



CADILLAC ESCALADE-V 2023 PLAYBOOK

THE INDUSTRY'S MOST POWERFUL FULL-SIZE SUV



THERE'S POWERFUL, THEN THERE'S ICONIC

The 2023 Escalade-V marks a climactic chapter in Cadillac's century-long story of bold American luxury.

The story began with the world's first production car with a V8 engine. It continued with the first V16 and later introduced the V-Series lineup—built to high standards of performance engineering that separate Cadillac from the crowd.

Now, the exclusive 2023 Escalade-V punctuates the ICE-age legacy with the ultimate performance luxury SUV. The Escalade-V is sure to be an instant classic—a coveted piece of Americana that adds presence to status, craftsmanship and high-performance.



A close-up, low-angle shot of a car's interior, focusing on the gear shifter. The shifter is a dark, metallic-looking material with a prominent Chevrolet bowtie logo in the center. The logo is rendered in a three-dimensional, metallic style with red, yellow, and blue horizontal stripes. The surrounding area is dark and out of focus, emphasizing the shifter and the word 'PERFORMANCE' overlaid on the image.

PERFORMANCE

EXPERIENCE THE ROAR OF LUXURY

We hand-built an engine with output strong enough to wear the V-badge, and we put it to work for luxury SUV life. The results are ground breaking.

- Hand-built 6.2L Supercharged V8
- 682 HP
- 653 lb-ft torque
- 0-60: Under 4.4 seconds





ULTIMATE CONTROL

With great power comes great responsiveness. The Escalade-V enables an intense connection between the driver and the road with these standard features:

- Customizable V-Mode
 - Allows driver to adjust to preferred performance mode: Sport, Tour, Stealth, Snow/Ice
 - Automatically lowers vehicle 20mm upon button press and remain there through the Key Cycle
 - Launch Control
- Electronic Limited Slip Differential
 - Intelligently reacts to road conditions
 - Maximizes traction during rain and snow or while cornering
- Air Ride Adaptive Suspension
 - Composed of electronically controlled air springs
 - Precision-crafted to help elevate the isolation and smoothness of your ride
 - Available drive modes: Sport, Snow/Ice, Off-Road, Tow/Haul and more
- Magnetic Ride Control
 - Reads the road up to 1,000 times per second
 - Seamlessly adjusts damping for confidence-inspiring ride and handling

V - M O D E

V-Mode is a fully customizable experience that allows the customer to adjust specific vehicle characteristics to their preferred performance driving conditions. With the press of a button, the vehicle will lower (-20mm) and adjust to the preferred vehicle settings. Performance adjustments are allowed to the following areas:

- Steering – adjusts the effort required to turn the steering wheel. The steering wheel offers better feedback in the Tour setting, but requires more effort in Sport. (Tour or Sport)
- Suspension – adjusts the Magnetic Ride Control from a softer Tour ride to a firmer Sport ride that reduces pitch when braking and reduces body roll on tighter curves. (Tour or Sport)
- Engine/Shift – adjusts the throttle response, gear shifting and engine performance. Throttle response increases and shifting is more aggressive in Tour and even more aggressive in Sport (Snow/Ice, Tour or Sport)
- Brake Feel – adjusts the brake pedal response. Settings range from a slower, more comfortable response in Tour to a quicker response for faster deceleration in Sport. (Tour or Sport)
- Engine Sound – adjusts the volume of engine and exhaust noise. The settings increase from the quiet Stealth mode to the loudest volume in Sport. (Stealth, Tour or Sport)
- All-Wheel Drive – adjusts the driveline front to rear torque distribution and makes calibration adjustments to the electronic limited slip differential (eLSD) for normal everyday driving to maximum performance in Sport. (Snow/Ice, Tour or Sport)

LAUNCH CONTROL

Launch Control is available within V-Mode only to allow high levels of vehicle acceleration in a straight line. Launch control is a form of traction control that manages tire spin when launching a vehicle. To activate Launch Control mode, hold the brake pedal firmly while simultaneously applying the throttle to 100%. When the Traction Control System light starts to flash, Launch Control is ready. Upon release of the brake pedal the vehicle will accelerate with maximum capability.



