



INNOVATE





Just as the angles and stirring presence of a legendary vehicle imprint into the mind, the way such a vehicle feels, behaves, sounds, and most of all, performs must also cast an indelible stamp. In creating the provocative experience that is Cadillac, technical firsts have always played a key role. With their carefully deliberated application, the inner character of a Cadillac suddenly springs to life; these innovations become the DNA that shapes its road manners and discrete sensibility behind the wheel. It's fitting then, on these next pages, to explore the technologies, seen and unseen, that make each Cadillac so decidedly distinct, yet epitomize the very essence of this world-class driver's car.

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TURNING OVER A NEW MIND-SET

The idea was to design an engine that would spare nothing throughout the range of the power spectrum—in essence, offer zero compromise between low-speed torque or idle and pedal-down performance. Appropriately, the induction of air into the 4.6 liter Northstar V8 VVT translates into a decidedly vehement 320 horsepower and 310 lb-ft of torque. VVT—shorthand for variable-valve timing—sees that intake and exhaust valve timing is adjusted independently versus a fixed relationship. By more precisely controlling fuel injection and combustion, efficiency and proficiency are rarely better intertwined.

STANDARD ON XLR AND SRX V8.





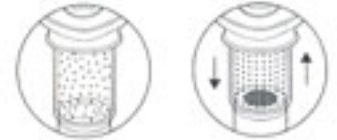
XLR ROADSTER

Automatic retractable hardtop. Magnetic Ride Control. Push-button start. GPS-guided DVD navigation. Hydra-Matic 5-speed automatic transmission with Driver Shift Control. Voice recognition technology for hands-free operation of entertainment and navigation systems. Technological innovation meets open-air invigoration.



FLUID ASSETS

The asset in this case is magneto-rheological (MR) fluid. That elixir holds the secret to outstanding ride quality. Housed within the vehicle struts, MR fluid responds to an electric current. Magnetic Ride Control (MRC) alters this current as it reads the road, adjusting each shock absorber's damping properties to maintain wheel contact. This rapid-fire appraisal—the world's fastest-reacting suspension system—adroitly counters heave, pitch, and roll. To put it in perspective, while you're reveling in driving, MRC is reading the pavement furiously, up to 1,000 times per second. The effect? A road seemingly repaved and graded by technology.



STANDARD ON XLR; AVAILABLE WITH OPTION PACKAGE ON SRX.



SRX V8

320 hp and 315 lb-ft of torque. The longest wheelbase in its class.* Nürburgring-refined suspension, road-gripping handling. High-riding visibility. Available UltraView roof and power-folding third-row seat. Nearly 70 cubic feet of cargo space.** A carefully calculated, low-to-the-ground stance. Physics astutely applied.

*Based on *Ward's* 2003 mid-lux cross-utility class and the latest information available at the time of printing.

**Cargo and load capacity limited by weight and distribution.



V: THE FASTEST LETTER IN THE ALPHABET



CTS V-SERIES

400-hp high-performance V8 coupled with a 6-speed manual produces 0-60 in 4.6 seconds. Brembo ventilated disc brakes: 14" rotors and four-piston calipers. High-performance suspension tuning. StabiliTrak stability enhancement system. Goodyear Eagle run-flat tires (P245/45) on six-lug 18" wheels.

First in a series of limited-production, ultra-high-performance vehicles to arrive from Cadillac in early 2004, CTS-V signals the dynamic output of an in-house performance group dedicated to delivering enthusiast-oriented, high-powered versions of production models. Founded on these heightened performance tenets, Cadillac V-series will re-tune select models with expected cues for increased acceleration, crisp handling, precision-steering systems, and performance brake components—with appropriate fine-tuning to its interior and exterior skins as well. As mentioned, all such modifications will be applied to exacting Cadillac V-specs in the production phase.



MAKES EVERYONE ELSE'S FULL-SIZE SUVs GROVEL

ESCALADE

Computer-controlled Road-Sensing Suspension. Four-channel StabiliTrak stability enhancement system. Power-adjustable pedals. 14-way power driver and front-passenger seats. Available DVD navigation. Available rear-seat DVD viewing, camcorder input, video game entertainment or CD listening. Bvlgari-designed clock. Up to 104.6 cubic feet for cargo.**

ESCALADE ESV PLATINUM[†]

Climate-controlled seats in first and second rows. Heated and cooled cupholders for driver and front passenger. DVD screens for second and third row. Distinctive chrome grille. Custom-designed aluminum wheels. Up to 131.6 cubic feet for cargo.**

Escalade and Escalade ESV Platinum. Cultivated SUVs for the discriminating palate.



