

1994 CADILLAC NORTHSTAR SERIES

SEVILLE STS

SEVILLE SLS

ELDORADO TOURING COUPE

ELDORADO

DEVILLE CONCOURS

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N

This is a catalog of especially distinguished automobiles.

O

Each one creates a higher standard by virtue of the astonishing Cadillac Northstar System:

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an extraordinary union of science and machine.

T

In essence, it is an unprecedented coordination of powertrain, suspension, traction control

H

and braking technologies. For the driver, this orchestration

S

provides a level of performance, control and peace of mind available in no other

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luxury automobile on the market today. With the Northstar System,

A

Cadillac has literally created a higher standard for the world.

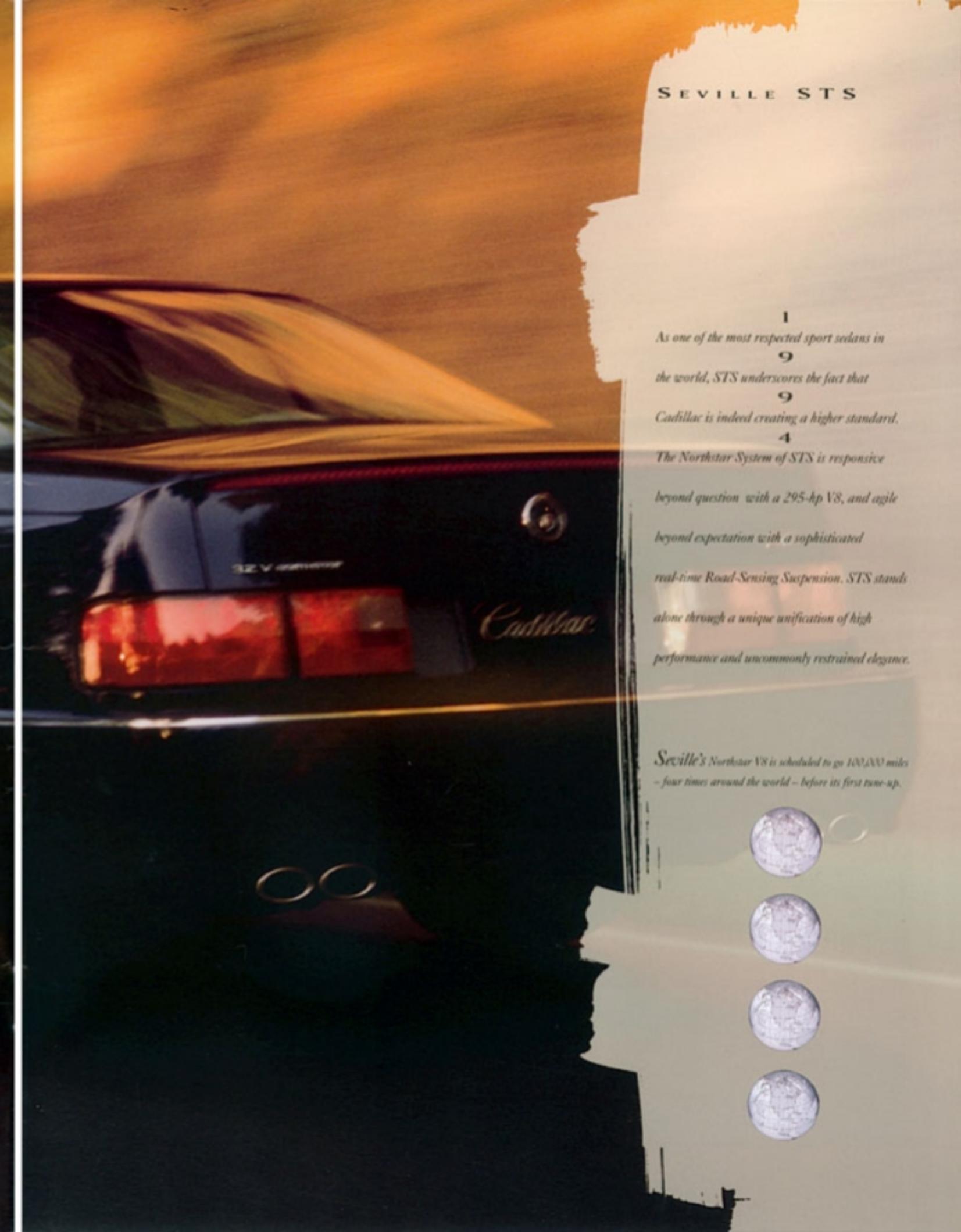
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SEVILLE STS

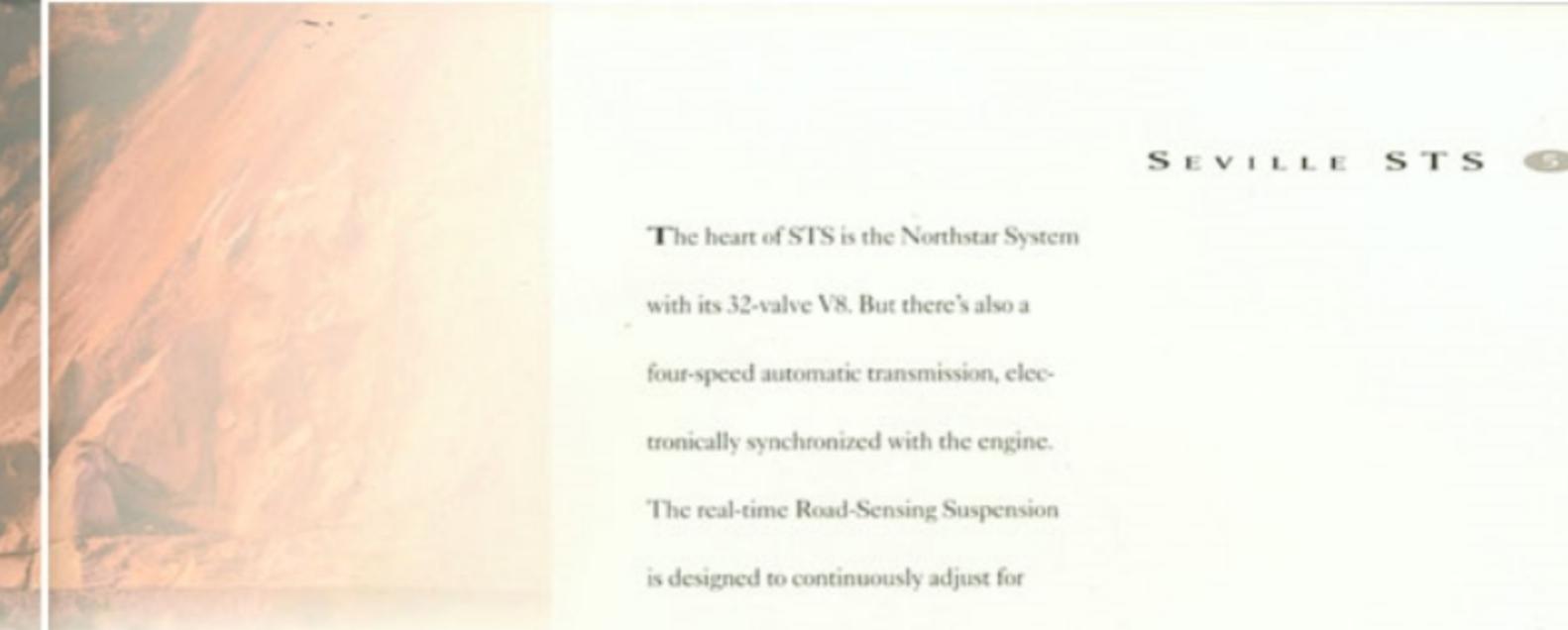
As one of the most respected sport sedans in
the world, STS underscores the fact that
Cadillac is indeed creating a higher standard.
4
The Northstar System of STS is responsive
beyond question with a 295-hp V8, and agile
beyond expectation with a sophisticated
real-time Road-Sensing Suspension. STS stands
alone through a unique unification of high
performance and uncommonly restrained elegance.