A close-up, low-key photograph of a car's rear quarter panel. The car is dark-colored, and the lighting highlights the contours of the bodywork. A small, rectangular badge with the Chevrolet bowtie logo is visible on the rear fender. The word "EXTERIOR" is overlaid in white, uppercase, sans-serif font across the center of the image.

EXTERIOR

UNMISTAKABLY V-SERIES

Rear fascia w/ dark
quad exhaust

Exterior V-Series Badges –
side doors and liftgate

Front Brembo Brakes
w/ Edge Red finish



Unique 22-inch wheel design

Bold front fascia

Available LPO
accessory wheel¹

1. Dealer-installed accessory wheel. Use only GM-approved tire and wheel combinations. See [cadillac.com/accessories](https://www.cadillac.com/accessories) for important tire and wheel information, or see your dealer.

EXTERIOR COLORS



RADIANT RED TINTCOAT¹



ARGENT SILVER METALLIC¹



BLACK RAVEN



CRYSTAL WHITE TRICOAT¹



DARK EMERALD METALLIC¹

¹Additional costs may apply

WHEELS



AVAILABLE 22" FORGED
MULTI-SPOKE POLISHED ALLOY
WITH DARK ANDROID FINISH
AND LASER ETCHING¹



AVAILABLE 22" FORGED
MULTI-SPOKE ALLOY WITH
SATIN GRAPHITE FINISH
AND LASER ETCHING¹



STANDARD 22" 18-SPOKE
ALLOY WITH AFTER MIDNIGHT
FINISH AND LASER ETCHING

A close-up, low-angle shot of a car's interior, focusing on the gear shift knob. The knob is dark and sleek, with the Chevrolet bowtie logo prominently displayed in the center. The logo is rendered in a metallic finish with red, yellow, and blue horizontal stripes. The background is dark and out of focus, showing the contours of the car's interior components.

INTERIOR

BEAUTY. ON THE INSIDE.

V-Series steering wheel badge

Unique OLED cluster gauge

Zebra wood trim

INTERIOR COLORS



JET BLACK



DARK AUBURN

A close-up, low-angle shot of a car's interior, focusing on the gear shift knob. The knob is dark and has a Chevrolet logo on it. The background is dark and out of focus.

SAFETY + TECHNOLOGY



CUTTING EDGE ADVANCEMENTS

The power of the Escalade-V is matched by its impressive technological advancements .

- Curved organic led (OLED) touch screen instrument panel/infotainment system
 - 38" of total diagonal display with twice the pixel density of a 4K TV
 - Enables bold imagery with perfect blacks and an expansive color range
- Available Super Cruise^{TM1}, including Automatic Lane Change
 - World's first true hands-free driver assistance technology for compatible roads
- AKG Studio Reference 36-speaker audio system
 - 3-D Surround Sound, Conversation Enhancement, and Front Passenger Volume Control
- Rear-Seat Media Entertainment System
 - 12.6-inch screens (the largest available in its class) with tilt up/down capability, plus HDMI and USB connection ports
- Full-color Head-Up Display
- Augmented Reality Navigation with Voice-Directed Navigation Rendering
 - Turn prompts come from the speakers on the corresponding side of the vehicle, becoming louder as the turn gets closer
- Night Vision²

1 Always pay attention while driving and when using Available Super Cruise. Do not use a hand-held device. Requires active Available Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details. Late availability.

2 Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.

SAFETY COMES STANDARD

When it comes to safety and driver assistance, Escalade-V goes the distance. In fact, it elevates expectations for added driver confidence in a range of conditions. Best of all: they also come standard.