With 345 hp, the Escalade models are the world's most powerful full-size utilities. The 6.0 liter Vortec 6000 V8 high-output engine in every all-wheel-drive Escalade provides 380 lb-ft of torque, accessible over a wide rpm range (and admirable especially when Escalade AWD is towing up to 8,100 lbs.*). For confident maneuvers, a short-stroke crankshaft offers quick throttle response. Aluminum heads reduce total engine weight and enhance front/rear balance;

*Maximum trailer-weight ratings are calculated assuming a base vehicle, except for any options necessary to achieve the rating, plus driver. The weight of other optional equipment, passengers, and cargo will reduce the maximum trailer weight your vehicle can tow. See your Cadillac dealer for additional details.

**With second-row seats stowed and third-row removed. Cargo and load capacity limited by weight and distribution.

[†]Not available at start of production.



these also conduct heat efficiently, helping to reduce cylinder head temperature and optimizing intake charge density for greater power output. Intelligent engineering employs internal sensors to help assess numerous functions, for instance, indicating oil changes only when needed. In essence, it's a powerplant completely deserving of respect.

STANDARD ON ESCALADE, EXT, ESV, AND ESV PLATINUM.

FULLY OPEN TO AN INNOVATIVE NEW EXPERIENCE

ESCALADE EXT

MIDGATE PANEL The rear window can be stowed in the panel's special recessed channel.

EXPANDED UTILITY Folded forward over stowed rear seats, the Midgate panel sits flat to create 95 cubic feet of covered cargo space* lighted for convenience, day or night.

ENGINEERED CAPACITY Ledge pockets allow cross supports for two-tiered loading.

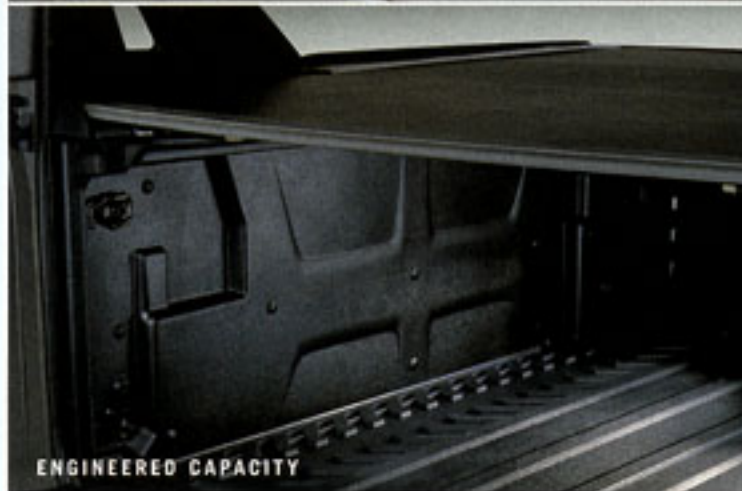
EXTERIOR TOP BOX STORAGE Perfect for smaller items, EXT's two lockable compartments in the rear fender wells allow for quick, easy access.



MIDGATE PANEL



EXPANDED UTILITY



ENGINEERED CAPACITY



EXTERIOR TOP BOX STORAGE

*Cargo and load capacity limited by weight and distribution.



