



2014 Cadillac ELR

# Cadillac Sales Soar in 2013

Cadillac’s 2013 total U.S. sales increased 22 percent, the best total sales year for Cadillac since 2007. December total sales increased 12 percent month over month led by a 20 percent increase in retail sales.

Cadillac was the fastest-growing full-line luxury brand in 2013, an outcome of the brand’s largest expansion since 1976, said GM spokesman David Caldwell.

“Cadillac saw huge product-driven momentum throughout 2013,” said Bill Pepper, Cadillac vice president of sales and service. “Much of that growth came from buyers new to Cadillac, with Lexus, BMW and Mercedes-Benz being three of the top traded-in brands.”

Cadillac’s new portfolio of sedans saw total sales improve 48 percent, Caldwell said. The award-winning ATS sedan had its best total sales month since its launch, and 72 percent of ATS buyers in December were new to the Cadillac brand.

Also last month, Cadillac began deliveries of the 2014 CTS Vsport sedan to customers. The rear-wheel-drive CTS Vsport is equipped with the all-new 420-hp Cadillac Twin-Turbo V6 engine and eight-speed transmission. CTS sales were up 75 percent over November 2013.

Cadillac’s vehicles won numerous awards in 2013, including North American Car of the Year (ATS), *Motor Trend’s* Car of the Year and a *Car and Driver* 10 Best (CTS).

Shipments of the 2014 ELR electrified luxury coupe also began in December, Caldwell said. And the ELR is an example of Cadillac’s investment in the latest technology as well as luxury.

Initial sales of the 2014 ELR electrified luxury coupe will begin sometime this month 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.

“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 have been specially trained and certified to sell and service the 2014 ELR, Corbett said. Backing up 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 full-time 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 bumper-to-bumper warranty.

And while the car is technologically advanced, GM has also paid attention to the styling, Corbett said, adding that it is this attention to detail and to technology that has helped push Cadillac forward as the fastest-growing full line brand of luxury vehicle in today’s marketplace.



## Pension apprehension?

**DEBRA HERNDON**  
15192 E 13 Mile Rd  
(Southwest Corner of 13 Mile & Hayes)  
Warren, MI 48088  
Bus 586.293.1700 • Fax 586.293.1719  
youmatter@sfddeb.com

**Get your buyout decision to a better state.**  
I have the financial experience to help you weigh the pros and cons of accepting a lump-sum buyout.  
**Get to a better State.®**  
CALL ME TODAY.



State Farm  
Home Office, Bloomington, IL

MPC #121504

1203134



## SEASON'S BEST EVENT

GET THE CADILLAC YOU SO RICHLY DESERVE.



NOW DURING THE SEASON’S BEST EVENT, GM EMPLOYEES CAN TAKE ADVANTAGE OF THE BEST OFFERS OF THE SEASON ON THESE CADILLAC ALL WHEEL DRIVE MODELS.

**JUST ANNOUNCED! \$2000 LEASE ENHANCEMENT ON CTS**

### 2014 CADILLAC ATS AWD 2.0 TURBO

**\$299\*** PER MONTH

WITH \$1620 DUE AT SIGNING  
AFTER ALL OFFERS

36 MONTH LEASE • 10,000 MILES PER YEAR  
No security deposit required. Tax, title, license, dealer fees extra.  
Mileage charge of \$.25/mile over 30,000 miles.  
At participating dealers only • Michigan Residents Only



### 2014 CADILLAC SRX 3.6 V6

**\$329\*** PER MONTH

WITH \$0 DUE AT SIGNING  
36 MONTH LEASE • 10,000 MILES PER YEAR  
MSRP \$38,630



### 2014 CADILLAC XTS 3.6 304 H.P.

**\$419\*** PER MONTH

WITH \$0 DUE AT SIGNING  
36 MONTH LEASE • 10,000 MILES PER YEAR  
MSRP \$45,665



### 2014 CADILLAC CTS AWD SEDAN LUXURY COLLECTION

**\$399\*** PER MONTH

WITH \$949 DUE AT SIGNING  
AFTER ALL OFFERS  
36 MONTH LEASE • 10,000 MILES PER YEAR  
No security deposit required. Tax, title, license, dealer fees extra.  
Mileage charge of \$.25/mile over 30,000 miles.



