



Client: Cadillac Job Number: CACDL3MU308 File Name: CACDL3MU308_2014_Catalog_ATS Description: 2014 ATS Catalog Date/Time: 05/28/13 Bleed: 18.25" x 11.25" (Spread) Trim: 18" x 11" (Spread) Live: NA Copywriter: Gutter: 25" either side (.50" total) Media: 4C Bleed Booklet Fonts: Bell Gothic Black Italic, Bell Gothic Bold, Electra LH Cursive Display. Univers 55 Provided Drint Producer: Roman, Univers 65 Bold Ink Colors: CMYK Publications: Issue: Close: Ext: Date: Close: Ext: Packet Close: Ext:

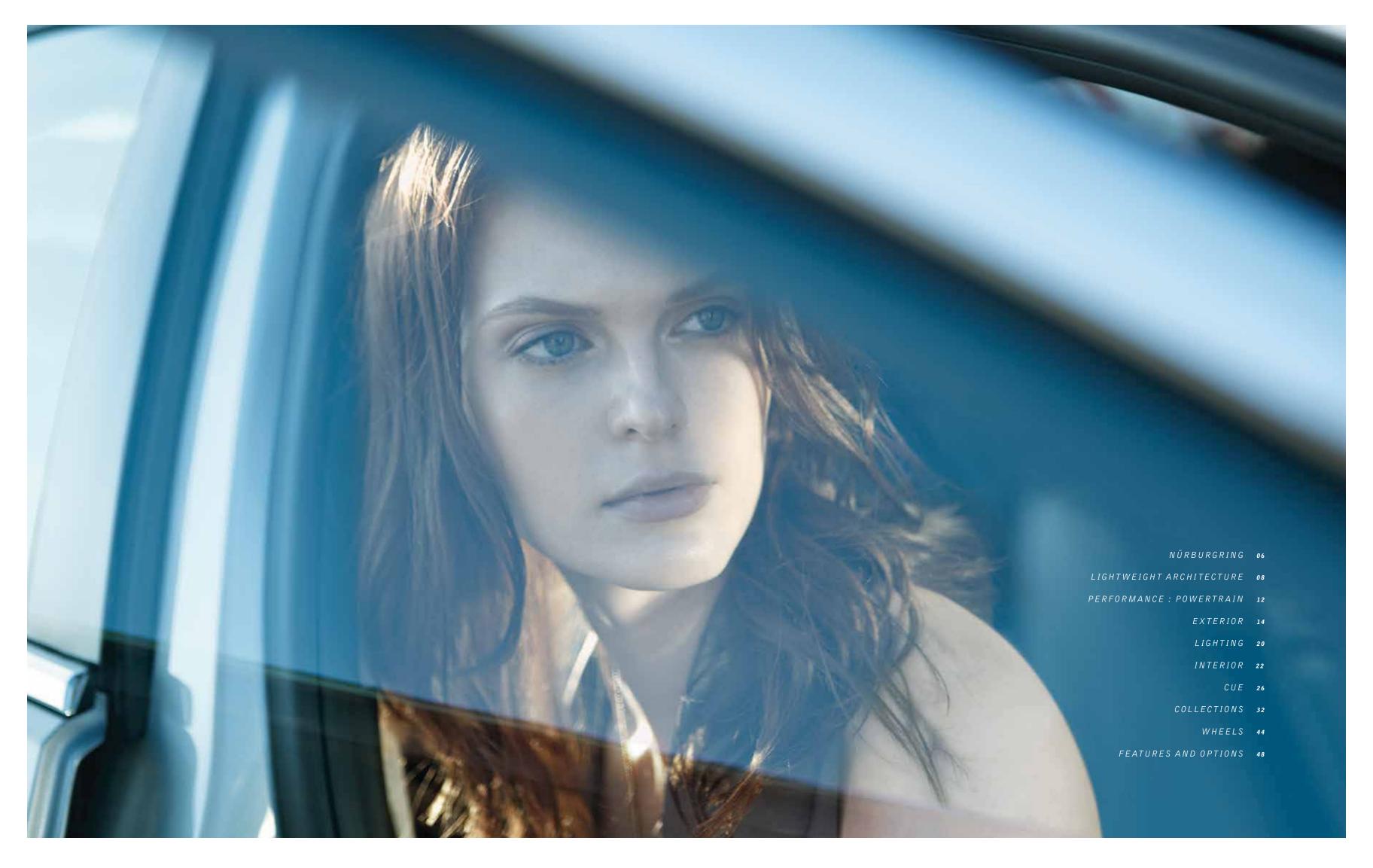
Fallon | Minneapolis



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Ext:



	Fallon	Minneapolis	
Client:	Cadillac		
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
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	Fallon	Minneapolis		1
Client:	Cadillac			4
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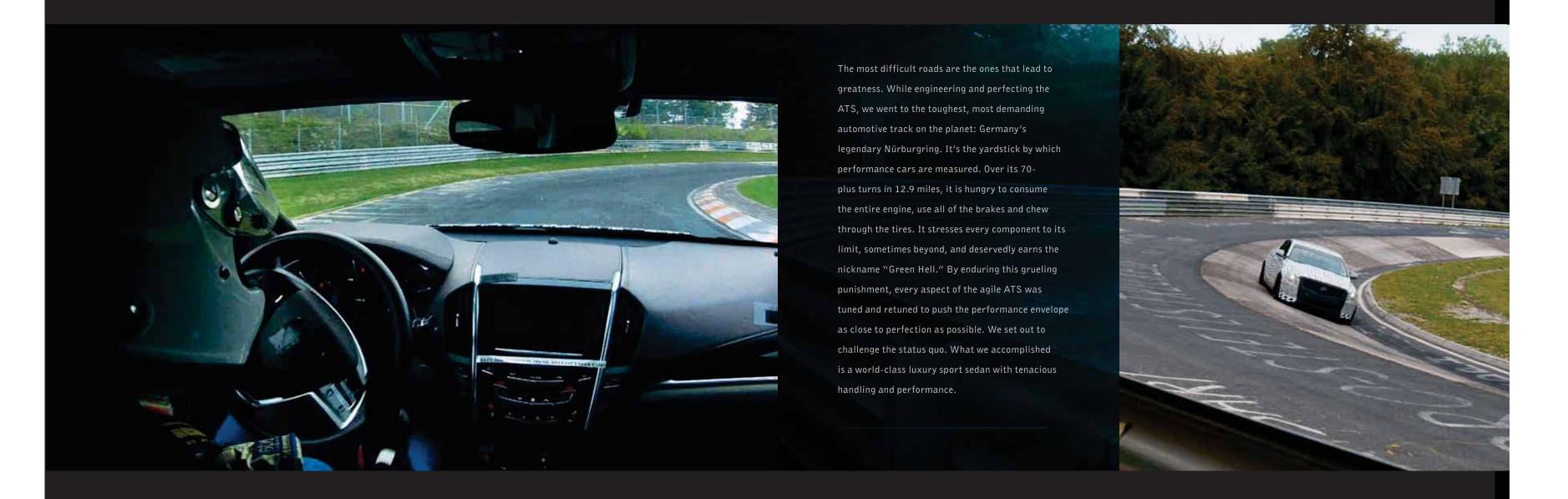
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MASTER ITS CURVES,

AND YOU'VE GOT YOUR PRIORITIES STRAIGHT.