Seville's Northstar V8 is scheduled to go 100,000 miles
— four times around the world — before its first tune-up.



SEVILLE STS

The heart of STS is the Northstar System with its 32-valve V8. But there's also a four-speed automatic transmission, electronically synchronized with the engine. The real-time Road-Sensing Suspension is designed to continuously adjust for optimum control and handling.





The rewards of driving an STS should be commensurate with those of owning one.

To that end, natural leathers are used to cover the shift handle and new four-spoke steering wheel rim. On seating areas, perforated Nuance leather lends a richly supple yet comfortably breathable surface.

Both the driver and front passenger seats feature an anatomical design, achieved with the aid of infrared imaging. This technology helped to identify and reduce fatiguing pressure points, and enhance driving comfort. Front Suspension Seating provides cushioned support yet allows the individual to move *with* the automobile's ride motions rather than against them.

It's like a suspension system for the seats themselves. A four-way power lumbar adjustment is also built in.



As the luxurious interior of an STS unfolds, its higher standard is evident through the tasteful accent of natural Zebrano wood trim. Inlaid along the dash, console and doors, each piece consists of selected laminates bonded to a strong aluminum core. Master craftsmen, schooled in classic wood-finishing techniques, meticulously match each Zebrano piece as it goes through hand-selection, sanding and polishing processes. Every piece is even individually "signed" to assure matching. The result is a rich beauty that only nature can create. Beyond its automatically regulated air conditioning, creature comforts for STS occupants include an available Delco/Bose Gold Series system specifically equalized for the Seville's interior. And for 1994, an available trunk-mounted CD changer will

accommodate up to six CDs.

Equally thoughtful, but inconspicuous, is the occupant protection system of STS. This includes dual front air bags* as well as individual comfort-adjustable safety belts for front occupants and easily accessible safety belt latches for rear-seat passengers.

*Always wear safety belts, even with air bags.

An electric sunroof is available for STS. It includes an "express open" feature as well as a special deflector that virtually eliminates air turbulence in the cabin.





For 1994, the Seville Luxury Sedan (SLS) creates a higher standard of its own with a specially tailored Northstar System, featuring a 270-horsepower 32-valve V8. Its real-time Road-Sensing Suspension is tuned for precise handling and an outstanding ride.



 SEVILLE SLS

New 4-spoke steering wheel and available Nuance leather seating areas grace the interior of Seville SLS.



The amenities of SLS gratify each of the senses in turn. From its exterior, the eye can delight in any of five new colors plus a redesigned grille. Inside, genuine Zebrano wood highlights a visual tour de force of interior design. Slip into the seat and your senses of touch and olfactory are immediately cued to attention. The scent of natural leather greets you as you notice the steering wheel rim and available seating areas upholstered in this especially tactile material. Instrumentation is digital, with supplementary data displayed in

complementary electronic characters. As a driver of SLS, your sense of control is paramount with Northstar's real-time Road-Sensing Suspension, anti-lock brakes and full-range Traction Control system. And, thanks to unusually effective acoustic enhancements, virtually no exterior noise is allowed to meddle in your conversation or the crystalline notes from the optional, trunk-mounted CD changer. All you need do is check the self-dimming Electrochromic inside rearview mirror for traffic, and proceed with confidence.



ELDORADO
TOURING COUPE



The Eldorado Touring Coupe is designed to
create a higher standard of driving satisfaction
through the strength and agility of its exclusive
Northstar System: a union of powertrain,
suspension and safety features that allows it to
function like your partner on the highway –
a responsive companion to you, the driver.

The dependability of the Northstar System V8 is such
that, if necessary for your safety, you could travel 50
miles in desert heat without engine coolant.

ELDORADO TOURING COUPE

The Eldorado Touring Coupe, with the Northstar System, is in tune with a more international driving style because its 295-horsepower Northstar V8 gives you sustained response, even at highway speeds. The technology within is a showcase on any road, in any country.





Inside the Eldorado Touring Coupe, every detail focuses on your need for control and refinement. The aesthetics of a personal performance car are most pronounced, from the backlit analog gauges and hand-finished Zebrano wood to the enhanced safety of dual front air bags.* There's exceptional comfort too, with patented power lumbar supports that adjust to the precise height and depth you require to provide optimum back support.

*Always wear safety belts, even with air bags.





Eldorado creates a higher standard of expression for the American driver. From its specially tuned 270-hp Northstar V8 to its new dual elliptical exhaust outlets, one ride lets you know: This is a luxury coupe that responds to those who demand a higher standard of performance and refined comfort.





Eldorado's luxury appointed interior with available leather seating areas caters generously to your comfort with virtually every amenity, and the room for you and your passengers to enjoy them.

