

## **OWNERS CLUB OF GREAT BRITAIN**





The 2006 CTS Luxury Sport belonging to Paul Nieuwenhuis

## NOVEMBER - DECEMBER 2014



## Club web-site (with international links): www.cocgb.dircon.co.uk

(For Cadillac LaSalle Club membership, contact Mike or Nancy Book on: 001-614-478-4622 or CLCoffice@cadillaclasalleclub.org)

## **CHAIRMAN**

Peter Griffith "Millbank" Mill Lane Wallasey Wirral CH44 3BN 0151-630-1414 0151-639-3376 Fax v8v12v16@globalnet.co.uk

## TREASURER

**Bob Thomas** 15 Bleakley Avenue Notton Wakefield WF4 2NT 01226-722454 (7.00pm-9.00pm) robthom1uk@yahoo.co.uk

## MEMBERSHIP

Rod Bevan 420, Tilehouse Lane **Tidbury Green** Solihull B90 1PX 01564-822914 rod.bevan@btinternet.com

## LIAISON & WEBSITE

**Rob Maidment Boyton Hall** Little Wratting Haverhill Suffolk CB9 7TA 01440-702071 maidment@dircon.co.uk

## SHOW ORGANISER

Rod Bevan 420, Tilehouse Lane **Tidbury Green** Solihull B90 1PX 01564-822914 rod.bevan@btinternet.com

## AREA REPRESENTATIVES

#### ESSEX & HERTS

Alan & Kath Reed 57 Silkstream Road Burnt Oak Edgeware Middx HA8 0DD 0208-201-0147

#### WEST YORKSHIRE

**Bob Thomas** 15 Bleakley Avenue Notton Wakefield WF4 2NT 01226-722454 (7.00pm-9.00pm) robthom1uk@yahoo.co.uk

## BIRMINGHAM

**Derick Jackson** 103 Curbar Road Birmingham B42 2AY 0121-357-4674

## SCOTLAND

lain Morrison **5** Pinkerton Street Dunfermline Fife, KY11 8LN 01383-411648 naebawbees@gmail.com

## IRELAND

Nick Stratta 32 Effernock Manor Trim **County Meath** 00353-469-436204 nickstratta@gmail.com

## EDITOR

**Rob Maidment Boyton Hall** Little Wratting Haverhill Suffolk CB9 7TA 01440-702071 maidment@dircon.co.uk





Committee	2
From the Chairman	3
Editor's Bits	4
Trouble at the Mill	6
Weekend Away	8
Membership Sec	9
Treasurer	9
Events & Members	11
Market Place	12

Cadillac "Standard of the World"

## CLUB NEWS From the Chairman

## **Christmas Comes**

Not long to go now for Christmas, and I seem to have just been running my cars around the block recently. Ernie Wright of

Ashton-under-Lyne made a great job of my '69 convertible. He did away with the contact points and solid-state fitted ignition. The car is running now smoothly. The other 1991 Convertible is in fine condition and runs extremely well, as does the '91 Sedan Deville.

## Christmas Comes

I would like to the oran of the great last thank our magazine editor for the great last issue and all the interesting items. Paul Bedford's story about his Eldorado was particularly interesting. I remember Paul when we visited Billing in the 1980s and '90s

and all stopped at the Hotel in Weston Favell. He was talking about restoring the Eldorado then.

## **Christmas Comes**

I see Hugh Howard has rejoined the club. Over time, he has had quite a bit of correspondence with me concerning restoring his '64 convertible. I met him first at a show when he had lost a hubcap on the way. If I remember correctly, the car is light blue.

## Christmas Comes

Recently, I have had a steady stream of e-mails from owners who want help looking for parts or are having difficulty in registering their imported vehicles with the DVLA. I've suggested that they join the club, which they mostly appear to have done, and I have written to the DVLA on club notepaper on their behalf with all the information – and plenty of it – on their vehicles.

## **Christmas Comes**

Unlike some of the unhappy stories since the DVLA closed their regional offices, I'm

pleased to say that I've never had a failure yet with them. When my '91 Convertible documents were sent off, I received the car's new registration very swiftly indeed. I was also delighted to have my own driving licence renewed in suitably quick time.

## **Christmas Comes**

I know I haven't been

to many shows lately but that is due to

illness at home and family losses, but next year I'm going to try my best to get to as many as possible. Happy Motoring and Happy Christmas.

