



Cadillac

# Innovation

## **AD SPECS**

See attached layout options for front, back and interior pages.

## **SUBMISSION DEADLINES**

Spring issue: April 15

Summer issue: July 15

Fall issue: Oct. 15

Winter issue: Jan. 15

## **SUBMISSION GUIDELINES**

Ads will be printed in black only with no bleeds.

**Logos and/or artwork files must be submitted in one of the following formats in grayscale at 300 dpi:**

EPS or AI vector art with embedded images and outlined type

Flattened TIFF or PSD files preferred

High-resolution JPG and PDF files accepted

Original QuarkXPress or InDesign documents with linked images and fonts

**To submit files by mail, send to:**

The Newsletter Company

c/o Cadillac Innovation

703 McKinney Ave., Suite 200

Dallas, TX 75202

To submit files by e-mail, arrange large file transfers via FTP or submit a URL, contact [art@thenewslettercompany.com](mailto:art@thenewslettercompany.com). Stuffit and Ziplt are recommended to compress files.

## SPRING CLEANING

Your Cadillac has weathered the winter, surviving potholes, road salt, and harsh temperatures. Now that warmer weather is on the horizon, stop in for a spring inspection to ensure your Cadillac is functioning at its best.

Our GM-certified technicians will check the vital systems, including:

- **Tires:** Inspect for excessive or uneven wear and inflate to proper pressure.
- **Brakes:** Inspect the brake lines, hoses, and parking brake, as well as fluids and linings/pads.
- **Suspension:** Rough roads take a toll on shocks, so an inspection will uncover any problems.

As the spring weather warms up, it's time to get your Cadillac ready for the season ahead.

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Draw in customers with  
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The goal of our service department is to keep your car running at peak performance, as conveniently for you as possible. Our factory-trained Cadillac technicians are ready to handle all of your service needs. We offer:

- Earlybird and late evening drop-off
- Free shuttle service (call for details)

Personal service advisor  
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body shop  
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ent waiting room with fresh  
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Keep customers educated  
about your dealership!

## WINNING SELECTIONS

Experience the award-winning 2008 lineup at [Dealership Name]. Whether you're looking for luxury appointments, best-in-classance or bold styling, there is a Cadillac that fits your lifestyle.

With numerous award wins including 2008 Motor Trend Car of the Year, the redesigned 2008 CTS offers bold Cadillac design and innology features. The 2008 Escalade combines power, utility a cated technology. It features a 6.2L V-8 with 403 horsepower stability control and a Bose® 5.1 Cabin Surround® System. P 2008 Cadillac introduces the first luxury SUV hybrid, the 2008 Hybrid, which will be powered by GM's innovative 2-Mode Hyb Every Cadillac offers rewarding ownership benefits, too. All come with a 5-year/100,000-mile powertrain warranty, plus 24/7 Roadside Assistance for 5 years/100,000 miles. Come for a test drive and experi- ence the next generation of Cadillac innovation.

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# Innovation

SUMMER 2008

A PUBLICATION FOR THE CUSTOMERS OF ABC DEALERSHIP



## HOT OPTIONS

2008 SRX Crossover Sport

Elegant. Luxurious. Sporty. Instantly recognizable as a Cadillac, yet unlike anything else on the road, the 2008 Cadillac SRX crossover with the Sport option package puts a premium on luxury and performance.

Available with a V-6 or V-8 engine, the Sport package elevates the SRX experience to a whole new level. Start by choosing from 18-inch machined or 20-inch polished wheels. Exterior styling cues include front and rear sport fascias, a new body-colored grille with V-Series-style mesh

backing, and 4-inch dual polished exhaust tips.

Driver enhancements include an available six-speed automatic with Driver Shift control and a limited-slip differential. Standard StabiliTrak electronic stability control acts instantaneously to maintain control in adverse conditions, even before the driver is aware of the situation. Cadillac's Magnetic Ride Control provides state-of-the-art suspension performance.