Eldorado's fresh approach to grand touring emanates from the inside out. Its 32-valve Northstar V8, new to Eldorado this year, produces 300 lbs.-ft of torque - the most of any front-drive automobile sold in America. The result is quicker off-the-line acceleration. And the full-range Traction Control helps eliminate unwanted wheel spin at any speed. With the specially tuned real-time Road-Sensing Suspension (RSS), Eldorado has a more comfortable overall ride as well - because RSS reads and reacts to the road for spirited, controlled corner-

ing and smooth, compliant road manners. The engine is mated to an electronically controlled four-speed automatic transmission to produce nearly imperceptible shifting. And yet, Eldorado's exhilarating performance requires *less* maintenance, because the Northstar powerplant is so meticulously engineered it will not require its first scheduled tune-up for 100,000 miles. An inside automatic-dimming Electrochromic rearview mirror reduces the glare of headlights from behind, while Solar Ray

*Always wear safety belts, even with air bags.



DE VILLE

For centuries, the North Star has guided man's travels. Now, with the introduction of

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the Northstar System, Cadillac creates a higher standard of automotive travel in

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an entirely new class of luxury automobile ... the Cadillac DeVille Concours.

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So spacious, it indulges six passengers in complete comfort, while especially

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benefiting the driver because its comfort is engineered to help you remain refreshed drive

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after drive. So responsive, its advanced V8 Northstar System makes passing

U

and merging virtually effortless. And the DeVille Concours may not require its first

R

100,000-mile scheduled tune-up until after the turn of the century.

S





DeVille Concours embodies Cadillac's highest standard of full-size luxury with interior refinements as purposeful as they are aesthetically pleasing. It begins with the ergonomic contour of a sculpted dash, continues by surrounding you on three sides with richly grained Zebrano wood, finally enveloping you in the luxury of leather seating areas that are naturally tanned so they are garment soft, and perforated to enhance their breathability... and your comfort.

The refreshing support of Suspension Seating acts as a second shock absorber for back support - a benefit that should help the DeVille Concours' driver and front

passenger stay alert mile after mile.

Thoughtfully placed readouts, exceptional in their logic and clarity, are matched in functionality with patented four-way power lumbar seats and a "two-driver" memory function to adjust the driver's seat. The driver's environment is further enhanced by a front chair height that offers a superior view of the road ahead, and for your passengers, extra rear-seat bolstering at an angle that augments comfort.

Because safety is important, DeVille Concours uses an Airbank System: dual front seat air bags* that work together to provide supplemental protection for all three front seat passengers.

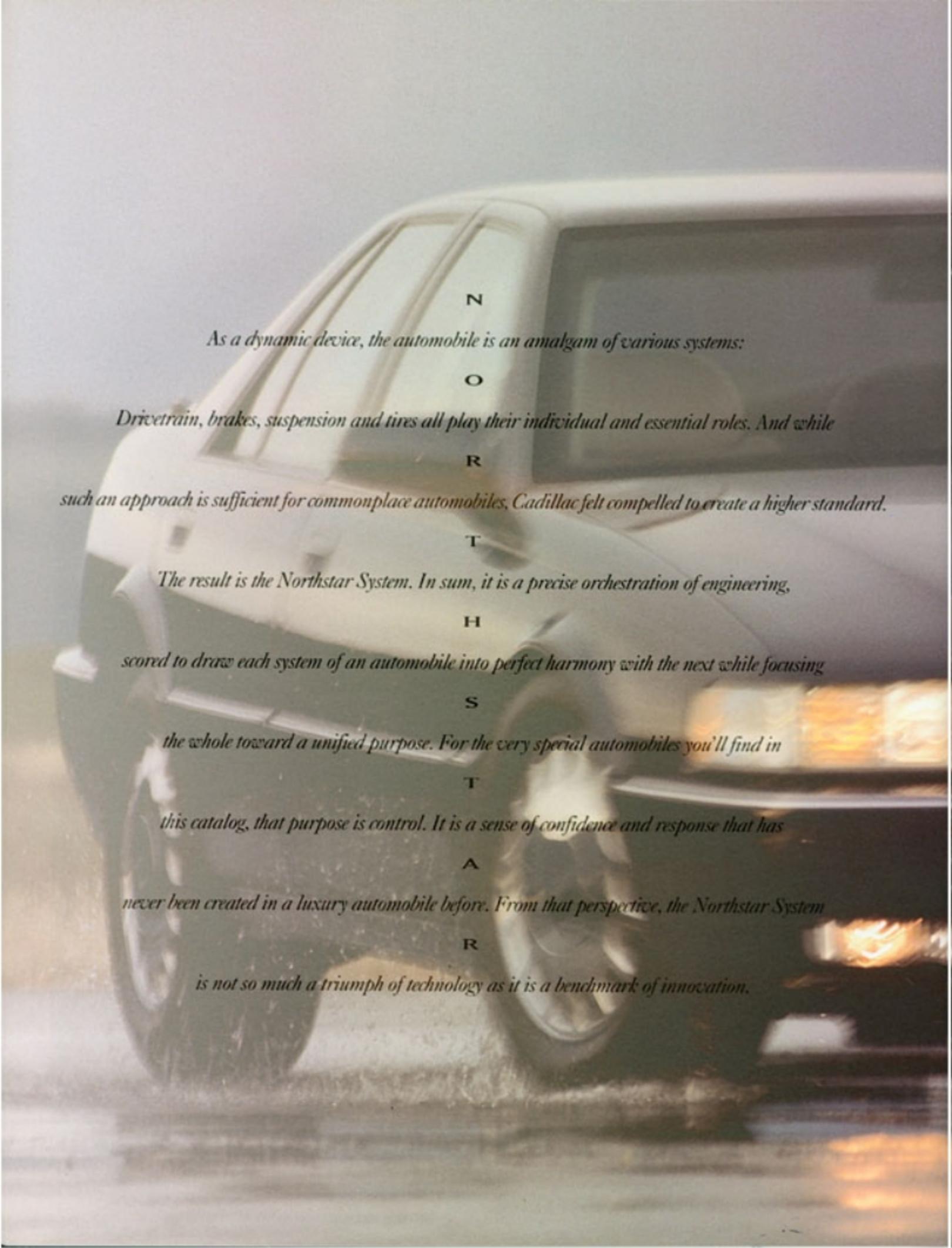


*Always wear safety belts; even with air bags.



The DeVille Concours eloquently speaks the language of the road. With the sophisticated Northstar System and spacious six-passenger interior, it is a combination of qualities you've never seen before. Yet, a single drive will make you wonder why you ever settled for less.





N

As a dynamic device, the automobile is an amalgam of various systems:

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Drivetrain, brakes, suspension and tires all play their individual and essential roles. And while

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such an approach is sufficient for commonplace automobiles, Cadillac felt compelled to create a higher standard.