## PRE-OWNED SPECIALS

<b>2010 CADILLAC SRX</b> • Stk#P8051 SUV Luxury Pkg. • 40k Miles • One Owner Perfect CAR-FAX	<b>\$24,481</b>	<b>2013 CADILLAC CTS</b> • Stk#P7953 AWD Sedan • 10k Miles • One Owner Perfect CAR-FAX	<b>\$30,894</b>
<b>2011 CADILLAC SRX</b> • Stk#P8095 SUV • Factory Warranty • 18k Miles • One Owner Perfect CAR-FAX	<b>\$28,678</b>	<b>2013 CADILLAC ATS</b> • Stk#P9056 AWD Sedan • Luxury Pkg. • 1,284 Miles • Perfect CAR-FAX	<b>\$41,433</b>
<b>2012 CADILLAC SRX SUV</b> • Stk#P9048 AWD • Factory Warranty • 29k Miles • One Owner Perfect CAR-FAX	<b>\$35,631</b>	<b>2012 GMC YUKON DENALI</b> • Stk#P9067 AWD SUV • 26k Miles • One Owner Perfect CAR-FAX	<b>\$42,986</b>
<b>2013 CADILLAC CTS</b> • Stk#P7879 AWD Sedan • 18k Miles • One Owner Perfect CAR-FAX	<b>\$29,989</b>	<b>2008 LAND ROVER</b> • Stk#P8049A RANGE ROVER SC • 66k Miles • Perfect CAR-FAX	<b>\$31,994</b>

— Call 888-548-8939 —

## SERVICE AND SALES NOW OPEN SATURDAYS

SERVICE 9-2 • SALES 10-4 Certified Service

Save money every day with these maintenance specials...

### Conventional OIL CHANGE

27 point inspection  
most GM cars  
& light trucks.  
**\$18<sup>99</sup>**  
Up to 7 quarts. — plus tax —

### dexos OIL CHANGE

27 point inspection  
most GM cars  
& light trucks.  
**\$26<sup>99</sup>**  
Up to 7 quarts. — plus tax —

### Synthetic OIL CHANGE

27 point inspection  
most GM cars  
& light trucks.  
**\$57<sup>99</sup>**  
Up to 7 quarts. — plus tax —

### Add a TIRE ROTATION

for **\$5<sup>00</sup>**  
with an oil change.  
Most GM cars & light trucks.



A Prestige Automotive Group Company

**PRESTIGE** Cadillac  
FORMERLY RINKE CADILLAC



Showroom Hours: Mon. & Thurs. 8:30 a.m. • 9 p.m. Tue., Wed., & Fri. 8:30 a.m.-6:00 p.m. Sat. 10 a.m.-4 p.m.  
**8333 EAST 11 MILE ROAD • I-696 & VAN DYKE • 888-548-8939**  
Visit our website: [www.PrestigeCadillac.com](http://www.PrestigeCadillac.com) for all our specials

\*Plus tax, title, plate fee. Plus tax on rebates, tax on payment. Must qualify with Tier 1 credit through U.S. Bank. Pricing includes all factory rebates. No security deposit required. Lease must be registered in the state of Michigan. We accept all GM purchase plans. All lease payments calculated based on GM Lease Loyalty Program or GM Conquest Lease. To qualify for GM Lease Loyalty you must have a 1999 or newer GM lease with a scheduled lease end date before December 30, 2014. To qualify for GM Lease Conquest you must have a non-GM Lease vehicle. Sale limited to availability during program period. Picture may not represent actual vehicle being sold. All lease payments already include acquisition fee. This ad is your coupon. Expires 1/06/2014 at 4PM