Underneath its sporty facade is the spacious and versatile interior of the SRX crossover.

continued on page 2



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See inside for special savings!

continued from page 1

Seat up to seven people with the optional power third-row seat, which folds into the floor at the touch of a button. The second-row seat, which folds virtually flat, provides the most legroom among vehicles in its class.

The SRX's optional "UltraView" sunroof, the largest sunroof available in the segment, provides the thrill of an open-air driving experience with 5.6 sq. ft. of glass over the first- and second-row seats, with an integrated retractable power shade.

Surround your passengers with entertainment through the Bose® 5.1 Digital Surround system or the available theater package, consisting of the Bose Surround system, DVD navigation and rear-seat DVD entertainment.

Test-drive the 2008 SRX Sport to experience a luxury crossover with the soul of a sports sedan. ■



Owners and enthusiasts attended the third annual XLR Rendezvous at the car's birthplace in Bowling Green, KY.

**For details and images from the 2008 XLR Rendezvous visit CadillacExtra.com.**

## XLR RENDEZVOUS

Cadillac XLR owners gathered June 5-7 for the third annual XLR Rendezvous at the sports car's birthplace, the factory in Bowling Green, KY.

The XLR community began with a popular Web site, XLRForum.com. After chatting online, several XLR friends wanted to meet in person, so the Rendezvous idea was born. The first event took place in 2006 in Albuquerque, NM. In 2007, the first Bowling Green Rendezvous was established and owners across the XLR Forum were encouraged to participate.

At this year's XLR Rendezvous, owners had an opportunity to participate in a variety of XLR-focused activities. They showed off their cars at the Park 'N Shine event, toured the XLR assembly plant where their cars were made, and attended technical sessions to learn more about their prized vehicles. Social events and scenic drives through the rolling hills around Bowling Green added to the fun.

More than 140 XLR enthusiasts attended this year's event and plans are already under way for the fourth Rendezvous in 2009. If you're an XLR owner or enthusiast, become part of the community. Go online to XLRForum.com to meet other owners, ask and answer questions and share in the XLR experience. ■

## INCREASE MPG

As gas prices continue to rise and the



summer travel season peaks, there are several things you can do to stretch your Cadillac's fuel economy.

**Tune in:** Take steps to save fuel with every trip in your Cadillac. Observe posted speed limits and drive sensibly. Use cruise control when possible and avoid rapid acceleration and braking. Aggressive driving and speeds above 60 mph result in reduced fuel efficiency. Remove excess weight from your trunk: if you're not playing golf soon, take the clubs out. Pack the gear you need for a vacation, but don't drive around with it every day. Combine trips when possible; reduce the number of frequent short trips around town, which can add up to significant mileage over time.

## Changing driving habits can noticeably improve fuel efficiency.

**Tune up:** Your Cadillac gets better gas mileage when it's running in top shape. Have our service technicians replace the air filter, inflate tires to the proper pressure and check the wheel alignment. Also, ensure that you use the recommended motor oil for your vehicle. These simple steps can make a noticeable difference in your vehicle's fuel efficiency.

**Turn on:** New Cadillacs offer a host of fuel-saving technologies. For instance, direct-injection engines in the 2008 CTS and STS wring more energy out of every drop of gas. Variable Valve Timing in the 2008 Escalade and STS allows the engines to burn fuel more efficiently.

For more tips on saving money at the gas pump and increasing your fuel efficiency this summer, go online to **CadillacExtra.com**. ■

## EXCELLENCE

### 2008 DTS

"Smooth and silken throughout, the 2008 Cadillac DTS suggests motoring from an earlier, more elegant era...Expect utterly smooth response from the standard V8, with near-seamless shifts from the automatic transmission and virtually no delay in passing or merging with traffic."

—Kelley Blue Book (kbb.com)

### 2008 CTS

"The second-gen, new-for-2008 CTS marks the start of the second go-round for Cadillac's knife-edged styling and proves the company is serious about its products. New stuff includes look-at-me-styling, a world-class interior, and available all-wheel drive and 306-hp, direct-injection V-6."