T

The result is the Northstar System. In sum, it is a precise orchestration of engineering,

H

scored to draw each system of an automobile into perfect harmony with the next while focusing

S

the whole toward a unified purpose. For the very special automobiles you'll find in

T

this catalog, that purpose is control. It is a sense of confidence and response that has

A

never been created in a luxury automobile before. From that perspective, the Northstar System

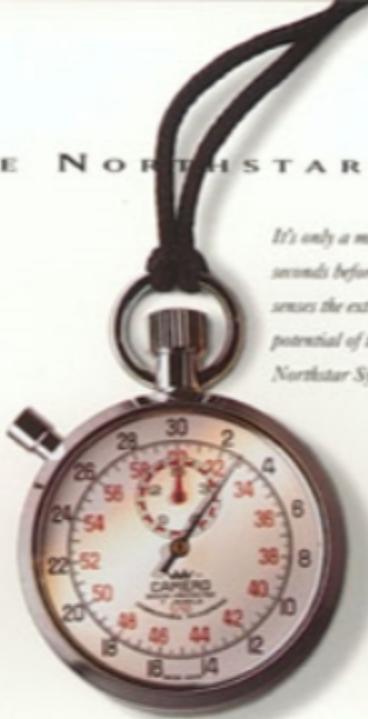
R

is not so much a triumph of technology as it is a benchmark of innovation.



THE NORTHSTAR SYSTEM

At the heart of every Northstar System is the world-renowned Northstar 4.6L V8 – a higher standard in its own right. It is built around a strong but light cast aluminum block and heads with cylinder liners of cast iron. Dual overhead cams for each cylinder bank are driven by precision-engineered chains that are as quiet as, yet more durable than, common belt drives.



It's only a matter of seconds before a driver senses the extraordinary potential of the Northstar System.

The Northstar V8 generates more horsepower for its displacement than any other American luxury car V8 engine.



As its name indicates, the Northstar System extends far beyond a revolutionary V8. For example, one of the primary elements of Northstar is its electronic 4T80-E transmission. Matched to the engine and electronically synchronized by computer, its mechanical efficiency and shift quality are unparalleled in Cadillac history.

Equally impressive is Northstar's real-time Road-Sensing Suspension system. It constantly reads bumps, swells

and contours of the road as well as suspension load at each wheel. All in a matter of milliseconds. With this "real-time" input at hand, the Northstar suspension system then counters these forces with damping dynamics of its own. Result: an unprecedented feeling of comfort, confidence and control.

Panoramic Illumination
widens your view of the road, going well beyond federal regulations.

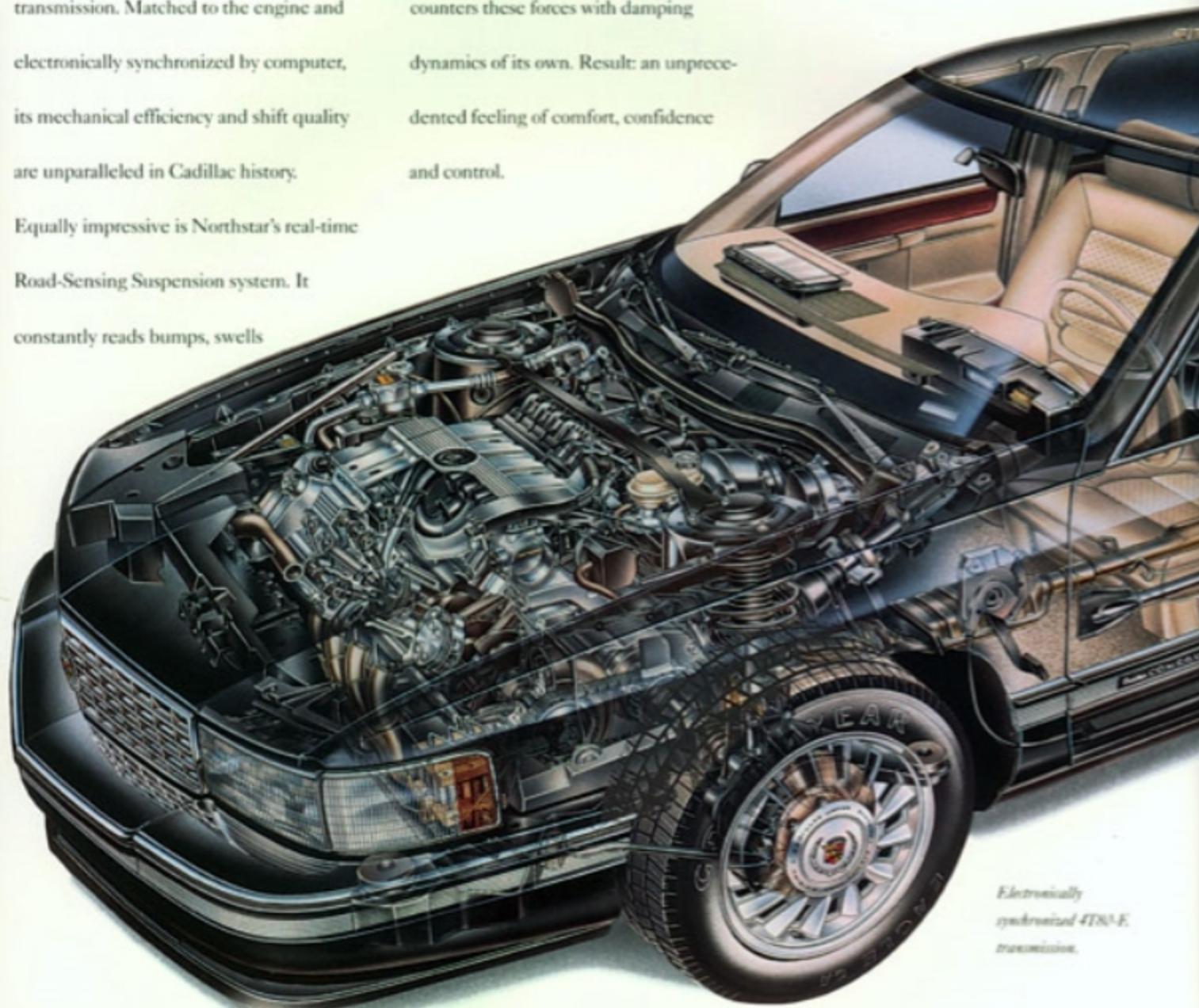
World-class tungsten-halogen headlamps.

Northstar 32-valve DOHC V8.

Equal-length drive axles.

