

Cadillac's style

Fleetwood, Northstar:
they're key in 1993

In 1903, the first Cadillac was assembled in Detroit, featuring a 10-horsepower, single-cylinder engine at a cost of \$750.

Today's Cadillac line still has four wheels and an engine, but to say the least, times and technology have changed.

Around the turn of the century, automakers had yet to conceive of a Northstar powertrain and suspension, Speed Sensitive Steering, or antilock brakes. But in today's market, introducing such new automotive features and standardizing existing technologies is what keeps an automaker at the top of the game.

Cadillac's television and print advertising theme this year is "changing the way you think about American automobiles," perhaps because the company is changing the way it's doing business.

"Cadillac has changed," said Peter R. Levin, Cadillac's director of advertising. "We know that the market has also changed and the luxury market is increasingly segmented. The campaign will focus on the new Northstar system and the all-new Fleetwood Brougham sedan."

The GM division is focused on retaining its traditional luxury market customer base, while aiming part of its pitch at younger, more affluent, and highly educated customers. Cadillac categorizes its product in the "ultimate sport," "prestige luxury" and "traditional large luxury models," recognizing that each segment has diverse needs.

In the car line's prestige luxury segment, the Northstar system will be installed, including a 32-valve, 4.6 liter Northstar V-8 engine, 4-speed electronic automatic transmission, speed sensitive steering, road-sensing suspension, and full-speed traction control.

Introduced on the Allante earlier this year, the Northstar powertrain will be standard equipment on the Eldorado Touring Coupe and the Seville Touring Sedan. The Eldorado, Seville, DeVille and Sixty Special models will retain the 4.9 liter V8.

The six-passenger Fleetwood is also seen as critical to Cadillac's success in 1993. The automaker hopes the car will have a wide appeal.

"The Fleetwood holds a strategic place in the Cadillac portfolio," said John O. Grottenberger, general manager of the Cadillac Motor Car Division. "This new model lays claim to a solid core of specific Cadillac customers, plus we believe it will be attractive to

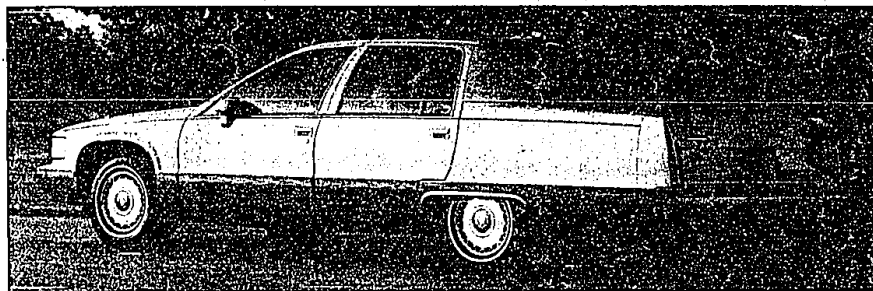
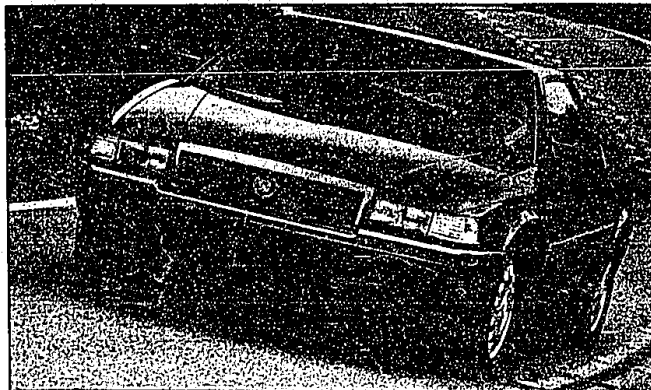
new buyers who want comfort and safety in a technically contemporary large rear-wheel-drive luxury car."

The car has been helped by its high visibility in the limousine trade and is targeted for export to Japan and the Middle East. A 7,600-lb. trailer towing package option provides the highest available capacity of any passenger car in the world.

