



## 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 driving season begins, make sure your Cadillac is road-ready.

Redeem for special savings!

**SAMPLE COUPON** **\$00.00**  
SPECIAL PRICE

ABC Dealership  
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123-456-7890

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**SAMPLE COUPON** **FREE**

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**SAMPLE COUPON** **\$00.00**  
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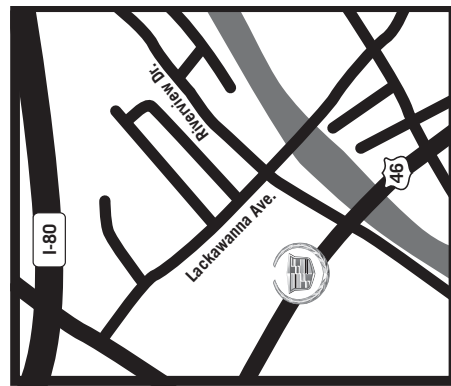
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**SAMPLE COUPON** **00% OFF**

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**123-456-7890**  
[www.yourwebsitehere.com](http://www.yourwebsitehere.com)

See inside for special savings!

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)
- Rental cars available (call for details)
- Your personal service advisor
- Cadillac Master Technicians
- Warranty on repairs
- Full-service body shop
- Free body shop estimates
- Convenient waiting room with fresh coffee and snacks, workstations with computer, television and courtesy phone.

**HOURS OF OPERATION**

**Sales**  
M-TH 9:00 a.m. – 9:00 p.m.  
F, SAT 9:00 a.m. – 6:00 p.m.  
SUN 12:00 p.m. – 5:00 p.m.  
**123-456-7890**

**Service**  
M-F 7:00 a.m. – 6:00 p.m.  
SAT 8:00 a.m. – 1:00 p.m.  
**123-456-7890**

**Parts**  
M-F 8:00 a.m. – 6:00 p.m.  
SAT 8:00 a.m. – 1:00 p.m.  
**123-456-7890**



## WINNING SELECTIONS

Experience the award-winning 2008 lineup at [Dealership Name]. Whether you're looking for luxury appointments, best-in-class performance 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 innovative technology features. The 2008 Escalade combines power, utility and sophisticated technology. It features a 6.2L V-8 with 403 horsepower, StabiliTrak stability control and a Bose® 5.1 Cabin Surround® System. Plus, late in 2008 Cadillac introduces the first luxury SUV hybrid, the 2009 Escalade Hybrid, which will be powered by GM's innovative 2-Mode Hybrid system.

Every Cadillac offers rewarding ownership benefits, too. All 2008 models 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 experience the next generation of Cadillac innovation.

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# Innovation

SPRING 2008

A PUBLICATION FOR THE CUSTOMERS OF ABC DEALERSHIP



**ULTIMATE LUXURY** 2008 DTS Platinum

Beautiful. Rare. Precious. All are true of the precious metal platinum, and all accurately describe the distinctive luxury and elegance of Cadillac's 2008 DTS Platinum Edition. It blends Cadillac's advanced technology with premium luxury features.

Power comes from a Northstar 4.6L V-8 paired with a four-speed automatic transmission that has performance-shifting capability for full driver engagement. With speed-sensitive Magnasteer steering and Magnetic Ride

Control, the ride is as smooth as it is precise. Exclusive Platinum features include two unique interiors, Light Linen over Cocoa and all-Ebony, with light ash burl wood accents.

For the ultimate in pampering, supple Tuscany leather seating surfaces match the leather-wrapped steering wheel, center console and brim of the instrument panel. Luxury never looked — and felt — so good. Elegant exterior cues, including unique badging, chrome door handles and grille, and unique

*continued on page 2*



**ABC Dealership**  
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See inside for special savings!