- Cadillac Smart System^{1,2}
- Front and Rear Park Assist²
- Rear Pedestrian Alert²
- Lane Keep Assist with Lane Departure Warning²
- HD Surround Vision²
- Rear Cross Traffic Alert²
- Lane Change Alert with Side Blind Zone Alert²
- Adaptive Cruise Control²
- Rear Camera Mirror with Washer²
- Enhanced Automatic Emergency Braking^{2,3}
- Enhanced Automatic Parking Assist²
- Automatic Seat Belt Tightening
- Trailer Side Blind Zone Alert²

¹Includes Automatic Emergency Braking, Forward Collision Alert, Front Pedestrian Braking, Rear Park Assist, Safety Alert Seat, HD Rear Vision Camera, Vehicle Diagnostics, Teen Driver and Rear Seat Reminder (Does not detect people or items. Always check rear seat before exiting.)

² Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information.

³ Replaces Automatic Emergency Braking

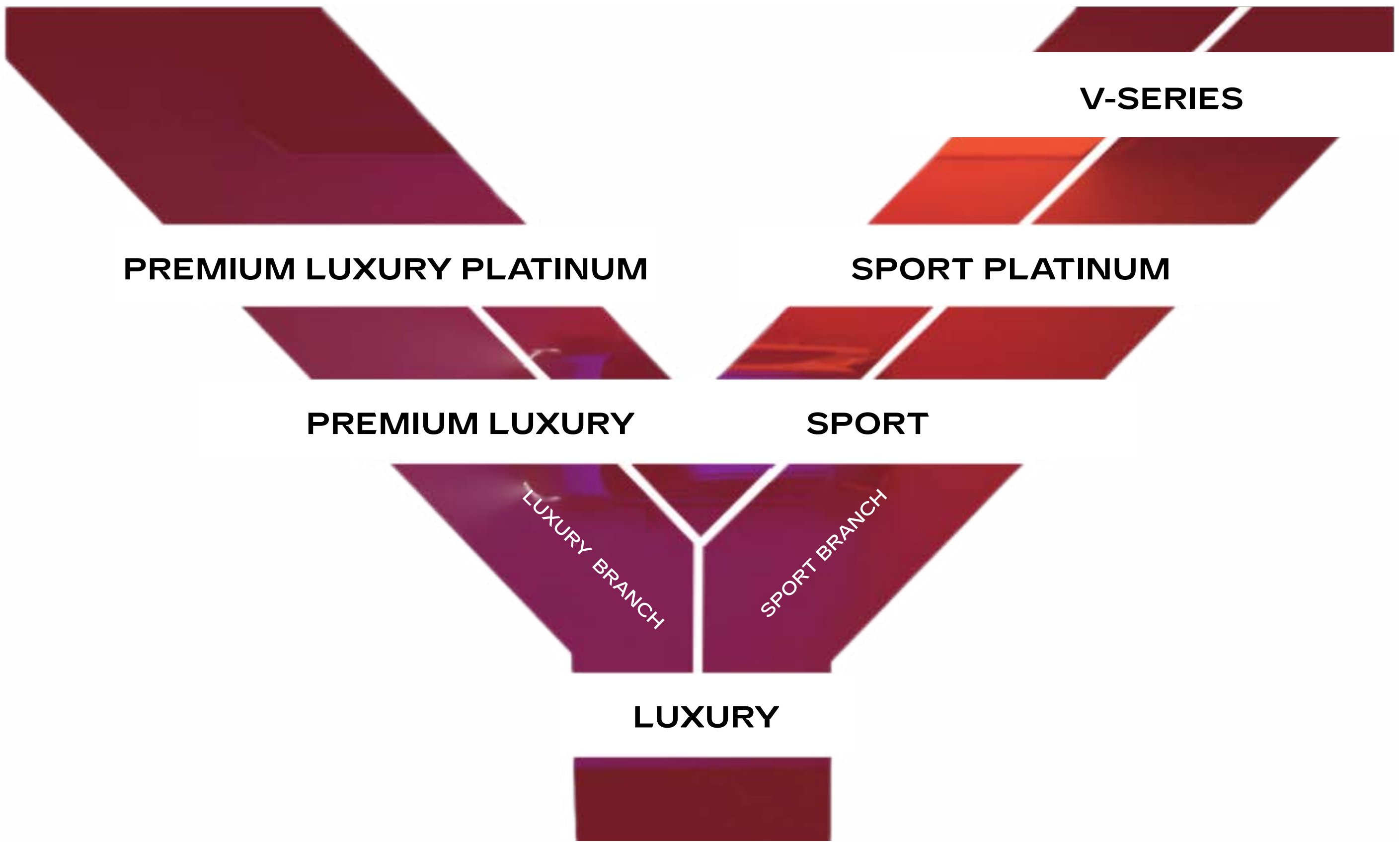


A close-up, low-angle shot of a car's gear shifter. The shifter is a dark, metallic-looking material with a prominent Chevrolet bowtie logo in the center. The logo is composed of three horizontal bars in red, yellow, and blue. The shifter is set against a dark, textured background, possibly the car's interior. The lighting is dramatic, highlighting the contours of the shifter and the logo.

TRIM STRATEGY

AN ESCALADE FOR EVERY AFICIONADO

The 2023 Escalade-V comes standard with all the highly-craved styling and innovative content of the top-of-the-line Escalade. Plus, now it includes the performance of V-Series.



PACKAGING

V - SERIES			
ADDITIONAL STANDARD CONTENT BEYOND SPORT PLATINUM TRIM <ul style="list-style-type: none">▪ Unique Front Fascia with Lower Grille▪ Unique Rear Fascia w/ Dark Quad Exhaust▪ Unique 22” 18 Spoke wheels with After Midnight Finish▪ Exterior V-Series Badges on Side Doors and Lift Gate	<ul style="list-style-type: none">▪ Brembo 6 Piston Front Brakes w/ Edge Red Finish▪ Night Vision¹▪ Power Assist Step▪ Adaptive Headlamp System	AVAILABLE FREE FLOWS <ul style="list-style-type: none">▪ Trailering Package▪ Console Refrigerator w/ Freezer Mode	
SPORT PLATINUM			
