2004 Cadillac XLR: April 14, 2003: Cadillac Announces 2004 XLR Luxury Roadster Pricing

FOR RELEASE: April 14, 2003

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Cadillac Announces 2004 XLR Luxury Roadster Pricing

DETROIT - Cadillac today announced pricing for its new 2004 Cadillac XLR two-seat luxury roadster scheduled to hit dealerships this summer. The $76,200 MSRP includes standard equipment such as power retractable hardtop, keyless access with push button start, StabiliTrak, Magnetic Ride Control, adaptive cruise control and much more.

The Cadillac XLR is priced between a comparably equipped Mercedes Benz SL500 and Lexus SC430 and is priced competitively with the Jaguar XK8. The XLR price includes all equipment except XM Satellite Radio, which is available to customers for an additional fee.

"The XLR will bring a striking new presence to this exclusive class of vehicles and will help Cadillac continue its legacy of design leadership," said Jay Spenchian, XLR marketing director. "Its stunning design is matched with impressive dynamic performance and a host of advanced technologies."

2004 Cadillac XLR Highlights:

- Two-door, hardtop convertible/rear-wheel drive
- Next generation 4.6L Northstar V-8 with variable valve timing
- 320-hp at 6400 rpm and 310 lbs.-ft. of torque at 4400 rpm
- Hydra-Matic five-speed automatic transmission with Driver Shift

Control

- Adaptive cruise control -- uses a radar sensor mounted at the front of the car to detect objects in its path and adjusts vehicle speed to maintain a constant following distance, set by the driver.
- StabiliTrak -- state-of-the-art active handling system with the highest level of integration between the braking, traction control, steering and suspension systems helps driver control the car, without 'over-governing.'
- Magnetic Ride Control - world's fastest reacting suspensions system that uses magneto-rheological real-time damping to provide exceptional responsiveness and increased wheel contact with the road surface.
- Magnasteer -- variable-effort steering affords drivers unparalleled control on the highway and effortless low-speed maneuverability for parking in an exceptionally smooth power steering system
- Anti-Lock Braking System (ABS) -- four-channel system includes dynamic electronic brake distribution across the rear axle for optimum braking and control under the most demanding conditions.

Other features offered on the Cadillac XLR include head-up display, heated and cooled seats, DVD navigation and entertainment, and a Bose audio system with six-CD in-dash changer.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs 349,000 people globally in its core automotive business and subsidiaries. Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries and its vehicles are sold in more than 190 countries. In 2002, GM sold more than 8.5 million cars and trucks, nearly 15 percent of the global vehicle market. GM's global headquarters is at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's consumer website at www.gm.com.

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