## Regards, Peter B Griffith



who want help looking for parts Lakeside party venue as will be set up at the forthcoming GE in Switzerland

Please supply details and photographs for website – and s.a.e if photos required returned



## COCGB – November-December 2014



# **Bits & Pieces** From The Editor

Now is the time to think about heading into the Swiss mountains for the Grand European in

late August. The weather should be glorious and we all know that the Swiss CLC will look after us with their normal relaxed and fun-loving attitude. Dirk Van Dorst explains a bit more below and there is a copy of the Registration form on the opposite page.

As yet, I don't know

the GE, but I certainly would like to - I have always enjoyed my dealings with and times in Switzerland. Bob Thomas, our Treasurer, has booked himself in already, so give it some thought and maybe see you there!

## From Dirk Van Dorst

Dear friends of the CLC worldwide, here it is your long-awaited invitation for the 2015 CLC Grand European. This is the event where CLC members from all over the world meet each other.

Every GE is tailor made - they never are the same. Also, because the GEs are across Europe, we always have a different 'décor', cars and participants.

For this fifth edition GE, the Swiss mountains are calling us. The CCS (Cadillac Club Switzerland) has existed for more than 30 years, and all GE participants will benefit from their experience and organization, plus John Foust will again sponsor the awards.

Detailed info about Swiss road rules, registration form and program can be found @ www.cadillacclub.ch/GE2015 .

See you in Pfäffikon/Zurich, summer of 2015

Best regards, Dirk Van Dorst & the Swiss GE Team

## **FBHVC UK LEGISLATION** Roadworthiness Testing

Since the last Newsletter the Department for Transport (DfT) has opened its online website for comment. You can find it at www.dft.gov.uk/classicmot/ We suggest all readers do so. There you can see what comments have been suggested already and you can perhaps comment yourselves.

When this article was prepared there was a preponderance of comment against any exemption. Perhaps this is the time for us to remember that the existing MoT exemption arose in the first place partly because

> Federation the had expressed concerns particularly about older vehicles being damaged by testers unskilled in testing elderly vehicles. Also, when we canvassed our members on the subject a majority were in favour of the pre-1960 MoT exemption currently in place. Whatever may be the views on exemptions for more recent vehicles, we do not think that we want to lose the original points, so in due course we will take

it up with DfT. That may well

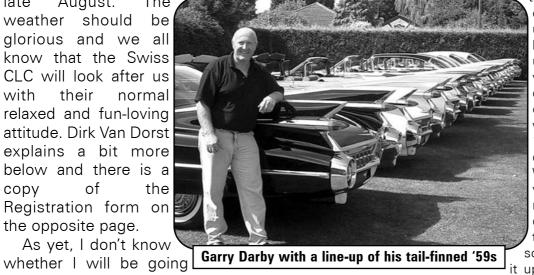
be through an extended comment on the site, if that is how DfT wish to obtain input.

Comments to date seem to be brief and based on opinion with little reference to actual fact. The

Federation exists partly to together bring our members' various views and opinions and put them into a reasoned evidence based form. We are a bit concerned that DfT's current inclusive, populist approach may result in them being swayed by prejudice as much as fact. We will continue to push for our members' views to be taken seriously.

Very many thanks for the contributions. Please keep them coming – a regular supply is essential for

the magazine and is



One of John Foust's hand-made GE Awards

continuing to be much appreciated by other members – Ed







## CLC Grand European Meeting August 26<sup>th</sup> - 30<sup>th</sup> 2015 Pfäffikon SZ – Switzerland

Please fill in completely and in block letters!

	Participant	Name/First Name Mr/Mrs/Ms				
		Address				
REGISTRATION		City				
		Zip Code				
		Country				
		E-Mail				
		Telephone				
		Mobile Phone				
	Partner	Name/First Name Mr/Mrs/Ms				
4		1 team = 2 adults + 1 Cadillac/LaSalle				
2		Cadillac/LaSalle (year, model, type)				
F	Name/Address/E-Mail/Cadillac may be disclosed to other participants:					
S		YES except				
	Member of	CLC membership number				
Ш		Cadillac Club of (please indicate club name or country)				
2		Membership number				
	(Membership of the Cadillac LaSalle Club CLC or an affiliated club is mandatory for participation and will be verified)					
	Name of guest	(not more than 3 per Team):				
	Mr/Mrs/M	5				
	Mr/Mrs/M	5				
	Mr/Mrs/M	5				
		or 2 participants without Cadillac/LaSalle may ride as guests in our				
		Cadillac/LaSalle for one or several tours				
N		Honest John's				
1	www.	w.cadillaceurope.com Seite 1 von 2				