ADDITIONAL STANDARD CONTENT BEYOND SPORT TRIM <ul style="list-style-type: none">▪ Leather Wrapped Interior Trim – IP, Console, Door Upper▪ 16-Way Power Front Seats w/ Massage▪ Full Semi-Aniline Leather 1st, 2nd, and 3rd Rows▪ Rear Seat Entertainment	<ul style="list-style-type: none">▪ AKG Studio Reference 36 Speaker Audio System▪ Touring Package<ul style="list-style-type: none">- AirRide Adaptive Suspension w/ Drive Modes- Lit Door Sills- Soft-Close Doors	AVAILABLE FREE FLOWS <ul style="list-style-type: none">▪ Console Refrigerator w/ Freezer mode▪ Duramax 3.0L Diesel▪ 2nd-Row Power Bench	<ul style="list-style-type: none">▪ Heavy Duty Trailering▪ Power Assist Step▪ Night Vision¹▪ Adaptive Headlamp System
SPORT			
STANDARD CONTENT <ul style="list-style-type: none">▪ Gloss-black: sport mesh grille, front fascia trim, roof rack, window trim, bodyside molding, running boards, liftgate trim and exhaust bezel▪ 22” 12-Spoke polished alloy wheels with Dark Android finish▪ 12 Way Driver and Front Passenger Seats<ul style="list-style-type: none">*Chip issue disclaimer▪ Heated and Ventilated Driver and Front Passenger seats*▪ Available Super Cruise^{TM5} Driver Assistance Technology for compatible roads▪ Panoramic sunroof▪ Full-color Head-Up Display▪ AKG Studio 19 Speaker Audio System▪ Rear Camera Mirror¹ with Washer▪ Enhanced Automatic Parking Assist¹▪ Lane Change Alert with Side Blind Zone Alert¹▪ Adaptive Cruise Control¹	<ul style="list-style-type: none">▪ Cadillac Smart System^{1,2} suite of safety and driver assistance features:<ul style="list-style-type: none">- Front Pedestrian Braking- Automatic Emergency Braking- Forward Collision Alert- Safety Alert Seat- Rear Seat Reminder³- HD Rear Vision Camera- Teen Driver- Vehicle Diagnostics⁴- Rear Park Assist▪ Rear Cross Traffic Alert¹▪ Enhanced Automatic Emergency Braking¹▪ Reverse Automatic Braking¹▪ Automatic Seat Belt Tightening▪ Performance Package▪ Electronic Limited Slip Differential▪ Magnetic Ride Control▪ Trailering Integration Package	AVAILABLE <ul style="list-style-type: none">▪ Touring Package<ul style="list-style-type: none">- Air Ride Adaptive Suspension w/ Drive Modes- Lit Door Sills- Soft-Close Doors AVAILABLE FREE FLOWS <ul style="list-style-type: none">▪ Duramax 3.0L Diesel▪ 2nd-Row Power Bench▪ Rear Seat Entertainment▪ Heavy Duty Trailering	FREE FLOWS (REQUIRE TOURING PACKAGE) <ul style="list-style-type: none">▪ Power Assist Step▪ Night Vision¹▪ AKG Studio Reference▪ Adaptive Headlamp System


