

# MOBILE MARKETING ASSOCIATION

“ARCHITECT THE FUTURE”

SONOMA, CA

JULY 23, 2019



*Cadillac*

**DEBORAH WAHL**

GLOBAL CHIEF MARKETING OFFICER

“THE FUTURE OF MOBILITY”

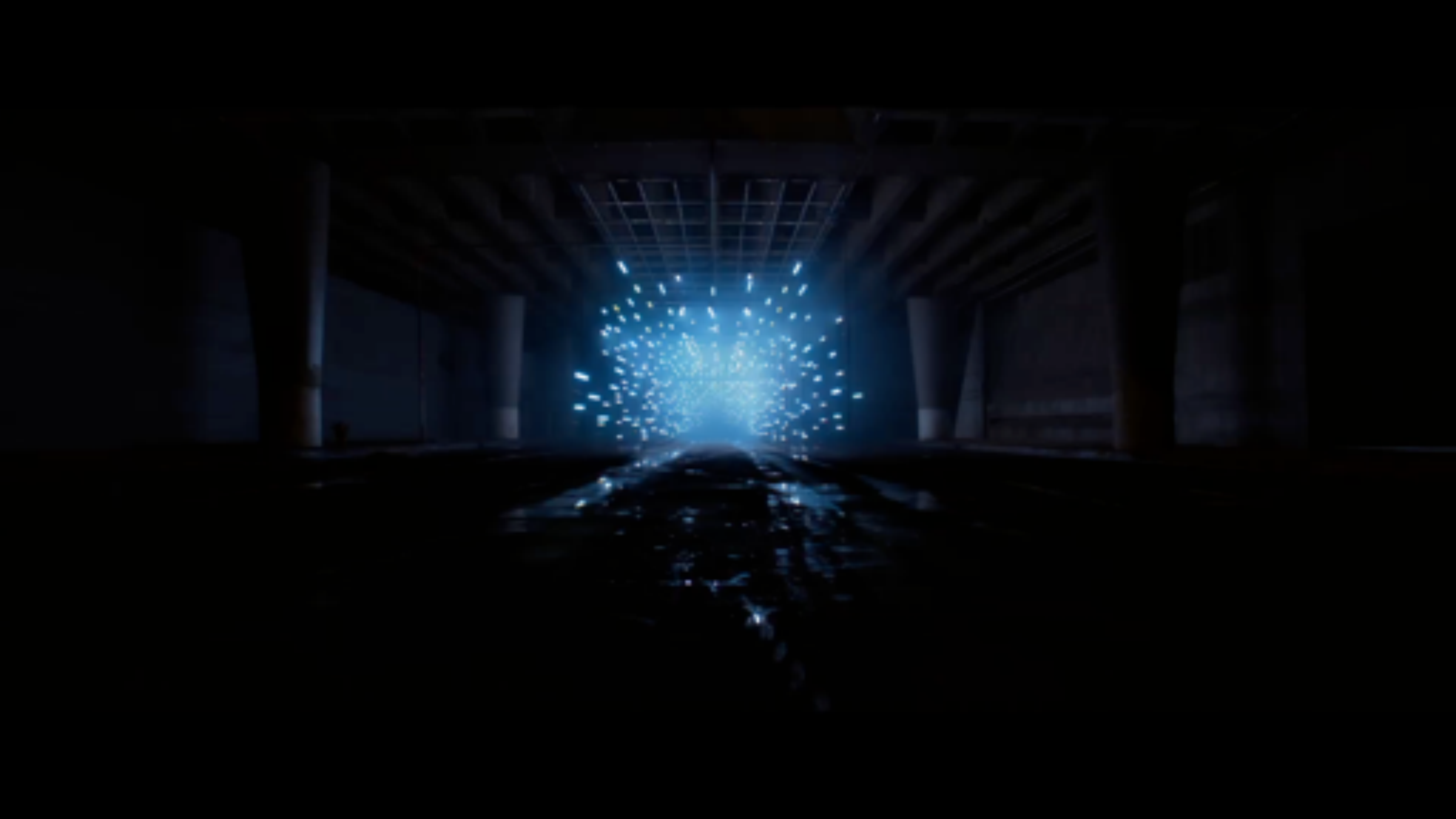


*Cadillac*

**CADILLAC SHOULD EXIST  
IN THE REALM OF THE EXTRAORDINARY**

1957 CADILLAC ELDORADO BROUGHAM





# THE YEAR OF THE **THE CADILLAC SUV FAMILY**



*Escalade*

*XT5*

*XT6*

*XT4*

# COMMITTED TO OUR PASSIONATE ENTHUSIASTS



*Cadillac CT6-V*



*Cadillac CT5-V*



*Cadillac CT4-V*

WE STAND ON A CENTURY OF  
**INNOVATION &  
PERFORMANCE**



THE CAR  
THAT HAS NO CRANK



**ZERO CRASHES**  
**ZERO EMISSIONS**  
**ZERO CONGESTION**



*Cadillac*



94%

OF FATAL CRASHES EACH  
YEAR ARE CAUSED BY

**HUMAN ERROR**

# SUPER CRUISE™





A photograph showing the interior of a Cadillac vehicle from the driver's perspective. The driver, a man with a beard, is wearing a grey suit jacket and holding a pair of glasses. The steering wheel features the Cadillac logo. The dashboard and center console are visible, with a digital display showing various icons. The car is on a road with trees and a clear sky in the background.

# SUPER CRUISE™

2.5 MILLION USER MILES

“SUPER USERS” LOG 3,000 MILES PER MONTH

SUPER CRUISE IS ENGAGED 72% OF THE AVAILABLE TIME

A man with a beard and glasses is driving a car. He is holding his glasses in his right hand. The car's interior is visible, including the steering wheel with the Chevrolet logo, the dashboard, and the center console. The car is on a road with trees and a clear sky in the background.

