

March 17, 2003: 2004 Cadillac XLR - Set To Become An Icon For Cadillac's New Era



FOR RELEASE: March 17, 2003

CONTACT(S):

Jeff Kuhlman, Cadillac Communications

Kelly Cusinato, Cadillac Communications

David Caldwell, GM Product Communications

2004 Cadillac XLR - Set To Become An Icon For Cadillac's New Era

Into one of the most exclusive segments of the car market comes a bold new entry from Cadillac, the 2004 XLR. Replete with a dynamic design, advanced technology and a unique blend of luxury and performance, the XLR is set to bring a striking new presence to the elite luxury roadster class.

The XLR underscores its vibrant visual statement with a performance-oriented chassis and structure, and an all-new 4.6L Northstar V-8 rear-wheel drive engine. This combination makes XLR the lightest vehicle in its class and also the most powerful.

"XLR is a luxury roadster with performance car roots," said David Hill, vehicle line executive for GM performance cars. "Beneath its striking exterior style, XLR has a patented performance car architecture that is ideal for a roadster and serves as a strong foundation for a car designed for great agility and bona fide luxury."

Under its skin, the XLR offers a harmonious blend of technologies and

materials meant to add pleasure, not complexity, to the driving experience. Innovative features include 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.

The XLR's interior design epitomizes contemporary luxury. Unique eucalyptus wood and striking aluminum accents combine to provide a luxurious and inviting environment. The gauges are designed in conjunction with Italian luxury brand Bvlgari.

The XLR is a contemporary expression of Cadillac's long heritage of landmark design and advanced technology. Inspired by stealth fighter design, the XLR takes the ongoing product-driven resurgence of Cadillac - led by the Escalade SUV and CTS sedan - to an entirely new level.

The XLR traces its design roots to the Evoq concept car. Cadillac stunned the automotive world with the audacious Evoq, unveiled at the 1999 North American International Auto Show. Soon thereafter, GM explored the potential for bringing a luxury roadster capturing the essence of the Evoq theme into production. A team led by Hill, and including Chief Designer Tom Peters and Chief Engineer David Leone, set about the task of creating an icon for the new era of Cadillac.

The Cadillac XLR begins production this spring on a dedicated assembly line at General Motors' Bowling Green Assembly Plant in Bowling Green, Ky. Shipments to Cadillac dealers are slated to begin by mid-year 2003. The XLR will benefit from a manufacturing process that blends GM's advanced technology with the proven craftsmanship of the Bowling Green team.

Early indications signal that the public is anxiously awaiting the arrival of XLR.

"The new era of Cadillac design and technology, seen today on the Escalade lineup and CTS, is making a major impression on people of all ages," said

Spenchian. "We have already received inquiries from 50,000 potential customers wanting more information on XLR."

Online URL:

<https://www.xlr-net.com/knowledgebase/article/march-17-2003-2004-cadillac-xlr-set-to-become-an-icon-for-cadillac-s-new-era-37.html>