September 30, 2003: Limited Edition 2004 Cadillac XLR Debuts; 101 Customers Set To Take Delivery

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DETROIT - The limited edition 2004 Neiman Marcus Cadillac XLR sold out in just 14 minutes, and now 101 driveways - and drivers - across the country anticipate their arrival. These limited-production luxury roadsters are the first models to roll off a dedicated production line at General Motors' Bowling Green, Ky. assembly facility.

Steve Foley Cadillac, located in Northbrook, IL, today received eight Neiman Marcus Limited Edition XLRs. This is the largest number the limited-edition vehicles sent to a single dealer. Foley Cadillac has flown customers in from as for away as California and Florida for this special, invitation-only presentation of the vehicles.

The limited edition XLR retails for $85,000 and was only available for purchase through the 2003 Neiman Marcus Christmas catalog. When Neiman Marcus opened bidding for this featured item on October 15, 2002 the XLR sold out in 14 minutes, setting a record for any fantasy gift vehicle Neiman Marcus ever showcased in its annual Christmas Book.

Originally unveiled at Pebble Beach in August 2002, the limited edition XLR features an exclusive Ultra Violet exterior hue, two-tone shale and ebony interior, and an engraved, numbered sill plate.

Cadillac produced a total of 101 Neiman Marcus Limited Edition Cadillac XLRs; two were auctioned or raffled off last fall to benefit charities, St. Jude Children's Research Hospital and the Women's Committee for Hospice Care and 99 were sold through the Neiman Marcus catalog.

2004 model year Cadillac XLRs are now in production on a dedicated assembly line at GM's Bowling Green facility. Shipments to Cadillac dealers began earlier this month.

According to Jay Spenchian, Cadillac marketing director, introduction of the XLR marks an important step in Cadillac's product renaissance. "The fact that this limited edition vehicle sold out in just 14 minutes demonstrates the anticipation for the XLR. This is our flagship vehicle and it highlights the dynamic product changes taking place at Cadillac."

Replete with a bold design, advanced technology and a blend of luxury and performance, the Cadillac XLR, is the freshest face in the class of elite luxury roasters. The MSRP for the Cadillac XLR is $76,200 (including destination charges) and features standard equipment such as power retractable hardtop, Keyless Access with push button start, StabiliTrak, Magnetic Ride Control, adaptive cruise control and much more.

Cadillac is a division of General Motors (NYSE: GM). General Motors, the world's largest vehicle manufacturer, designs, builds and markets cars and trucks worldwide, and has been the global automotive sales leader since 1931. Cadillac products for the 2004 model year include CTS sport sedan, CTS-*V*, SRX luxury utility, Seville, DeVille, XLR luxury roadster, and the most powerful utilities on the planet; Escalade, Escalade EXT and Escalade ESV. More information on Cadillac can be found at media.gm.com/cadillac.

In August, Cadillac had its best sales month since October 1990. CTS had 4,278 deliveries in August, a monthly sales record, up 30 percent from last year and 62 percent calendar year-to-date. Total Escalade sales had its best-ever sales month with 5,616 deliveries, a 7 percent improvement over last

year.

Editor’s Note: Photography can be obtained through the Wieck Photo Database.

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