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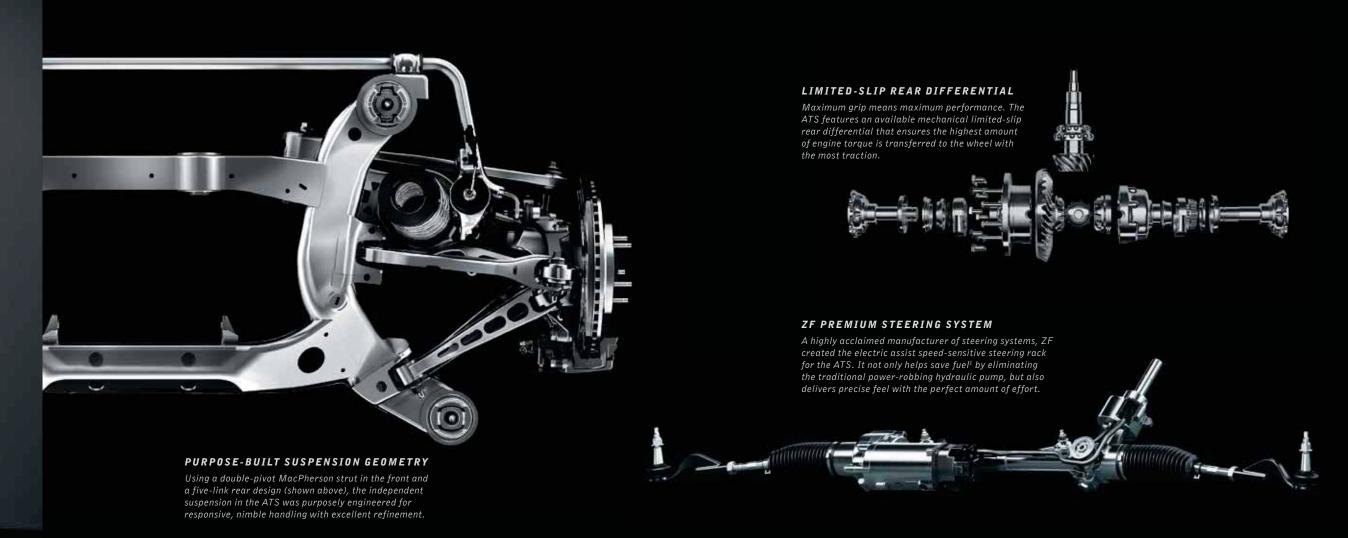


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ATS is built on an incredibly strong yet lean architecture for quickness and agility. Every component of the dynamic chassis was evaluated down to the gram to reduce weight without sacrificing strength, durability or safety. The result is the perfect combination of ultra-high-strength steel, aluminum, magnesium and other advanced materials, which creates a luxury sport sedan that's extremely robust while still athletic and composed. A near-perfect front-to-rear 50/50 weight balance, low center of gravity and distinct suspension geometry blend flawlessly with performance-tuned Rear-Wheel Drive or available all-weather-capable All-Wheel Drive. Engaging and responsive, the ATS luxury sport sedan delivers an exhilarating driving experience that is nothing short of electrifying.





BREMBO BRAKES

Power is nothing without control. So we combined forces with the world-renowned brake experts at Brembo to engineer the available fixed-caliper 4-piston front brakes that deliver remarkable stopping power and consistent pedal feel.

[RIGHT GATEFOLD SPREAD]

MAGNETIC RIDE CONTROL

Now in its third generation, available revolutionary Magnetic Ride Control reads the road up to 1,000 times per second and seamlessly adjusts damping for exceptional ride, handling and control.



WORLD-CLASS PERFORMANCE BEGINS WITH

WORLD-CLASS COMPONENTS.

It stands to reason that building a world-class luxury sport sedan requires world-class components. That is why we worked with highly acclaimed companies like ZF to construct and fine-tune the premium speed-sensitive electric steering system. We teamed with world-renowned Brembo® to develop the available 4-piston fixed-caliper front brake system, which provides remarkable and repeatable stopping power. And we worked hand in hand with Tremec® to design an available precision 6-speed manual transmission tailored specifically for the ATS. Then we went a step further and made class-exclusive Magnetic Ride Control available, which adjusts the suspension almost instantaneously to changing surfaces, camber and conditions, up to 1,000 times a second. It's credentials like these, along with the available performance seats and limited-slip rear differential, that define the ATS as not only a luxury car, but also a bona fide driver's car.

Based on EPA-estimated fuel economy for RWD models with automatic transmission: 22 city/33 highway MPG for 2.5L engine;
 city/31 highway MPG for 2.0L Turbo engine; and 19 city/28 highway MPG for 3.6L engine.

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Client:	Cadillac		10
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Expressive and athletic, the ATS seamlessly fuses form with function. Taut, chiseled sheet metal allows the ATS to slice through the air with little resistance, affording a quiet cabin and remarkable fuel efficiency. It has advanced aerodynamic innovations like available active aero grille shutters that close automatically when additional engine cooling is not needed, and inconspicuous underbody aero shields that direct air smoothly around and under the vehicle for maximum fuel efficiency.

Sculpted side mirrors are precisely formed and positioned to help reduce wind noise. And, in the rear, the LED center brake lamp doubles as a spoiler to ingeniously channel air off the decklid for added downforce and a planted feel at high speed. The acoustically laminated windshield and front side door glass, along with strategically placed sound-deadening materials and sealers, all work in concert to deflect noise before it enters the cabin. When it came to the details, we just couldn't leave well-enough alone.

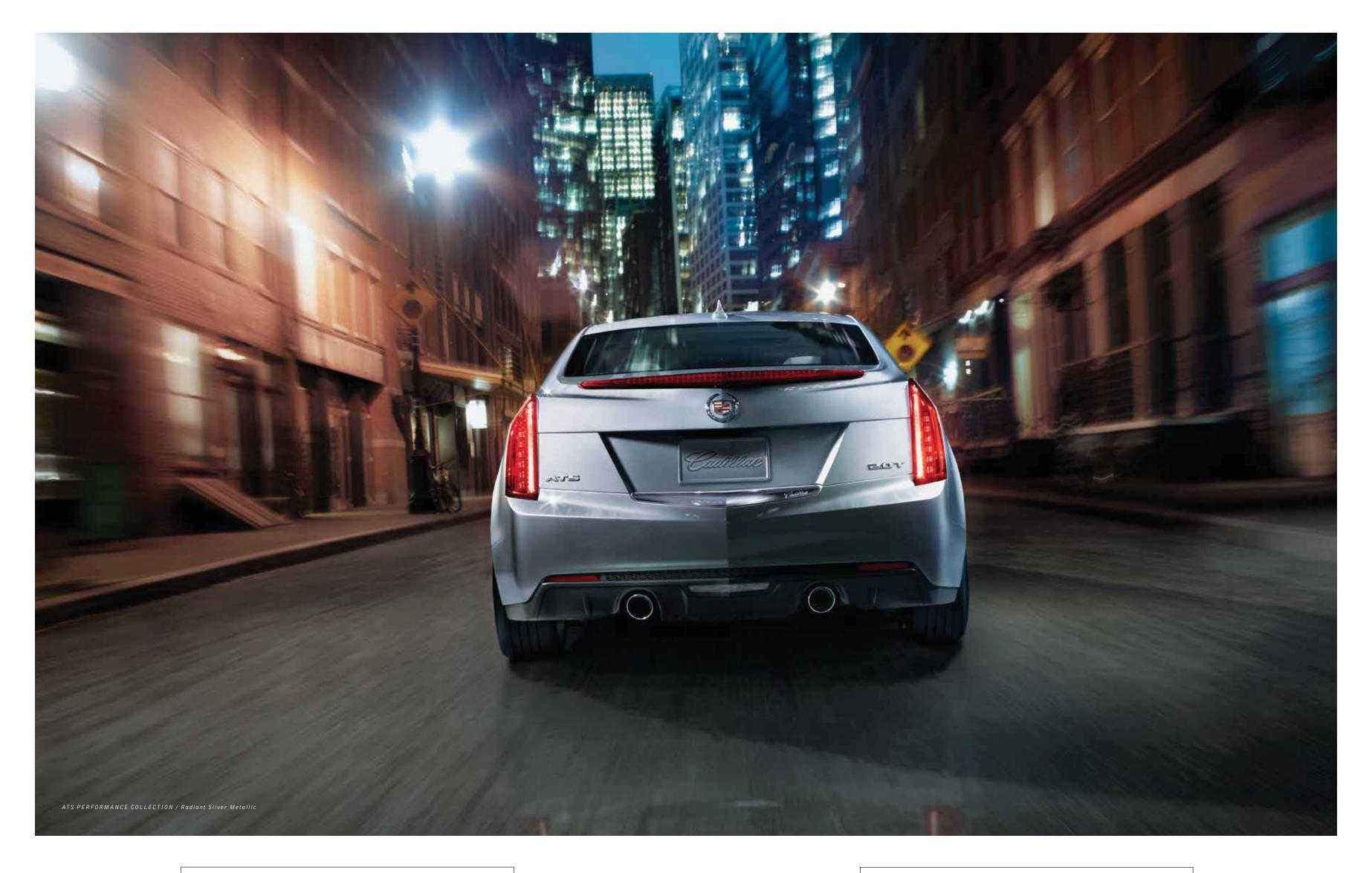
DYNAMIC 18" MACHINED-FINISH ALUMINUM WHEELS INTEGRATED REAR SPOILER AND CENTER BRAKE LAMP

1. Based on EPA-estimated fuel economy for RWD models with automatic transmission: 22 city/33 highway MPG for 2.5L engine; 21 city/31 highway MPG for 2.0L Turbo engine; and 19 city/28 highway MPG for 3.6L engine.