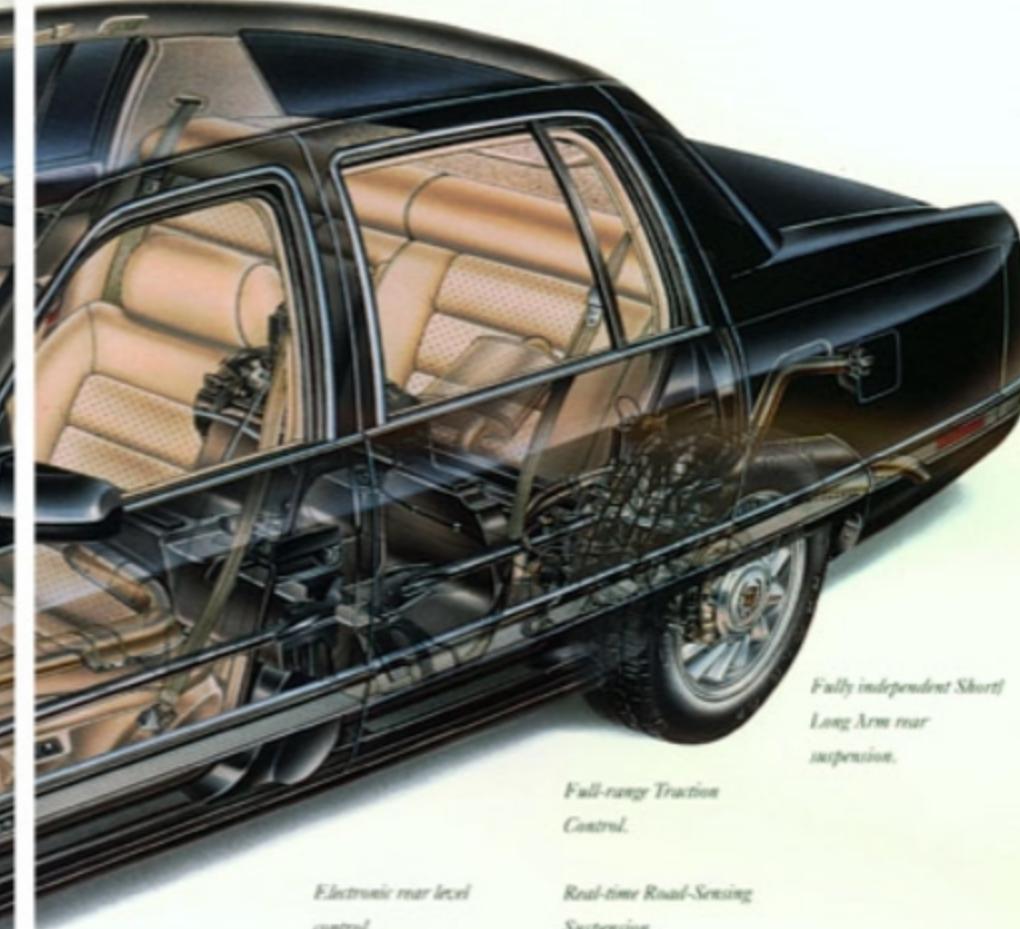
Anti-lock four-wheel disc brakes.

Electronically synchronized 4T80-E transmission.



To enhance this sense even further, full-range Traction Control helps maintain a grip on most any road surface by reducing drive-wheel slippage to a minimum.

Sensors at front wheels detect slip at its onset, which is counteracted through the braking system, and by momentarily regulating the engine's output.



Fully independent Short/Long Arm rear suspension.

Full-range Traction Control.

Electronic rear level control.

Real-time Road-Sensing Suspension.

Speed-Sensitive Steering.

Airbag System: Dual front air bags.*

*Always wear safety belts, even with air bags.



The Northstar V8 travels 100,000 miles before its first scheduled tune-up - four times around the world.

32-Valve V8 • 4T80-E Transmission • 100,000 Miles to First Scheduled Tune-up



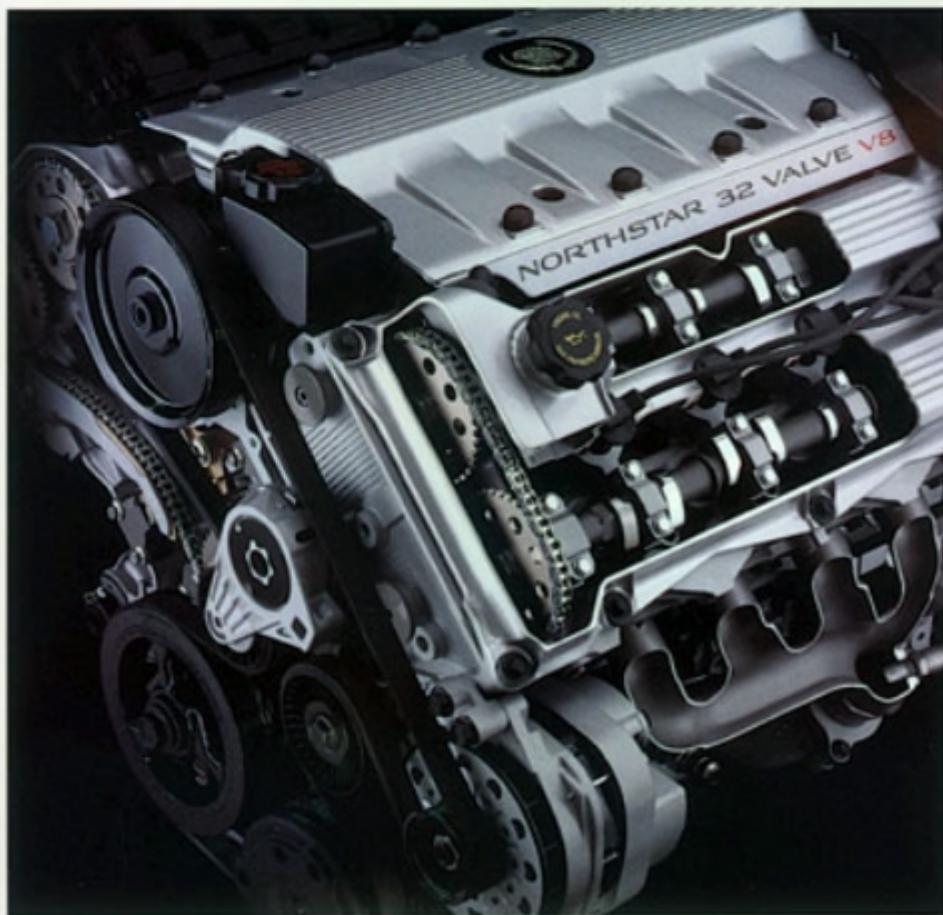
0-60 Under 8 Seconds • Dual Overhead Cam Design • Coolant Loss Protection



The catalyst of the Northstar System is a 32-valve V8 engine that creates a higher standard and banishes the word *compromise*. The Northstar V8 has achieved the seemingly contradictory goals of exhilarating response and silken refinement. The Seville STS and Eldorado Touring Coupe, for example, sprint from 0-60 mph in just over 7 seconds, not stopping till they reach their top speed of 150 mph. Yet, the engine is so quiet at idle, it is equipped

with an interlock switch to prevent drivers from inadvertently engaging the starter when the engine is already running. Borrowed from Indy Car engineering, the 90-degree two-piece engine block creates the strength and solidity necessary for high-performance driving. But the rigidity and integrity of this design also suppresses noise and enhances smoothness, allowing the Northstar-powered Cadillacs to seamlessly thread their way through city traffic.