5

# Trouble at the Mill

## by Phil Hole

## Part 1

It started back in 2013; I seemed to be topping up the coolant in my 1992 Sedan deVille on a regular basis, not huge amounts but it kept dipping below the coolant full cold line, something it had never done before. I checked it for leaks but I couldn't find any, the only 'drip' was the one

scratching his head wondering where the coolant was going. By May 2014, things were considerably worse. More coolant was disappearing and then it started bubbling back through the expansion bottle, which became extremely hot anyone for a fried equ?

The strange thing was that the performance on the road didn't seem to be affected; it could still haul itself at motorway speeds in a fairly rapid

time. It passed its MoT with no advisories, and the guys at Laurels Garage in High Littleton did a compression test on the cooling system, which was fine.

The first indication that something was seriously amiss came whilst I was waiting at Bath Spa Railway Station, which has a woefully inadequate pick-up / drop-off area (should you ever need to go

there, take something smaller than a Cadillac) meaning that I was in a stop/start queue for a quarter of an hour. At the last 'start' it struggled and, once started, ran very rough at low engine speed. There were no warning lights or codes and, as there are no gauges for water or oil temperature, it wasn't aetting hot enough to

tion. But it was getting hot, and I was relieved when we made it home.

Worst-case scenario was a blown head gasket, which sadly was confirmed after the Laurels did a 'sniff' test. Ouch - that sounded expensive and, as the car has only done 112,000 miles, a little annoving. For good measure they also confirmed, by virtue of the horrible noise it was making, that the water pump was on its way out.

I drove the two miles home and set about its resurrection. Yes, I'd read all the horror stories on the forums: "don't bother trying to fix it, get a replacement from a salvage yard it'll be cheaper," and, "you're bound to strip a thread in the aluminium block", but this is North East Somerset not the US, so it had to be repaired. The other option was to scrap it. Yes, you're right, that was unthinkable!



Phil Hole's 1992 Sedan at Le Mans last year

First things first, organise the parts. So I rang Barry Dufty (at Specialist Autoparts in Yeovil, 01935-426517) for a head gasket set new and a water pump. ľve known Barry for as long as I've had the car, and his knowledge and experience are invaluable to someone like me who at times can be an

above average idiot! Secondly, I had to decide who was going to do the job. I've read often with bemusement the articles in Classic American where people spend many thousands on their cars, but that isn't me. That said, it was going to cost a few bob however I did it. Steve at the Laurels garage offered to do it and I was happy with that; they'd have been my

first choice anyway. The problem was fitting the car

in their workshop, literally. At 17-feet 4-inches, it does take up a fair amount of floor space and so, armed with a tape measure, we tried to work out where it could 'rest'. The issue for them was that it was an unknown quantity, they'd never done one before, and what if they needed more parts? You can't get them at the local motor

trigger an 'overheat' situa- Under the bonnet before starting dismantling factors and, with the engine stripped down, it's not going to move very far. The only answer was to wait for a quiet period.



## **COCGB – September-October 2014**

By the time July arrived, I'd more or less made up my mind to 'do it myself'. I've plenty of time since I retired and, unlike previous undertakings, I didn't need to get it back on the road in as short a time as possible. The main constraint (other than my ability) was the weather. The car lives outside on the drive. I can get it into the single garage but there's no room to work on or around it. So, on a warm and sunny Monday 14th July at 10:05, I made a start. When you lift the hood on a transverseengined 4.9 litre V8, the myriad of 'stuff' under there can be daunting, and the pangs of doubt do

tempt you to close it again – but it stayed open, I wasn't giving up.... yet.

There's hours of work – at my pace these days – before you can even get to the head and, of course, there are two of them, so twice the work when you do get there. As I stared with incredulity at the enormity of the task, it was clear that I was going to have to be very methodical about this. Ok, I've got my Chilton's manual, a well

thumbed oil-stained tome, but there were a lot of parts to come off that had to go back on in the same place and order. So I had a plan: as a part was removed and/or disconnected, it became a step in my notebook. I also took a photo of it with my phone. Parts were then boxed in large plastic tubs I'd acquired from 'Phil next door'. In total, I had 6 boxes labelled 1 – 6, the idea being I'd replace the parts in the reverse order 6 – 1. In addition, small parts / nuts / bolts / clips were in

freezer bags, labelled and then boxed. The challenge now was to keep to the plan and not get carried away.

