



November 20, 2007

TO: ALL CADILLAC DEALERS

SUBJECT: '08 CADILLAC MOTOR TREND CAR OF THE YEAR

I am thrilled to announce that Motor Trend Magazine has named the all new CTS as the 2008 Motor Trend Car of the Year. The last time a GM vehicle took home this award was 10 years ago when the 1998 Corvette won.

In choosing the CTS as their pick for Car of the Year honours, the editors of Motor Trend have punctuated the media accolades that CTS has received since before its launch.



Motor Trend reported that the CTS was chosen from one of the toughest fields in the award's history. The CTS was up against 18 significant vehicles: five from Japan-based automakers, four from Germany, seven from the US and two from Sweden. Editor-in-Chief Angus MacKenzie said the CTS appearance, fit and finish, quality of materials and performance rival that of its German and Japanese competitors. "There's really not a lot of difference at all between BMW, Mercedes and Cadillac", MacKenzie said.

I encourage you to visit *Motor Trend.com* and read all about the CTS win. The full report from Motor Trend will appear in the January issue of the magazine on newsstands in early December.

We are developing plans with our Agency partners to advertise this most coveted award in a big way. Stay tuned for more information.

CTS sales are on fire! October sales were up 49% and November sales to date are up 75% over last year. Let's leverage this great news from Motor Trend to take CTS sales even higher.

Thanks for your continued support for Cadillac and in making CTS such a sales success. Good selling.

Sincerely,

Norm Sawula
Cadillac Marketing Manager