It is the provocative embodiment of imagination and inspiration. An uncompromising luxury coupe for those who ask, “What’s next?” For those who recognize the possibility of “what if” and dismiss the thought of what can’t be done. It’s for those who seek opportunities to move the world forward.

And who believe that only by working hard are we able to experience the best life has to offer.

With its forward-thinking technology and forward-leaning design, the all new Cadillac ELR is an original thought in a sea of conformity and our most advanced luxury coupe ever.
A BRILLIANT CONCEPT.
The task was daunting: take the celebrated Corvette concept vehicle, and turn it into reality. The all new 2014 ELR, with an advanced electric drive system and onboard generator powered by gas, stayed remarkably true to its original inspiration. Cadillac ELR is the perfect balance of Art & Science and the latest example of our fearless approach to automotive innovation.
FOR THOSE WHO PREFER THEIR ART IN AUTOMOTIVE FORM.

Activa's six-speed automatic shifter is a signature touch that combines classic shifting with modern technology. Each contactless four-motion levers powered by LEDs individually recognize a movement for advanced lightweight visibility and efficiency.

Every detail was considered to ensure efficiency. Accessory lips, for example, ensure the door handle, rear hood, and polished body cover C-pillar sit just where they should. Touching a small pad located on the handle of the door handle is all that is necessary to unlock.

20" wheels are a must. Bed standing inside wouldn't be enough. So are the all-new Thrust tires, broadened efficiency while also balancing comfort and handling.
The twin LED light-blade taillamps are not only meticulously detailed with classic styling and the etched Cadillac script but also brilliantly engineered to enhance aerodynamics.

The art of craftsmanship lives and breathes within the ELR luxury coupe, where five complementary materials were specifically chosen to provide a feeling of balance and harmony: burl grain Olive Ash or Laurel wood, genuine carbon fiber, sueded microfiber, finely stitched premium leather and satin chrome accents. The dramatic layering of textures creates a quiet, luxurious sanctuary with undeniable style.
SLIP INTO SOMETHING A LITTLE MORE TECHNOLOGICAL.

Back and forth is a good start, but ELR offers 18 additional ways to adjust the driver's seat. With a total of 20 seating positions when you choose the available Opus semi-aniline leather, customized comfort is taken to another level.
The brilliant CUE – Cadillac User Experience - Infotainment system with navigation lets you access your contacts, music and information with just the touch, flick or swipe of the screen. In fact, CUE comes to life when it senses your hand is near and provides feedback vibrations to let you know it is responding to your command.

CUE received ELR-specific enhancements, allowing you to monitor power flow, select when and how your vehicle is charged, and stay informed about every aspect of energy usage.

1. Full functionality requires compatible Bluetooth® and smartphone. Some devices require USB connectivity.


LED lights softly illuminate the interior cabin. An electronic cover opens when you need the cupholder and conceals it when you don’t, keeping the area free of dust and debris.
Hear only the sounds you want to hear. Bose® Active Noise Cancellation continuously monitors and measures generator noise and sends out acoustically opposite signals via the audio system to reduce this unwanted sound.
It carries an unmistakable air of electricity.

The advanced electric drive unit is capable of inspiring performance using only the power stored in its advanced lithium-ion battery.

The ELR electric drive system elicits an immediate response. Press down on the accelerator when the vehicle is at a standstill, and you’re greeted with instant torque and smooth, shiftless acceleration. Unlike conventional electric vehicles, the all new ELR features an onboard generator that develops power for the electric motor, so you always experience the feel and performance of electric drive as well as the confidence of unlimited travel.

If necessary, the onboard generator powered by gas produces electricity to charge the drive system, so you can continue on with no limits.
37

WE EXPECT MORE OUT OF THE KILOWATT.

340

FACT: 78% of drivers travel 40 miles or fewer on their daily commute.