Time to start... It was a bit of an anti-climax really, not so much 'boldly going', as merely removing the usual suspect in a service: lid off the air filter and remove the filter – that was a piece of cake.

As I delved further, it was just a case of removing layers. Yes, it looks a right jumble

when you start, but it's really **the one-up insue o** quite methodical and that makes sense – after all, someone put it together in the first place. So, in good cheer, and with no bad language – a first for me – I began to strip down the engine, noting, photographing, bagging and boxing as I went.

If you are tempted to do anything like this, buy

several boxes of surgical gloves. I prefer the vinyl powder free ones and often put them on six at a time, three on each hand! That way, when one gets really grubby, you can remove the outer one and there's another underneath, a bit like racing-driver visor tear offs.

One thing I find frustrating with motor manuals is that the diagrams are often on different pages to the descriptions, which can be confusing as can an instruction to remove a part without a diagram. It seems they assume I know what they are talking about – but I'm just a simple country lad. Oh, and

> don't take what they sav as gospel. According to the Chilton's manual, you need to undo the engine mounts lower and the engine slightly to remove the rear exhaust manifold. Well I managed it without doing that. Country Bumpkin 1 – 0... Go

Bumpkins!! In truth, I didn't follow the manual, I simply removed the 'layers' as I came to them and referred to the manual only when I needed to.

You know, as I delved deeper towards the heads, the more I started to wonder if the designer had been on drugs. 'Standard of the World' it might be, but 'Pain in the Buttocks' runs it a close second – time for a rant or two. There are lots of things that won't come apart easily, often merely because

> there's a ¼ inch less clearance than needed. Take the pulley wheel for the water pump: it has to come off to get to some of the bolts that hold the water pump on. Fair enough, but when you've taken the pulley bolts out, you can't physically remove the pulley because it won't come past the chassis leg – it misses by a ¼ inch. And the water pump itself has to come

one last week, because, unless you remove it, you can't get a socket or a spanner on one of the bolts that holds the power steering pump bracket, which in turn hides one of the head bolts. But I kept calm, honest – rant over.

TO BE CONTINUED



The oiled-up inside of one of the rocker covers

Excessive carbon build-up on Throttle Body to go back Bumpkins!! In truth, I didn't follow the

7



By Russell Bowesman

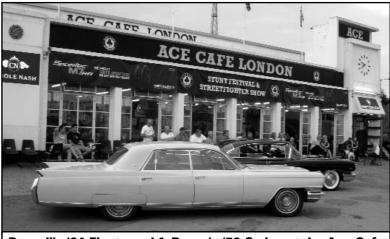
A weekend away, a few months ago - July 2014.

In fact, apart from a semi-successful attempt at attending the Club AGM in April and some local pottering about, this was my only trip out this year in the '64 Fleetwood. The Rally of the Giants (ROG) in Blenheim looked to be well worth the journey.

Rod and Bob wrote about it recently and I had hoped to submit the view of a first time visitor, not that I knew it at the time, and so I wasn't taking notes. Hence one of the reasons why I'm submitting this in November. My working title was to be "My first ROGer".

However, a Sunday does not a weekend make. Last year at the GE in the Netherlands, I met, amongst others, a recently returned-to-Cadillac-ownership enthusiast,

Roger Sharman (hence the reason for scrapping my working title) and his lovely wife Tilly. On one of the excursions, they, I, and Graham Saggers and his equally lovely wife Gen, spent a couple of hours driving around half of Holland – as it seemed at the time - trying to find our way to one of the many car collections we visited while over there. Three Cadillacs, a 1959, a '60 and a '64, all hope-



Russell's '64 Fleetwood & Roger's '59 Sedan at the Ace Cafe

lessly lost looking in the countryside for a shed, literally, but having tremendous fun because it was always in a Cadillac!

