

# Concept Elmiraj Has Streamlined Design, RWD Performance – Cadillac’s Ferguson

Cadillac last week unveiled the Elmiraj Concept Car.

Cadillac officials say the car showcases a new vision for luxury driving and the top of the brand’s expanding range.

“Cadillac is fueled by the creativity of our designers, led by Ed Welburn,” said Bob Ferguson, senior vice president, Global Cadillac. “Elmiraj provides a look inside the Cadillac Studio on how we envision performance and luxury for the next generation of luxury drivers.”

A modern update to the classic format of a two-door grand coupe, Ferguson said the Elmiraj is a pure expression of streamlined design and engaging rear-wheel drive performance.

GM announced that the Elmiraj is 205 inches in overall length, and is a four-seat coupe. Taking up from where the memorable Ciel Concept left off, Elmiraj is a statement of pure luxury and performance with a purposeful character and proportion, Ferguson said.

The concept advances Cadillac’s philosophy of dramatic design and performance, and its commitment to lightweight, agile cars, Ferguson said. It’s constructed with chassis and structural elements of an ongoing Cadillac vehicle development project slated for future production. This new vehicle architecture, said Ferguson, expands the brand’s commitment to lightweight RWD performance, exemplified in the ATS sport sedan and the all-new and elevated

2014 CTS launching this fall in the U.S.

Elmiraj is powered by a 4.5-liter twin turbocharged V8 delivering an estimated 500 hp. The engine takes the baseline technology from the new Cadillac Twin Turbo V6 featured in the upcoming 420-hp 2014 CTS Vsport edition, and expands it to the classic performance format of a V8 engine.

“Elmiraj advances Cadillac’s provocative modern design and performance, contrasted with bespoke craftsmanship and luxury,” said Mark Adams, Cadillac design director. “It explores performance driving, as well as how we’re approaching elevating the Cadillac range and new dimensions of Art & Science philosophy.”

With a heritage of imaginative designs, said Ferguson, Cadillac approaches concept cars as a method for projecting design forward rather than simply exaggerating or “teasing” future production models. Elmiraj, he added, was created from this mindset, and therefore suggests new territory for Cadillac Art & Science.

“This concept is the second chapter, following the Ciel Concept, of our exploration of the personas of true luxury,” said Clay Dean, executive director of advanced design. “This project originated around the simple persona of ‘the drive,’ or the visceral experience of driving a great luxury coupe. It’s an expression of the confidence and poise you feel driving a high-per-

formance car, which we feel is an essential element of top-level luxury.”

The dramatic proportion communicates power and performance, Dean said. A long dash-to-axle front profile, a Cadillac signature, gives the coupe a performance-oriented form. The long wheelbase and clean body side characterizes the car’s spacious dimensions and elevated status.

“Elmiraj is about poise and proportion,” said Niki Smart, lead exterior designer. “We wanted a mature statement for Cadillac, where simplicity and subtle adornments create a purposeful presence.”

Elmiraj contains design elements emphasizing Cadillac’s capabilities for engaging driving performance in its production portfolio, Ferguson said.

Two vents in the car’s long hood are functional, acting as hot air outlets for the twin turbo engine.

Elmiraj has 22-x-9-in. aluminum wheels backed by large ceramic brakes with Cadillac monoblock



Cadillac Elmiraj Concept Car

calipers. The car’s blue exterior finish wears the brand’s Vsport designation, Cadillac’s new level slotting directly under the high-performance V-Series.

The interior of Elmiraj blends elegantly crafted luxury and generous space with driver-focused performance elements, said Gael Buzyn, lead interior designer. The upper section of the instrument panel is a single piece extending across the full width of the car, while the lower forms a cockpit space tailored for performance.

“A concept provides not only an opportunity to explore new design ideas, but to pursue new techniques for elegant craftsmanship and materials,” said Buzyn.

Many of the most celebrated automotive designs through his-

tory have been luxury coupes, Ferguson said.

“We were influenced in particular by the 1967 Eldorado,” said Dean, “both its actual design and the fact that in its time that car was a very stark contrast and a new direction.

