



Cadillac

1994 OWNER'S LITERATURE

CADILLAC OWNER

Privileges

The PENALTY OF LEADERSHIP

IN every field of human endeavor, he that is first must perpetually live in the white light of publicity. ¶ Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶ In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶ The reward is widespread recognition; the punishment, fierce denial and detraction. ¶ When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. ¶ If his work be merely mediocre, he will be left severely alone — if he achieve a masterpiece, it will set a million tongues a-wagging. ¶ Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶ Whatever you write, or paint, or play, or sing, or build, no one will strive to surpass, or to slander you, unless your work be stamped with the seal of genius. ¶ Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it can not be done. ¶ Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶ Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶ The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶ The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶ Failing to equal or to excel, the follower seeks to depreciate and to destroy — but only confirms once more the superiority of that which he strives to supplant. ¶ There is nothing new in this. ¶ It is as old as the world and as old as the human passions — envy, fear, greed, ambition, and the desire to surpass. ¶ And it all avails nothing. ¶ If the leader truly leads, he remains — the leader. ¶ Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶ That which is good or great makes itself known, no matter how loud the clamor of denial. ¶ That which deserves to live — lives.

Cadillac Motor Car Co. Detroit, Mich.



Henry M. Leland, founder of Cadillac, stands beside the 1905 "Osceola" which was built to evaluate the feasibility of a closed bodied car.



Few automobiles are fortunate enough to have the rich heritage that is Cadillac. The name Cadillac is appropriately that of Antoine de La Mothe Cadillac, the French military commander who founded the city of Detroit in 1701. What better name for the oldest automobile manufacturer in Detroit.

Henry M. Leland, known as the master of precision, initiated his precision manufacturing techniques at the founding of Cadillac in 1902. His exacting standards prompted the motto by which Cadillac has been guided over the years – "Craftsmanship A Creed – Accuracy A Law."

The introduction of the first four cylinder engine in 1905 led the industry and enabled Cadillacs to travel at speeds up to 50 mph.

For attention to quality and innovation, the Royal Automobile

Club of England awarded the prestigious **Dewar Trophy** to Cadillac twice . . .



first in 1908 for achieving perfect interchangeability of parts and again in 1912 for introducing the electric self starter, electric lighting and ignition system.

Cadillac is the only American manufacturer to win this honor and the only manufacturer in the world to win it twice. As commonplace as standardized parts are today, in 1908 parts were still individually hand fitted both in production and service.





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Standardization opened the eyes of the industrial world and was the corner-stone of modern **assembly line** production. From this achievement evolved the reference to Cadillac as "Standard of the World."

In 1909 Cadillac was purchased by the then new General Motors Corporation. Convenience, cleanliness and all-weather comfort were greatly enhanced in 1910 when Cadillac became the first manufacturer to offer closed bodies as standard equipment.

"The Penalty of Leadership" first appeared in the January 2, 1915 issue of The Saturday Evening Post as an expression of the Cadillac commitment to leadership, quality, and innovation. It is widely regarded as one of the finest documents ever written and was published following the introduction of the first production V8 engine. The V8 was standard in all 1915 model Cadillacs.

Many Cadillac "firsts" have followed over the years, including the synchro-mech clashless transmission, a nation-wide comprehensive