On our return home, we all decided that we should perhaps repeat our achievement this year, but in the UK. In the end, we chose the Blenheim weekend. Graham and Gen were attending a show in the Midlands on the Saturday and so couldn't join us, but Roger, Tilly and I did meet at the Ace Cafe in London on that Saturday for the Cadillac V8 centenary event. Unfortunately, July being full of events, only five cars turned out, including our two, the others being a very nice '57 Convertible and a brace of newer BLS/CTS designs. As yet, I still can't tell the difference between them and, once again, I wasn't taking notes. There were a few other US cars and pickups there along with plenty of bikes and plenty of hungry visitors asking questions and showing great interest. One man was particularly interested and asked if I would take a photograph of him standing by my car. I told him to get in the driver's seat for the photo and he couldn't stop grinning afterwards.

Another Caddy owner wanted to look at how my kickdown switch was mounted, as he was rebuilding his that had been modified, and wanted to see how it all went together. I opened the hood and we were instantly surrounded by inquisitive diners. It's always a great pleasure seeing the attention these cars attract and answering the many questions that arise. This will come as no surprise to any of us here and just adds to the overall satisfaction of driving one of these beasts. It can be summed up nicely by something that happened on the M25 on my way to the Cafe. Stuck in heavy traffic near Heathrow, there was a broken down car on the hard shoulder being attended to by an RAC man. The traffic was literally stop and start. I caught the recovery man's eye as I was looking at the breakdown and he turned to me and said, with a hint of exasperation in his voice, "Now that's a proper car".

Towards mid-evening, Roger and I having the only two Cadillacs left, were encouraged to park in front of the cafe and that's when we took our pictures. Shortly after that, we set off for Middle Aston House near Oxford, a beauti-

ful 17th century hotel that serves as a kind of marshalling area for the exhibitors at Blenheim. This was the really exciting part: a convoy up the M40. If there's one thing that's better than looking at one of these cars in a showground or at the side of the road, it's looking at one on the move, and even better at dusk when the lights are on. 50 years on, the way

these cars keep up effortlessly with modern traffic is a testament to American engineering and design. Arriving at the hotel – yes, after genuinely getting slightly lost again – after all the other guests had arrived, it was like driving into a gangsters' convention. A very comfortable night and a huge breakfast later, we set out for Blenheim, and yes, you guessed, it involved yet another U-turn.

A very worthwhile Sunday the RoG turned out to be, with perfect temperatures, a perfect setting, and a horizon of perfection in automotive design glimmering under a perfect sky. There was just too much to take in during the course of just a day, and I'm not too knowledgeable about many of the pre 50's cars. All I can tell you is that it is vast, hugely impressive and, if you haven't ever been, it's very well worth going.

So a most enjoyable weekend away.

## Rod Bevan

## MEMBERSHIP SECRETARY

## New members

A very warm welcome to new members this time: Michael Stilwell of Leominster with a 1981 Fleetwood Brougham; and Lynda Chase-Gardener of Essex with a 1996 SLS Seville. Also, a warm welcome back to Alan Pearce of Worcestershire with a 1976 Eldorado; and Hugh Howard of London with his 1964 deVille Convertible.

Don't forget to send any photos and/or stories to Rob Maidment for inclusion in the website and/or magazine – contact details on inside front cover.

Dear Rod:-

#### **Peter Dobson writes**

Dear Rod, Further to our phone conversation, here is the detail of the show run by the 'Bourne Motor Racing Club'. This is its 10th year and the main theme of next year's show is motoring in each decade of the last century.

I am asking for the support of your members for one example of each year's tail fin Cadillacs from 1956 to 1964 inclusive.

The Show is a one-day event to be held on Sunday 21st June in the park in the centre of Bourne, which is on the A15, 18 miles north of Peterborough.



Another picture of our stand at the Rally of the Giants

Details about the club and past shows can be found at www.bournemotorclub.co.uk.

Anyone interested in attending can reply direct to me at annbeech@yahoo.co.uk and I will supply entry details, which is free. Many thanks for your time and interest. Yours, Peter Dobson (show organizer).

Sounds interesting, so any members wishing to attend, please contact Peter direct. Rod

#### Seasons Greetings

Merry Christmas and a Happy New Year to you all. I hope you all have the presents you ordered from Father Christmas, here's hoping.

That's all for know, see you soon. Keep on driving. Very best wishes,

Rod Bevan.

## Bob Thomas TREASURER

#### Hello Everyone.

Details of the Grand European 2015 in Switzerland have now been released, and it looks like it will be another good one! Lots of entertaining treats are being arranged for everyone participating and, from what I can see, it will be a fun packed few days. Peter Gamlin and I have registered already, so that's two from the UK for a start. If you fancy it, don't leave it to the last minute – I believe the limit is one hundred cars, so get registered.

