



1987 CADILLAC PRESIDENTIAL LIMOUSINE

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SPOTLIGHT ON LIMOUSINES

# THE PROFESSIONAL CAR

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ON OUR COVER - The American limousine industry underwent a period of major upheaval with the "downsizing" of all cars starting in the late 1970's. Cadillac lost its grip on limo industry leadership when it ended production of its long-wheelbase, rear-wheel-drive limousines at the end of the 1984 model year. A much smaller front-drive Fleetwood Sedan and Limousine were introduced late in the 1985 model year. These new, smaller limos are being built for Cadillac by Hess & Eisenhardt in a plant near Detroit. In the meantime, Lincoln finally overtook Cadillac to become No. 1 in the stretch limo business. But Cadillac is grimly determined to reaffirm its traditional leadership in this relatively small but extremely prestigious market. Cadillac unveiled a new, ultra-luxury high-headroom, rear-drive "Presidential Limousine" at the 1986 Paris Auto Show last October. This custom-built, limited production limo was also exhibited at major U.S. auto shows over the winter. The 1987 Cadillac Presidential Limousine is intended for governments and the embassy and ambassadorial trade. Details of this important, new entry are published elsewhere in this Limousine Issue of "THE PROFESSIONAL CAR".

BACK COVER - When Fleetwood discontinued the design and production of custom bodies for Cadillac prior to the Second World War, Cadillac turned to the old and respected coachbuilding firm of Derham in the Philadelphia suburb of Rosemont, Pa. Derham did formal sedan and limousine conversions for Packard and Hudson as well as Cadillac. This package consisted of closed quarters sometimes ornamented by small carriage bows, a padded roof and formal rear window treatment. The Editor photographed this 1947 Cadillac Fleetwood 75 Limousine with Derham formal coachwork, at a classic car meet at Greenfield Village in Dearborn, Michigan more than 20 years ago.

INSIDE BACK COVER - After an absence of four years, Packard re-entered the long-wheelbase limousine business in 1953, offering a 149-inch wheelbase Eight-Passenger Sedan and a Corporate Limousine. Bodies for these premium models were built by the Henney Motor Co. of Freeport, Ill. Only 150 were built in 1953, including 100 eight-passenger sedans and 50 limousines. Even fewer were built for 1954, (65 sedans and 35 limos) and this series died with Henney.