

# CADILLAC ESCALADE-V

## KEY MESSAGES & MEDIA Q&A

### KEY MESSAGES

- The 2023 Escalade-V is the industry's most powerful full-size SUV.
- It is the first-ever Cadillac V-Series SUV — an elevation of design, performance and technology and the purest expression of the passion that exists at the core of Cadillac.
- Boasting a potent blend of refinement, power, and technology, Escalade-V features performance-inspired styling and an unmistakable sound that combine for a head-turning street presence.
- With these distinctive attributes, the Escalade-V expands the V-Series lineup, now in its fourth generation which offers more levels of performance while preserving the lineage of the original lineup introduced in 2004.
- At the heart of the Escalade-V is a supercharged 6.2-liter V-8 engine rated at 682 horsepower (508 kilowatts) and 653 lb-ft of torque (885 Nm).
- Standard performance elements include a 10-speed automatic transmission calibrated for Escalade-V, full-time active all-wheel-drive system, and exclusive suspension hardware and software calibrations.
- With the full-time active all-wheel drive system to enhance traction, along with the supercharged engine, Cadillac expects the Escalade-V to be capable of 0-60 mph sprints in under 4.4 seconds and a quarter mile time of 12.74-seconds at 110 mph based on initial GM testing.
- The Escalade-V's 6.2L hand-built supercharged and intercooled engine builds on a legacy of supercharged V-8 engines offered in Cadillac V-Series models, those being the second- and third-generation CTS-V models, the XLR-V, and most recently, the [CT5-V Blackwing](#).
- Escalade further earns its V-Series designation with:
  - Unique V-Series front and rear fascias
  - Quad exhaust outlets
  - Exclusive Six-Piston Brembo® front brakes
  - Edge Red brake calipers
  - Unique 22-inch aluminum wheels
  - Standard Magnetic Ride Control 4.0 and Air Ride Adaptive Suspension, with uniquely tuned rear air springs and damper hardware, as well as V-Series specific software calibrations
  - Selectable V-Mode with driver-customizable performance driving settings, lowered suspension and a throaty V-8 growl controlled by active exhaust valves
  - V-Series badging on the driver and front passenger doors, liftgate, and throughout the interior, including the steering wheel
  - Platinum trim interior featuring Zebra Wood decor with semi-aniline leather on all three rows, and heated/ventilated and massaging<sup>1</sup> front seats
  - Escalade's signature curved OLED with 38 inches of total diagonal display
  - AKG Studio Reference 36-speaker audio system
  - Available Super Cruise hands-free driver-assistance technology, including trailering and automatic lane change capabilities (late availability).
- An Escalade-V ESV version is also available.
- The 2023 Escalade-V goes on sale late this summer, with a starting MSRP of \$149,990 (including destination charge).

## **GENERAL Q&A**

**Q: If Cadillac is transitioning to an all EV brand, where does the Escalade-V fit into that strategy?**

**A:** While Cadillac is committed to an all-electric future, EV and ICE products will continue to be offered together as new EV alternatives become available. Escalade and Escalade-V are an important part of our portfolio and brand strategy, as many of today's customers are still looking for a powerful, full-size luxury SUV.

**Q: What is the future of V-Series?**

**A:** Performance has always been a part of Cadillac's DNA and that will remain true regardless of the propulsion system in our vehicles.

**Q: I recently saw a report that Cadillac trademarked the name Escalade IQ/IQL. Does this mean that Cadillac plans to build an electric Escalade?**

**A:** As Cadillac continues to add EVs to our portfolio, we intend for the IQ ending to continue as part of our naming strategy. It is normal business practice to protect names that may be used in a variety of applications but cannot confirm if the names reported will ultimately be used on future products.

**Q: Why is Cadillac going electric now?**

**A:** Cadillac, like the rest of GM, is committed to delivering a future with zero crashes, zero emissions and zero congestion. Advancements in battery technology and availability of public infrastructure have made it easier than ever to own an electric vehicle.

Cadillac will bring to market the first SUV off GM's all-new battery electric architecture and will continue to make breakthroughs in hands-free driving technologies such as Super Cruise driver assistance technology. By the end of the decade almost all Cadillacs in the portfolio will be EVs.