Most of our cars are off the road now – not Kath's CTS though, that's my, sorry, her daily driver. So it's time to get all those little jobs done, my '64 included. I knew it needed a couple of brake cylinders, so I set to and changed them. Did the rear ones first, no problem.

When I pulled the first drum off the front, I thought the shoe fitting didn't look quite right. I have checked the brakes a couple of times since owning the car over the last four years, but never done any work on them, as the shoes looked new and everything was clean and dry. Then it

> dawned on me: the front shoes on the sixty-four have stabilizing plates attached to the hold-down springs on both shoes. It was these that were not fitted in the correct position. I pulled the drum off the other side and it was exactly the same. Just to make sure, I dug out the manual and, sure enough, I was correct. Needless to say, they are now fitted correctly and I will have to see if it has made any difference to the braking when the car is back on the road.

> Why I didn't notice this before, I don't know, but the car has been well used in the last four years with,

it appears, dodgy brakes – although there was no indication of this and it passed four MOTs as well. Actually, it won't be long before it gets a run, as it is going for a new soft-top soon, so it will get a bit of a drive then. I noticed at the same time that one of the wheel bearings sounded a bit ropey, so changed that as well. It pays to keep checking these old girls. You never know what's going to turn up.

Finally, just like to take this opportunity to wish everyone a very Merry Christmas and a Happy New Year.

Best wishes. Bob Thomas. Treasurer.

PS. Don't forget the Club Store. http://cadillacownersclub.waterfront-store.co.uk

## QUO VADIS, CADILLAC?

Kevin Luedtke, Editor CLC 'Standard', Detroit

Unlike Packard and Duesenberg enthusiasts, we are lucky to have our favourite marque still with us today. But soon, will we still be able to recognize it?

For most of its life, success seemingly came easy for Cadillac. Strong leaders with bold visions for the product, and the backing of a parent company that had the means to make even the wildest of these visions come true, meant that Cadillac only went from strength to strength, from accolade to accolade, and from one sales record to another. But the world changed by the 1970's, while Cadillac became oblivious and only got fatter and happier serving its traditional market.

The first signs of the present churn we see at Cadillac started with the introduction of the 1975 Seville. It was an acknowledgement that sheer size and interiors with ersatz Louis XIV-style opulence were no longer the standards of luxury that America or the world aspired to.

But Cadillac, along with GM trucks since the 1980s, were the cash cow product lines that ultimately kept GM alive until its monumental 2009 bankruptcy sanitized the company's balance sheet.

None of the bean counters at GM wanted to see Cadillac walk away from all the easy cash that they collected from traditional customers with each DeVille, Fleetwood and Eldorado. The Division made no bold moves, and began to stumble. It served up such questionable products as the V8-6-4 and HT-4100 engines, and the dreadful Cimarron that will haunt Cadillac forever. It made mis-steps like turning to front wheel drive while customers were voting for rear wheel drive with their pocketbooks, and tried to sell the uninspired and unreliable Catera as an M-B and BMW fighter. It all took its toll. Little by little, the trickle of customers leaving Cadillac for the larger Mercedes and BMW models, the then new Lexus marque, and even its old arch rival Lincoln, began to grow into a steady stream.

Art & Science saved Cadillac. Of course it wasn't just the bold, architectural looks of the 2003 CTS and the 2004 XLR that signalled it was no longer business as usual at GM's prestige marque. The chassis became more taut and controlled and structurally rigid, and the engines delivered more power in a more reliable fashion. In under a decade, Cadillac has cleaned its house, gone on an Olympian's diet and fitness regimen, and spent time with a good tailor. Now, you can actually compare the performance of a Cadillac ATS to a BMW 3-Series and not be laughed at.

But Cadillac is still not selling cars in the quantities that it deserves to, now that the vehicles are consistently good, well built, and truly world class. In a 2014 luxury car market that is up by 6%, Cadillac's sales have actually fallen by 5%.

