



PRESS RELEASE

New York, Nov. 30, 2017

FOR IMMEDIATE RELEASE

Cadillac Introduces Exclusive V-Series Championship Editions

**CADILLAC CELEBRATES DOMINANT RACING SEASON WITH CHAMPIONSHIP
EDITION ATS-V AND CTS-V MODELS**

Cadillac
330 Hudson Street
New York City, NY

To celebrate winning the 2017 IMSA Manufacturer, Driver, Team and Endurance Championships, Cadillac announced today the Championship Edition for all three of its ultra-high-performance models – the 2018 Cadillac ATS-V coupe and sedan, and the 2018 Cadillac CTS-V super sedan.

The special edition models celebrate Cadillac's first-ever endurance racing Manufacturer's Championship, secured in the first year of the brand's return to the long-distance sport. The Championship Editions of the ATS-V and CTS-V super is available in Black Raven or Crystal White Tricoat exterior paint with Cadillac V-Performance graphics located on hood and rear spoiler, Red Obsession side-view mirror caps, DPi-V.R graphic on the quarter windows, Red Brembo® brake calipers and forged polish-finished alloy V-Series wheels with Midnight Silver painted pockets.

Highlighting the interior of the Championship Edition is the Morello Red interior detail package that includes Jet Black RECARO® race-inspired seats, red front and rear door armrests and Morello accented high gloss carbon fiber interior trim. Other interior features include the Performance Data Recorder with Cosworth Toolbox, sunroof, the industry leading Rear Camera Mirror and next-generation Cadillac user experience.

Inspired by a Year of Racing Success

The all-new Cadillac V-Performance DPi-V.R prototype race car began the IMSA WeatherTech SportsCar Championship season with seven-straight race wins and secured the Manufacturer's Championship by winning seven of the 10 races, including the "36 Hours of Florida" which includes wins of the Rolex 24 at

Daytona and the Twelve Hours of Sebring early in the season. Before this season's dramatic return to endurance racing, Cadillac had a 14-year hiatus from the sport, focusing efforts on sprint-format GT racing in eleven seasons of the Pirelli World Challenge, where Cadillac amassed 33 race wins, 121 podium finishes, 25 pole positions, five Manufacturer Championships, and six Driver Championships including the 2017 SprintX Championship..

Cadillac placed three cars in IMSA's Prototype category for the 2017 IMSA season. The No. 10 Konica Minolta Cadillac DPi-V.R driven full-time by Jordan and Ricky Taylor; the No. 5 Mustang Sampling Cadillac DPi-V.R driven by Joao Barbosa and Christian Fittipaldi; and the No. 31 Whelen Engineering Cadillac DPi-V.R driven by Eric Curran and Dane Cameron.

The 2018 Cadillac Championship Edition ATS-V sedans will start at \$72,190 and coupes at \$74,390. The 2018 CTS-V Championship Edition sedans will start at \$105,730, including destination freight charges but excluding tax, title, license and dealer fees. In total, 200 Championship Editions will be built and are available for North America.

CTS-V CHAMPIONSHIP EDITION

All 2018 Cadillac CTS-V Championship Edition sedans include the following in addition to the CTS-V standard equipment:

- Cadillac Black Raven or Crystal White Tricoat exterior paint
- Cadillac V-Performance graphic on hood and rear spoiler
- Red Obsession mirror caps
- Cadillac DPi-V.R graphic on quarter windows
- Serialized Certificate of Authenticity (sent after retail delivery)
- 19" V-Series wheels in polished Alloy with Midnight Painted Pockets
- Morello Red Package
 - Morello accented high gloss carbon fiber interior trim
 - Split-folding rear seats with Morello Red stitching
- Carbon Fiber Package:
 - Carbon fiber front splitter
 - Carbon fiber hood vent
 - Carbon fiber rear spoiler
 - Carbon fiber rear diffuser

- Luxury Package:
 - Tri-zone climate control
 - Heated rear outboard seating positions
 - Power rear-window sunshade
 - Manual rear side-window sunshades
 - 110-volt power receptacle
- Ultra-view sunroof
- Red Brembo® brake calipers
- RECARO® performance seats

ATS-V CHAMPIONSHIP EDITION

All 2018 Cadillac ATS-V Championship Edition sedans and coupes include the following in addition to ATS-V standard features:

- Cadillac Black Raven or Crystal White Tricoat exterior paint
- Cadillac Performance graphic on hood and spoiler
- Red Obsession mirror caps
- DPi-V.R graphic on quarter window
- Serialized certificate of authenticity
- 18" V-Series wheels - polished Alloy with Midnight Painted Pockets
- Morello Red Package
 - Morello accented high gloss carbon fiber interior trim
 - Split-folding rear seats with Morello Red stitching
- Carbon Fiber Package:
 - Carbon fiber front splitter
 - Carbon fiber hood vent
 - Carbon fiber rear spoiler
 - Carbon fiber rear diffuser
- Sunroof
- Red Brembo® brake calipers
- RECARO® performance seats
- Next generation Cadillac user experience

Additional options for the ATS-V and CTS-V Championship Editions may include, depending on how dealers order the vehicles:

- Performance Data and Video Recorder
- Sueded microfiber steering wheel & shifter
- Advanced Security Package
- 8-Speed Sport Automatic Transmission

New Cadillac V-Series models include tuition and accommodation at the 2-day Cadillac V-Performance Academy at Spring Mountain (offer valid for 1 year, reserved for the original owner of each new, unused model year 2017 and newer Cadillac ATS-V and CTS-V models).

The Championship Edition ATS-V and CTS-V will begin arriving at select Cadillac dealers in December. To find the closest participating dealer, visit Cadillac.com or call Cadillac Customer Support at 1-800-333-4223.

###

FOR MORE INFORMATION, please contact JL Lavina at 646 256 5254 or jorge.lavina@cadillac.com.