45° V-16 Engine

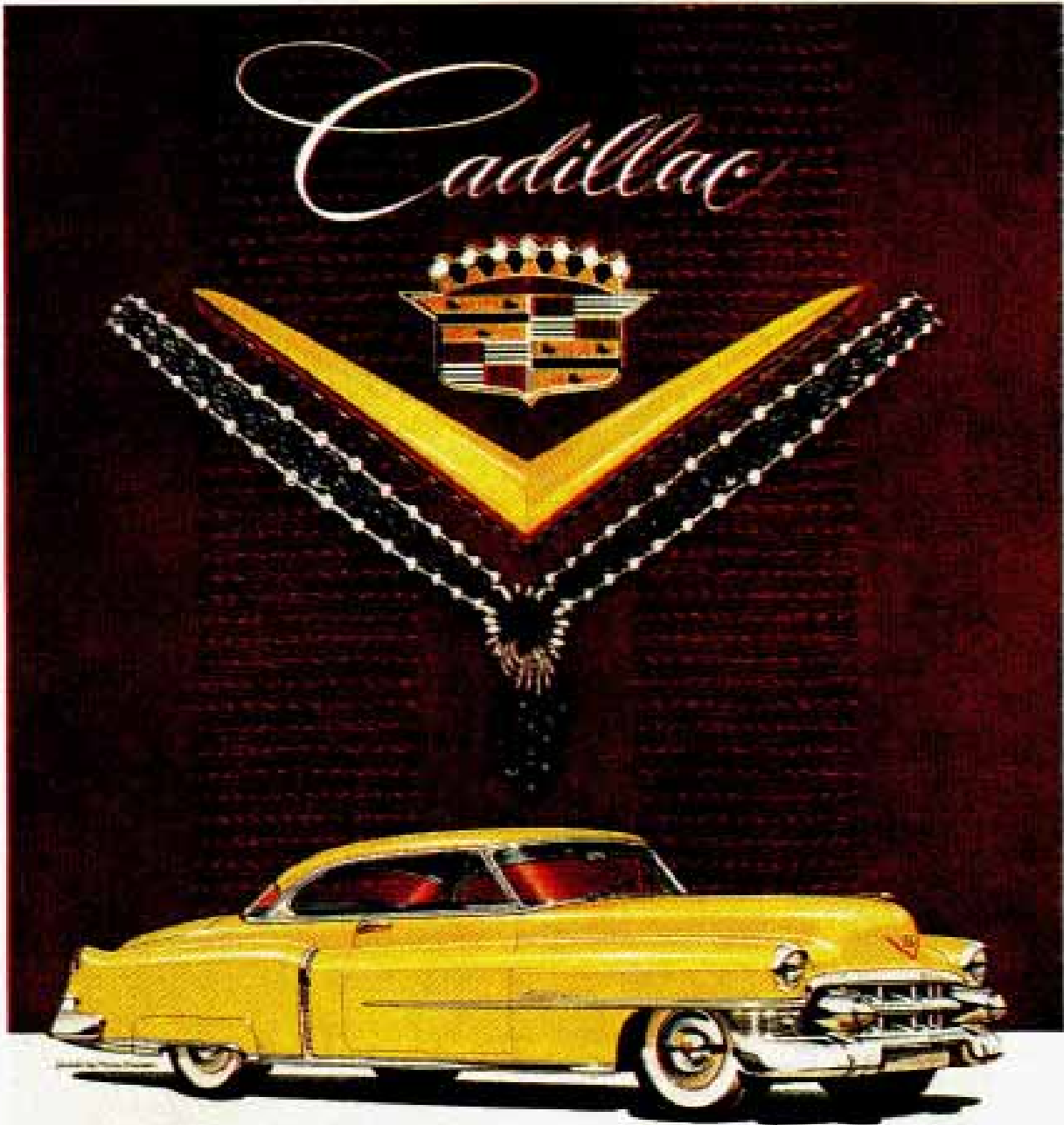
service policy, security plate glass, chrome plating and the first car to be designed by a stylist (1927 LaSalle/Harley Earl). The '30s witnessed production of the smooth and quiet V12 and **V 16 engines.**

The crisp, contemporary lines of the 1938 60 Special series ushered in a new era in styling.

During World War II, shortly after Pearl Harbor, Cadillac discontinued car production for the first time since 1902 in order to construct light tanks, combat vehicles and internal parts for Allison V1710 engines. Two Cadillac V8 engines and Hydra-Matic transmissions were used in each tank.



1931 V-16 Sport Phaeton



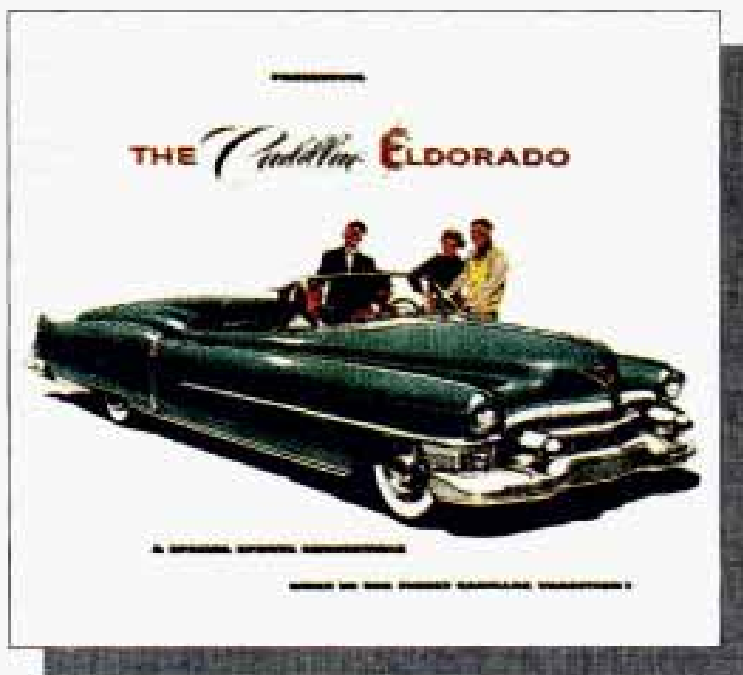
It Will Add to Your Happiness!