You could travel up to 50 miles – even in desert heat – without a single drop of engine coolant. Because the patented Northstar V8 is so adaptive, it is engineered to sense major coolant loss automatically. It then begins alternately firing and air-cooling its two banks of cylinders to prevent overheating.



The DOHC 32-valve Northstar V8 in the Seville STS inspired Automobile Magazine to report, "power is rushed to the front wheels in seamless increments, small doses or large, as if your right foot's tendons were surgically fused to the throttle."





At 60 mph, the real-time Road-Sensing Suspension reads the road in one-inch increments. Each wheel is then independently adjusted to enhance driver control.

The suspension and steering of the Northstar System keep the driver in communication with the road, creating a confidence level that your Cadillac will do what you expect in changing situations. The linchpin of the Northstar System's

adaptive handling is the real-time Road-Sensing Suspension (RSS). It reads the contours of the road every millisecond by measuring wheel position and body motion. It then selects either a soft or firm

mode for each wheel independently in the span of 10-15 milliseconds.



New aluminum longer control arm of the Short/Long Arm rear suspension reduces unsprung weight, further optimizing handling precision and refining ride motions.

Sensitive Steering. It delivers light effort at low speeds and progressively higher effort at increased speeds, while the Short/Long Arm (SLA) independent rear suspension maintains ideal rear-wheel geometry under virtually all driving conditions.

The real-time Road-Sensing Suspension helps make your ride more balanced, especially during acceleration, braking or spirited cornering.



Road-Sensing Suspension • Short/Long Arm Rear Design • Speed-Sensitive Steering



Full-range Traction Control • Real-time Road-Sensing Suspension • Dual front air bags



The active safety equipment includes a powerful Northstar V8 engine for ample performance to pass and merge safely.

Four-wheel anti-lock disc brakes add confidence and control under hard braking conditions. Full-range Traction Control helps to prevent wheel spin and traction loss on acceleration. And a real-time

Road-Sensing Suspension enhances peace of mind over unexpectedly rough roads, or when faced with extreme handling demands.

The structure of the internal safety cage

Fuel tank is located forward of the rear wheels and suspension for added security in a collision.

Structural crush zones help absorb collision energy.

includes one-piece side door ring construction on both sides for added strength and security. "Crush zones" also help absorb impact energy and divert it away from the passenger compartment. In addition, you'll find automatic door locks standard on every front-drive Cadillac and rear-door child security locks on every Cadillac sedan.

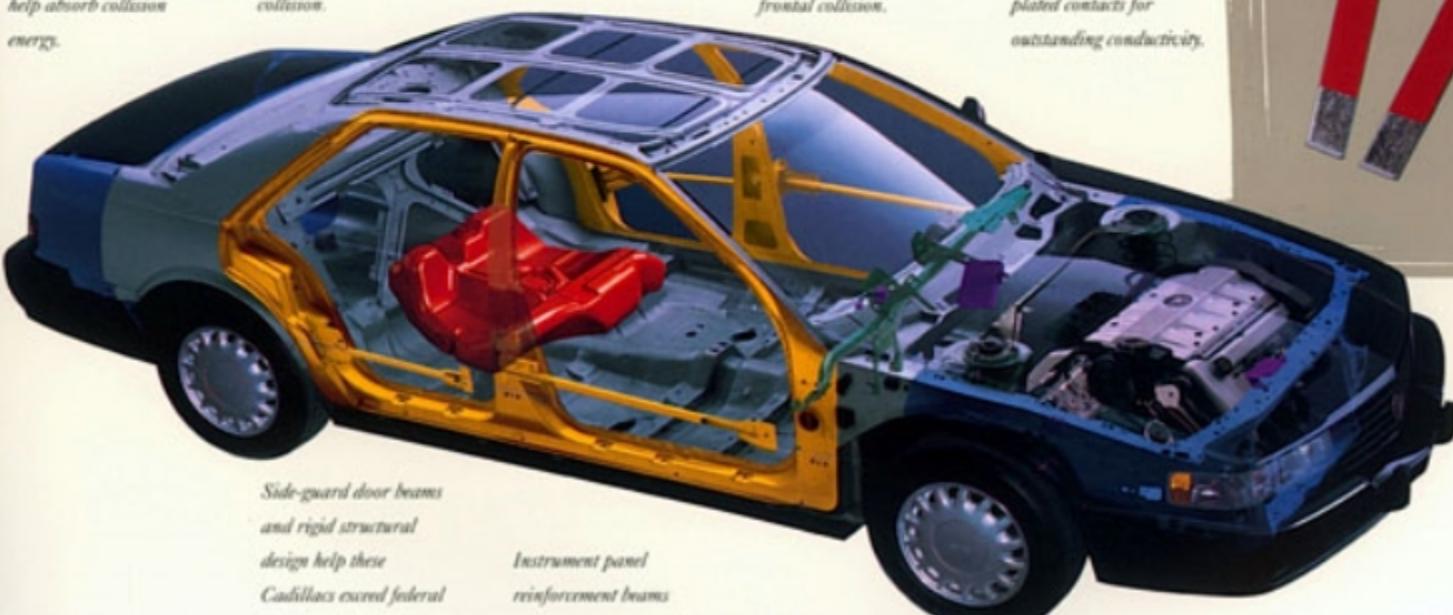


Both driver and front passenger air bags are standard equipment on every Cadillac model. Their level of protection is engineered to exceed federal safety standards.*

Specially designed steel safety cage helps to protect occupants.

Engine mounting system is designed to direct the motor downward and away from passenger compartment in a frontal collision.

Strategically placed air bag sensors have gold-plated contacts for outstanding conductivity.



Side-guard door beams and rigid structural design help these Cadillacs exceed federal 1997 model side-impact standards today.