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	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
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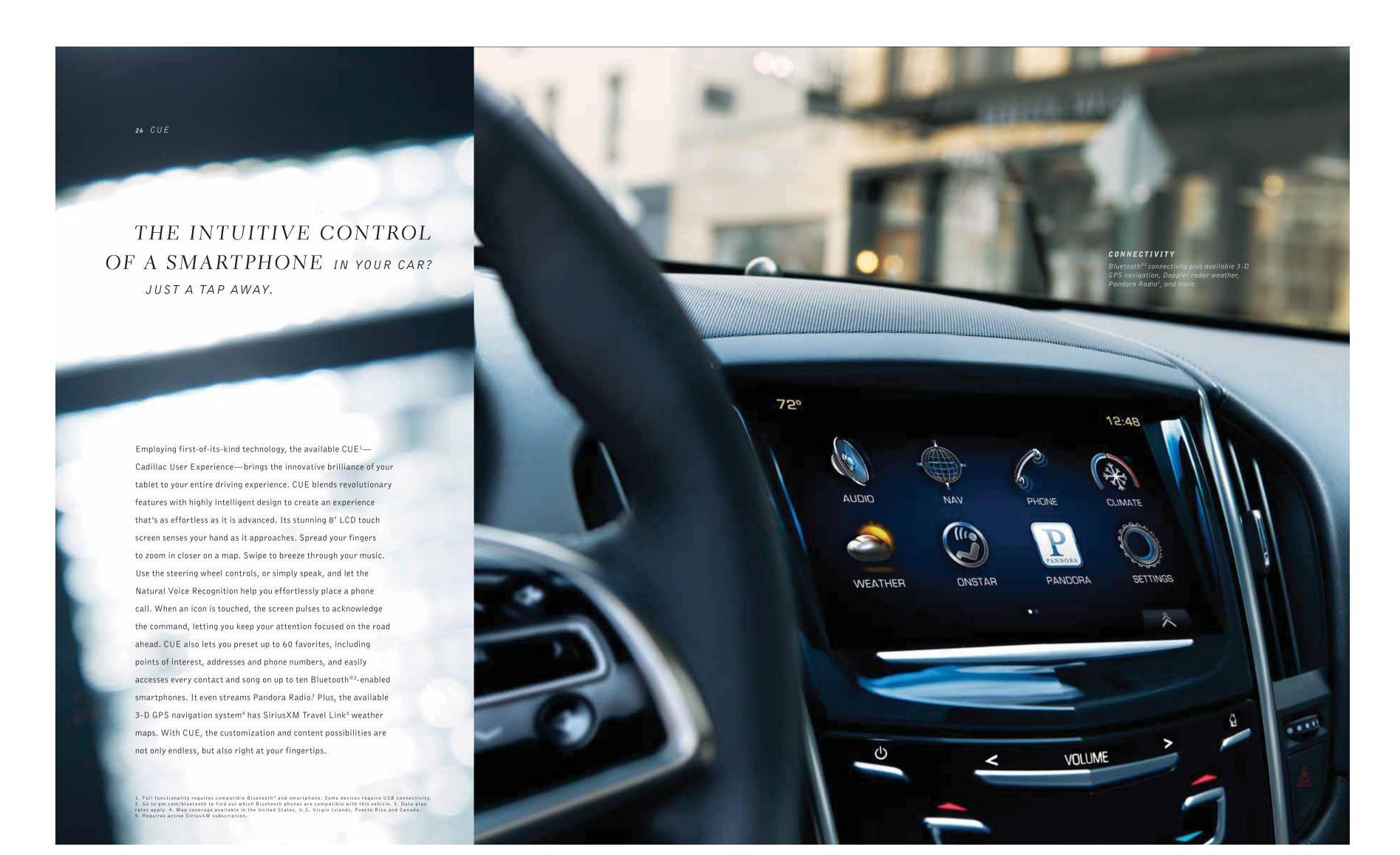
	Fallon	Minneapolis	25
Client:	Cadillac		23
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon	Minneapolis	γ_{ℓ}
Client:	Cadillac		20
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55		Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



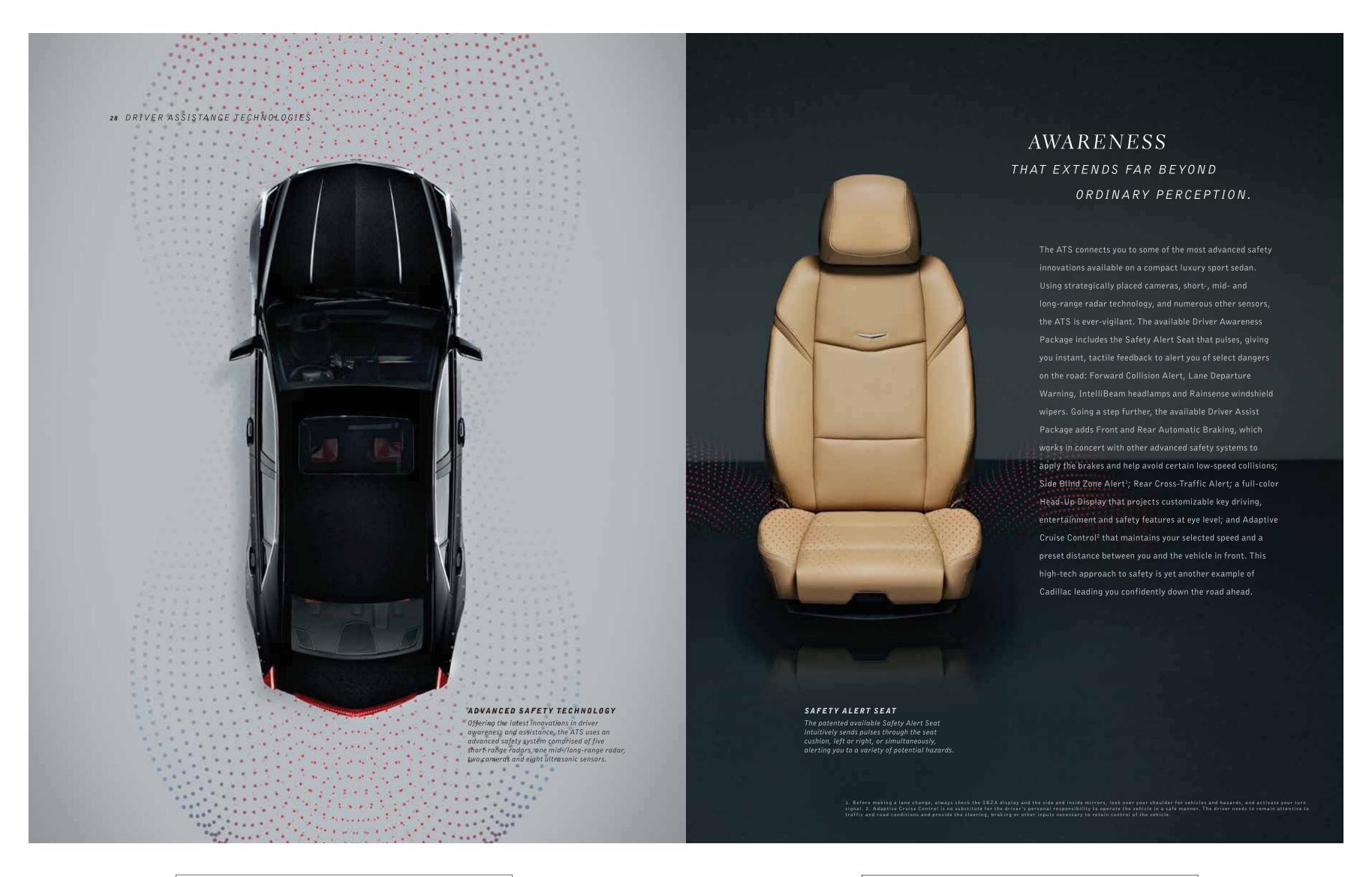
	Fallon	27	
Client:	Cadillac		2/
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon	20	
Client:	Cadillac		20
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon	2	Ω	
Client:	Cadillac			フ
Job Number:	CACDL3MU308			
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ex	rt:
Description:	2014 ATS Catalog	GM Vehicle Catalogs		
Date/Time:	05/28/13			
Bleed:	18.25" x 11.25" (Spread)	Creative Director:		
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss	
Live:	NA	Copywriter:		
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky	
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs	
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall	
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan	
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen	
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski	



