

May 19, 2004: Cadillac XLR Wins Auto Interiors Awards

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XLR Named "Car Interior Of The Year"; "Navigation System Of The Year"

DETROIT - More than 5400 automotive industry executives attending the 11th annual Auto Interiors Show have selected the Cadillac XLR luxury roadster for its prestigious "Car Interior of the Year."

Cadillac became a double-winner when minutes later the XLR won the award for "Navigation System of the Year."

Voting was conducted over the past three months as part of the online registration process for the Auto Interiors Show, taking place this week at Detroit's Cobo Conference Center.

The top five vote getters in each category were considered finalists, and were selected on the basis of overall interior design, functionality, and vehicle innovation. In addition, the vehicles had to be sold in North America. Navigation systems were evaluated on the basis of overall functionality, graphics, user interface and ease of use.

"Our goal with the XLR interior, in keeping with the philosophy of the entire vehicle, was to strike just the right balance between luxury and performance attributes," said David Leone, vehicle chief engineer for Cadillac. "We incorporated a number of high-technology features in an interior design that is both contemporary and inviting. This award, as well as the reaction of the media and customers to the XLR, tells us that we were successful in achieving

that balance."

This year, the finalists in each category included the following:

Car Make/Model

Cadillac XLR

Chevrolet Malibu MAXX LT

Chrysler Crossfire

Mazda RX-8

Toyota Solara SLE

Truck Make/Model

BMW X3

Chevrolet SSR

Dodge Durango Limited

Ford F-150

Nissan Armada

Nav System Make/Model

BMW X3

Cadillac XLR

Mazda RX-8

Nissan Armada

Toyota Solara SLE

The Auto Interiors Show is the largest annual industry event in the world dedicated exclusively to interiors professionals, and is attended by several thousand interior professionals who come to see the latest in vehicle interior products, components and technologies.

Cadillac is a division of General Motors (NYSE: GM). More information on Cadillac can be found at media.gm.com/cadillac. 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.

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