



### CADILLAC PRODUCT RESURGENCE CONTINUES WITH TWO ALL-NEW MODELS FOR 2004

For the 2004 model year, the breakthrough era of Cadillac vehicles reaches full flight with two all-new entries in new segments – the XLR luxury roadster and SRX luxury utility.

In addition, 2004 ushers in new varieties of some of Cadillac's most significant products, with the CTS-V performance version, the new Platinum version of the Escalade ESV and a special armored version of the DeVille, available in both standard sedan and stretch models.

“This is a truly historic time for Cadillac,” said Mark LaNeve, Cadillac general manager. “The complete Cadillac lineup for the 2004 model year is more compelling than at any time in the past 50 years. The product renaissance we began several years ago is now in full force.”

#### Here's an overview of Cadillac's 2004 product offerings:

**XLR.** The Cadillac XLR brings a striking new presence to the elite luxury roadster class with its dynamic design, advanced technology and a unique blend of luxury and performance. The performance-oriented chassis and structure, and an all-new 4.6L Northstar V-8 VVT rear-wheel drive engine make it the lightest, most powerful vehicle in its class. Bold and edgy, yet elegant and refined, the XLR's linear, crisp design creates a dramatic presence and modern icon for luxury and performance. Yet it still pays tribute to the marque's rich history. The XLR offers the ultimate convenience of a retractable hard top. By pushing and holding a single button, the XLR can convert from coupe to open roadster in less than 30 seconds. Compared to soft-top convertibles, a retractable hardtop is quieter with the top up, more secure and more visually pleasing. XLR also features a head-up display, adaptive cruise control, Magnetic Ride Control, StabiliTrak, heated and cooled seats, Keyless Access with push-button start and DVD navigation and entertainment. It appears at dealerships in summer 2003.

**SRX.** The bold, breakthrough styling of the SRX instantly announces Cadillac's arrival in the medium luxury utility segment. This all-new vehicle brings a heightened level of performance and flexibility to the segment, is based on GM's acclaimed new Sigma architecture and is available in both rear-wheel-drive (RWD) and all-wheel-drive (AWD) applications. The SRX uses the next-generation 4.6L Northstar V-8 VVT (variable valve Timing) or the all-new 3.6L V-6 VVT. A near 50-50 weight distribution, a low center of gravity, outstanding powertrain combinations and a host of the latest vehicle stability technologies contribute to make SRX a rare utility vehicle that is, at its core, fun to drive. Chassis management and vehicle control systems on the SRX offer a high level of sophistication and help the vehicle respond accordingly to virtually all types of driving conditions. Features include the latest four-channel StabiliTrak active suspension control and available segment-first Magnetic Ride Control. The electronically controlled magnetic-fluid based real-time damping is the world's fastest-reacting suspension control system. SRX offers an optional third row seat to hold up to seven passengers and appears at dealerships in fall 2003.



**CTS.** Fashioned from Cadillac's edgy, bold design vocabulary, first-year CTS sales were strong, at 37,976, well ahead of the 30,000 units projected for 2002. For the 2004 model year, the CTS-V will debut, which will become the most powerful car in Cadillac's lineup ever. CTS-V will be available in late '03. Also for 2004, the already successful CTS sedan will get an all-new, more powerful 3.6L V-6 VVT engine on automatic transmission models, incorporating features and technology packaged to deliver high performance and refinement. In addition, the CTS also features suspension and interior changes for the 2004 model year.

**DeVille.** The DeVille gains heated and cooled seats and a heated steering wheel for 2004, along with new exterior colors. The DeVille also debuts a state-of-the-art armored edition for 2004. Designed to provide an added level of security, this extraordinary DeVille is intended for executives, officials and others who may require a high level of protection as they travel. The armored DeVille is available in both standard sedan and 8-inch stretch models, with a range of options to suit individual customer requirements.



**Seville.** The 2004 model year is one of transition for Seville. In May 2003, Cadillac discontinues the STS model to make way for the all-new Sigma-architecture based 2005 STS performance sedan, which begins production in summer 2004. As a result, the only Seville for the 2004 model year will be the SLS, which will be unchanged from the 2003 version and also will end production in December 2003. In addition, Cadillac will retire the Seville nameplate after the SLS ends production.

**Escalade.** An instant hit with professional athletes, musicians, movie stars and automotive enthusiasts, Escalade's self-assured stance and strong lines have attracted younger, affluent buyers to Cadillac, inspired song lyrics and created quite an impressive following. The 2003 model year was one of marked change for the award-winning Escalade. For 2004, subtle refinements and new standard equipment improve the marque.

**Escalade EXT.** A sport utility truck, with elements of a luxury SUV and pickup truck, the Escalade EXT is a bold symbol of Cadillac's reinvigoration. Like Escalade, it is exposing the division to new generations and categories of buyers who might not have considered a Cadillac in the past.

**Escalade ESV.** Cadillac adds the ESV Platinum Edition to its newest Escalade ESV variant. This luxurious offspring is the roomiest, most powerful full-size luxury SUV available, and moves Cadillac into an all-new area of this growing market. The Platinum Edition features the most lavishly appointed interior available in an Escalade.

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