Fallon Minneapolis 2			
Client:	Cadillac		30
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55		Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	21		
Client:	Cadillac		ا ا ت
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski

A HIGHLY INNOVATIVE APPROACH TO

PERSONAL PROTECTION.



1. Always use safety belts and the correct restraint for your child's age and size. Even in vehicles equipped with the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with a passenger air bag. See the Owner's Manual and child safety seat instruction for more safety information. 2. Visit notations come for coverage man, details and system limitations. Services vary by model and conditions. On Star acts as a link to existing emergency service providers.

It starts with a protective safety cage constructed with ultra-high-strength steel alloys and other highly advanced materials for exceptional rigidity and strategically placed crumple zones. Then we add preventive safety features like the StabiliTrak Electronic Stability Control and full-function traction control systems. A sophisticated

antilock braking system (ABS) with Auto-Dry functionality

stopping power between the front and rear brakes. There's also the confidence that comes with eight standard airbags¹ and OnStar®² with Automatic Crash Response. In most

and Electronic Braking Force Distribution helps balance

	Fallon	27	
Client:	Cadillac		32
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon Minneapolis			
Client:	Cadillac		33	
Job Number:	CACDL3MU308			
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:	
Description:	2014 ATS Catalog	GM Vehicle Catalogs		
Date/Time:	05/28/13			
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten	
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss	
Live:	NA	Copywriter:		
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky	
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs	
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall	
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan	
	Dames Haires CE Bald	Account Executive:	Ellie Applen	
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski	





	Fallon	2/	
Client:	Cadillac		3 4
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon	35	
Client:	Cadillac		55
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski

THE PREMIUM COLLECTION:

WHERE CUTTING-EDGE TECHNOLOGY MEETS THE LEADING EDGE OF PERFORMANCE.



The ATS Premium Collection pushes the modern style, agility and advanced technology of the ATS to the highest level. Slide into the premium, leather-laden cabin and enjoy the intuitive brilliance of CUE¹ with 3-D GPS navigation; Doppler radar weather; Pandora Radio; Bluetooth® with streaming audio connectivity¹ and the convenience of a 110V power outlet. Hit the back roads and encounter the exhilarating driving experience of the ATS, enhanced on the Premium Collection through the revolutionary Magnetic Ride Control, limited-slip rear differential, and high-performance summer tires⁵ wrapped over beautiful 18" wheels. To help keep your eyes on the road, there is a full-color reconfigurable Head-Up Display that projects customizable key driving, entertainment and safety information at eye level. Wherever your journey takes you, the Bose® Premium Cabin Surround® sound system will provide entertainment with its rich, full-range sound. It is the ultimate blend of luxury, technology and sport, both inside and out.

1. Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. 2. Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. 3. Requires active SiriusXM subscription. 4. Data plan rates apply. 5. Rear-Wheel Drive models only.



MAGNETIC RIDE CONTROL

Pioneered by Cadillac and borrowed by Ferrari, the revolutionary Magnetic Ride Control is a class-exclusive feature available on the ATS. It reads and reacts to the road ten times faster than the blink of an eye to keep you firmly in control.

Fallon Minneapolis			
Client:	Cadillac		30
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon Minneapolis				
Client:	Cadillac		3/		
Job Number:	CACDL3MU308				
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:		
Description:	2014 ATS Catalog	GM Vehicle Catalogs			
Date/Time:	05/28/13				
Bleed:	18.25" x 11.25" (Spread)	Creative Director:			
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss		
Live:	NA	Copywriter:			
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky		
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs		
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall		
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan		
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen		
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski		

THE PERFORMANCE COLLECTION:

THE LINK BETWEEN MAN AND MACHINE JUST GOT STRONGER.



HID HEADLAMPS WITH ADAPTIVE FORWARD LIGHTING AND SIGNATURE LED LIGHTING

Perfectly suited to its athletic essence, the Performance Collection was developed to bond driver with machine. Bolstered performance front seats with cushion-length adjustment inside the driver-focused interior are not only exceptionally comfortable, but ensure a firm, planted feel during intense cornering. Aluminum pedals add a racing-inspired touch, and the sport steering wheel features magnesium paddle shifters that require only a quick tap for a smooth, crisp gear change on automatic transmission-equipped models. High-Intensity Discharge (HID) headlamps with Adaptive Forward Lighting swivel to cast light into your direction of travel, while signature LED lighting elements call attention to its prominent, chiseled design. Drive with the added confidence of innovative safety technologies like Forward Collision Alert and the Safety Alert Seat that helps notify you of potential hazards. Top it all off with CUE and a Bose® Premium Cabin Surround® sound system, and the ATS Performance Collection is both exhilarating and refined.



PERFORMANCE SEATS

Providing secure, confidence-inspiring support for both the driver and front-seat passenger, the bolstered Performance Seats are exceptionally comfortable when pushing the performance envelope or pushing through a long drive.

	Fallon	Minneapolis	20
Client:	Cadillac		30
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	30		
Client:	Cadillac	3 7	
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski

THE LUXURY COLLECTION:

WANTS THAT QUICKLY BECOME NEEDS.



CADILLAC USER EXPERIENCE

CUE¹ is as intuitive as it is advanced. Spread your fingers to zoom in closer on a map. Swipe to breeze through your music. Simply speak and let the Natural Voice Recognition help you effortlessly place a phone call or change your music.



POWER SUNROOF

PREMIUM LEATHER SEATING SURFACES WITH FRENCH STITCHING

The ATS is a remarkable fusion of refined details wrapped in a responsive package, further enhanced by the Luxury Collection. Inside, you're greeted by a distinctive atmosphere filled with upscale features like eight-way power adjustable front seats plus two-way power lumbar, a memory package, supple leather seating surfaces with French-stitched seams, and the cutting-edge technology of CUE? The bold front-end design of the ATS is highlighted with a unique Midnight Chrome-accented grille that complements its confident stance. Parking is a breeze with the convenience of the Rear Vision Camera, in addition to Front and Rear Park Assist, which uses integrated sensors to alert you to nearby obstacles. Discover the flexibility of a split-folding rear seat, the luxury of Passive Entry with adaptive vehicle remote start, and the clarity of SiriusXM Satellite Radio^{2,3} and HD radio to add the finishing touches on an exceptionally sophisticated package.

1. Full functionality requires compatible Bluetooth* and smartphone. Some devices require USB connectivity. 2. Standard for three months.
3. If you subscribe after your trial period, subscriptions are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. For more information about NavTraffic, roy is the subscript of the su

	Fallon	Minneapolis	10
Client:	Cadillac		40
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



	Fallon	/1	
Client:	Cadillac		41
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski

PAINT FINISHES

TINTCOAT

A premium 2-layer paint application with A meticulous 3-layer process that the addition of a tinted clearcoat, lending the finish an extra depth and brightness.

TRICOAT

results in a dramatic hue-shifting color.



Available at extra cost.

