



2014 Cadillac ELR

New Brake System Helps ELR Capture ‘Green’ Award

Green Car Journal has on Jan. 22 awarded the Cadillac ELR electrified luxury coupe its 2014 Green Car Technology Award for the Regen on Demand brakes.

The system allows the driver to use paddle shifters on the steering wheel to temporarily regenerate energy and store it as electricity in the battery pack for later use.

The award was announced at The Washington Auto Show in Washington, D.C., on Wednesday, Jan. 22.

“Regen on Demand is one of the key systems enabling the Cadillac ELR to merge performance with efficiency in a dynamic new way,” said Jim Vurpillat, Cadillac’s director of Emerging Markets.

“Putting regenerative braking at the driver’s fingertips supports the ELR’s 340-mile total driving range while also adding a fun-to-drive element to the premium luxury coupe.”

Traditional performance vehicles allow drivers to upshift and downshift the mechanical transmission through steering wheel-mounted paddles.

ELR’s Regen on Demand feature is unique to the vehicle and builds on Cadillac’s performance-bred heritage, Vurpillat said.

“Cadillac has cleverly evolved a common electric-drive efficiency system into an intriguing feature that adds a new dimension to the driving experience,” said Ron Cogan, editor and publisher of Green Car Journal and

CarsOfChange.com.

“Ever-increasing efficiency is crucial to our driving future, yet efficiency itself is not an attraction for a great many car buyers,” he said.

“Cadillac’s Regen on Demand is an inspired example of how technology can increase efficiency while connecting with a driver, enhancing driving dynamics along the way.”

In addition to the exclusive Regen on Demand system, the ELR comes equipped with standard advanced technology features such as Cadillac CUE with Navigation, LED front and rear exterior lighting, Lane Departure Warning, Forward Collision Alert, and the Safety Alert Seat, Corbett said.

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.

Nationwide sales of the 2014 Cadillac ELR began earlier this month.

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