ESCALADE EXT

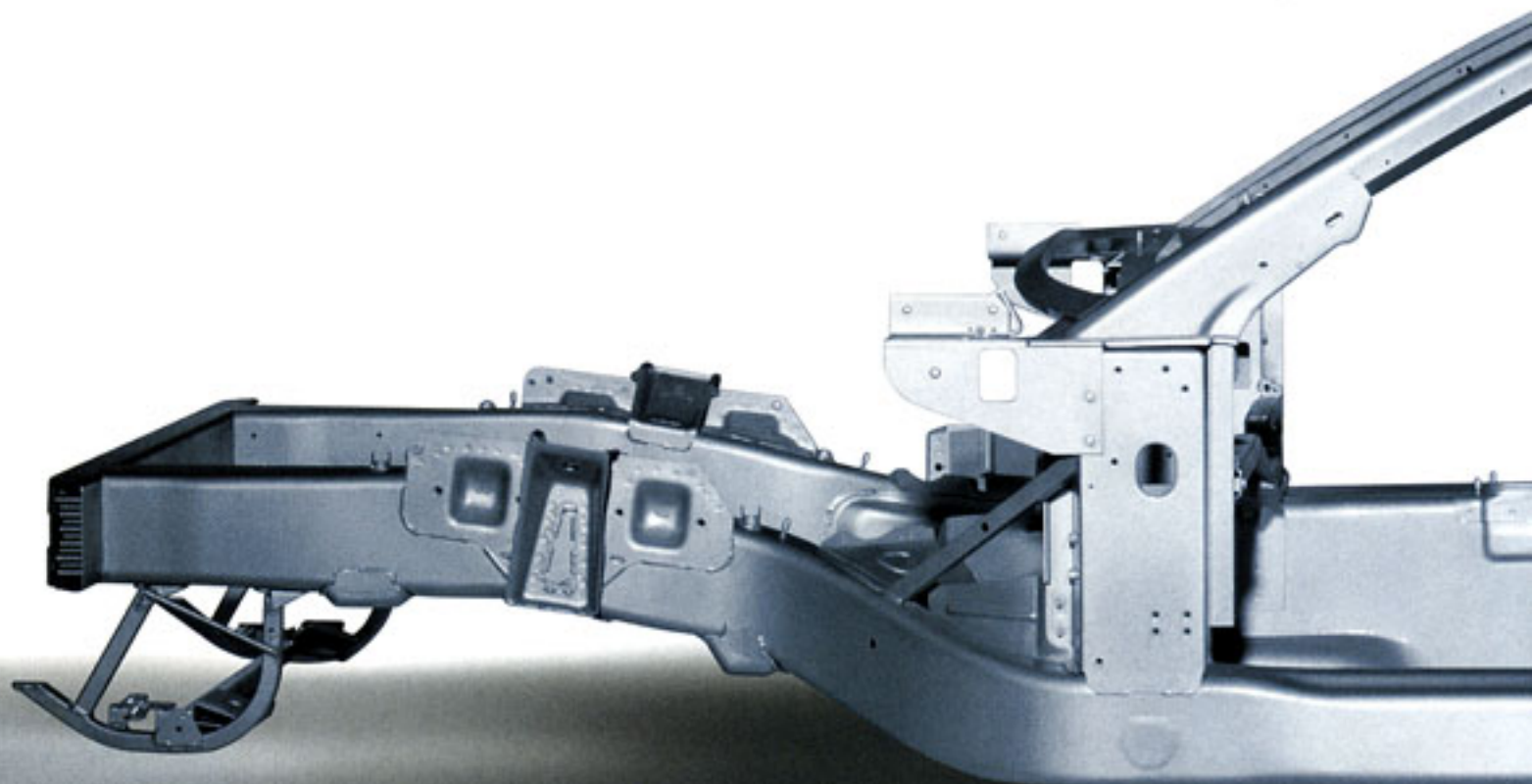
Through a deft bit of engineering, the Midgate panel helps transform Escalade EXT into a versatile cargo carrier. Yet with no motive other than an experiential one, it also creates the thrilling sensation of open-air driving. Addressing straightforward utility first, this Midgate panel can be folded forward to create 95 cubic feet of covered, secure cargo volume,* expanding its five-foot existing bed to eight feet with the click of a latch and a fold of its seats. As to emotional utility: Simply unlatch EXT's rear window and stow it within the recess of the Midgate panel for a spirited driving environment. Instant airflow, minimal turbulence. Need we ask, are you open to it?