Fallon Minneapolis						
Client:	Cadillac		42			
Job Number:	CACDL3MU308					
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:			
Description:	2014 ATS Catalog	GM Vehicle Catalogs				
Date/Time:	05/28/13					
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten			
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss			
Live:	NA	Copywriter:				
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky			
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs			
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall			
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan			
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen			
Ink Colors:	CMYK	Account Supervisor:	Denis Budnjewski			



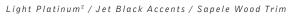
Fallon Minneapolis						
Client:	Cadillac		43			
Job Number:	CACDL3MU308					
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:			
Description:	2014 ATS Catalog	GM Vehicle Catalogs				
Date/Time:	05/28/13					
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten			
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss			
Live:	NA	Copywriter:				
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky			
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs			
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall			
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan			
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen			
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski			

INDIVIDUALIZED INTERIOR THEMES.

Personalize your ATS with these distinct interior environments featuring a rich color palette accented with authentic trim materials, including Dark Olive Ash, Sapele and Okapi Stripe designer woods, aluminum or carbon fiber.



Morello Red² / Jet Black Accents / Carbon Fiber Trim

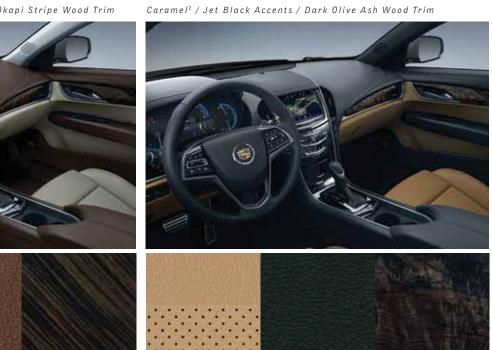


1. Leatherette seating. 2. Leather seating surfaces.





Light Platinum² / Brownstone Accents / Okapi Stripe Wood Trim



	Fallon	Minneapolis	1 1
Client:	Cadillac		44
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
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Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budnjewski



	Fallon Minneapolis						
Client:	Cadillac	45					
Job Number:	CACDL3MU308						
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:				
Description:	2014 ATS Catalog	GM Vehicle Catalogs					
Date/Time:	05/28/13						
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten				
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss				
Live:	NA	Copywriter:					
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky				
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs				
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall				
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55	Print Producer:	Kirsten O'Callaghan				
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen				
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski				



	Fallon	Minneapolis	16
Client:	Cadillac		40
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
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	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



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Client:	Cadillac	4/	
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
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THE STANDARD OF LUXURY OWNERSHIP



WARRANTY PROTECTION

Cadillac's 6-year or 70,000-mile¹ Powertrain Warranty offers more years and miles standard than BMW and Mercedes-Benz. In addition, our 4-year or 50,000-mile¹ Bumper-to-Bumper Warranty covers repairs on your entire vehicle, including parts and labor, to correct problems in materials or workmanship.



PREMIUM CARE MAINTENANCE

Standard on all 2011 and newer vehicles, Cadillac's Premium Care Maintenance program covers routine oil changes, tire rotations, certain air filter replacements and a thorough multipoint vehicle inspection for 4 years or 50,000 miles? Mercedes-Benz and Lexus



The standard one-year Directions and Connections® Plan allows you to push one button to connect with a live Advisor to find the things and places you want. Get directions or a diagnostics check while you drive. Make calls safely with both hands on the wheel and control your vehicle with the RemoteLink³ mobile αpp. And as always, get help immediately in a crash or an emergency. These are just a few examples



SECURITY BY ONSTAR

If you've reported your Cadillac stolen, OnStar^A can use GPS technology to help authorities quickly locate and recover it. An OnStar Advisor can further assist authorities by sending a remote Stolen Vehicle Slowdown® signal to your vehicle to slow it down. Advisors can also enable a Remote Ignition Block, making it impossible to restart a stolen vehicle once it has been turned off.



DIAGNOSTICS BY ONSTAR

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.

With best-in-class diagnostics from OnStar,4 maintaining your Cadillac can be as simple as checking your e-mail or your OnStar RemoteLink $^{\text{m3}}$ mobile app. Every month, you can receive an e-mail with the status of key operating systems or push your OnStar button for a realtime diagnostics check on demand.



ROADSIDE ASSISTANCE

Cadillac offers more years of Roadside Assistance standard than any leading luxury brand, with services for 6 years or 70,000 miles. The program provides lockout, towing, refueling, Dealer Technician Roadside services, and more



COURTESY TRANSPORTATION

This Cadillac program provides alternate transportation and/or reimbursement of certain transportation expenses if your Cadillac requires warranty repairs for 6 years or 70,000 miles: That is more years of service standard than any luxury automaker.



of the level of personal service we think you

NAVIGATION BY ONSTAR

deserve as a Cadillac owner.

Just push the OnStar⁴ button and an Advisor can download voice-guided turn-by-turn directions to your Cadillac, and a voice will call out every turn or send them to your navigation system, if equipped. You can also plan routes using MapQuest.com® and send them to your Cadillac.



CONNECTIONS BY ONSTAR

Available Hands-Free Calling capability from OnStar⁴ allows you to make and receive calls safely from your Cadillac. With the OnStar RemoteLink³ mobile app, you can access realtime information and control your Cadillac from anywhere you have cell phone service. Now you can even find a destination with RemoteLink³ and send directions right to your vehicle.



EMERGENCY BY ONSTAR

In most crashes, built-in sensors can automatically alert an OnStar⁴ Advisor who is immediately connected in to your Cadillac to see if you need help sent to your exact location. Other OnStar⁴ emergency services include Injury Severity Predictor and First Assist, which ensure you quickly get the help you need when seconds matter most. All Cadillac models come with 1 year of OnStar service standard.





MYCADILLAC APP

The ingenuity of the ATS doesn't stop with the vehicle. As a Cadillac owner, an advanced complimentary app is available for your new car. From virtually anywhere at anytime, a few taps of your finger on your iPhone or Android smartphone let you access features like parking reminders, Roadside Assistance, and more. Plus, in conjunction with the OnStar RemoteLink³ app, you'll have the ability⁵ to remotely start your vehicle (when factory equipped) from any place you have cell service, and lock and unlock your doors. In addition, you can access key diagnostic information, including fuel tank level and range, and remaining oil life.







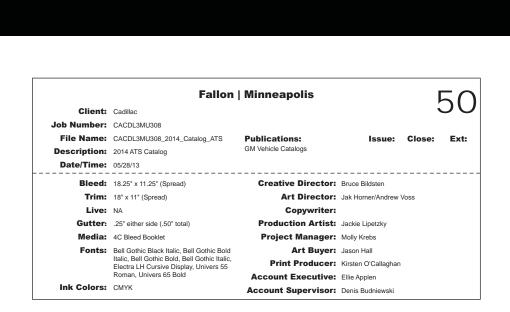
48 ATS FEATURES AND OPTIONS

DIMENSIONS	FRONT	REAR	CAPACITIES		Ī
Head room	38.6"	36.8"	Cargo volume	10.4 cu. ft.	
Hip room	53.0	52.3	Seating	5	ı
Leg room	42.5	33.5	Fuel (gal., approx.)	16.0	ĺ
					•