—Car & Driver

### 2008 Escalade

"The Cadillac Escalade is big in every way: in sheer size, in style, in comfort, and in power... More than anything, it looks like big money, big success, big bling. The look is no deception. Under its imposing skin, the Escalade offers all the comfort and convenience features of a top-dollar luxury sedan, including automatic climate control, a premium Bose sound system, ultrasonic parking assist, power adjustable pedals, and heated leather seats."

—NewCarTestDrive.com



2008 Cadillac Escalade



Life. LIBERTY. AND THE PURSUIT.

Provoq Fuel Cell Concept

## PROVOQ-ATIVE

Envision the future of luxury transportation with the Provoq fuel cell concept car. Unveiled first at the consumer electronics show in Las Vegas and then at the NAIAS in Detroit, the Provoq concept redefines the luxury crossover vehicle. It's a preview of ongoing technology and design research and development by GM engineers and designers.

Provoq is based on GM's E-Flex propulsion system that combines a fuel cell system with a lithium-ion battery, producing an electrically driven vehicle. The system is fueled by hydrogen and its only emission is water vapor. The unique E-Flex propulsion system provides Provoq with a range of 300 miles on a single fill-up of hydrogen, a top speed of 100 mph and a 0-60 mph time of 8.5 seconds. In addition to its hydrogen fuel cell, Provoq can also be recharged by plug-in ports on each fender, extending its driving range.

The exterior design, inspired by the 2008 CTS, supports the hydrogen fuel cell powertrain. Functional styling—including low wind-resistance wheels—helps reduce energy consumption.

The interior blends style with function, with seating for five in a luxury environment. Think hand-wrapped leather with French seams, chrome accents and ambient lighting.

Recycled and recyclable materials were used throughout, including the headliner wrapped in fully recyclable soy-based materials, carpets made of recycled polyester and jute, and leather free of harmful chemicals.

Sleek and athletic, the Provoq paves the way for the future of luxury without compromise. ■

### DID YOU KNOW:

In addition to hydrogen, the Provoq draws power from the sun through an integrated solar panel on the roof. It assists the hydrogen fuel-cell system in powering accessories such as interior lights, the audio system and more.

## SPRING CLEANING

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Our GM-certified technicians will inspect your vehicle for the following:

- **Tires:** Inspect tire tread and pressure.
- **Brakes:** Inspect the brake lines, hoses, and parking brake, as well as fluids and linings/pads.
- **Suspension:** Rough roads take a toll on shocks, so an inspection will uncover any problems.

As the spring driving season begins, make sure your Cadillac is road-ready.

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- Earlybird and late evening drop-off
- Free shuttle service (call for details)
- Rental cars available (call for details)
- Your personal service advisor
- Cadillac Master Technicians
- Warranty on repairs
- Full-service body shop
- Free body shop estimates

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## WINNING SELECTIONS

Experience the award-winning 2008 Cadillac SRX crossover with the Sport option package. Whether you're looking for a luxury SUV or a vehicle that fits your lifestyle, the 2008 Motor Trend Car of the Year, SRX is the perfect choice. With numerous award-winning features, the redesigned 2008 SRX combines power, utility and sophisticated technology. It features 403 horsepower, 400 ft.-lb. of torque, and a stability control and active noise control system. The 2008 Cadillac SRX is a true luxury SUV hybrid, the 2009 Escalade Hybrid, which will be the most powerful Cadillac ever. Every Cadillac offers a 5-year/100,000-mile powertrain warranty, plus 24/7 roadside assistance for 5 years. Come for a test drive and experience the next generation of Cadillac innovation.

**Optional seasonal story.**

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Driver enhancements include an available six-speed automatic with Driver Shift control and a limited-slip differential. Standard StabiliTrak electronic stability control acts instantaneously to maintain control in adverse conditions, even before the driver is aware of the situation. Cadillac's Magnetic Ride Control provides state-of-the-art suspension performance.

Underneath its sporty facade is the spacious and versatile interior of the SRX crossover.