There is a great joy when you come with a Cadillac which is very difficult to come to obtain—except a Cadillac owner. To put it briefly, a Cadillac adds a greater measure of happiness to a family's daily routine. It is not just the satisfaction which comes from the performance and extraordinary comfort and con-

venient riding which adds to the joy, but the fact that these things can be had in such a measure of price and family well-being—a joy of possession—and a consciousness of membership in the world's most distinguished group of motorists. Although it does not replace and better—Cadillac means best of all.

of the owner can truly find it very difficult to get a Cadillac—a great thing, even the having of a Cadillac. And remember—of this is, in addition to the beautiful practical reasons for owning a Cadillac. It's no secret to men—the things. There are just Cadillac. And you can buy it in the United States.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION



For the 1948 model, Cadillac introduced the **legendary tail fin** which set the trend in automotive styling for nearly two decades. This was followed by the 1949 model with the two door hardtop Coupe DeVille and the modern overhead valve, high compression V8 engine.

Engineering innovations, conveniences and styling dominated the '50s and '60s. Cruise control, automatic climate control, tilt and telescoping steering wheels, twilight sentinel and four door hard tops all debuted in these years. In 1957 the Eldorado Brougham featured advances such as air suspension, memory seat, automatic electric door locks, transistor radio, a brushed

stainless steel roof and low profile tires.

The Eldorado, introduced in 1953, was redesigned for 1967 as the first front wheel drive personal luxury car. The 472 cu. in. V8 engine used in all Cadillacs in 1968 and 1969 was enlarged to 500 cu. in. for all 1970 Eldorados.

An Air Cushion Restraint System (airbag) was available for 1974, 1975 and 1976 Cadillacs.

Analog Electronic Fuel Injection was available, on 1975 Cadillacs and was standard on the new international size 1976 Seville. In 1978, the Trip Computer option incorporated an on-board microprocessor.



1957 Eldorado Brougham



This rich tradition continues into the '90s as Cadillac became the first automobile manufacturer to be awarded the prestigious Malcolm Baldrige National Quality Award.

The 1992 Seville STS was the first car ever to win all three major automotive awards: Car of the Year, Motor Trend; Ten Best List, Car & Driver; Car of the Year, Automobile Magazine.



A 1993 Cadillac Allanté in stock technical configuration, was selected as the pace car for the 76th Indianapolis 500. The demanding pace car performance and handling requirements were met because of such advances as the Northstar system. The system includes the 32 valve, dual overhead camshaft, Northstar 4.6 liter V8 engine, 4T80 E electronically controlled automatic transaxle, road sensing suspension, speed sensitive steering, antilock brakes and traction control.

For more than nine decades Cadillac has been a leader in quality and technical innovation. Now more than ever, substance takes shape

... Cadillac Style



1993 Allanté pace car





1955 ELDORADO CONVERTIBLE



1949 COUPE DE VILLE





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Here you'll find helpful information and tips about the road and how to drive under different conditions.

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This section tells you what to do if you have a problem while driving, such as a flat tire, or engine overheating, etc.

Section 6 – Service and Appearance Care 248

Here the manual tells you how to keep your Cadillac running properly and looking good.

For more information on “Reporting Safety Defects”, see Owner Assistance, Page 5.



THE 1994 SEDAN DEVILLE LITERATURE



Please keep this literature in your Cadillac, so it will be there if you ever need it when you're on the road. If you sell the vehicle, please leave this book in it so the new owner can use it.

FOR CANADIAN OWNERS WHO PREFER A FRENCH LANGUAGE MANUAL:

Aux propriétaires canadiens: Vous pouvez vous procurer un exemplaire de ce guide en français chez votre concessionnaire ou au DGN Marketing Services Ltd., 1500 Bonhill Rd., Mississauga, Ontario L5T 1C7.

This literature includes the latest information at the time it was printed. We reserve the right to make changes in the product after that time without further notice. For vehicles first sold in Canada, substitute the name "General Motors of Canada Limited" for Cadillac Motor Car Division whenever it appears in this literature.

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HOW TO USE THIS MANUAL

Many people read their owner's manual from beginning to end when they first receive their new vehicle. This will help you learn about the features and controls for your vehicle. In this manual, you'll find that pictures and words work together to explain things quickly.