	STANDARD	LUXURY	PERFORMANCE	PREMIUM
DRIVETRAIN				
2.5L DIRECT-INJECTION, VVT 4-CYLINDER ENGINE With 202 HP and 191 lbft. of torque	•	•		
2.0L TURBO DIRECT-INJECTION, VVT 4-CYLINDER ENGINE With 272 HP and 260 lbft. of torque	0	0	•	•
3.6L DIRECT-INJECTION, VVT V6 ENGINE With 321 HP and 275 lbft. of torque		0	0	0
EXHAUST, BRIGHT TIP Single outlet (2.5L)	•	•		
Dual outlets (2.0L Turbo and 3.6L)	0	0	•	•
REAR-WHEEL DRIVE	•	•	•	•
ALL-WHEEL DRIVE (2.0L TURBO AND 3.6L)		0	0	0
TRANSMISSION	•	•	•	•
6-speed automatic with Performance Algorithm Shifting 6-speed manual (2.0L Turbo only); includes electric parking brake	•	0	0	0
Mechanical rear limited-slip differential (included with manual transmission; included with Premium Collection RWD)	0	0	0	<u>.</u>
CHASSIS AND SUSPENSION				
BRAKES, 4-WHEEL DISC Anti-lock system (ABS), AutoDry and FNC rotors	•	•	•	•
Brembo® high-performance front	0	•	•	•
ELECTRONIC STABILITY CONTROL SYSTEM, STABILITRAK	•	•	•	•
STEERING, RACK-AND-PINION ZF premium electric with variable assist	•	•	•	•
SUSPENSION, 4-WHEEL INDEPENDENT	•	•	•	•
Double-pivot front and 5-link rear Mode Control, driver-selectable	•		•	
Mode Control, driver-selectable Sport	•	•	·	•
Performance with Gen 3 Magnetic Ride Control (RWD)	•		•	•
TIRE PRESSURE MONITORING SYSTEM	•	•	•	•
TIRE INFLATION KIT	•			
TRACTION CONTROL All-speed with brake and engine intervention	•	•	•	•
EXTERIOR FEATURES				
ACTIVE AERO GRILLE SHUTTERS with 2.0L Turbo and 3.6L engines	۰	0	•	•
DRIVER AWARENESS PACKAGE Safety Alert Seat, Forward Collision Alert, Lane Departure Warning,		0	•	•
IntelliBeam headlamps, Rainsense wipers and rear side airbags		0	•	<u> </u>
GRILLE With Gray premium paint accents	•			
With Midnight Chrome accents		•	•	•
ILLUMINATING DOOR HANDLES			•	•
LIGHTING			•	•
Adaptive Forward Lighting	•		•	
Daytime Running Lamps HID headlamps with LED vertical light signatures	•		•	<u> </u>
Projector halogen headlamps	•	•		
MIRRORS, EXTERIOR, BODY COLOR	•			
Power, heated				
Power, heated, driver-side auto-dimming, with integrated turn signal indicators and puddle lamps PARK ASSIST, FRONT AND REAR		•	•	•
SOLAR-ABSORBING WINDSHIELD	•	•	•	•
SPOILER, REAR DECKLID Integrated with LED center high-mounted stop lamp (CHMSL)	•	•	•	•
WHEELS, ALUMINUM 17" See page 45 for more information	•	•	•	
WHEELS, FORGED ALUMINUM 18" See page 44-45 for more information		0	0	•
WINDSHIELD WIPERS	•			
Driver selectable variable speed	•			
Automatic Rainsense wipers with moisture detection		0	•	<u> </u>
INTERIOR FEATURES				
ADAPTIVE REMOTE START ¹		•	•	•
Activates heated seats (if equipped), climate control system and rear defroster AIRBAGS ² Driver and front passenger frontal, knee and side; front and rear head curtain				
AIR FILTRATION SYSTEM Automatic air circulation and air quality	•	•	•	•
ALUMINUM SPORT PEDALS				
ARMREST Center front and rear with hidden storage	•	•	•	•
AUDIO SYSTEM	•			
4.2" full-color LCD radio screen				
Bose® Premium 7-speaker sound system	•	•		
Bose Premium 10-speaker Cabin Surround® sound system CD/MP3 single-disc player	0	0	•	•
Dual USB ports, SD card reader and auxiliary audio connectivity	•	•	•	<u> </u>
HD Radio	•	•	•	•
SiriusXM Radio with three-month trial ³	•	•	•	
BLUET00TH*	•			
Hands-free calling for Bluetooth-enabled cell phones and data service with voice-prompt recognition ⁴				
Hands-free calling and data-service streaming with Natural Voice Recognition ⁴	0	•	•	•

Shoulder room 55.2 53.9				
	STANDARD	LUXURY	PERFORMANCE	PREMIUM
DRIVETRAIN				
2.5L DIRECT-INJECTION, VVT 4-CYLINDER ENGINE With 202 HP and 191 lbft. of torque	•	•	•	•
2.OL TURBO DIRECT-INJECTION, VVT 4-CYLINDER ENGINE With 272 HP and 260 lbft. of torque 3.6L DIRECT-INJECTION, VVT V6 ENGINE With 321 HP and 275 lbft. of torque		0	•	•
EXHAUST, BRIGHT TIP	•	•		
Single outlet (2.5L) Dual outlets (2.0L Turbo and 3.6L)	0	0	•	•
REAR-WHEEL DRIVE	•	•	•	•
ALL-WHEEL DRIVE (2.0L TURBO AND 3.6L)		0	0	0
TRANSMISSION 6-speed automatic with Performance Algorithm Shifting	•	•	•	•
6-speed manual (2.0L Turbo only); includes electric parking brake	0	0	0	0
Mechanical rear limited-slip differential (included with manual transmission; included with Premium Collection RWD)	0	0	0	•
CHASSIS AND SUSPENSION				
BRAKES, 4-WHEEL DISC Anti-lock system (ABS), AutoDry and FNC rotors	•		•	•
Brembo® high-performance front	0	•	•	•
ELECTRONIC STABILITY CONTROL SYSTEM, STABILITRAK	•	•	•	•
STEERING, RACK-AND-PINION ZF premium electric with variable assist	•	•	•	•
SUSPENSION, 4-WHEEL INDEPENDENT Double-pivot front and 5-link rear	•	•	•	•
Mode Control, driver-selectable	•	•	•	•
Sport	•	•	•	0
Performance with Gen 3 Magnetic Ride Control (RWD) TIRE PRESSURE MONITORING SYSTEM		•	•	•
TIRE INFLATION KIT	•			
TRACTION CONTROL All-speed with brake and engine intervention	•	•	•	•
EXTERIOR FEATURES				
ACTIVE AERO GRILLE SHUTTERS with 2.0L Turbo and 3.6L engines	0	0	•	•
DRIVER AWARENESS PACKAGE Safety Alert Seat, Forward Collision Alert, Lane Departure Warning, IntelliBeam headlamps, Rainsense wipers and rear side airbags		0	•	•
GRILLE	•			
With Gray premium paint accents With Midnight Chrome accents		•	•	•
ILLUMINATING DOOR HANDLES			•	•
LIGHTING Adaptive Forward Lighting			•	•
Daytime Running Lamps	•	•	•	•
HID headlamps with LED vertical light signatures			•	•
Projector halogen headlamps	•	•		
MIRRORS, EXTERIOR, BODY COLOR Power, heated	•			
Power, heated, driver-side auto-dimming, with integrated turn signal indicators and puddle lamps		•	•	•
PARK ASSIST, FRONT AND REAR		•	•	•
SOLAR-ABSORBING WINDSHIELD SPOILER, REAR DECKLID Integrated with LED center high-mounted stop lamp (CHMSL)	•		•	•
WHEELS, ALUMINUM 17" See page 45 for more information		•	•	
WHEELS, FORGED ALUMINUM 18" See page 44-45 for more information		0	0	•
WINDSHIELD WIPERS Driver selectable variable speed	•			
Automatic Rainsense wipers with moisture detection		0	•	•
INTERIOR FEATURES				
ADAPTIVE REMOTE START ¹				•
Activates heated seats (if equipped), climate control system and rear defroster AIRBAGS ² Driver and front passenger frontal, knee and side; front and rear head curtain	•	•		•
AIR FILTRATION SYSTEM Automatic air circulation and air quality	•		•	•
ALUMINUM SPORT PEDALS			•	•
ARMREST Center front and rear with hidden storage	•	•	•	•
AUDIO SYSTEM 4.2" full-color LCD radio screen	•			
Bose® Premium 7-speaker sound system	•	•		
Bose Premium 10-speaker Cabin Surround® sound system	0	0	•	•
CD/MP3 single-disc player Dual USB ports. SD card reader and auxiliary audio connectivity	•	•	•	•
HD Radio	•		•	•
SiriusXM Radio with three-month trial ³	•	•	•	•
BLUETOOTH® Hands-free calling for Bluetooth-enabled cell phones and data service with voice-prompt recognition ⁴	•			
Hands-free calling and data-service streaming with Natural Voice Recognition ⁴	0			