Here is where the real fun begins. Enter Johan de Nysschen, the South African former chief of Audi of America, and recent head of Nissan's Infiniti outfit. He arrived at Cadillac in August of this year, bringing his vast experience and successful record in the luxury segment, and already the hot sparks are flying. Within the last month, the following headlines have come out of GM's Renaissance Centre headquarters in Detroit:

o Confirmation of a new Cadillac flagship model, to be built at the Detroit-Hamtramck assembly plant.

o A statement that Cadillac could even build products above the new flagship's price range.

o The new products could utilize modular engine

technology, and include a midengine sports car.

o Cadillac will completely rename its product line-up except for the Escalade. The new nomenclature will start with the flagship, which quizzically will be called "CT6"

But in his most controversial move so far, de Nysschen will be moving 50 sales and marketing people from Detroit into a new and completely separate business unit that will be headquartered in New York City's trendy Soho district.

GM President Dan Ammann

has made it clear that de Nysschen is being given the toolbox and resources he needs to turn Cadillac into a full Tier 1 global luxury player, which obviously includes this move from Detroit. GM's CEO Mary Barra was quoted as saying "We need to have the team thinking about Cadillac day in and day out. New York is where luxury is defined. It's trend-setting. It's much broader than the auto industry in terms of setting trends in luxury." And de Nysschen himself said: "There are a great number of benefits to putting at least some of our marketing people in a world where they can be in regular contact with not only premium customers, but be more immersed in the lifestyle of people who shop for premium brands." And finally, GM's executive VP of global product development, Mark Reuss, said: "The Soho marketing office will create a new trajectory for the brand. The cars speak for themselves, but you've got to get people interested in finding out what that car is."

GM makes enormous profits off its trucks. But as sales of trucks will likely be limited in the future by fuel economy pressures, GM needs to rebuild Cadillac to its former cash cow status. Look for the biggest push for growth to be made in Asia, and China in particular. An assault on Europe will also have to be undertaken.



until its monumental 2009 bankruptcy sanitized the STS winning an award from Autommobile magazine

## 2014 New Members

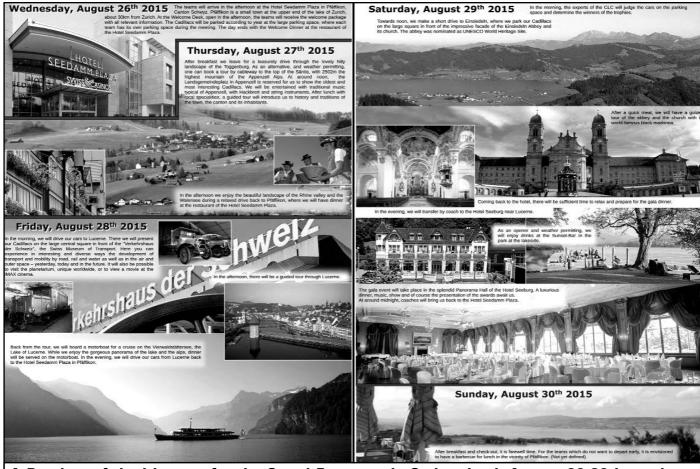
1483 1484 1485 1486 1487 1488 1489 1490 1491 1492 1493 1494 1495 1495 1496 1497 1498 1499 1500	John Liguori Kenneth Chadbone John Darley Chris Matthews Stephen Green George Georgou Emmanuel Dureux Steve Feather Alan Crewe Adrian Waller Steve Rehnsi John Henderson Mike Burgess Thomas Hughson Curly Gross Lewis Foote Hugh Howard Michael Stilwell	1967 1959 1960 1973 1976 1955 2001 1981 1976 1995 1966 1949 1988 1995 1955 1948 1955 1948 1964 1981	deVille deVille Eldo Convertible Fleetwood Brm Cpe deVille STS Seville Fleetwood Brm Eldo Convertible Fleetwood deVille Sedan Seville Elegante Eldorado Fleetwood Sedan deVille Convertible Fleetwood Brm	Clacton, Essex High Wycombe Selby, Yorks Walsall, Midlands Huntingdon, Cambs London Leeds Huntington, Yorks Bracknell, Berks Barby, Warwickshire Maidenhead, Berks Welford on Avon Gt Yarmouth, Suffolk King's Lynn, Norfolk Okehampton, Devon Poole, Dorset London Leominster
1500 1501	Lynda Chase-Gardener	1981 1997	SLS	Ardleigh, Essex

## 2015 Events Calendar

## International Events

June 24-27th – *Grand National USA*, Brookfield, Wisconsin, USA. Tel. 001- 262-364-1100.

**August 26-30th** – *Grand European,* Pfaffikon, Canton Schwyz, Switzerland. <u>www.cadillacclub.ch</u>. Another great European Cadillac event – sign up now!