FACT: The first 37 miles of your journey come from electricity stored in the battery, and the next 303 miles are powered by electricity produced by the onboard generator. The battery can be recharged at most outlets, and the onboard generator can be refueled at any gas station, so unlimited travel is always on the agenda.
Customize your charge.

Using either the touch-screen or the available Portable App (model 120 V only), you can customize your charging mode as well as the charging level. You even have the option of programming the charge based on off-peak rates or your next planned departure.

Lights on the side mirrors pulse green while the battery is charging and go dark when charging is complete.

Using either the touch-screen or the available Portable App (model 120 V only), you can customize your charging mode as well as the charging level. You even have the option of programming the charge based on off-peak rates or your next planned departure.

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Lights on the side mirrors pulse green while the battery is charging and go dark when charging is complete.
FOUR DISTINCT DRIVE MODES ALLOW YOU TO COMMAND ELR HOWEVER YOU PLEASE.

**tour**

Uses the energy stored in the battery before seamlessly transitioning to the onboard generator powered by gas if and when you need it. This default mode is optimized for comfort and efficiency.

**sport**

Advances the throttle response and tightens the steering calibration and suspension settings to deliver heightened responsiveness and feedback.

**mountain**

Preserves electric power for climbing long, steep grades.

**hold**

Puts the battery’s charge on hold — saving it for later. Ideal for saving electric power for stop-and-go city driving, thereby enhancing efficiency.
The all new ELR is first and foremost an advanced luxury coupe, but it also has to perform at the highest level. Continuous Damping Control adjusts damping at all four corners every two milliseconds to maintain optimal vehicle ride control over varying road surfaces.

Dual-side paddle controls located behind the steering wheel provide regeneration on demand, putting energy back into your battery while simultaneously slowing you down. This technology is something you can only truly appreciate when you experience it from behind the wheel — especially in slow-and-go traffic where exclusive Regen on Demand™ gives you the comfort of one-pedal driving.
EVEN THE SAFETY FEATURES HAVE SAFETY FEATURES.

Constructed using ultra-high-strength steel, the ELR body incorporates crumple zones to help absorb and manage crash energy while its safety cage design helps preserve occupant space.
SAFETY ALERT SEAT sends pulses through the seat cushion left or right or simultaneously, alerting you to a variety of potential hazards as well as the direction they’re coming from. All-new optional FRONT AND REAR PARK ASSIST warns you if an object in the rear is too close. FULL-SPEED ADAPTIVE CRUISE CONTROL is available and uses information from the car’s front radar and other sensors to maintain a safe following distance from the vehicle ahead, including with Adaptive Cruise Control, is AUTOMATIC COLLISION PREPARATION with INTELLIGENT BRAKE ASSIST, which applies brake pressure, bringing the vehicle to a complete stop. It, however, is necessary to keep your eyes on the road. FORWARD COLLISION ALERT uses forward-facing technology to detect when you are about to stop by monitoring and analyzing you as the driver and a rear CROSS TRAFFIC ALERT enhances confidence when backing out of parking spaces. Because sensors sweep the area behind and to the sides of the vehicle, alerting you to encroaching vehicles. SIDE BLIND-ZONE ALERT™ is available and lets you know if a vehicle is in your blind spot before you merge. LANE DEPARTURE WARNING SYSTEM monitors road lines and warns you if you begin to drift into another lane without the use of turn signals. **ONSTAR®** is standard for three years, including Automatic Crash Response.
PAINT Finish

TINTCOAT
A premium 3-layer paint application with the addition of a tinted clearcoat, lending the finish an extra depth and brightness.

RADIANT
SILVER METALLIC

GRAPHITE
METALLIC

BLACK
RAVEN

CRYSTAL RED
TINTCOAT

1. Available at extra cost.

This .pdf file is for viewing purposes only and is not to be used for reproduction.
1. Opus semi-aniline full leather. Available at extra cost.

