

GIVE YOURSELF THE GIFT OF CADILLAC.



After this season of gift-buying and gift-giving, treat yourself to a new Cadillac! You've been good all year!

Low APR financing on every new Cadillac luxury car, crossover or SUV makes picking the color the hardest decision.

Choose from the nimble and exhilarating ATS Sedan or the family of CTS luxury vehicles. Or go for the flexible and stunning SRX Crossover or the full-size luxury of XTS.

Every Cadillac vehicle is a treasure to behold and will make the perfect gift for you to drive home. Come in today for the best selection and drive into the New Year in a new Cadillac!

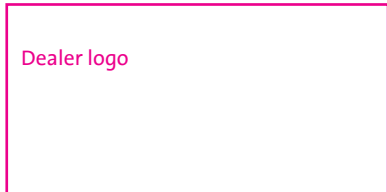
Hometown GM DealerXXXXXXXXXXXXXXXXXXXX

123 Main Street XXXXXXXXXXXXXXXX
Anytown, US 12345 XXXXXXXXXXXXXXXX

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www.XXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.com

We're open:
Monday through Thursday, 0:00 a.m. to 0:00 p.m.
Friday, 0:00 a.m. to 0:00 p.m.
Saturday, 0:00 a.m. to 0:00 p.m.
Sunday, Closed



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PRESORTED
FIRST-CLASS MAIL
U.S. Postage
Paid
EPSILON

SHOW EVERYONE YOU'VE BEEN GOOD ALL YEAR.



2015 CTS SEDAN

LOW APR OFFERS INSIDE.

Hometown GM XXXXXXXXXXXXXXXX
DealerXXXXXXXXXXXXXXXXXXXX

Hometown GM Dealer Slogan Line1XXXXXXXXXXXXXXXXXXXX
Hometown GM Dealer Slogan Line2XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX
Mr. John A. Sample
123 Oak Avenue
Anytown, US 54321



THE Cadillac
SEASON'S BEST EVENT



PREMIUM CARE MAINTENANCE

We provide a maintenance program that Mercedes-Benz, Audi and Lexus cannot match. The Cadillac Premium Care Maintenance program¹ covers routine oil changes based on your Cadillac's Oil Life Monitor system, tire rotations every 7,500 miles, certain air filter replacements and a thorough multi-point vehicle inspection for 4 years or 50,000 miles.²

For more information, visit cadillac.com/premium-care

1. Standard on all 2011 and newer vehicles. 2. Whichever comes first. See dealer for select scheduled maintenance details.



Cadillac

WHEN IT COMES TO SERVICE,
THERE'S CADILLAC
THEN THERE'S EVERYONE ELSE.



For 2014, J.D. Power ranked Cadillac "Highest in Customer Satisfaction with Dealer Service among Luxury Brands."³

3. Cadillac received the highest numerical score among luxury brands in the proprietary J.D. Power 2014 Customer Satisfaction with Dealer Service (CSI) StudySM. Results based on responses from 90,906 owners and lessees of 2009 to 2013 model-year vehicles, measuring 31 auto manufacturers and measures satisfaction among vehicle owners who visit a dealer for service during the first three years of ownership. Proprietary study results are based on experiences and perceptions of owners surveyed from October-December 2013. Your experiences may vary. Visit jdpower.com.



0.9% APR FOR 36 MONTHS!

FOR QUALIFIED BUYERS
ON SELECT MODELS

1. Monthly payment is \$28.16 for every \$1,000 you finance. Average example down payment: 2015 CTS Sedan, 14.1%; 2015 XTS Sedan, 11.9%; 2015 ATS Coupe, 13.4%; 2015 SRX Crossover, 18.6%. Some customers will not qualify. Take retail delivery by 1/5/2015. Residency restrictions apply. See dealer for details.



2015 CADILLAC SRX CROSSOVER

0.9% APR FOR 36 MONTHS!

FOR QUALIFIED BUYERS

- 308 HP direct-injection V6 engine
- Available Driver Awareness Package that includes Lane Departure Warning, Forward Collision Alert and Safety Alert Seat



2015 CADILLAC ATS COUPE

0.9% APR FOR 36 MONTHS!

FOR QUALIFIED BUYERS

- The luxury coupe that's built to thrill
- Two engine choices: 272 HP 2.0L Turbo and available 321 HP 3.6L V6



2015 CADILLAC XTS SEDAN

0.9% APR FOR 36 MONTHS!

FOR QUALIFIED BUYERS

- Refined, comfortable, full-size luxury sedan
- Available 3.6L 410 HP Twin Turbo V6 engine



2015 CADILLAC CTS SEDAN

0.9% APR FOR 36 MONTHS!

FOR QUALIFIED BUYERS

- Crafted to thrill
- Choose from three engines: a 272 HP 2.0L Turbo, available 321 HP 3.6L V6 or available 420 HP Twin Turbo V6