Dual outlets (2.0L Turbo and 3.6L)	0	0	•	•
REAR-WHEEL DRIVE	•	•	•	•
ALL-WHEEL DRIVE (2.0L TURBO AND 3.6L)		0	0	0
TRANSMISSION	•	•	•	
6-speed automatic with Performance Algorithm Shifting				
6-speed manual (2.0L Turbo only); includes electric parking brake	0	0	0	0
Mechanical rear limited-slip differential (included with manual transmission; included with Premium Collection RWD)	0	0	0	•
CHASSIS AND SUSPENSION				
BRAKES, 4-WHEEL DISC	•		•	•
Anti-lock system (ABS), AutoDry and FNC rotors				
Brembo® high-performance front	0	•	•	•
ELECTRONIC STABILITY CONTROL SYSTEM, STABILITRAK	•	•	•	•
STEERING, RACK-AND-PINION ZF premium electric with variable assist	•	•	•	•
SUSPENSION, 4-WHEEL INDEPENDENT Double-pivot front and 5-link rear	•	•	•	•
				_
Mode Control, driver-selectable	•	•	•	
Sport	•	•	•	0
Performance with Gen 3 Magnetic Ride Control (RWD)				•
TIRE PRESSURE MONITORING SYSTEM	•	•	•	•
TIRE INFLATION KIT	•			
TRACTION CONTROL All-speed with brake and engine intervention	•	•	•	•
EXTERIOR FEATURES				
ACTIVE AERO GRILLE SHUTTERS with 2.0L Turbo and 3.6L engines	0	٥	•	•
DRIVER AWARENESS PACKAGE Safety Alert Seat, Forward Collision Alert, Lane Departure Warning,		0	•	
IntelliBeam headlamps, Rainsense wipers and rear side airbags		<u> </u>		<u> </u>
GRILLE	•			
With Gray premium paint accents				
With Midnight Chrome accents		•	•	•
ILLUMINATING DOOR HANDLES			•	•
LIGHTING			•	
Adaptive Forward Lighting				
Daytime Running Lamps	•	•	•	•
HID headlamps with LED vertical light signatures			•	•
Projector halogen headlamps	•	•		
MIRRORS, EXTERIOR, BODY COLOR	•			
Power, heated				
Power, heated, driver-side auto-dimming, with integrated turn signal indicators and puddle lamps		•	•	•
PARK ASSIST, FRONT AND REAR		•	•	•
SOLAR-ABSORBING WINDSHIELD	•	•	•	•
SPOILER, REAR DECKLID Integrated with LED center high-mounted stop lamp (CHMSL)	•	•	•	•
WHEELS, ALUMINUM 17" See page 45 for more information	•	•	•	
WHEELS, FORGED ALUMINUM 18" See page 44-45 for more information		0	0	•
WINDSHIELD WIPERS				
Driver selectable variable speed	•			
Automatic Rainsense wipers with moisture detection		0	•	•
INTERIOR FEATURES				
ADAPTIVE REMOTE START ¹ Activates heated seats (if equipped), climate control system and rear defroster		•	•	•
AIRBAGS ² Driver and front passenger frontal, knee and side; front and rear head curtain	•	•	•	•
AIR FILTRATION SYSTEM Automatic air circulation and air quality	•	•	•	•
ALUMINUM SPORT PEDALS			•	•
ARMREST Center front and rear with hidden storage	•	•	•	•
AUDIO SYSTEM				
4.2" full-color LCD radio screen	· ·			
Bose® Premium 7-speaker sound system	•	•		
Bose Premium 10-speaker Cabin Surround® sound system	•	0	•	•
CD/MP3 single-disc player	0	0	•	•
Dual USB ports, SD card reader and auxiliary audio connectivity	•	•	•	•
HD Radio	0	•	•	•
SiriusXM Radio with three-month trial ³	•	•	•	•
BLUETO OTH®				
Hands-free calling for Bluetooth-enabled cell phones and data service with voice-prompt recognition ⁴	•			
Hands-free calling and data-service streaming with Natural Voice Recognition4	0	•	•	•