**Q: How do full-size SUVs fit in with the Zero-Zero-Zero future GM talks about?**

**A:** Escalade supports GM's vision in many ways. Escalade offers safety and driver convenience technologies proven to help reduce crashes. Escalade is beloved by Cadillac customers, leading its segment by a wide margin. This helps our company deliver strong core business performance. That performance and leadership in today's market is the foundation for how GM is creating the future of personal mobility, and the journey toward a future of zero crashes, zero emissions and zero congestion.

**Q: What do you think about Tesla's "cyber truck"/ other competitor products?**

**A:** We're focused on our products and our upcoming launch of the industry's most powerful full-size SUV.

**Q: With gas prices currently surging, was it smart for Cadillac to release this massive vehicle?**

**A:** We are excited to finally bring the Escalade-V to market. Like many programs, COVID and the ongoing industry-wide global semiconductor shortage presented several challenges and delays. Escalade and Escalade-V are an important part of our portfolio and brand strategy, as many of today's customers are still looking for a powerful, full-size luxury SUV.

## **PRODUCT Q&A**

### **Q: What is the starting price?**

A: A starting MSRP of \$149,990 including destination charge.

### **Q: What is Escalade-V's 0-60 time?**

A: GM estimated under 4.4 seconds

### **Q: When will it be available?**

A: The 2023 Escalade-V arrives at dealerships late summer 2022.

### **Q: Where will the Escalade-V be built?**

A: At our Arlington Assembly facility, with globally sourced parts.

### **Q: Where will the Escalade-V engine be built?**

A: At our Bowling Green plant, with globally sourced parts.

### **Q: Is Cadillac taking pre-orders?**

A: No. Customers interested in Escalade-V should work directly with a Cadillac dealership. There will be limited availability.

### **Q: What markets will Escalade-V be available in?**

A: The 2023 Escalade-V will be available in the U.S., Canada, Mexico and the Middle East

### **Q: Was the Escalade-V delayed due to COVID or the ongoing semiconductor issue?**

A: Like many programs, COVID and the ongoing industry-wide global semiconductor shortage has presented challenges. We are excited to begin offering the Escalade-V to customers starting late this summer.

### **Q: What models does Escalade-V directly compete with?**

A: The Escalade-V is the industry's most powerful full-size SUV. There's nothing else like it.

*If needed:* It's likely that comparisons will be drawn to the Mercedes AMG GLS 63, the BMW X7 M50i and Range Rover SV Autobiography.

### **Q: With an increase in third-row crossovers, how do you set Escalade apart?**

A: There's nothing like Escalade-V. It's the industry's most powerful full-size SUV.

### **Q: What is the expected sales volume/goals?**

A: We don't have a volume number to share.

### **Q: Why did it take so long to bring V-Series to the Escalade?**

A: The Escalade-V is highly anticipated, and we're thrilled to bring this high-performance SUV to market in the year of Cadillac's 120<sup>th</sup> anniversary.

### **Q: Does it have Super Cruise?**

Super Cruise hands-free driver-assistance technology is available, including trailering and automatic lane change capabilities (late availability). \*Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Visit [cadillac.com/supercruise](https://www.cadillac.com/supercruise) for full details.

### **Q: What is different about the Escalade-V compared to a standard Escalade?**

A: The Escalade-V is driven by a hand-built supercharged 6.2-liter V-8 engine rated at 682 horsepower (508 kilowatts) and 653 lb-ft of torque (885 Nm). Standard performance elements include a 10-speed automatic transmission calibrated for Escalade-V, full-time

active all-wheel-drive system, and exclusive suspension hardware and software calibrations.

**Q: Tell us about the engine.**

A: Rated at a GM estimated 682 horsepower at 6,000 engine rpm and 653 lb-ft. of torque at 4,400 engine rpm, the Escalade-V's 6.2L hand-built supercharged and intercooled engine builds on a legacy of supercharged V-8 engines offered in Cadillac V-Series models, those being the second- and third-generation CTS-V models, the XLR-V, and most recently, the CT5-V Blackwing. The Escalade V's engine shares architectural similarities with the CT5-V Blackwing's supercharged V-8, but features a larger, 2.65L R2650 TVS supercharger that helps overcome the higher inlet and exhaust restrictions on the full-size SUV application. It spins at up to 13,500 rpm to produce approximately 10 pounds of boost and has an electronically controlled bypass valve for optimal drivability.

