



1955 Cadillac 60 Special

Elvis images used by permission, © Elvis Presley Enterprises, Inc.

Elvis Presley's Rockin' Pink 60 Series



There are few celebrities known only by their first name. "Elvis" is one of them. The "King of Rock and Roll" starred in 33 films, made history with his TV appearances, and knew great acclaim through his record-breaking live performances on tour and in Las Vegas. Globally, Elvis sold over one billion records, more than any other artist before or since. His love affair with Cadillacs is no secret. Elvis' collection of Cadillacs changed often. He bought many, traded many and even gave them away to friends and complete strangers. But this 1955 Cadillac 60 Series Special was one car he kept all of his life. Cadillac made 18,300 units of this model, but this particular one may be the world's most famous car and probably rock 'n' roll's greatest automotive icon. Elvis purchased this car in July 1955 to trans-

port him (and his band) to various gigs. He had it fitted with a removable wooden roof rack to accommodate the band's instruments. The cowl tag indicates that the car left the factory blue, but at Elvis' request it was painted pink with a black top before he took delivery. Elvis loved pink Cadillacs, and this was not his first. But there was something very special about this particular car. His mother Gladys loved it. In fact, it was her favorite among her son's growing fleet. In February 1956, after an accident with the car while on a road trip, Elvis had the car repaired. The interior was re-upholstered in white and the exterior repainted -- again in pink, but this time with a white roof. Knowing how much his mother loved the car, he presented it to her as a gift. Interestingly, Gladys didn't even drive. But she loved her jaunts in her pink Cadillac while her husband Vernon chauffeured her around. This world's most famous pink Cadillac is now on public display at his home, Graceland, in Memphis Tennessee. Elvis Presley died in 1977 at the age of 47.



Could it be that this 1955 advertisement inspired Elvis to purchase a Cadillac Fleetwood 60 Series Special?