1 Safety or driver assistance features are no substitute for the driver’s responsibility to operate the vehicle in a safe manner. Read the vehicle Owner’s Manual for important feature limitations and information.
2 Includes Automatic Emergency Braking, Forward Collision Alert, Front Pedestrian Braking, Rear Park Assist, Safety Alert Seat, HD Rear Vision Camera, Vehicle Diagnostics, Teen Driver and Rear Seat Reminder (Does not detect people or items. Always check rear seat before exiting.)
3 Does not detect people or items. Always check rear seat before exiting.
4 Diagnostic capabilities vary by model and plan. Message and data rates may apply. Requires contact method on file and enrollment to receive alerts. Not all issues will deliver alerts. Click here for details and limitations. https://www.onstar.com/us/en/new_vehicles/
5 Always pay attention while driving and when using Available Super Cruise. Do not use a hand-held device. Requires active Available Super Cruise plan or trial. Terms apply. Visit [cadillac.com/supercruise](https://www.cadillac.com/supercruise) for compWatile roads and full details. Late availability.



TARGET CUSTOMER

MORE THAN SUCCESSFUL

The Escalade-V buyer has already made the dream. Now they're living it.

	DEMOGRAPHICS	Men and women in their mid-50s. Very high-earning families with annual income averaging close to a half-million dollars. Well-educated and tech-conscious travelers, golfers, and readers.
	MINDSET	Adventurers whose intense wanderlust is balanced by an active family life. Leaders who live to the full. They don't mind attention. They consider themselves tech experts and enjoy giving advice to others on the latest products, technology, and vehicles. They are willing and able to pay more for what really matters to them.
	LIFESTYLE	The Escalade-V must perform as a daily driver. Buyers of this performance luxury SUV are significantly more likely to use their vehicle for transporting children, hauling, and towing than owners of performance sedans. But they also expect to use it for travel, pleasure driving, and showing off how far they've come.
	KEY VEHICLE PURCHASE MOTIVATIONS	While purchasers of the Escalade-V prefer a vehicle that is fun to drive with impressive drivetrain performance, their main motivators are quality, craftsmanship, and prestige.

A close-up, low-angle shot of a car's interior, focusing on the gear shift knob. The knob is dark and has a Chevrolet logo (a bowtie with red, yellow, and blue horizontal stripes) on its side. The background is dark and out of focus, showing parts of the car's interior like the dashboard and steering wheel.