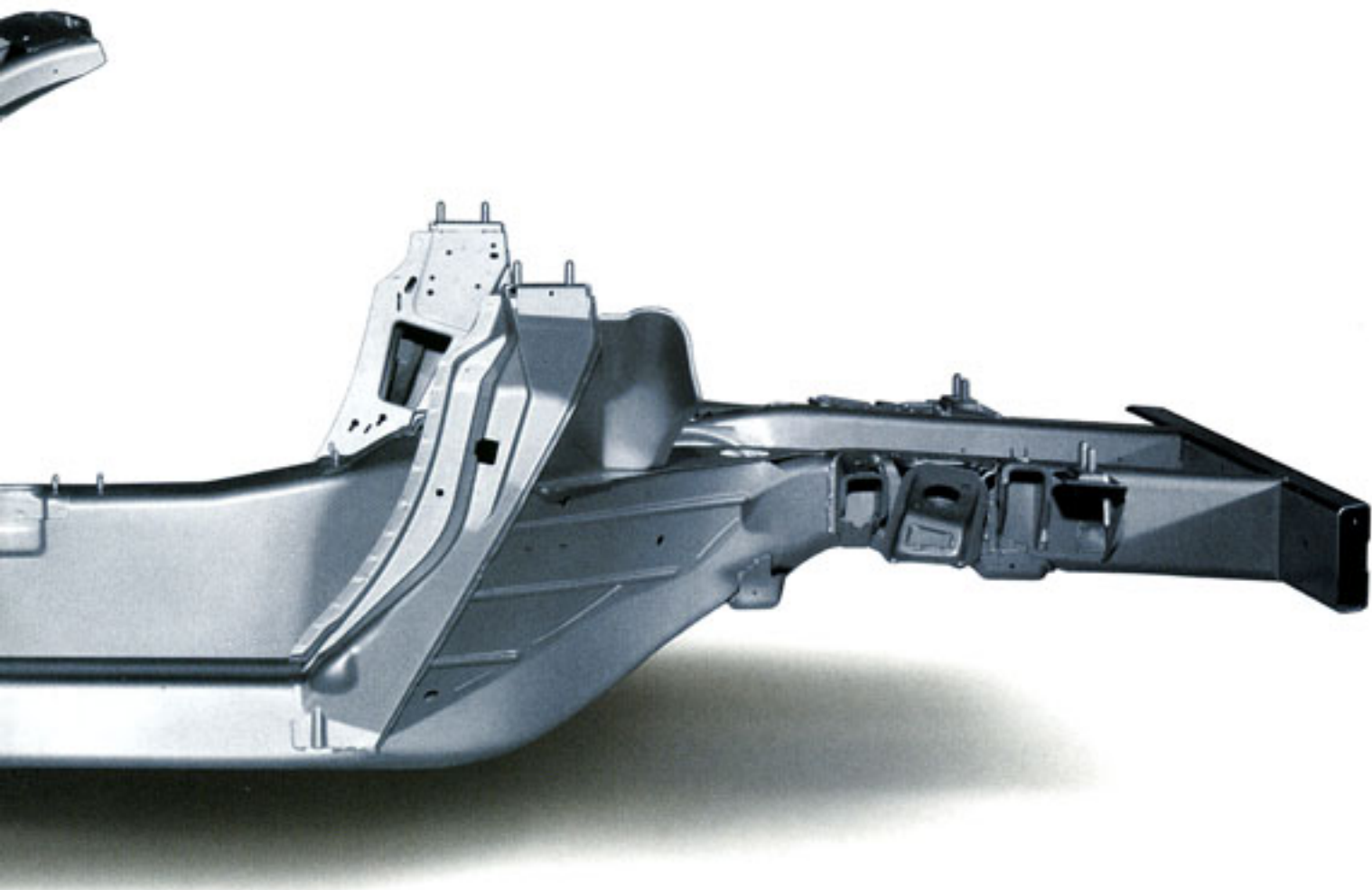
STANDARD ON ESCALADE EXT.



A NEVER-ENDING SOURCE OF STRENGTH

XLR's patented, world-class structure is carefully shaped from aluminum, magnesium, and other advanced materials to resist torsional and bending forces; its aluminum cockpit is also staggeringly rigid. Built for solidity, even sans top, all of the above were imperative in creating this true driver's car. These strong yet lightweight materials help create XLR's stellar ride characteristics and handling, as well as its impressive power-to-weight ratio. Even H₂O plays an important role: Sculpted by water pressure from within (and thus free of welds upon creation), two 170-inch hydroformed steel perimeter rails run the length of XLR's frame. Deftly doing their task with 93% fewer components, they provide exceptional strength in their simplicity. Of course, we're just getting started...





SEE WHAT YOU'VE BEEN MISSING

DEVILLE DTS

StabiliTrak computer-controlled stability enhancement system. Voice recognition technology. Rainsense automatic windshield wipers. Tri-zone climate control. Eight-speaker, 275-watt premium Bose® sound system. Heated and cooled front seating areas with power lumbar massage, heated rear outboard seating areas. Heated steering wheel. The road indulgently travelled.



Searching much farther than a low-beam headlamp can reach, available Night Vision employs infrared sensing technology to bring the upcoming into focus. A camera-like sensor in the grille reads the heat signature of objects ahead, turning these temperature scans into video. These images are projected via a Head-Up Display onto DeVille's windshield, seemingly floating above the hood, a bit left of center. Not surprisingly, this becomes a natural checkpoint at night, akin to the rearview or side mirrors. You suddenly have more opportunity to see impending situations at night—and more opportunity to react to them.