# SUPER CRUISE™

2.5 MILLION USER MILES

“SUPER USERS” LOG 3,000 MILES PER MONTH

WHEN AVAILABLE, SUPER CRUISE IS ENGAGED 72% OF THE TIME

ALMOST 90% OF USERS WANT SUPER CRUISE IN THEIR NEXT VEHICLE



**NIGHT VISION**

ZERO CRASHES  
ZERO EMISSIONS  
ZERO CONGESTION



*Cadillac*

A close-up, slightly blurred photograph of the rear of a dark-colored car. The focus is on the rear bumper and the lower part of the rear wheel. The car's body is dark, possibly black or dark blue. The background is a light, out-of-focus surface, likely asphalt or concrete. Overlaid on the image is white text. The text is arranged in three lines: the top line reads 'VEHICLES RELEASE' in a smaller, all-caps, sans-serif font; the middle line features a large tilde symbol '~' followed by '2B TONS' in a very large, bold, all-caps, sans-serif font; the bottom line reads 'OF REGULATED EMISSIONS EVERY YEAR' in a smaller, all-caps, sans-serif font.

VEHICLES RELEASE

~ 2B TONS

OF REGULATED EMISSIONS EVERY YEAR





SINCE 2016,  
GM HAS SAVED MORE THAN  
**35M GALLONS OF GASOLINE**  
AND AVOIDED  
**300 THOUSAND TONS OF CO2**  
EMISSIONS EACH YEAR



THE FUTURE OF CADILLAC  
**IS ELECTRIC**



ZERO CRASHES  
ZERO EMISSIONS  
**ZERO CONGESTION**



*Cadillac*

The background of the image is a dense, repeating pattern of blue fuel barrels, viewed from a slightly elevated angle, creating a textured, industrial feel. The barrels are arranged in a staggered grid, filling the entire frame.