A Preview of the itinerary for the Grand European in Switzerland, August 26-30th as above



For Sale: 1967 Fleetwood Brougham. Excellent original 'survivor' car, just 30k miles. Imported from California by me in 2005 with original paperwork, build sheet, warranty docs, etc. Matching numbers car and I am only the third owner. Bodywork is arrow straight and interior just as good. There are a couple of age related niggles, but I believe it's one of the best unrestored examples of any Cadillac I've seen. Family illness forces very reluctant sale, so I am asking only £9,000, Tel 01740-644148 or <u>BLICK6@btinternet.com</u> for more photos or info. (picture below)

## **COCGB NEW MERCHANDISE**

http://cadillacownersclub.waterfront-store.co.uk

 $\begin{array}{l} \mbox{MENS T SHIRT} - \pounds 9.70 \\ \mbox{``Black, Grey, Blue, White'' - ''S, M, L, XL, 2XL''} \\ \mbox{S} = 34/36 \quad M = 38/40 \quad L = 42/44 \quad XL = 46/48 \\ \mbox{2XL} = 50/52 \end{array}$ 

## LADIES T SHIRT - £9.70

"Black, Grey, Blue, White" – "S, M, L, XL, 2XL" S=6/8 M=10/12 L=14/16 XL=18/20 2XL=22/24

## **MENS POLO SHIRT** – $\pounds$ 14.75

"Black, Sky blue, White, Royal Blue, Grey" – "S, M, L, XL, 2XL, 3XL"

S=35/37 M=38/40 L=41/43 XL-44/46 2XL=47/49 3XL=50

## LADIES POLO SHIRT – $\pounds 13.75$

"Black, Sky blue, White, Royal Blue, Grey" – "XS, S, M, L, XL, 2XL" XS=8 S=10 M=12 L=14 XL=16 2XL=18

JACKET, LOGO FRONT – £37.99 Black – "S, M, L, XL, 2XL" S=36/38 M=40/41 L=42/44 XL=46/48 2XL=50/52

JACKET, LOGO BACK – £55.99 Black – "S, M, L, XL, 2XL" S=36/38 M=40/41 L=42/44 XL=46/48 2XL=50/52

JACKET BOTH LOGOS – £61.99 Black – "S, M, L, XL, 2XL" S=36/38 M=40/41 L=42/44 XL=46/48 2XL=50/52

FLEECE, LOGO FRONT – £26.99

Black - "S.M.L.XL.2XL.3XL.4XL" S=37/38 M=39/40 L = 41/42XL=43/44 2XL=46/48 3XL=49/51 4XL=52/54 FLEECE, LOGO BACK – £45.50 Black – "S,M,L,XL,2XL,3XL,4XL" M = 39/40 L = 41/42S = 37/38XL = 43/442XL=46/48 3XL=49/51 4XL=52/54 FLEECE, BOTH LOGOS - £51.50 Black - "S,M,L,XL,2XL,3XL,4XL" S = 37/38M = 39/40L = 41/42XL=43/44 2XL=46/48 3XL=49/51 4XL=52/54 SWEATSHIRT - £16.99 "Black, Grey, White, Blue" – "S, M, L, XL, 2XL" S = 35/37M = 38/40L = 41/43XL-44/46 2XL=47/49 **CAP** – £10.99

"Black, Blue, White" – Adjustable

Postage – up to 1 Kilo – £5.95, 1-5 Kilo – £6.95, over 5Kilo – £7.95

## Club Shop

T-shirts & Sweat-shirts with embroidered Cadillac badge. – Black or Grey; L, XL & XXL –

## It is still Sale time in the Club Shop. The new range of merchandise is now available. Remaining stocks of T-shirts and Sweatshirts are still HALF PRICE.

T-Shirts:- £6.00ea, Sweat-shirts:- £9.00ea, including p&p.

All-new black sew-on **Embroidered Club badges**, with either original or new Cadillac logo:- **£7.95** *incl p&p*.

## Circular Club screen Stickers:- £1.95 incl p&p.

Send Cheque or P.O., payable to COCGB to:- Kathy Reed, 57 Silkstream Road, Burnt Oak, Edgware, Middlesex, HA8 0DD. Telephone: 0208-201-0147.



Andy Blick's extremely fine and original 1967 Fleetwood Brougham