AVAILABLE ON DEVILLE, DHS, AND DTS.



THE FEEL OF A MID-RANGE PUNCH

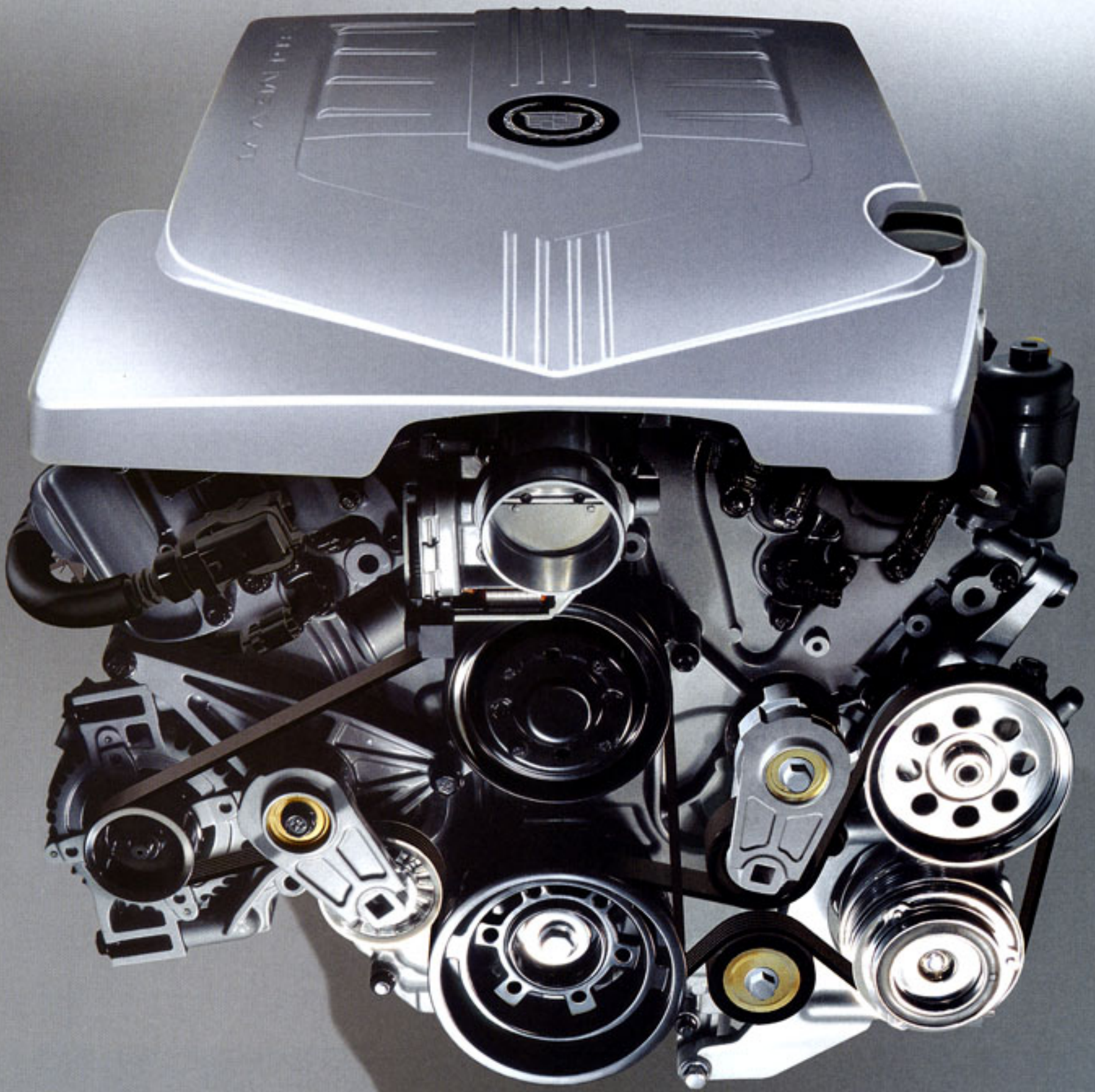
CTS

Rigid, rear-wheel-drive chassis. Large, vented disc brakes with aluminum calipers. Near perfect 50/50 front-to-rear weight distribution. Long-arm/short-arm fully independent front suspension; five-link rear suspension. Four-wheel ABS. All-speed traction control. StabiliTrak computer-controlled stability enhancement system. Available 3.6L V6 VVT engine.