INDEX: A good place to look for what you need is the Index in back of the manual. It's an alphabetical list of all that's in the manual, and the page number where you'll find it.

SAFETY WARNINGS AND SYMBOLS

You will find a number of safety cautions in this book. We use gray and the word **CAUTION** to tell you about things that could hurt you if you were to ignore the warning.



CAUTION:

These mean there is something that could hurt you or other people.

In the gray caution area, we tell you what the hazard is. Then we tell you what to do to help avoid or reduce the hazard. Please read these cautions. If you don't, you or others could be hurt.

You will also find a red circle with a slash through it in this book. This safety symbol means "Don't," "Don't do this," or "Don't let this happen."



Vehicle Damage Warnings

Also, in this book you will find these notices:

NOTICE:

These mean there is something that could damage your vehicle.

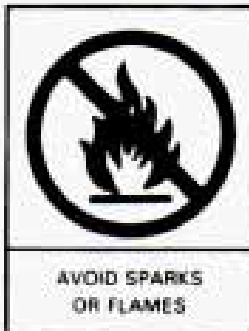
In the notice area, we tell you about something that can damage your vehicle. Many times, this damage would not be covered by your warranty, and it could be costly. But the notice will tell you what to do to help avoid the damage.

When you read other manuals, you might see CAUTION and NOTICE warnings in different colors or in different words.

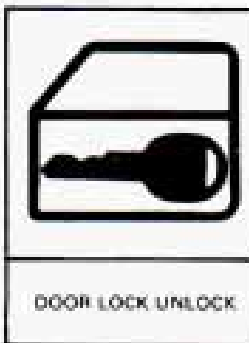
You'll also see warning labels on your vehicle. They use yellow for cautions, blue for notices and the words CAUTION or NOTICE.

Vehicle Symbols

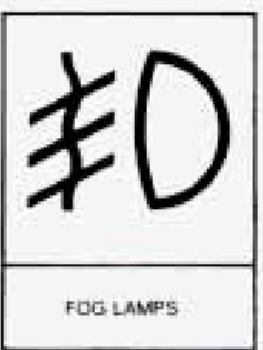
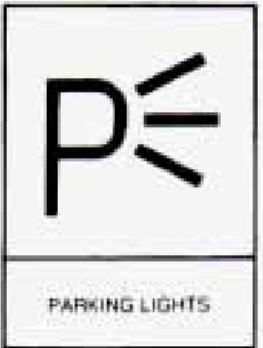
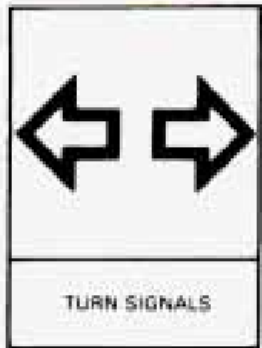
These are some of the symbols you will find on your vehicle. For example, these symbols are used on an original battery:



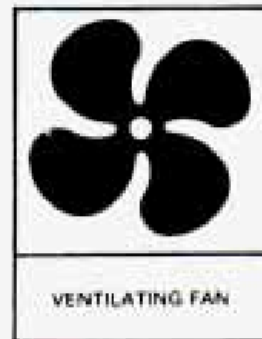
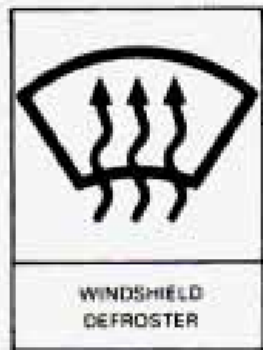
These symbols are important for you and your passengers whenever your vehicle is driven:



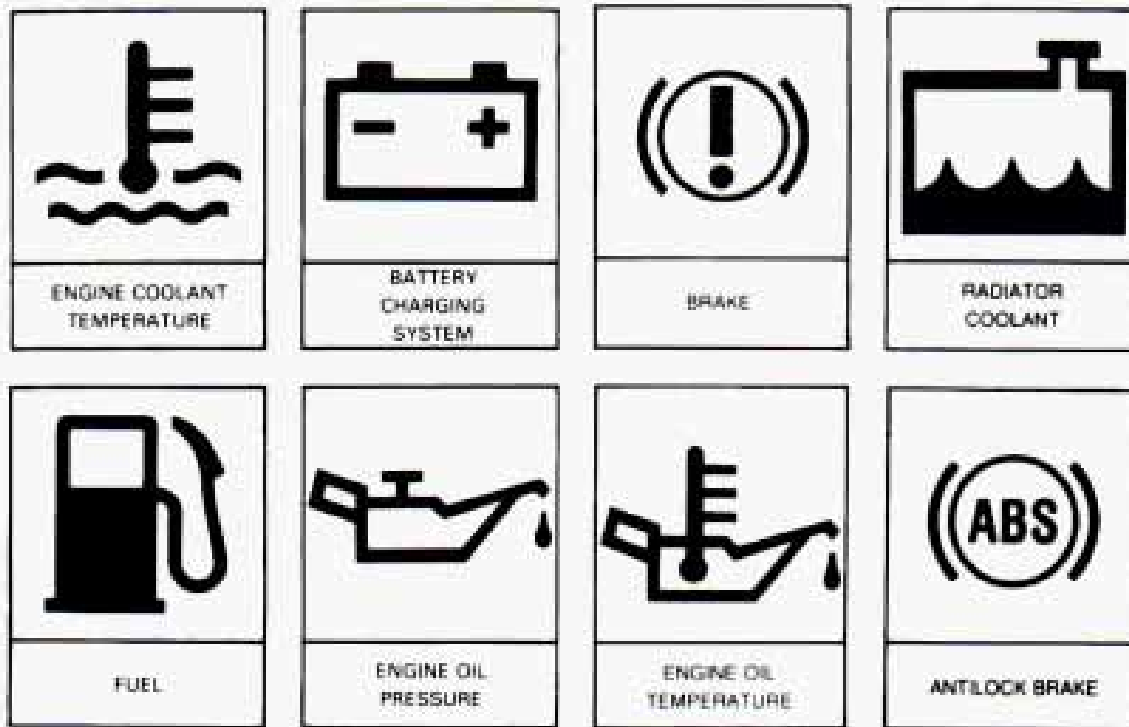
These symbols have to do with your lights:



These symbols are on some of your controls:



These symbols are used on warning and indicator lights:



Here are some other symbols you may see:





SECTION 1

SEATS AND RESTRAINT SYSTEMS

Here you'll find information about the seats in your Cadillac, your Supplemental Inflatable Restraint ("air bag") system and how to use your safety belts properly. You can also learn about some things you should not do with safety belts.

SEATS AND SEAT CONTROLS

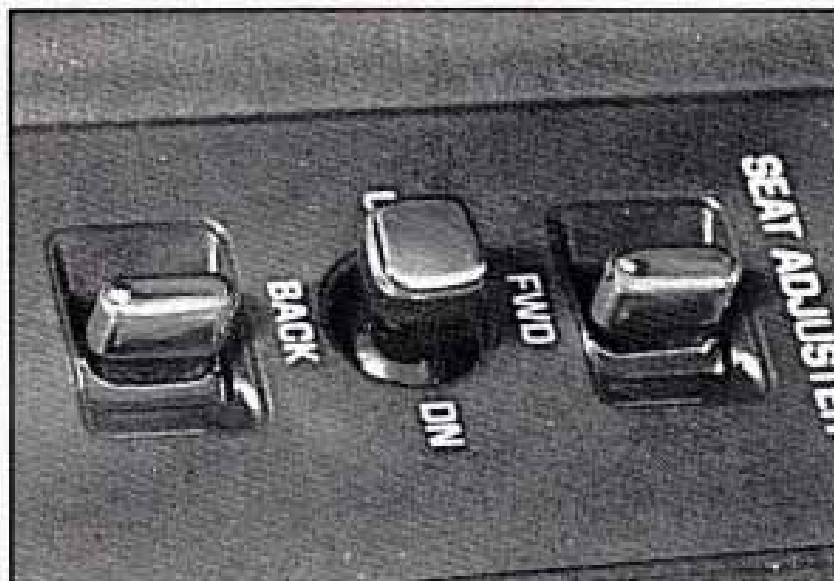
This section tells you about the seats -- how to adjust them, and also about reclining front seatbacks, heated seats, and head restraints.

Power Seat Control



The power seat control switches are located on each of the front doors. The power control switch moves the seat forward and backward, up and down, and adjusts the angle of the seat.

Seat Adjuster



- Pressing the front switch tilts the front portion of the seat cushion either up or down.
- Pressing the rear switch tilts the rear portion of the seat cushion up or down.
- Moving the center switch side to side moves the whole seat up or down.
- Move the center switch forward or back to move the whole seat forward or rearward.

Front Seatback Recliner



To recline the seatback, lift the lever on the outer side of the front seat and move the position the seatback to where you want it. Release the lever to lock the seatback. Pull up on the lever and the seat will move to the full upright position.