**Q: What is V-Mode?**

A: V-Mode lets drivers tailor their preferred performance driving mode, and also automatically lowers the ride height by nearly 0.8 inches (20 mm). Additionally, a Launch Control function is available via V -Mode that enables the Escalade-V to perform optimal acceleration runs from a stop.

**Q: What is the max towing capacity?**

A: 7,000 lb.

**Q: What is the estimated fuel economy?**

A: Fuel economy performance is not yet available.

**Q: Will owners receive anything special with the purchase of the cars?**

A: We have nothing to share on that at this time.

**Q: How was the horsepower to kilowatts conversion calculated?**

A: Our horsepower (hp) rating is called out as mechanical or Imperial horsepower, and is converted to kilowatts as such.

**Q: Is the Escalade-V track capable?**

A: No.

**Q: Why is the Escalade-V not designated as a V-Series Blackwing?**

A: The V-Series Blackwing designation is reserved for track-capable Cadillacs.

**Q: Does the Escalade-V have a performance data recorder?**

A: No.

**Q: How is Escalade-V the most powerful full-size SUV if the HUMMER EV has a faster 0-60 time?**

A: The Escalade-V is in a different segment than the HUMMER EV.

**Q: Do you really think customers will pay \$150,000 for the Escalade-V?**

A: The Escalade-V is highly anticipated by Cadillac customers. The Escalade-V is our most exclusive Escalade yet, and our research supports this pricing.

**Q: With a vehicle this large, do you have any safety concerns?**

A: Escalade-V offers safety and driver convenience technologies proven to help reduce crashes.

## **DESIGN Q&A**

### **Q: Design-wise, what is difference between the Escalade-V and current Escalades?**

A: On the exterior, unique front and rear fascias cast a distinctive pose, along with Cadillac's signature Sport mesh grille. The rear fascia incorporates openings for a quad exhaust outlet. Uniquely styled 22-inch wheels are also part of the V-Series content. They help showcase the performance brake system behind them, which includes exclusive Brembo® front brakes with Edge Red calipers.

### **Q: Is this a new interior?**

A: Inside, the cabin's appointments build on the Escalade's Platinum trim interior, offered in Black or Dark Auburn, with Zebra Wood accents. Standard features include semi-aniline leather on all three rows, with front seats featuring heated, ventilated and massaging seats (requires future dealer retrofit), and a heated steering wheel.

## **BRAND Q&A**

### **Q: Is Cadillac still GM's lead brand for EVs?**

A: Yes. By the end of the decade, Cadillac is expected to be in a position to offer a fully electric portfolio.

### **Q. We have heard Cadillac is going all EV, true?**

A: Yes, by the end of the decade Cadillac plans to be all-electric.

### **Q: Why has Cadillac switched again to a name-based product lineup versus a numeric one?**

A: Cadillac is switching to name-based products for its EV portfolio to signify a shift at the brand and introduce the next chapter for Cadillac – one that includes electrification.

### **Q: What is Cadillac Live?**

A: Cadillac Live is a digital showroom and immersive customer experience that includes unique ways to learn more about the Cadillac lineup. Live offers access to dynamic views of the vehicles while learning more about them in detail via two-way audio and one-way video conversations with trained Live agents across any mobile or desktop [device](#).

### **Q: Where can I access Cadillac Live?**

A: Cadillac Live is available via [live.cadillac.com](https://live.cadillac.com).

### **Q: What does the V-Series represent for Cadillac?**

A: Over the last 19 years, the V-Series badge has stood for an elevation of Cadillac design, performance and technology and the purest expression of the passion that exists at the core of the Cadillac brand. V-Series has always represented a potent blend of refinement and power, and the fourth-generation lineup allows for enhanced street driving. It offers unique, bold, performance inspired styling with head turning presence.

### **Q: Why don't the V-Series Blackwing sedans offer AWD?**

A: When creating the V-Series Blackwing vehicles, Cadillac engineers wanted to provide the ultimate performance driving experience, which is why both cars are standard with manual transmissions and are only available in RWD.