With variable-valve timing (VVT) on both intake and exhaust, 90 percent of the 3.6L V6 VVT's torque is accessible from 1600 to 5800 rpms, the range most called upon; stoplight accelerations and freeway merges are enacted with equal grace. Its specially isolated camshaft covers decouple vibration created by the combustion process; an aluminum block and polymer-coated piston skirts track more smoothly and quietly in the bore. Pressure-actuated piston-oil jets even assist in cooling the pistons, contributing not only to performance and durability, but minimizing unwanted noise that typically emanates from the cylinder and reciprocating components. In every aspect, the 3.6L is what's called a knockout.

STANDARD ON SRX V6; AVAILABLE ON CTS.



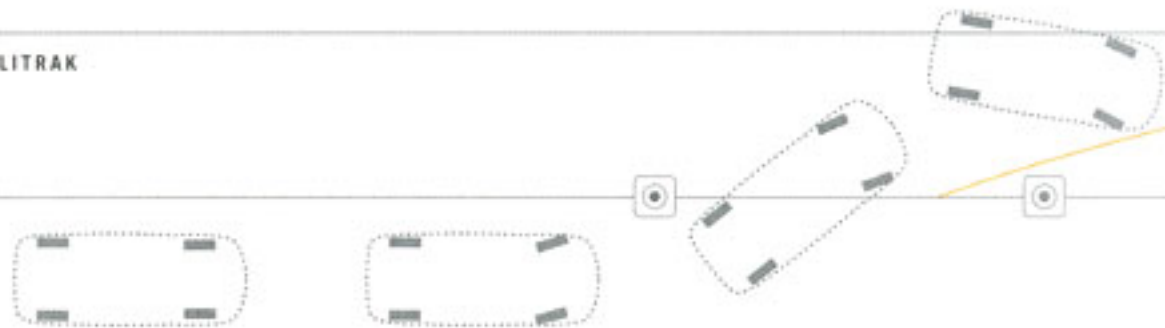
CONTROL ISSUES

Stability enhancement is roundly appreciated, as long as it enhances performance, rather than interferes with it. StabiliTrak complies. Sensing the beginning of a slide by analyzing input from a series of sensors and comparing the car's response to steering input, it applies brake force at the appropriate wheel (or wheels) when necessary to help the vehicle stay on its driver-directed course and assist in maintaining control. In performance situations, its engineering intent remains to guide the driving experience almost imperceptibly. Anything else would be too controlling.

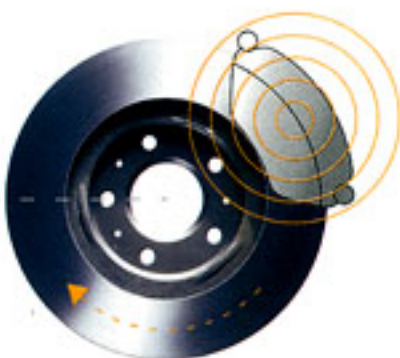
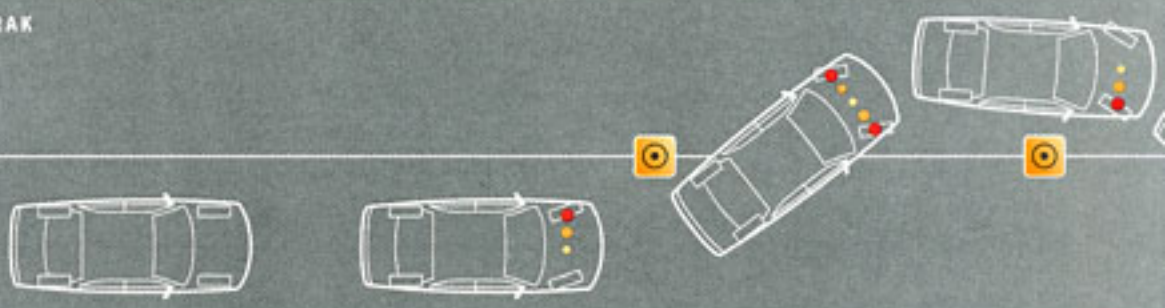
Anything else would be too controlling.