COMPETITORS

ESCALADE-V DIFFERENTIATORS

ESCALADE-V DIFFERENTIATORS:

Technology

- 38" OLED
- AKG 36-speaker system
- Available Super Cruise™¹ driver assistance technology for compatible roads

Performance

- Most powerful Full size SUV
- Best HP²
- Best Torque²

Size

- Only true performance Full size SUV

Sporty presence

- Unique badging, fascia, and wheels reflect heritage of the V-Series family



¹ Always pay attention while driving and when using Available Super Cruise. Do not use a hand-held device. Requires active Available Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details. Late availability.

² When compared to competitors on page 24

AHEAD OF THE PACK

STATISTICS	ESCALADE-V	ESCALADE-V ESV	MERCEDES- AMG GLS 63	BMW X7 M50i	Range Rover LWB SV Autobiography
Sales, annual average	N/A	N/A	742	2,110	259
Wheelbase, in"	120.9	134.1	123.4	122.2	122.9
Length in"	211.9	227.0	206.4	203.3	207.4
Width, in"	81.1	81.1	79.9	78.7	78.1
Height, in"	76.6	76.4	70.2	71.1	73.5
Cargo, cu ft	25.5-121.0	41.5-142.8	17.4	12.8	24.5
Curb wt. lbs	6300	6493	5,798	5,661	5,745
Power, hp	682 hp	682 hp	603 hp	523 hp	557 hp
Torque, lb-ft	653 lb-ft	653 lb-ft	627 lb-ft	553 lb-ft	516 lb-ft
Power/weight	0.108lbs/hp	0.105lbs/hp	0.096lbs/hp	0.108lbs/hp	0.103lbs/hp
0-60mph. sec	> 4.4s	4.5s	3.6	4.5	5.2
1/4 Mile	12.7s @ 109mph	12.9s @ 108mph	12.0s @ 115mph	12.6s @ 111mph	13.8s @ 107mph
MPG	11/16 ¹	11/16 ¹	14/18 ²	15/21 ²	13/19 ²

A close-up, low-angle shot of a dark-colored Chevrolet V-Series engine cover. The Chevrolet bowtie logo is prominently displayed on the lower right of the engine cover. The background is dark and out of focus, emphasizing the engine components.

V-SERIES HISTORY

THE V-SERIES BADGE IS EARNED

For nearly 20 years, the V-Series badge has represented an elevation of design, performance, and technology tied to the the purest expression of passion that exists at the core of the Cadillac brand.

The V-Series has always stood for a blend of refinement and power. Now with the fourth generation of V-Series, the lineup has expanded to allow for enhanced street driving. It offers bold, performance-inspired styling with head-turning presence. The first-ever Escalade-V continues this powerful story.



V-SERIES NAME & LOGO GUIDELINES

From the beginning, Cadillac V-Series has represented the pinnacle of Cadillac performance, craftsmanship, and technology. To reinforce the importance and consistency of the V-Series name, the following guidelines for name and logo use were established many years ago and should continue to be followed going forward.

V-SERIES NAME USE GUIDELINES

- “V-Series” should be used for the halo sub-brand, model/trim name, or family of vehicles
- “Nameplate-V” should be used to reference a specific V-Series vehicle, particularly in copy paragraphs

Acceptable:

- V-Series (referencing sub-brand, model/trim, or family of vehicles)
 - “V-Series represents the pinnacle of Cadillac performance, craftsmanship, and technology.”
 - “CT4 models include Luxury, Premium Luxury, Sport, and V-Series.”
 - “The V-Series family or portfolio of vehicles includes CT4-V and CT5-V.”
- CT4-V, CT5-V (referencing a specific V-Series vehicle)
 - “The CT5-V offers a Rear Camera Mirror.”
- Escalade-V

Unacceptable (these do not follow consistency guidelines noted above):

- CT4 V-Series*
- CT4 V Series
- CT5-V Series
- CT5 V
- Escalade V