“More recent design like the CTS-V Coupe and the ELR are provocative. Both of these cars were major statements of performance and luxury and drove Cadillac forward into new territory.”

Designers at General Motors’ advanced design studio in North Hollywood, Calif., under the direction of Frank Saucedo, led the development of the car’s interior and exterior.

Elmiraj was hand-built by in-house craftsmen in Michigan, Ferguson said.

## The Beat Goes On: Chrysler Reprises Detroit Jazz Festival Sponsorship

The Chrysler brand is once again taking on the role as the official presenting sponsor of the upcoming Detroit Jazz Festival to be held Labor Day Weekend.

According to a Chrysler news release, Chrysler brand will be the presenting sponsor as an extension of what the automaker’s “Imported from Detroit” campaign is all about – celebrating the spirit and determination of Detroit and its residents.

“Not only is the Detroit Jazz Festival a world-class arts and education contributor, it’s an economic booster for the city and one of the many beautiful stories that continues to be ‘Imported from Detroit,’” said Saad Chehab, president and CEO – Chrysler brand.

“The Detroit Jazz Festival spreads the message about the beauty of Detroit and provides an enriching cultural experience for jazz and music lovers across the country.

“The people and the commitment behind these events is what continue to inspire the Chrysler brand’s ‘Imported from Detroit’ campaign.”

According to organizers, the Detroit Jazz Festival is the world’s largest free jazz festival and a major out-of-state tourist draw for the city of Detroit. Festival spokesperson Alexandra Sherbow said roughly 200,000 people attended the 2012 Detroit Jazz Festival.

Many top jazz headliners have already been confirmed for this year’s Aug. 30-Sept. 2 event, including:

- David Murray Big Band featuring Macy Gray
- Ahmad Jamal Quartet
- Joshua Redman with Strings
- John Scofield Überjam
- Shelia Jordan with Strings featuring the Alan Broadbent Trio
- McCoy Tyner Trio with Savion Glover
- Charles Lloyd Quartet with Bill Frisell
- Yellowjackets



Danilo Perez

- 2013 Detroit Jazz Festival Artist-in-Residence Danilo Pérez.

The Chrysler brand also will serve as the presenting sponsor for many year-round initiatives, including the Detroit Jazz Festival Community Series concerts, and the festival’s annual national musician and arranger competitions.

Chrysler is also the exclusive official automotive sponsor.

“Having the Chrysler brand on board again means so much to the Detroit Jazz Festival, and also to the city of Detroit,” said Gretchen Valade, chair of the Detroit Jazz Festival’s Foundation Board of Directors.

“We’re coming together to create meaningful and fun opportunities for Detroit communities year-round, and amazing Labor Day weekend performances for those all over the world.

“Support from companies like the Chrysler brand, who are committed to helping this city, assist the Detroit Jazz Festival in continuing to stay the largest free jazz festival in the world and helps us to continue to offer these unique cultural experiences.”

## AH’s Baker College Earns Automotive Accreditation

Baker College of Auburn Hills’ automotive program has received accreditation from the National Automotive Technicians Education Foundation (NATEF).

“NATEF accreditation is a testament to our automotive program’s excellence,” said Jeff Love, Baker College of Auburn Hills president. “The accreditation assures students that we offer a quality education with potential for a solid career after graduation. It should also strengthen the employability of our graduates.”

The accreditation process included an examination of the structure, resources and quality of training programs, as well as evaluation against standards established by the industry, Love said.


NATEF is a nonprofit organization that aims to improve the quality of automotive technician training programs nationally at secondary, post-secondary, public and proprietary schools.

Love said Baker College of Auburn Hills’ automotive program includes a certificate and

associate degree in automotive services technology and a bachelor’s degree in automotive service management.


Students in the program choose an area of concentration and receive hands-on training through classes and real-world experience, Love said. The program ultimately prepares students to successfully complete the Motor Vehicle Specialty Certification test.

For more information on the program, call the admissions department at 248-340-0600.



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