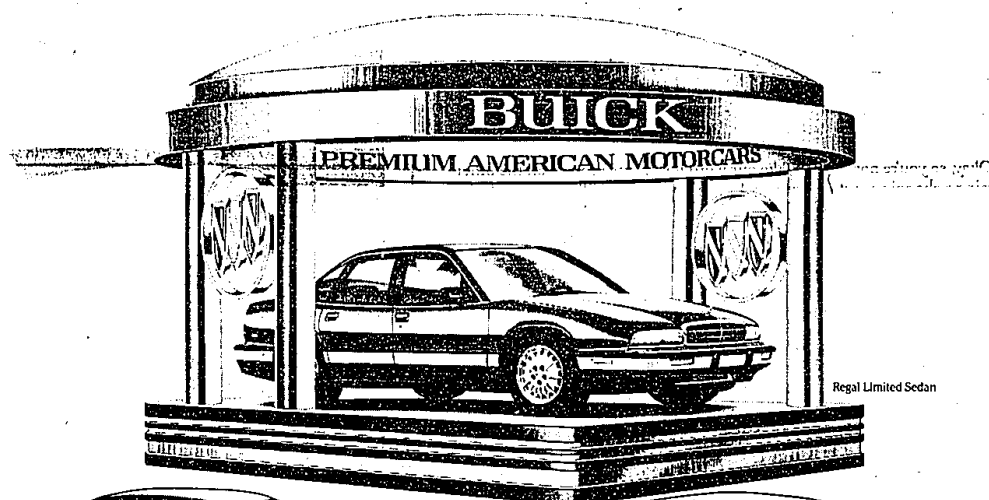
The 1993 Fleetwood and Fleetwood Brougham represent an all new body style: at 225.1 inches, it's 4.1 inches longer than last year's model, and it's aerodynamic appearance is .36, dramatically down from .49 in the 1992 model.

For its 1993 front-drive models, Cadillac has introduced Speed Sensitive Steering, to provide optimum steering feel and response throughout the operating range of the vehicle. Low effort steering for city driving means motorists won't have muscle strain while parallel parking. As vehicle speed increases, so does the driver's steering effort. Cadillac touts the system as helping to make the driver "feel confident in the way the car will react" and less fatigued.

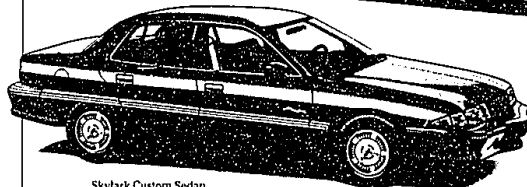
The Eldorado sports coupe, right, is equipped with a 4.9 liter V-8. The Cadillac Fleetwood Brougham, below, includes a new body style, and at 225.1 inches, is the longest regular production car built in the U.S. The car rides on 15 x 7 inch cast aluminum wheels. It will be available in 12 exterior colors for 1993.



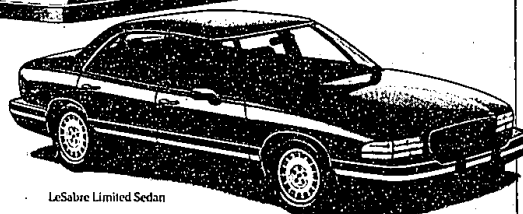
See a display of Buick quality.



Regal Limited Sedan



Skylark Custom Sedan



LeSabre Limited Sedan

Automobile award given to Chrysler

The 1993 Chrysler Concorde, Dodge Intrepid, and Eagle Vision have been selected by the editors of *Automobile Magazine* as the 1993 "Automobile of the Year."

"These are great American cars that can hold their own in any company on any kind of road," said the magazine's publisher, David E. Davis, Jr. "They are a full-throated rendition of 'America the Beautiful' on wheels."

In addition to the Chrysler line, other candidates included BMW 318i, Ford Probe GT, Ford Taurus SHO, Infiniti J30t, Mazda MX-6, Mazda RX-7, Mercedes Benz 400E, Nissan Altima SE, Saturn SW2, Subaru SVX, and Volkswagen Corrado SLC.

"All during the Concorde, Intrepid, and Vision development period we knew we had the potential to meet, and perhaps even exceed, what we challenged ourselves to do," said Chrysler President Robert Lutz. "However, you never truly know if you've succeeded until you hand over your new baby to the experts and to the customer. And judging by early sales, our customers feel the same as *Automobile Magazine* does."

Buick quality has never looked better. So don't miss the 1993 Buicks on display at this year's auto show.

Discover the value of the new 1993 Skylark Custom. It will change a lot of impressions about Buick. You'll also see the LeSabre, a distinctive automobile with a solid reputation for quality and value. And look

for the sporty Regal Limited Sedan, a car that's getting a lot of people out of their imports.

After the show, be sure to visit your Buick dealer for a test drive. You'll experience another fine display of automotive excellence.



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DETROIT, MICHIGAN

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