**STANDARD ON XLR, SRX, SLS, ESCALADE, AND DEVILLE DTS;
AVAILABLE WITH OPTION PACKAGE ON CTS, DEVILLE, AND DEVILLE DHS.**

WITHOUT STABILITRAK



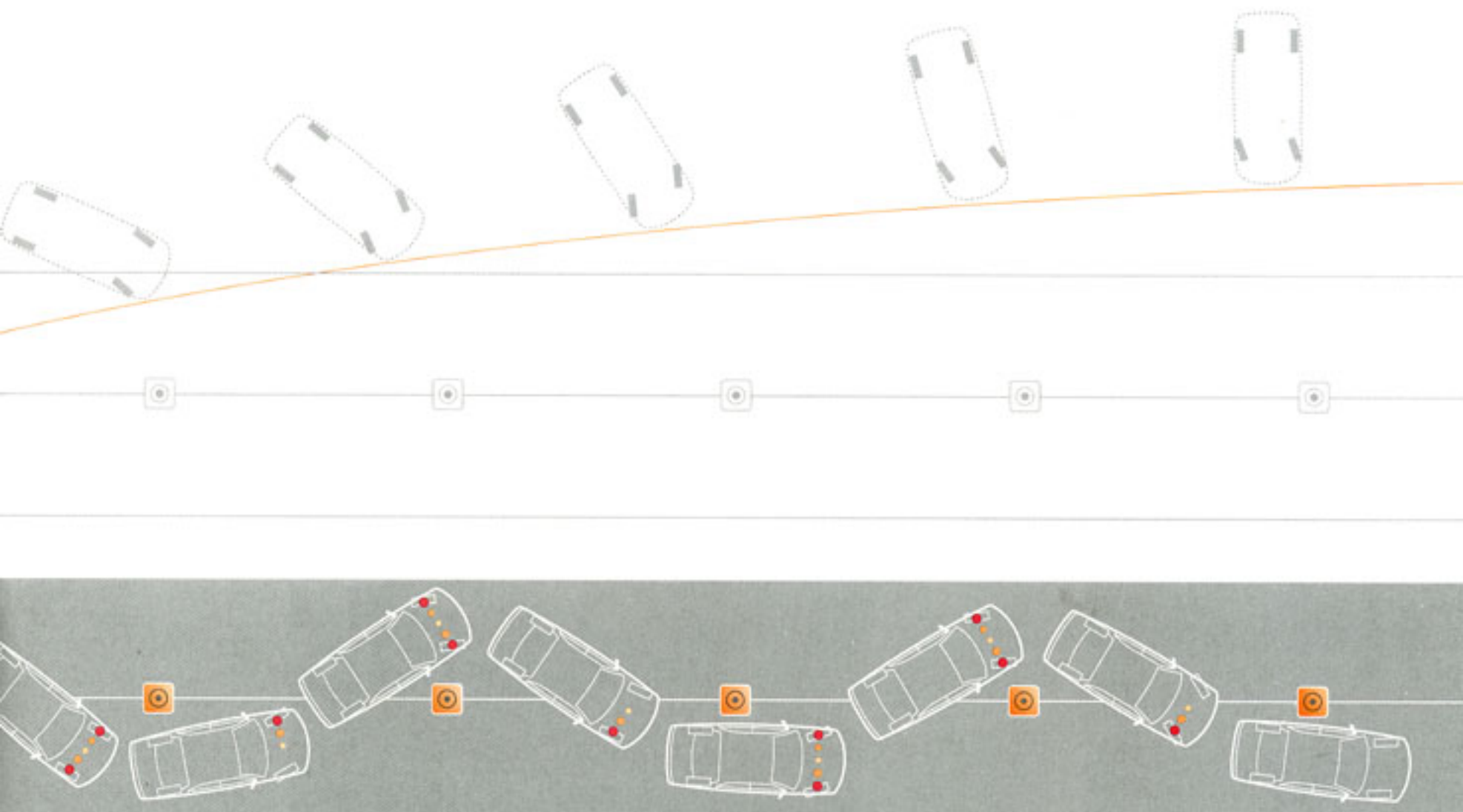
WITH STABILITRAK





SEVILLE SLS

32-valve, dual overhead cam 4.6L Northstar V8. 275 hp (5600 rpm), 300 lb-ft of torque (4000 rpm). Electronic level control system. Steering wheel-mounted controls. Premium Bose® digital sound system. Integrated ABS, all-speed traction control, monotube shock absorbers, StabiliTrak stability enhancement system. Magnasteer speed-sensitive steering. True grace under performance.