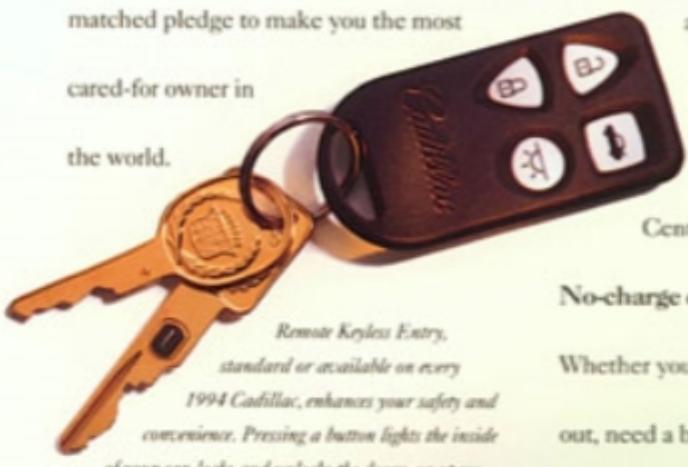
Instrument panel reinforcement beams enhance passenger safety cage integrity.

**Always wear safety belts, even with air bags.*

Cadillacs have a certain magnetism. This is especially true regarding their full-range Traction Control system. Sensors at front wheels utilize a magnetic field to detect the slightest hint of traction-robbing slip, then instantly relay this information to the on-board computer. In milliseconds, engine torque is modulated in concert with the brakes to maintain smooth and predictable traction.



Cadillac Owner Privileges. Cadillac creates a higher standard with its unmatched pledge to make you the most cared-for owner in the world.



Remote Keyless Entry, standard or available on every 1994 Cadillac, enhances your safety and convenience. Pressing a button lights the inside of your car, locks and unlocks the doors, or opens the trunk from up to 15 feet away.

Cadillac Roadside Service. The finest program of its kind, it places assistance just a toll-free phone call away 24 hours a day, 365 days a year – regardless of your model-year Cadillac.

Your call is answered by a Cadillac-trained advisor who, in many cases, can quickly help resolve your car's problem over the phone. If necessary, a Cadillac technician with a specially equipped vehicle, stocked with genuine GM parts, comes to your aid when you need it the most: nights, weekends and holidays. The driver will even take you to your home, a hotel or another local destination if more extensive service is required.

24-Hour Consumer Relations Hotline.

As a Cadillac owner, should you need to ask any questions or make a comment, the exclusive Cadillac Consumer Relations Center is staffed around the clock.

No-charge emergency road service.¹

Whether you have a flat tire, are locked out, need a battery jump start, or simply run out of fuel, you can receive assistance at no charge.

Bumper to Bumper Warranty safeguards your investment for 4 years/50,000 miles (6 years/100,000 miles rust-through protection). There is no deductible.

Never without transportation. If your Cadillac requires same-day service, your dealer will furnish shuttle service. If your Cadillac requires overnight warranted repair, your dealer will provide you with a loaner car if one is available, or reimburse you for rental or transportation expense.²



Trip-interruption protection.¹

You are reimbursed for hotel, food, even alternate transportation necessitated by a covered repair.

Trip routing service.

Cadillac provides personalized route



Gas delivery at no charge¹ should you run out.

information, travel log and road atlas.

Among the best warranty protection in the industry. The Cadillac Gold Key

On-the-spot assistance from more participating dealers than any other roadside assistance program.

A personal invitation. With the Cadillac Gold Key Delivery System, your sales representative will present you with a premium package of ownership materials and introduce you to key dealership personnel.

¹These services are available to all 1994 model owners at no charge for 4 years/50,000 miles. They are also available to owners of prior years' models; however, service fees may apply.

²Please ask your dealer for complete program details.



CADILLAC OWNER

Privileges

24-hour Cadillac Roadside Service
Toll-free assistance 24 hours a day, 365 days a year.

Trip-interruption protection
Reimburses you for lodging, meals and alternate transportation.

Emergency road service
Lock-out assistance, gas delivery, towing, jump-start and flat tire change.

Trip routing service
Custom road atlas and computerized travel log.

24-hour Consumer Relations Hotline
Your questions answered around the clock.

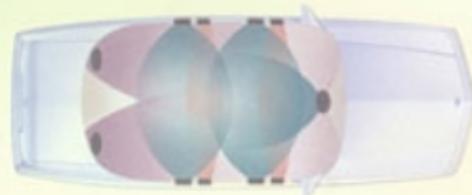
Gold Key Delivery System
Thorough inspection of your new Cadillac. Premium owner's information package. Personal introduction to key dealer personnel.

Courtesy transportation
Free loaner car, rental car allowance or shuttle service.

Gold Key Bumper to Bumper Warranty
4-year/50,000-mile protection. 6-year/100,000-mile rust-through protection. No deductibles.



*Available express-open
Astrorooft (reduces head
room slightly).*



*The exclusive Active
Audio System, with 11
amplifiers and 11
strategically placed
speakers, reproduces
sound with amazing
clarity.*



*CD changer mounts in
the luggage compart-
ment. Holds 6 CDs.
Available by dealer
installation.*



*Standard Delco AM
AMAX_® stereo/FM
stereo radio, Dolby_®
auto-reverse cassette
tape player, six
speakers. (Not on
DeVille Concours)*



*Available Delco/Bose
AM AMAX_® stereo/FM
stereo radio, CD and
Dolby_® cassette tape
players; custom-
equalized for Seville,
Eldorado interiors.*



*Standard Delco Active
Audio System: AM
AMAX_® stereo/FM
stereo radio, Dolby_®
cassette tape. Eleven
amplifiers, 11
speakers.*



*Available Delco Active
Audio System: AM
AMAX_® stereo/FM
stereo radio, CD,
Dolby_® cassette players,
Eleven amplifiers,
11 speakers. (Avail. on
DeVille Concours)*

The 295-horsepower Northstar System: Seville STS, Eldorado Touring Coupe
Engine Northstar 32-valve DOHC V8, 295 hp, with sequential port fuel injection for uncompromising response at all speeds.

Transmission Four-speed automatic, electronically synchronized for a precise, crisp shift quality.

Suspension Real-time Road-Sensing, electronically modulated for optimum handling under all speed and road surface conditions.

Brakes Anti-lock, four-wheel power disc, for all-weather confidence and fade resistance.

Traction Control Full-range, brake/engine modulated for optimum acceleration on a variety of surfaces.

Tires Goodyear Eagle GAs, Z-rated to 150 mph, with all-season design for broad-range performance capabilities.

