

# 1970 CADILLAC COUPE DEVILLE CONVERTIBLE

1970 Cadillac Coupe DeVille Convertible, Series 683, Model 70-683, body/style no. 68367-F

Owners: Bernie and Janice Taulborg Collection

Original cost: \$6,068.00 (In 1970: Average car cost, \$3,900.00; average household income, \$9,350.00; average home cost, \$23,000.00; gallon of gas, 36 cents)

Bernie Taulborg purchased in 1985.

Number made: 15,172

Engine, etc.: 472 cu. in., 375 hp; 8 cyl.; automatic; 129.5 in. wheelbase; 225 in. length; 4,660 lbs.

Cadillac was one of the few American automakers up to the demands of the 1970's, Detroit's most challenging time since the Great Depression of the 1930's. Consumer tastes changed radically, federal government emission regulations increased, and an unprecedented energy crisis suddenly made fuel economy a top priority by 1974. A slow economy and increased competition made for a rough time but Cadillac was somewhat insulated from the difficulties. Its moneyed clientele was less affected than mainstream consumers by "sticker shock", record gas prices, and other unpleasant jolts to the wallet.

The 1970 Cadillac de Ville was available as a four-door sedan, 4-door hardtop, coupe, and convertible.

Standard equipment included turbo-hydramatic transmission, power steering, front disc brakes, power windows, center front armrest, electric clock, outside remote control left-hand mirror, visor vanity mirror, and bias-belted fiberglass blackwall tires.

The 1970 DeVille had a facelift including a grille with thirteen vertical blades set against a delicately cross-hatched rectangular opening. Bright metal headlamp surrounds were bordered by body color to give a more refined look. Narrow vertical taillights were used again. The exterior also included a DeVille script and long rectangular back-up lights set into the lower bumper.

This was the last season for the DeVille convertible.

The DeVille model line sold a total of 181,719 in 1970, accounting for 76% of all Cadillacs and the last year one model so dominated Cadillac sales.

All cars in 1970 were required to have anti-theft steering columns, ignition locks, and front and rear side marker lights. Of all new cars, 60% were air conditioned.

Sources: Standard Catalog of American Cars, 1946 – 1974. John Gunnell. Rev. 4th ed. Krause Publications, 2002.

<http://www.classiccardatabase.com/specs.php?series=6277&year=1970&model=30189>

<http://www.conceptcarz.com/vehicle/z12130/Cadillac-DeVille-Series.aspx>

[http://en.wikipedia.org/wiki/Cadillac\\_de\\_Ville\\_series#1965.E2.80.931970](http://en.wikipedia.org/wiki/Cadillac_de_Ville_series#1965.E2.80.931970)

See

also: [http://www.oldcarbrochures.com/static/NA/Cadillac/1970\\_Cadillac/1970\\_Cadillac\\_Brochure/dirindex.html](http://www.oldcarbrochures.com/static/NA/Cadillac/1970_Cadillac/1970_Cadillac_Brochure/dirindex.html) (Original 1970 brochure)