

Cadillac's First-Ever Compact Luxury Coupe Introduced

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"The 2015 Cadillac ATS Coupe is a natural step in the brand's progression, and another fun-to-drive and technologically advanced product for a new generation of drivers, extending our target groups," said Uwe Ellinghaus, chief marketing officer, Global Cadillac.

"It is an exclusively distinctive American alternative, unique in its class, yet delivering a sporty and sophisticated driving experience rivaling the world's best."

Ellinghaus said Cadillac is moving into new corners of the luxury market and vehicles like the ATS make that possible. Like the sedan, Ellinghaus said, the ATS Coupe's driving dynamics are rooted in mass efficiency, which helps make it one of Cadillac's lightest and most agile models ever – and the lightest car in the compact luxury coupe segment. The 2.0L Turbo engine is upgraded from the current ATS sport sedan, he said, to deliver nearly 14 percent more torque, taking it to 295 lb.-ft. This gives the standard ATS Coupe an advantage in power and weight over similarly equipped coupes such as the BMW 428i, he added.

Greater torque means greater pulling power, for a greater feeling of responsiveness at low speeds, and helps the ATS Coupe achieve an estimated 0-60 time of 5.6 seconds, Ellinghaus said.

"More power with less weight is always a better combination for performance," said David Leone, Cadillac executive chief engineer, "and the ATS Coupe offers one of the best power-to-weight ratios in the segment, making it feel lighter, more direct and responsive."

"Engineers vetted the ATS's performance on the track, and the Coupe benefits from that exhaustive validation – all matched with Cadillac's trademark refinement."

Elements that contribute to the ATS Coupe's balanced performance and responsive characteristics include nearly perfect

50/50 weight balance and low center of gravity as well as five-link independent rear suspension featuring lightweight, high-strength steel and efficient straight link designs, Leone said.

- Other features include:
- A multi-link double-pivot MacPherson-strut front suspension with direct-acting stabilizer bar;
 - Underbody aerodynamic shields;
 - Premium, belt-driven electric variable-effort steering gear from ZF Steering Systems;
 - Brembo front brakes;
 - Eighteen-inch aluminum wheels;
 - Available all-wheel drive.

The 2015 ATS Coupe rides on the same 109.3-inch wheelbase as the sedan, but features its own bodywork.

The roof, doors, rear fenders and trunk lid are unique to the Coupe, along with a specific front fascia and front fenders that accommodate a wider track than the sedan. It is also the first production model to wear Cadillac's revised crest, said Andrew Smith, Cadillac executive design director.

The Coupe also has an aggressive stance, Smith said, with wider front/rear tracks than the sedan, enhanced by short overhangs and sheet metal that wrap tautly around the tires. Standard 18-inch wheels are exclusive to the Coupe.

Bold lighting elements are a Cadillac signature feature and the ATS Coupe advances that tradition, Smith said, with available light-emitting diode, or LED, headlamps with Adaptive Forward Lighting. Base models feature projector-beam headlamps, while high-intensity-discharge headlamps and front vertical LED light signatures are included on all but the standard model.

Illuminating outside door handles on Performance and Premium collections lend technologically advanced style and function to the Coupe. All models feature LED taillamps and rear-center stop lamp.

Sergio to Stick Around – But Where?

DETROIT (AP) – Sergio Marchionne will lead a combined Chrysler and Fiat at least for three more years. But he's not answering the sensitive question of where that company will be based.

Fiat Chairman John Elkann said last week that Marchionne will stay CEO at least through 2016. Elkann and Marchionne spoke to reporters after the unveiling of a new midsize Chrysler car at the Detroit auto show.

Italian automaker Fiat SpA announced Jan. 1 that it reached a deal to acquire the remaining shares of Chrysler from a union trust fund for \$3.65 billion. Fiat had previously owned 58.5 percent of the U.S. automaker.

Marchionne said Fiat's board will discuss where to locate the newly merged company when it meets on Jan. 29. Fiat SpA is headquartered in Turin, Italy, while Chrysler is in Auburn Hills.

Where to place the corporate headquarters is a major decision – and a sensitive topic. Fiat got control of Chrysler after the U.S. government bailed the company out of bankruptcy protection. But Fiat is Italy's largest private employer and a source of national pride, so moving the headquarters out of the country would be difficult.

A combined Fiat-Chrysler is the world's seventh-largest automaker, with 4.4 million sales last year, Marchionne said.

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