2. Leather seating surfaces.

KONA BROWN
Jet Black Accents
Olive Ash Wood Trim
Carbon Fiber

LIGHT CASHMERE
Medium Cashmere Accents
Open-Pore Laurel Wood Trim
Piano Black Trim

JET BLACK
Jet Black Accents
Olive Ash Wood Trim
Carbon Fiber

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This .pdf file is for viewing purposes only and is not to be used for reproduction.
20" 7-SPOKE ULTRA-BRIGHT ALUMINUM WHEELS WITH MACHINED FINISH AND BLADE SILVER PAINTED ACCENTS

Standard on ELR and includes P245/40R20 all-season tires.

20" 7-SPOKE ULTRA-BRIGHT ALUMINUM WHEELS WITH MACHINED FINISH AND MIDNIGHT SILVER PREMIUM PAINTED ACCENTS

Included on ELR with the available Luxury Package, and includes P245/40R20 all-season tires.
CADILLAC SHIELD

We set out to create the ultimate customer experience that exceeds every luxury vehicle brand. The result is Cadillac Shield, and it backs every vehicle we sell. Cadillac Shield is the most comprehensive suite of owner benefits offered by any luxury automotive brand in the world. From innovations like Remote Vehicle Diagnostics and advanced mobile apps to our Premium Care Maintenance program, Cadillac Shield gives luxury owners everything they need.

WARRANTY PROTECTION

The Cadillac 5-year/100,000-mile Warranty offers more standard than BMW and Mercedes-Benz. In addition, our offer of 50,000-mile/5-year bumper-to-bumper Warranty covers repairs on your vehicle, including parts and labor, to correct problems in materials or workmanship.

BATTERY WIDE

An unsurpassed confidence in our technology allows us to provide an 8-year or 100,000-mile Battery Warranty that covers 16 battery components in addition to the thermal management system, charging system and electric drive components.

PREMIUM CARE MAINTENANCE

Standard on all 4 and 5 models, the Cadillac Premium Care Maintenance program covers all oil changes, tire rotations, fuel filter replacements and a thorough multilane vehicle inspection for 4 years or 50,000 miles. (Manufacturer and lease programs do not).

COUNTRY TRANSPORTATION

This Cadillac program provides alternate transportation and/or reimbursement of certain transportation expenses if your Cadillac requires warranty repairs for 4 years or 70,000 miles. This is a new level of service standard for any luxury automaker.

ROADSIDE ASSISTANCE

Cadillac offers more years of standard Roadside Assistance than any luxury vehicle brand, with services for 4 years or 70,000 miles. The program provides towing, delivery, including On-Call Technical Roadside services and more.

NAVIGATION BY SWITCH

Press the on-board button and an Orion can download an electronic map from the dealerships to your Cadillac, and even call out every fast or similar to your navigation system. It's equipment includes voice dialogue, using MapQuest.com and leads to your Cadillac.

SECURITY BY SWITZER

If you've reported your Cadillac theft, in any case, you can use GPS technology to help authorities quickly locate and recover it. An in-theater allows you further executive protection by sending a remote control to the Global Vehicle Network to alert the recovery vehicle. This is a new level of service standard.

CONNECTIONS BY SWITZER

Available in each of Cadillac's capability on Switch allows you to make and receive calls safely from your Cadillac. With the Switch enabled, you can feel comfortable and confident in your vehicle. You can even place a call to the police, giving you control over your service. You can even enjoy a selection of entertainment and other services that suit your style.

DIAGNOSTICS BY SWITZER

Get all comprehensive diagnostics from the vehicle at any location with the standard in-theater diagnostic system. We immediately access the vehicle's current diagnostic, allowing you to view the information on your vehicle's status. You can even access the vehicle's status and control your vehicle from your vehicle's dashboard. Cadillac's on-board computer system allows you to make calls safely and even receive calls from your vehicle.

WEBSITE APP

For information on your vehicle, remote diagnostics can be used with the vehicle's dashboard computer. You can use the dashboard computer to view the information on your vehicle's status. You can even access the vehicle's status and control your vehicle from your vehicle's dashboard.

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