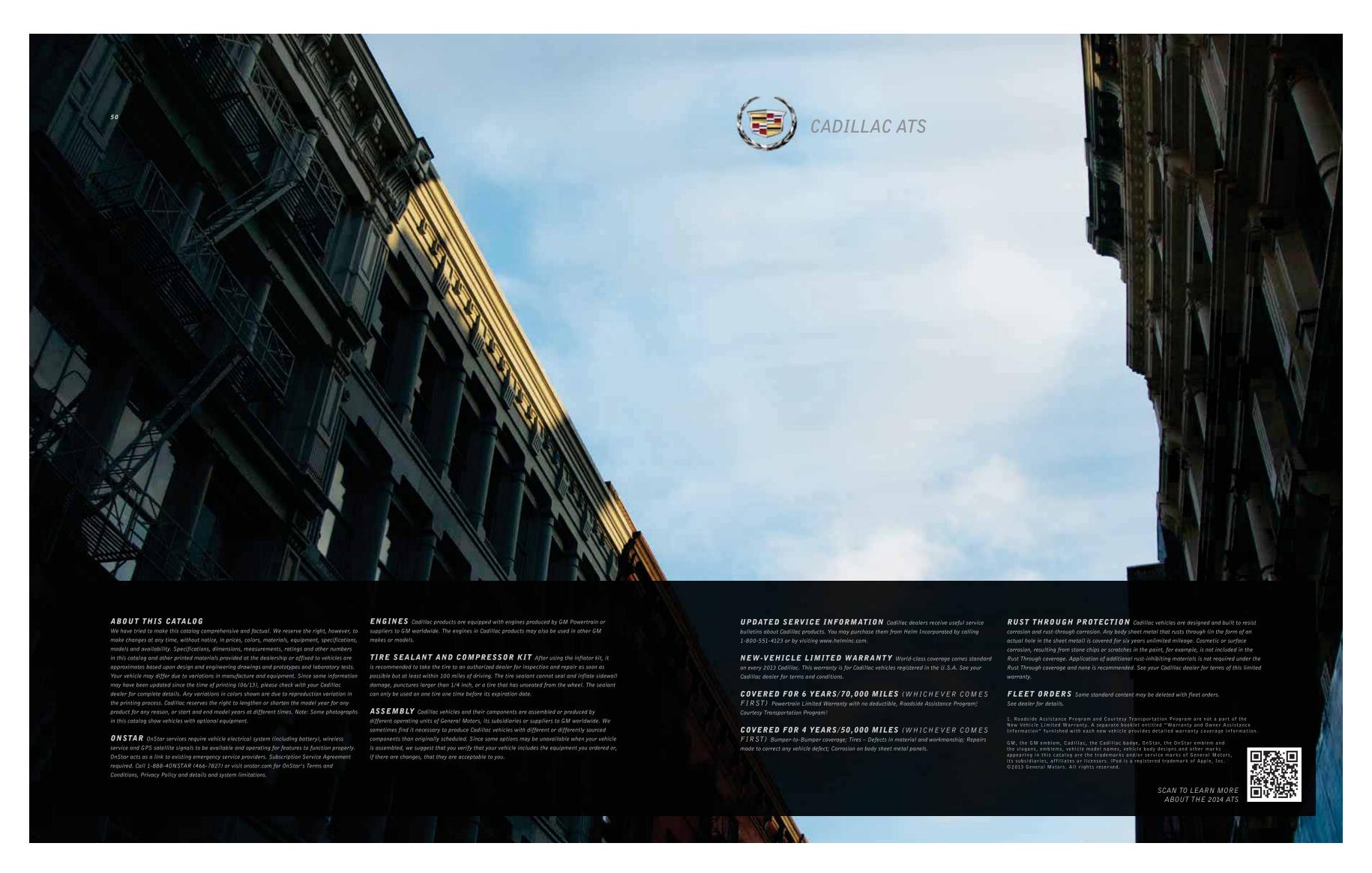




STANDARD LUXURY PERFORMANCE PREMIUM

INTERIOR FEATURES (seed)				
INTERIOR FEATURES (continued)				
CLIMATE CONTROL Automatic moisture detection and defog	•	•	•	•
Dual-zone automatic electronic climate control with individual settings for driver and front passenger	•	•	•	
Rear window defroster	•	•	•	•
CONSOLE Center front with integrated shifter, storage and two cupholders	•	•	•	•
CONSOLE, OVERHEAD Includes OnStar controls and reading lamps; also includes Universal Home Remote and sunroof controls (if equipped)	•	•	•	•
CRUISE CONTROL Electronic, with set and resume speed	•	•	•	•
CUE (CADILLAC USER EXPERIENCE) ⁵	0	•	•	•
Information and media control system 8" full-color LCD capacitive touch screen	0	•		
DOOR LOCKS Power programmable with lockout protection	•	•		<u> </u>
DRIVER INFORMATION CENTER 5.7" three-window configurable color display for vehicle information	•	•	•	.
FLOOR MATS Carpeted front and rear	•	•	•	.
FORWARD COLLISION ALERT		0	•	•
HEAD-UP DISPLAY Full-color, configurable			0	•
KEYLESS ACCESS		•		•
EZ Key Full Keyless Access offers keyless entry to all doors and trunk				
Remote Keyless Access includes lock, unlock, panic functions and two transmitters KEYLESS IGNITION WITH PUSH-BUTTON START	•	•	•	•
LANE DEPARTURE WARNING			•	<u> </u>
LIGHTING				
Interior ambient accent lighting on the doors and center console	•	•	•	•
Front and rear reading lamps, and cargo area lamp	•	•	•	•
MEMORY PACKAGE Two presets for driver seat position and outside mirrors, and vehicle exit preset function		•	•	•
MIRROR Frameless automatic dimming rearview		•	•	•
NAVIGATION ⁶ Integrated with CUE and includes voice and text guidance		•	0	<u> </u>
ONSTAR ⁷ Standard one-year Directions & Connections Plan	•	<u> </u>	•	<u> </u>
REAR POWER OUTLET 110V household-style power outlet located on rear face of center console		<u> </u>	0	<u> </u>
REAR VISION CAMERA Includes "guidelines" indicating the vehicle's projected path when vehicle is put in reverse RETAINED ACCESSORY POWER Power windows, audio system, and sunroof (if equipped) remain operational	0	•	•	•
after ignition is switched off for 10 minutes or until driver's door is opened	•	•	•	•
SAFETY BELTS Lap and shoulder belts for all positions with belt-to-seat mounting and pretensioners for driver and front passenger, rear outboard comfort guides	•	•	•	•
SEATING 5-passenger	•	•	•	•
Front bucket	•	•	•	•
Rear, fixed seat-back includes fold-down center armrest, integrated storage and dual cupholders	•			
Rear, 60/40 split-folding seat-back includes fold-down center armrest, integrated storage, dual cupholders and trunk access door		•		•
Rear, fixed seat-back includes fold-down center armrest, integrated storage, dual cupholders and trunk access door	•		•	
Head restraints, 4-way adjustable front and 2-way adjustable outboard rear	•	•	•	•
Heated driver and front passenger seats	0	0	0	•
Leatherette seating with driver and front passenger 6-way adjustments, plus 2-way lumbar adjustments	•			
Leather seating surfaces with driver and front passenger 8-way adjustments, plus 2-way lumbar adjustments		•		
Leather seating surfaces with driver 12-way and front passenger 10-way adjustments, plus 2-way lumbar adjustments			•	•
STEERING WHEEL AND COLUMN Audio, cruise control and DIC controls	•	•	•	•
Heated steering wheel rim		0	0	0
Leather-wrapped rim	•	•	•	•
Magnesium paddle-shift controls on sport rim steering wheel (automatic transmission only)			•	•
Manual adjustable rake and telescope	•	•	•	•
THEFT-DETERRENT SYSTEM		•		•
Engine immobilizer Audible plant theft determent curtors		<u> </u>	•	<u> </u>
Audible alert theft-deterrent system UNIVERSAL HOME REMOTE, 3-CHANNEL		•	•	<u> </u>
WINDOWS Power, with express up/down in front and express down in rear; includes rear passenger lockout	•	<u> </u>	•	<u> </u>
OPTIONS AND PACKAGES				
ADVANCED SECURITY PACKAGE Includes a dedicated and shielded theft-deterrent alarm, tilt sensor, steering column lock and locking wheel lugs	0	0	0	0
COLD WEATHER PACKAGE Includes heated driver and front passenger seats and heated steering wheel		0	0	0
DRIVER ASSIST PACKAGE Includes all Driver Awareness Package content plus adaptive cruise control, automatic collision preparation, front and rear automatic braking, electric parking brake, Rear Cross-Traffic Alert, Side Blind Zone Alert and full-color Head-Up Display			0	
ENGINE BLOCK HEATER	0	0	0	•
HEATED DRIVER AND FRONT PASSENGER SEATS	0			
SUNROOF Power retractable and tilt with sunshade	0	0	0	0
TRACK PERFORMANCE PACKAGE High-capacity engine cooling, supplemental engine oil cooler and				
high-performance brake pads (3.6L RWD only)				

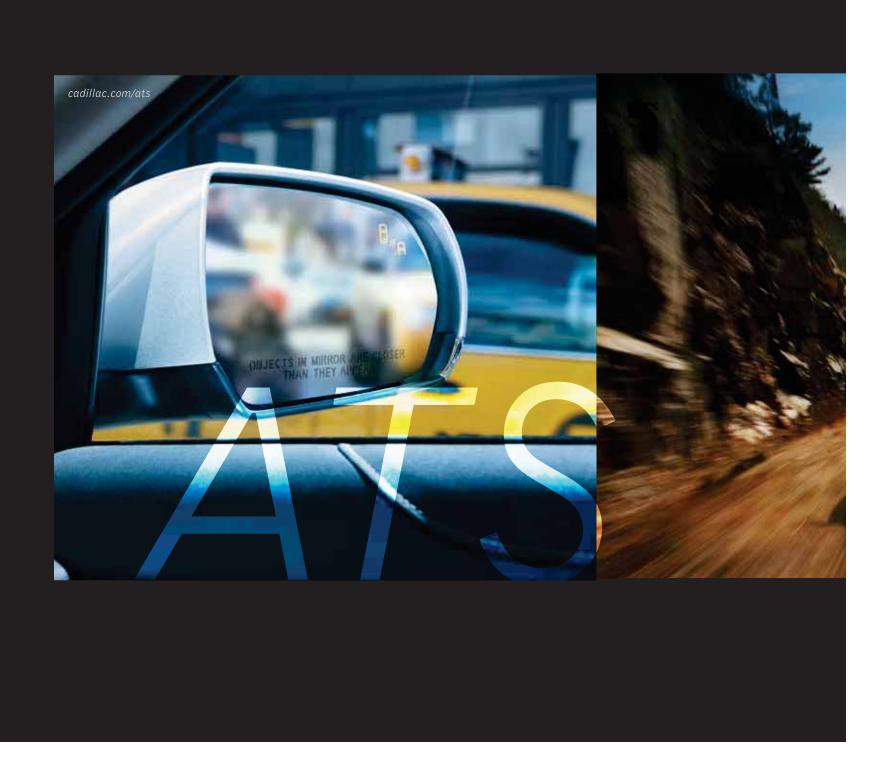
	Fallon	Minneapolis	51
Client:	Cadillac		JI
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
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	Fallon	Minneapolis	二
Client:	Cadillac		5.
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File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ex
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	53		
Client:	Cadillac		55
Job Number:	CACDL3MU308		
File Name:	CACDL3MU308_2014_Catalog_ATS	Publications:	Issue: Close: Ext:
Description:	2014 ATS Catalog	GM Vehicle Catalogs	
Date/Time:	05/28/13		
Bleed:	18.25" x 11.25" (Spread)	Creative Director:	Bruce Bildsten
Trim:	18" x 11" (Spread)	Art Director:	Jak Horner/Andrew Voss
Live:	NA	Copywriter:	
Gutter:	.25" either side (.50" total)	Production Artist:	Jackie Lipetzky
Media:	4C Bleed Booklet	Project Manager:	Molly Krebs
Fonts:	Bell Gothic Black Italic, Bell Gothic Bold	Art Buyer:	Jason Hall
	Italic, Bell Gothic Bold, Bell Gothic Italic, Electra LH Cursive Display, Univers 55		Kirsten O'Callaghan
	Roman, Univers 65 Bold	Account Executive:	Ellie Applen
Ink Colors:	CMYK	Account Supervisor:	Denis Budniewski



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