EVERY YEAR,  
THE TYPICAL DRIVER LOSES

**\$1,400**

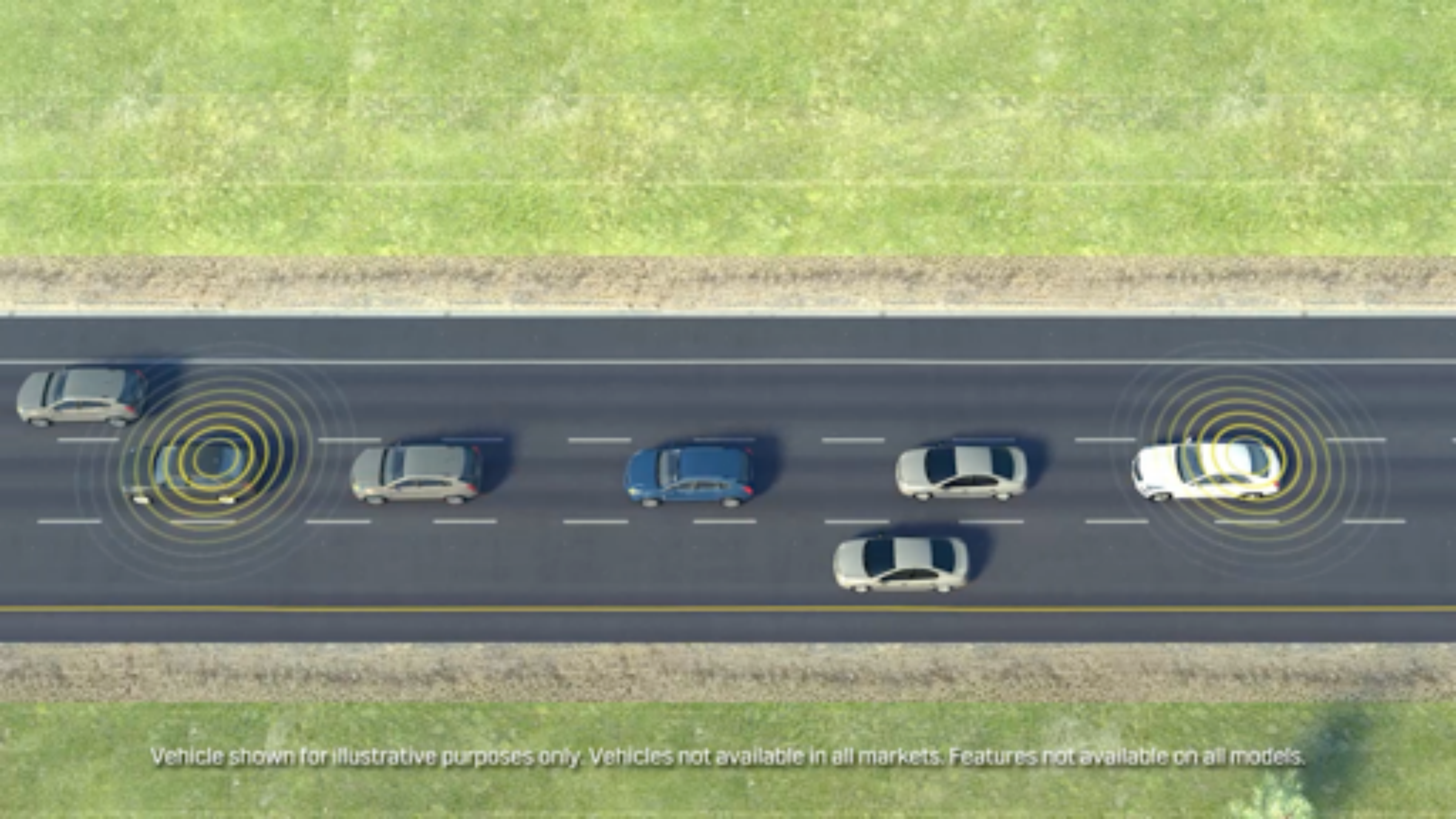
IN WASTED FUEL



PERSONALLY-  
OWNED VEHICLES  
SIT IDLE FOR

95%

OF THEIR LIVES



Vehicle shown for illustrative purposes only. Vehicles not available in all markets. Features not available on all models.