*continued on page 2*

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Our GM Service Advisors are ready to help you with all your needs. Space for dealer coupons, seasonal story or dealership story.

- **Tires:** Inflation, tread, and wear.
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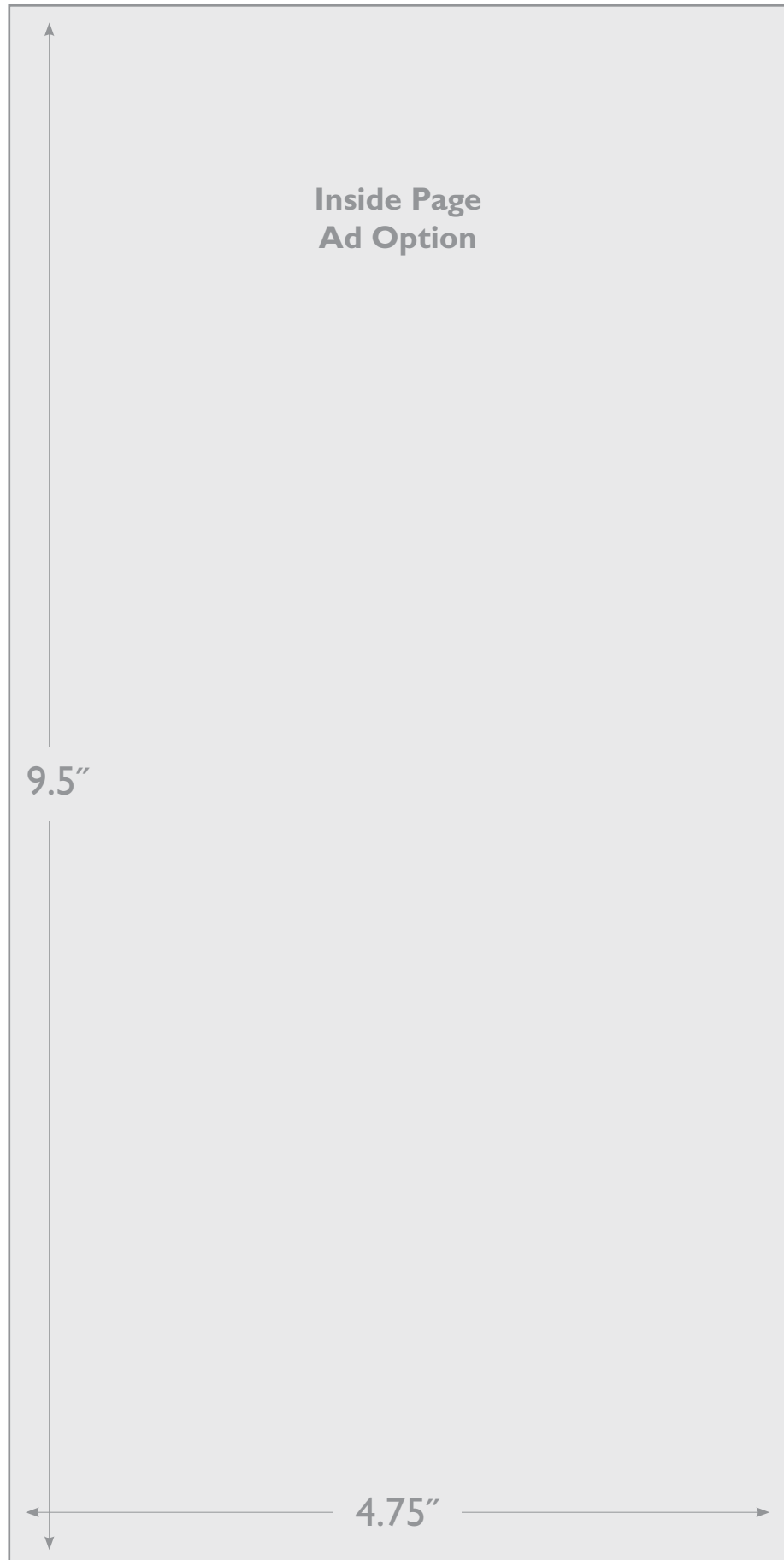
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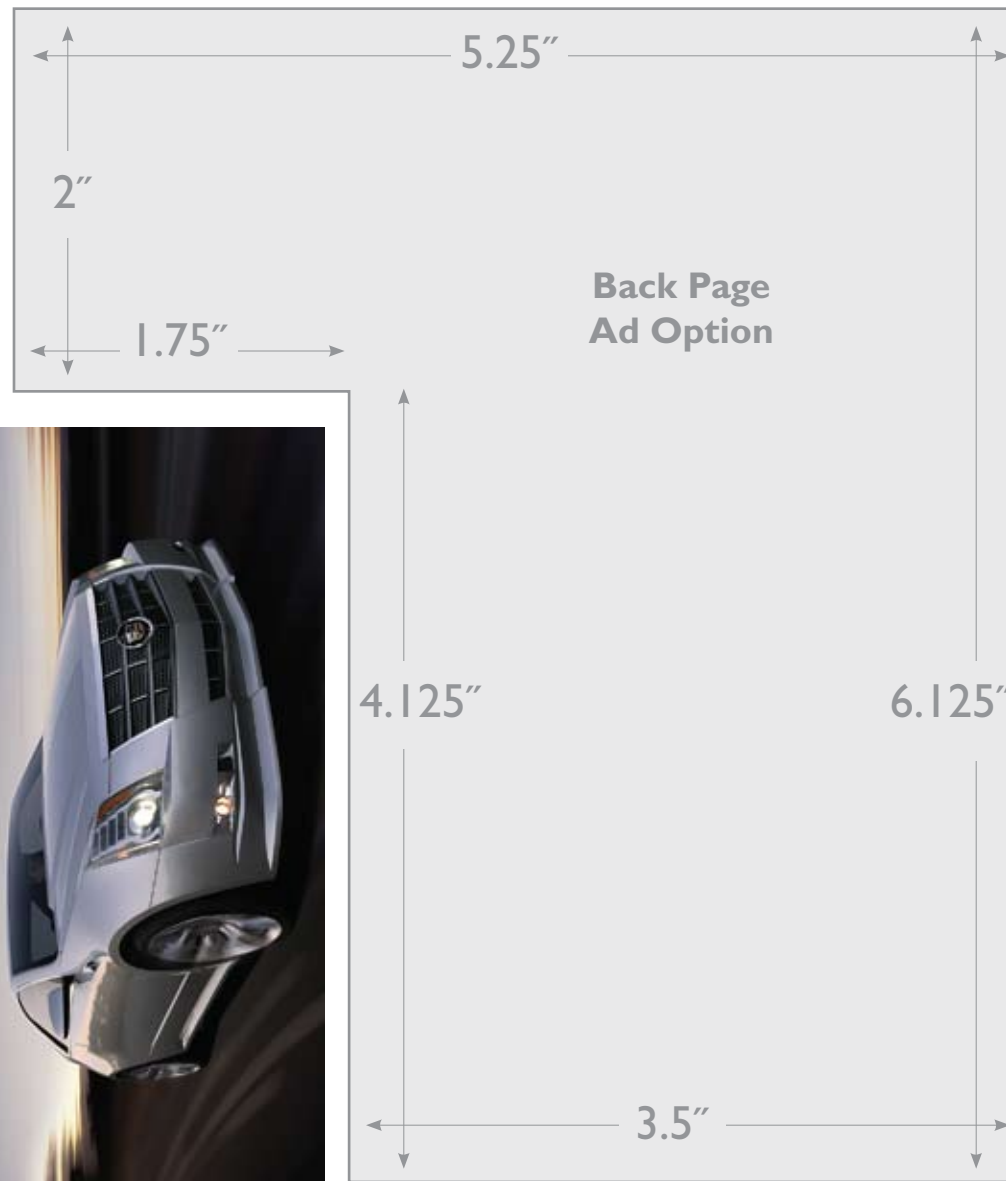
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