The 270-horsepower Northstar System: Seville SLS, Eldorado, DeVille Concours
Engine Northstar 32-valve DOHC V8, 270 hp, with sequential port fuel injection for optimum low to mid-range speed response.

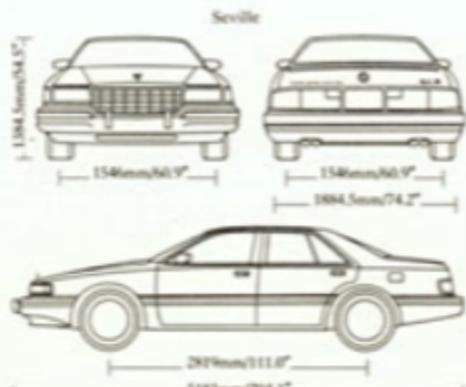
Transmission Four-speed automatic, electronically synchronized with viscous converter clutch for superlative shift smoothness.

Suspension Real-time Road-Sensing, electronically modulated for outstanding ride isolation and precise control.

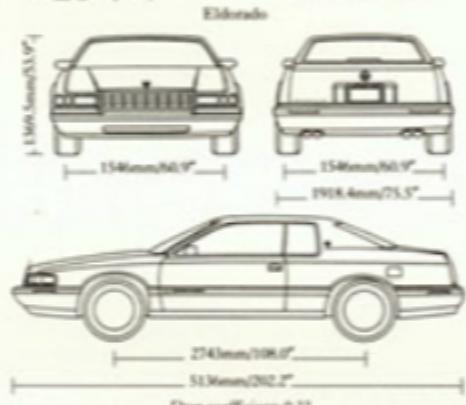
Brakes Anti-lock, four-wheel power disc, for all-weather confidence and fade resistance.

Traction Control Full-range, brake/engine modulated for optimum acceleration on a variety of surfaces.

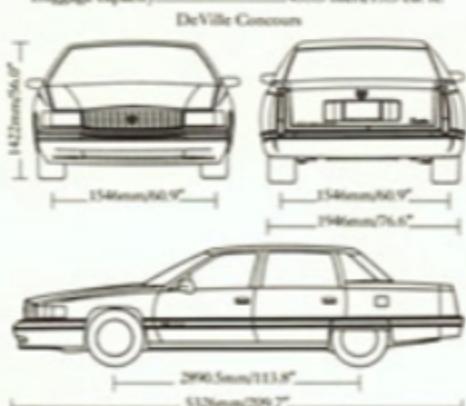
Tires Michelin all-weather touring tires, S-rated to 112 mph with specialized construction for performance, comfort and quiet.



Drag coefficient: 0.33
Head room front 966mm/38.0" rear 972mm/38.3"
Leg room front 1092mm/43.0" rear 993mm/39.1"
Hip room front 1398mm/55.0" rear 1464mm/57.6"
Shoulder room front 1496mm/58.9" rear 1460mm/57.5"
Seating capacity front/rear 2/3
Curb weight
Seville SLS 1738.0 kg/3831.6 lbs.
Seville STS 1765.9 kg/3833.1 lbs.
Luggage capacity 407.8 liters/14.4 cu. ft.



Drag coefficient: 0.33
Head room front 951mm/37.4" rear 972mm/38.3"
Leg room front 1081mm/42.6" rear 916mm/36.1"
Hip room front 1464mm/57.6" rear 1416mm/55.2"
Shoulder room front 1479mm/58.2" rear 1463mm/57.6"
Seating capacity front/rear 2/3
Curb weight
Eldorado 1711.6 kg/3773.4 lbs.
Eldorado Touring Coupe 1732.0 kg/3818.4 lbs.
Luggage capacity 433.3 liters/15.3 cu. ft.



Drag coefficient: 0.35
Head room front 979mm/38.5" rear 975mm/38.4"
Leg room front 1083mm/42.6" rear 1101mm/43.3"
Hip room front 1421mm/56.1" rear 1420mm/55.9"
Shoulder room front 1553mm/61.1" rear 1556mm/61.3"
Seating capacity front/rear 3/3
Curb weight 1813.6 kg/3998.2 lbs.
Luggage capacity 566.3 liters/20 cu. ft.



Standard 16"x7"
squeeze-cast aluminum
wheel - Seville STS.



Available 16"x7"
chromed squeeze-cast
aluminum wheel -
Seville STS.



Standard 16"x7"
squeeze-cast aluminum
wheel - Seville SLS.



Available 16"x7"
chromed squeeze-cast
aluminum wheel -
Seville SLS.



Standard 16"x7"
squeeze-cast aluminum
wheel - Eldorado Touring
Coupe - Eldorado
with V4C option.



Available 16"x7"
chromed squeeze-cast
aluminum wheel -
Eldorado Touring Coupe.



Standard 16"x7"
squeeze-cast aluminum
wheel - Eldorado.



New available 16"x7"
chromed squeeze-cast
aluminum wheel -
Eldorado.



Standard 16"x7"
squeeze-cast aluminum
wheel with multicolored
wreath and crest center
cap - DeVille Concours.



Available chromed
squeeze-cast aluminum
wheel - DeVille Concours.

The GM Gold Card.

The world's only credit card that lets you earn up to \$1,000 a year toward the purchase of any new Cadillac. Plus all the benefits of a GM Gold MasterCard®.



All the benefits of leasing including capital conservation. Terms arranged in the showroom to suit you. Choose your monthly payment date.



The only service contract for new Cadillacs backed by General Motors. Protects beyond the 4-year/50,000-mile Gold Key Bumper to Bumper warranty.



Light Gray - leather



Neutral - leather



Black - leather



Beechwood - leather



Dark Blue - leather



Dark Cherry - leather



Mocha - leather



Neutral - Bistro cloth

1994 NORTHSTAR EXTERIOR COLORS

SEVILLE STS
SEVILLE SLS



● 13 Platinum†



■ 20 Light Montana Blue



● 21 Medium Montana Blue†



● 22 Dark Montana Blue†



● 33 Frost Beige†



■ 40 Cotillion White



● 41 Sable Black†



● 60 Mocha†

ELDORADO TOURING COUPE
ELDORADO
DEVILLE CONCOURS



● 72 Carmine Red†



● 77 Dark Cherry†



● 87 Academy Gray†



● 91 Polo Green†



● 92 Calypso Green†



● 93 White Diamond† □

KEY

● = All Northstar Cadillacs

■ = DeVille Concours,
Seville SLS, Eldorado

□ = Available at extra charge

† Limited colors available on Eldorado Touring Coupe
and Seville STS.



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