# VEHICLE-TO- INFRASTRUCTURE







DATA FROM  
**16M ONSTAR USERS**  
HELPS IMPROVE VEHICLE  
QUALITY AND SUPPORTS  
INFRASTRUCTURE &  
MOBILITY IMPROVEMENTS

# ALL-NEW DIGITAL **ELECTRONIC VEHICLE ARCHITECTURE**





CADILLAC IS  
**FULLY COMMITTED**  
TO SAFEGUARDING  
OUR CUSTOMERS'  
PERSONAL INFORMATION



**BLURRING THE LINE  
BETWEEN PHONE AND CAR**



*Cadillac*

“ A CLUB OF ONE ”

YOUR CADILLAC WILL KNOW  
**ITS OPTIMAL CHARGING TIME**  
**AND SUGGEST THE IDEAL LOCATION**







WE'RE MODERNIZING OUR  
**MARKETING APPROACH**





*Cadillac*

19X

MORE LIKELY

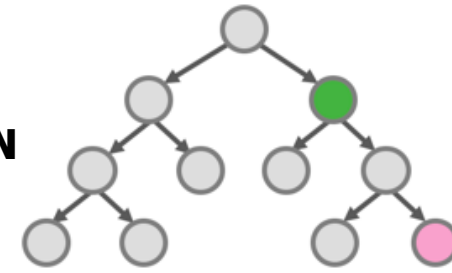
# THE PROPENSITY MODEL



AUDIENCE PLATFORM

+

RANDOM  
DECISION  
FOREST



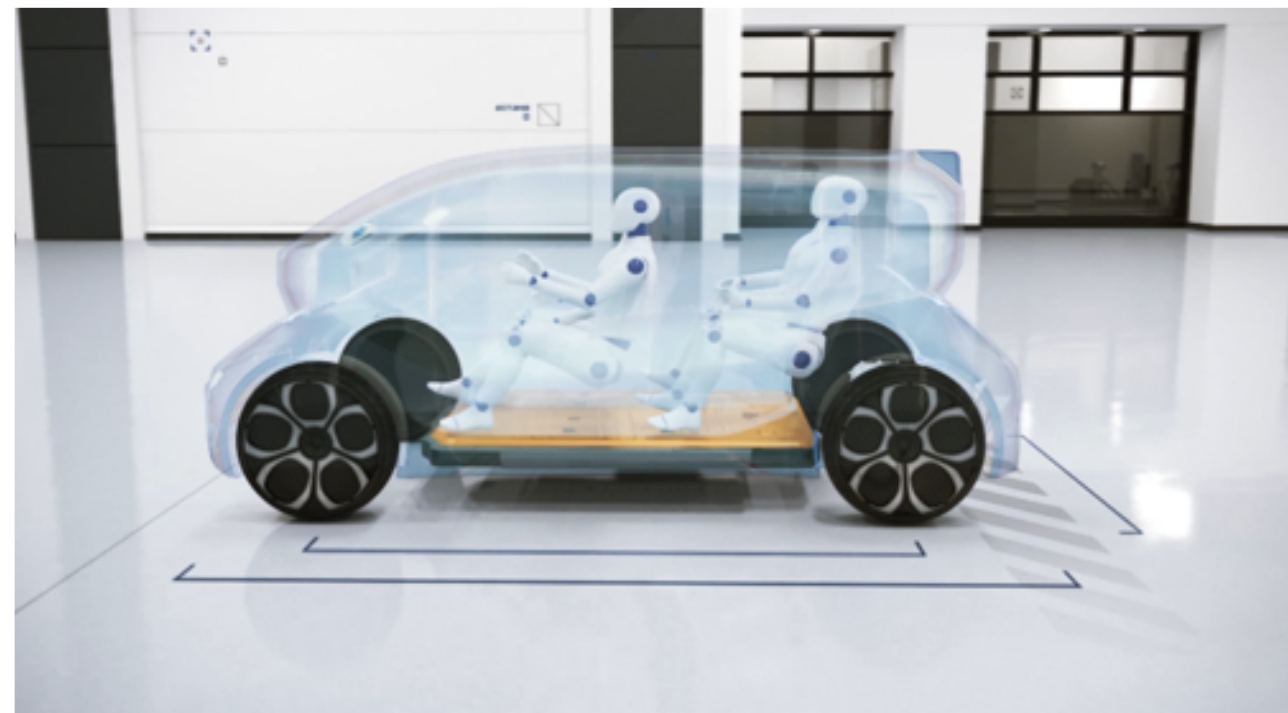
METHODOLOGY

MATCHED  
TO

**CADILLAC OWNERS**

**277M**  
US  
ADULTS

**800**  
BEHAVIORAL  
ATTRIBUTES



**THANK  
YOU**



*Cadillac*