October 10, 2005: 2006 Cadillac Prepares Limited Production STS-V And XLR-V Models

FOR RELEASE: 2005-10-10

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DETROIT – The 2006 Cadillac STS-*V* and XLR-*V* take the performance and luxury attributes of the brand's growing *V*-Series lineup to their fullest extent. Debuting in late-2005 (STS-*V*) and early-2006 (XLR-*V*), these new supercharged Cadillac's represent an historic combination of performance technology and hand-crafted elegance.

The 469-horsepower 2006 STS-*V* is the most powerful Cadillac ever offered.

The STS-V is capable of exceptional performance for an automobile of its size, while also providing a high degree of hand-crafted interior luxury. Manufacturer's Suggested Retail Price (MSRP) will be $77,090, including destination. Production of the STS-V will be limited to ensure its exclusivity in the marketplace.

The 443-horsepower XLR-*V* is the quickest and most agile Cadillac ever offered, while also providing a very high degree of hand-crafted interior luxury. Cadillac announced today that the MSRP for the XLR-*V* in the U.S. market will be $100,000, including destination. Like the STS-*V*, production of the XLR-*V* will be very limited to ensure exclusivity. Both the STS-*V* and XLR-*V* will be exported to international markets in 2006, with details on pricing in markets outside the U.S. forthcoming.

"These additions to the *V*-Series lineup mark a new phase of Cadillac's ongoing renaissance," says Jim Taylor, Cadillac general manager. "With an

elite level of driving performance, and an added element of hand-crafted elegance, STS-*V* and XLR-*V* present a new alternative for the most discerning consumers."

Both the STS-*V* and XLR-*V* combine advanced technology with hand craftsmanship that harkens back to Cadillac's origins as a custom luxury coach builder. The Supercharged Northstar V-8 engine powering the STS-*V* and XLR-*V* is hand assembled to exacting standards at GM's Performance Build Center in Wixom , Mich. Each engine is built from start to finish by a single expert craftsman.

The interiors of both cars feature extensive use of leather wrapped surfaces, created by craftsmen who cut, wrap and sew leather around components individually. The 2006 STS-*V* and XLR-*V* marks the initial phase of a new approach to vehicle interiors for Cadillac. In this first incarnation, the existing luxury interiors of the STS sedan and XLR roadster are significantly enhanced for the limited-production *V*-Series variants.

Kinetic aluminum accents adorn the steering wheel and instrument panel. STS-*V* features deep-tinted Olive Ash Burl wood accenting the center stack and door trim. XLR-*V* uses exotic Zingana wood trim.

"Creating vehicles such as STS-*V* and XLR-*V* adds an element of exclusivity and customization that is highly valued by luxury consumers," Taylor says. "These vehicles are an opportunity for Cadillac to extend the performance and elegance of our product range, exploring the full potential of our vehicles."

Both STS-*V* and XLR-*V* feature the new 4.4-liter Supercharged Northstar V-8 engine, paired with a new 6-speed automatic transmission with Driver Shift Control. This powerful combination enables 0-to-60 (mph) acceleration in less than five seconds. Both the STS-*V* and XLR-*V* include numerous chassis enhancements providing outstanding overall performance, developed and tuned at some of the world's most demanding environments.

Cadillac's limited production *V*-Series was founded by the CTS-*V*, a 400-hp version of Cadillac's sport sedan launched to wide acclaim in 2004. Cadillac's *V*-Series products are designed to be fully competitive with the world's finest high-performance luxury cars, at prices thousands less than comparable entries.

Cadillac (www.cadillac.com) is a division of General Motors (NYSE: GM). GM, the world's largest automaker, has been the global industry sales leader since 1931. Founded in 1908, GM today employs about 317,000 people around the world. It has manufacturing operations in 32 countries and its vehicles are sold in 200 countries. In 2004, GM sold nearly 9 million cars and trucks globally, up 4 percent and the second-highest total in the company's history. GM's global headquarters are at the GM Renaissance Center in Detroit. More information on GM can be found at www.gm.com.

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