



News

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Cadillac Escalade: Second-Generation Model

- **6.2L all-aluminum V-8 engine with variable valve timing**
- **Elegance and Sport Luxury trim levels**
- **Fully integrated DVD navigation and rearview camera available**
- **Stylish tour of exclusive European summer events**

FRANKFURT – The second generation of the Cadillac Escalade luxury SUV went on sale in Europe earlier this year, offering a new level of refinement, style, performance and an instantly recognizable shape. The Escalade features a 301 kW (409 hp), 6.2L aluminum V-8 with VVT (variable valve timing), an efficient six-speed automatic transmission, a feature-packed and spacious interior and distinctive Cadillac exterior styling.

Based on GM's full-size SUV architecture, the second-generation Escalade features new powertrain, chassis, safety and interior systems. All-new sheet metal gives the vehicle sleeker, cleaner styling and improved aerodynamics, yet it remains instantly identifiable as an Escalade.

At the front, the signature Cadillac “egg-crate” grille is flanked by tri-element HID headlamps and is matched by equally distinctive rear-end styling, highlighted by chrome accents. Seven-spoke 18-inch wheels are standard.

A 6.2L, V-8 engine with all-aluminum construction and variable valve timing technology delivers 301 kW (409 hp) and 565 Nm of torque through a six-speed automatic transmission. Handling and active safety is enhanced with the standard Road Sensing Suspension, which uses electronically controlled shock absorbers to make nearly instantaneous damping adjustments. The system “reads” the road to anticipate the best damping rates.

The launch of the original Escalade in 1999 marked the start of Cadillac’s product renaissance in the U.S., and it has helped attract younger, more diverse customers to the Cadillac portfolio. For example, 35 percent of Escalade buyers in the U.S. are women.

“The 2008 Escalade represents the next phase of Cadillac’s product renaissance – a renaissance that was launched by the previous-generation Escalade,” said Jim Taylor, Cadillac general manager. “Since its inception, Escalade has been an icon – the vehicle customers aspire to own. The current model raises the bar with exceptional exterior style, interior refinement, increased performance and enhanced ride and handling smoothness.”

Trim level details

The new Escalade is available in two trim levels: “Elegance” and “Sport Luxury.” The extensive standard equipment on Elegance models includes a power-assisted rear tailgate, rear parking assist function, plus comfort-adding items such as a tri-zone climate control, an audio system with DVD and six-CD changer, 10-speaker Bose 5.1 Discrete Surround Sound System, leather-covered seats (heated on first and second rows) and power-adjustable front seats with two-position driver-seat memory.

Sport Luxury models have additional standard features including a sunroof, cooled front-row seats and a heated steering wheel. A roof-mounted rear DVD entertainment console with 8-inch screen and power release “fold and tumble” second-row seats are also standard on Sport Luxury models.

Fully integrated touch screen DVD navigation and a rearview camera are available on the Sport Luxury model. This optional package also includes an AM/FM radio with RDS, 6 CD changer, DVD player, TMC and voice control.

In addition to the active safety provided by traction control, StabiliTrak and the standard Road Sensing Suspension, the Escalade features a 360-degree perimeter safety system of occupant protection and crash-avoidance technologies. It is designed to be among the industry's safest and most secure vehicles.

Other protection features are roof-mounted head curtain side air bags with rollover protection for all seating rows and front-seat safety belt pretensioners that are linked to the vehicle's sensing system to provide segment-exclusive deployment in rear impacts. All these features are integrated into a stronger vehicle structure that is also designed for improved compatibility with other vehicles.

The new Cadillac Escalade is built at GM's award-winning facility at Arlington, Texas, USA.

Club Cadillac On Tour 2007

The new Escalade has been prominent at exclusive European summer events and festivals. In July and August, a Cadillac Escalade with advanced Bose and Pioneer equipment in the luggage compartment, appeared in cities like Lausanne, Gstaad, Riccione, Portofino and Brussels. With the rear tailgate opened, the audience enjoyed lounge music tones while getting acquainted with the new car. During Club Cadillac On Tour 2007, the Cadillac Escalade visited Switzerland, Italy, Luxemburg, Belgium, Germany and Austria and events such as the Allianz Swiss Open tennis tournament, the elegant Milano Marittima and the Brussels Summer Festival.

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