



2014 Cadillac ELR

2014 ELR Green, with Luxury

With the coming of the new year, drivers who want a green car that still provides luxury will have the chance with the new Cadillac ELR.

Initial sales of the 2014 Cadillac ELR electrified luxury coupe will begin in January in all major U.S. metropolitan areas, said Cadillac spokesman Brian Corbett.

Designed for a "new generation of technology-driven luxury buyers," Corbett said, the 2014 ELR has a starting price of \$75,995, including a \$995 destination charge but excluding tax, title, license and dealer fees.

Upon IRS certification of an anticipated federal tax credit, purchasers may be eligible for a tax credit from \$0 to \$7,500, depending on individual tax liability. Net pricing after tax credits could be as low as \$68,495, including \$995 destination.

"The ELR is a unique blend of dramatic design with electric vehicle technology capable of total range in excess of 300 miles," said Bob Ferguson, senior vice president, Global Cadillac.

"ELR is also unique in that it will be offered nationwide within a luxury customer experience, with proven benefits and care extending from the shopping process all the way through the ownership experience."

Dealers nationwide are specially trained and certified to sell and service the 2014 ELR.

Backing up the dealership experience, prospective customers and buyers of the ELR can take advantage of their own ELR Concierge Representative, Corbett said.

The Concierge Representative is an additional point of contact for information on battery care, home charging, service scheduling, news and updates.

As with all Cadillac models, the ELR comes standard with Cadillac Shield, a comprehensive suite of owner benefits including

Remote Vehicle Diagnostics, a Premium Care Maintenance program and 24/7 roadside assistance, Corbett said. The ELR also comes with an extended battery and propulsion warranty of eight years or 100,000 miles, whichever comes first, and a four-year or 50,000-mile - whichever comes first - bumper-to-bumper limited warranty.

The ELR comes equipped with standard advanced technology features such as Cadillac CUE with navigation accessible through an eight-inch, full-color capacitive-touch screen, light-emitting diode, or LED, front and rear exterior lighting, Lane Departure Warning, Forward Collision Alert, the Safety Alert Seat and the exclusive Regen on Demand feature, allowing the driver to temporarily regenerate energy from the vehicle's momentum via steering-wheel paddles, Corbett said.

And while the car is technology-advanced, GM hasn't skimped on the luxury, Corbett said. The ELR interior features handcrafted leather complemented by authentic wood grain and chrome trim.

Powering the ELR is a combination of pure electric drive and an efficient, range-extending 1.4L gasoline-powered electric generator. A T-shaped, 16.5 kWh lithium-ion battery pack is located along the centerline of the vehicle, between the front and rear wheels to make the most of weight distribution. The pack supplies energy to an advanced electric drive unit to propel the vehicle, Corbett said.

ELR is capable of a total driving range in excess of 300 miles. Using only the energy stored in the battery, ELR's initial range is about 35 highway miles, or 82 MPGe, of electric driving, depending on terrain, driving techniques and ambient temperature. Official EPA estimates are not yet available.



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