February 7, 2005: Brian And Melinda Wilson To Unveil Cadillac XLR Inspired By Musicares®

FOR RELEASE: 2005-02-07

Brian And Melinda Wilson To Unveil Cadillac XLR Inspired By Musicares® 2005 Person Of The Year At Martin Cadillac In Los Angeles Where Couple First Met

Custom Designed Vehicle to be Auctioned off at Gala Tribute Dinner and Concert Honoring Wilson on Feb. 11

WHAT:
MusiCares® 2005 Person of the Year Brian Wilson and his wife Melinda will be on hand to unveil a one-of-a-kind Brian Wilson-inspired 2005 Cadillac XLR. The location of the event is not accidental - Martin Cadillac is where the Wilsons first met. This will be the first and only preview of the vehicle before it's auctioned off February 11 at the MusiCares 2005 Person of the Year tribute dinner and concert honoring Brian Wilson. Proceeds from the annual Person of the Year gala will benefit MusiCares' Financial Assistance Program.

The MusiCares tribute dinner is one of the most prestigious events held during GRAMMY® Week, a celebration that culminates with the 47th Annual GRAMMY Awards on "GRAMMY Sunday," Feb. 13, 2005.

Ron Canyon of Canyon Motors, LTD is completing all design cues, for the Brian Wilson-inspired Cadillac XLR, with highlights including iridescent blue paint finish; Brian Wilson signature badging on vehicle exterior and custom license plate; 18-inch chromed wheels with yellow calipers; custom blue suede seat inserts and blue leather roll bars; headrests with color-coordinated Brian

Wilson signature stitching; custom stained interior wood grain accents; one-button power retractable hardtop roof; push button start (no key needed); and orange-tinted Bvlgari instrument cluster.

WHEN:
11:00 a.m. on Wednesday, February 9, 2005
10:30 a.m. - media check-in
11:15 a.m. - vehicle unveiling

WHERE:
Martin Cadillac Dealership
12101 W Olympic Blvd. (corner of Bundy)
Los Angeles, CA 90064

VISUALS/INTERVIEW OPPORTUNITIES:

- Brian and Melinda Wilson unveiling the Brian Wilson-inspired Cadillac XLR and retracting its hardtop roof to change it from a coupe to a convertible
- The Wilsons will be available for interviews to comment on their special connection to Cadillac and Brian Wilson being honored as the MusiCares 2005 Person of the Year
- Cadillac spokesperson will discuss the partnership between Cadillac and the 47th Annual GRAMMY Awards to create the one-of-a-kind XLR and a fleet of more than 100 GRAMMY Escalades
- Ron Canyon of Canyon Motors will comment on the specifics of the Brian Wilson-inspired 2005 Cadillac XLR.

###

CONTACT(S):
Julia Blietz

Christie Conti

Sheri Stuart (office)

Online URL:
https://www.xlr-net.com/knowledgebase/article/february-7-2005-brian-and-melinda-wilson-to-unveil-cadillac-xlr-inspired-by-musicares®-40.html