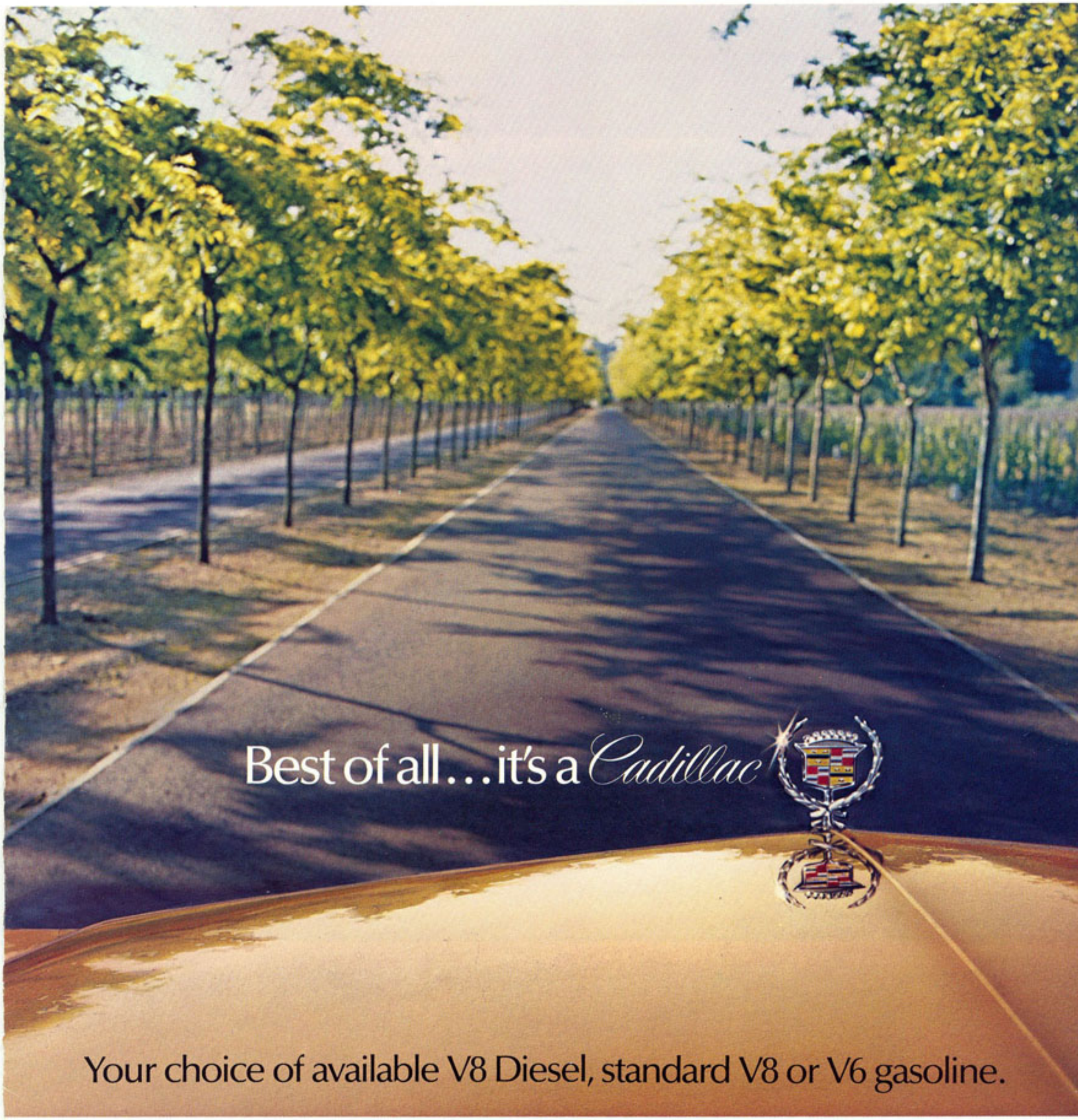
Everything considered, isn't it time you owned a Diesel Cadillac? After all, who deserves one more than you?

The Diesel Eldorado

The Diesel Eldorado Biarritz

The Diesel Coupe deVille

The Diesel Sedan deVille



Some Cadillacs are equipped with engines produced by other GM divisions, subsidiaries, or affiliated companies worldwide. See your dealer for details.

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