BIG DIPPER, LITTLE EFFORT

A sliver of sky from a passenger window may never be enough ever again: SRX's available UltraView[®] sunroof opens to 5.6 square feet in total, the largest in its class.** It quietly peels back SRX's roof, giving both first and second-row passengers an unprecedented open-air riding experience. (An integrated power shade reduces the sun's heat and glare at the press of a button.) Should this not completely quell one's desire for a view above, the available UltraView Plus[®] adds another glass panel just above SRX's available third-row seat*—making SRX the only vehicle in its class** to give third-row passengers the rare treat of sky overhead.

AVAILABLE ON SRX.

*Requires the purchase of an option package on SRX V6. UltraView Plus not available at start of production.

**Based on Ward's 2003 mid-lux cross-utility class and the latest information available at the time of printing.

IMPORTANT WORDS ABOUT THE CATALOG

We have tried to make this catalog comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, models, and availability. Since some information may have been updated since the time of printing (9/03), please check with your Cadillac dealer for complete details.

Cadillac reserves the right to lengthen or shorten the model year for any product for any reason, or start and end model years at different times.

Note: Some photographs in this catalog show vehicles with optional equipment.

ONSTAR OnStar services require vehicle electrical system and analog wireless service to be available and operating for features to function properly. OnStar uses existing emergency service providers as well as analog wireless and satellite technologies and is subject to their limitations. The U.S. Federal Communications Commission (FCC) ruled that wireless carriers will no longer be required to support the analog wireless network after February 16, 2008. After that time, if the carriers for OnStar elect to provide only digital service, OnStar service will be available only through dual-mode hardware, which may require the purchase of a system upgrade. Call 1-888-4ONSTAR (1-888-466-7827), see your OnStar Owner's Guide, or visit www.onstar.com for system limitations and details.

GM ACCESSORIES Visit gmaccessorieszone.com for information on genuine GM Accessories for your Cadillac.

ENGINES Cadillac products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Cadillac products may also be used in other GM makes and models. The 275-horsepower Northstar V8 engine in DeVille, DeVille DHS, and Seville SLS are no longer used exclusively in Cadillac vehicles. It is also used in other GM makes and models.

ASSEMBLY Cadillac vehicles and their components are assembled and produced by different operating units of General Motors, its subsidiaries, or suppliers to GM worldwide. We sometimes find it necessary to produce Cadillac vehicles with different or differently sourced components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

UPDATED SERVICE INFORMATION Cadillac dealers receive useful service bulletins about Cadillac products. You may purchase them from Helm Incorporated by calling 1-800-551-4123 or by visiting www.helminc.com.

NEW-VEHICLE LIMITED WARRANTY This warranty is for GM vehicles registered in the USA. See your Cadillac dealer for terms and conditions.

Covered for 4 years/50,000 miles (whichever comes first):

- The complete vehicle
- Tires
- Towing to your nearest Cadillac dealership
- Cosmetic corrosion resulting from defects
- Repairs made to correct any vehicle defect
- No charge for most warranty repairs

Covered for 6 years/100,000 miles (whichever comes first):

- Rust-through corrosion

CORROSION PROTECTION Cadillac vehicles are designed and built to resist corrosion. All body and sheet metal components are warranted against rust-through corrosion for six years or 100,000 miles, whichever comes first. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended. See your Cadillac dealer for terms of this limited warranty.

SAFETY AND SECURITY The following are just some of the features standard on the 2004 models, unless otherwise noted:

OCCUPANT PROTECTION

- Automatic door locks
- Child security door locks and door retention components
- Manual lap/shoulder belts (outboard positions only) and air bags, driver/front passenger
- Passenger-guard inside door lock handles
- Power window lockout
- Safety belt cinch capability for child seats

SECURITY

- Anti-lockout feature
- Audible theft-deterrent system
- Battery rundown protection
- Laser-etched VIN plate
- PASS-Key III or PASSLock theft-deterrent system
- Remote keyless entry
- Stolen vehicle tracking/emergency communications

CRASH AVOIDANCE

- Anti-lock brakes, front and rear
- Automatic daytime running lamps
- Disc brakes, front and rear, audible wear indicator
- Door warning lamps or reflectors
- Fog lamps
- Window defoggers
- Inside electrochromic rearview mirror
- Outside power rearview mirrors, heated
- Stability enhancement (optional on some models)
- Steering wheel-mounted controls
- Tinted glass windshield
- Tires with built-in tread wear indicators
- Traction control

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