

'High-End-to-the-Touch' Cadillac XTS 'Fashionable'

The cut-and-sew treatment of leather in the interior of the 2013 Cadillac XTS is an element designers borrowed from the fashion industry.

It's the wave of the future. At least, the wave of the XTS's future.

This 2013 Cadillac XTS is offering a first look at the next generation of interior design for the brand.

Designers of the large luxury sedan are looking to the fast-paced and often-changing fashion and home furnishings industries for inspiration when conceptualizing the car's interior finishes.

They're studying how the industry chooses leathers for handbags and shoes to design the XTS's interior in a way that would be an extension of products with which luxury consumers already interact.

"As automotive designers, we can draw parallels, especially from luxury fashion, in the way materials like leather are selected and treated," said Erin Crossley, a design manager who

helped style the XTS's interior.

"We applied small details, such as stitching touches, from fashion to deliver a refined interior with finishes that a customer can appreciate for its attention to detail."

While automotive interiors do not change with the seasons as in fashion, the use of premium materials is a key component to crafting a durable and chic product, Crossley said.

The XTS Platinum edition features Opus full-leather seats with an exclusive treatment that emits subtle hints of purple through mini-perforated inserts.

Opus leather is the highest-quality leather sourced for Cadillac and has a limited finishing and light-embossed grain to help maintain a soft feel. A purple stitching around the interior's trim helps bring out the unique finish of the leather-appointed areas.

XTS Platinum also has a leather-wrapped steering wheel, front dash, door trim top pad and center console.



Cadillac designers drew inspiration from the fashion industry for the 2013 XTS interior.

"With the XTS, we really looked for soft and supple leathers and used pops of color to add an element of contrast and drama," said Crossley. "We used really fine grains in order to see the richness of the natural material and also make sure it feels high end to the touch."

XTS spokesperson Jordana Strosberg said that today's luxury car buyer demands the best, making the details of the interior more important than ever.

"The XTS came out last year,"

Strosberg said. "That launch was the first step in Cadillac's efforts to upgrading the quality of its interiors. Since we came out with the new XTS, Cadillac has launched the CTS, and the new ATS will come out later this year. If you look at the interiors of all those cars, you will see Cadillac's attention to detail on display."

People might not know about materials, she said, but they know if they're uncomfortable.

"People are surrounded by their

cars," Strosberg said. "They touch the interiors and with the new Cadillacs, you'd be hard-pressed to find materials like plastic. There's a lot of wood and leather. That's what people demand and Cadillac wants to meet that demand."

Since its launch, the XTS has been recognized by several industry experts for its design and performance. Cadillac last week was officially presented with a Ward's 10 Best Interiors award for the 2013 XTS.

Lear Technology Solves Seat, Weight Issue

As carmakers continually seek to reduce weight and improve interiors, Lear Corporation utilizes its proprietary Lear Crafted Comfort Connect process to manufacture high-performance seats while reducing vehicle weight.

"The demand for unique styling and comfort seat offering, particularly in the premium performance market, has long driven technological development in seat surface covering materials and attachments," said Karl Henn, director, Lear Seating Systems Division Research and Development Group.

"How we get the exceptional seats that impress the most discerning end-consumer and solve our customers' needs is the story of Lear Crafted Comfort Connect.

"We took our past bonding process and deep automotive seating design experience and created something new."

Henn said Lear's innovation saves these highly regarded manufacturers significant weight over more traditional seating options as they look to increase

performance in every way possible while still providing premium comfort and safety that today's consumers expect in high-end vehicles.

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