



2004 CADILLAC CTS-V DETAILS BOOK

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2004 CTS-V Details Book

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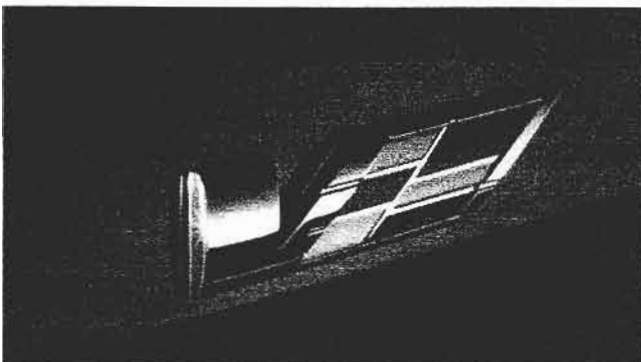
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Dear Cadillac Sales Consultant,

With the introduction of the new 2004 CTS-V, the most powerful production Cadillac model ever offered and the first vehicle to be developed in the Division's new V-Series, Cadillac makes yet another bold break-through, this time into the low-volume, high-performance luxury sedan segment.

The new CTS-V, as well as the entire V-Series, will provide proof positive of Cadillac's sophisticated technology and luxury performance leadership. And, as the first of the V-Series offerings, CTS-V will provide a halo effect for the entire Cadillac brand, enabling the Division to attract younger, more affluent customers.

Based on Cadillac's performance-oriented rear-drive Sigma architecture, CTS-V is a highly refined high-performance luxury sedan designed for performance enthusiast buyers.

CTS-V was developed as competition for the world's best high-performance import sedans, whether on the road or on the track, including the BMW M-Series, Mercedes-Benz AMG Series and Audi S-Series.

Specifically, the new 2004 CTS-V delivers:

- **Performance Power** – With a 400-horsepower 5.7-liter LS6 overhead valve V8 with 16 valves and a Tremec T56 6-speed manual transmission with limited-slip rear axle and 3.73:1 final drive ratio, CTS-V is the most powerful vehicle in its segment and achieves segment-leading 0-60 mph performance in 4.6 seconds.
- **Performance Handling** – With four-channel StabiliTrak featuring four driver-selectable modes – including a Competitive Driving mode – Nürburgring-tuned Brembo four-piston vented disc brakes with 14-inch rotors, performance-tuned suspension and steering, CTS-V offers superb handling and stability, achieving a segment-leading 0.91 lateral G-rating.
- **Performance Styling** – With unique V-Series badging, stainless steel wire mesh grille, low front and rear fascia, aero design side rocker panels, aircraft-style instrument cluster with two Driver Information Centers that display performance functions, sueded material fabric inserts on all driver and passenger seating surfaces, CTS-V's exterior and interior styling is designed to reflect its high performance.

Be sure to use this CTS-V Details Book, as well as the other elements of the 2004 CTS-V Training Curriculum, to familiarize yourself with the product features, functions, benefits and the competitive advantages of the new CTS-V, and to learn how to effectively demonstrate its many high-performance features to highly knowledgeable and discriminating performance enthusiast buyers.

Jay Spenchian
Marketing Director
Cadillac V-Series

CTS-V Market and Target Buyer

High-Performance Luxury Sedan Segment

The high-performance luxury sedan segment in which the CTS-V competes represents a low-volume, high-visibility niche. CTS-V's primary competitors include:

- BMW M3
- Mercedes-Benz C32 AMG
- Audi S4
- BMW M5

In its design and development, the CTS-V was benchmarked against the BMW M5, which, despite a higher cost than other segment competitors, is universally regarded as the benchmark for the entire high-performance luxury sedan segment in terms of luxury sedan performance. CTS-V is the only vehicle among the competitive set that compares favorably with the M5 in performance characteristics. Although the BMW M5 was discontinued for the 2003 model year, a new M5 is expected to be developed and reintroduced soon.

As the chart below demonstrates, in virtually every category, from power to performance to price, the all-new 2004 Cadillac CTS-V is well positioned to compete – and beat – the high-performance luxury sedan segment competitors.

CTS-V Target Buyer

The ultimate target for the CTS-V is performance enthusiasts who, until now, have preferred BMW and Mercedes. As Cadillac establishes its place in the high-performance luxury sedan segment, however, CTS-V initially is likely to be more successful among those enthusiasts seeking performance, but already considering domestic brands.

CTS-V Target Buyer Wants/Needs

- High-quality, safe, reliable vehicle for daily transportation.
- Very strong orientation toward high-performance.
- High-performance vehicle is a "treat" for themselves – not a "look at me" vehicle.
- Lifestyle changes enable these buyers to purchase a luxury performance vehicle.

CTS-V Target Buyer Demographics*

% Male/Female:	87/13
Median Age:	39
Households with children:	32%
College +:	80%
Employment:	
Full Time:	80%
Retired:	4%
Median Income:	\$182,169
HHI \$250,000+:	33%








*Source: 2002 Q1-Q3 TCE Buyer Behavior


CTS-V Target Buyer Key Insights

Prospective buyers for the new 2004 Cadillac CTS-V are also rabid, die-hard automotive performance enthusiasts who:

- Are likely to be among the most well-researched automotive buyers in terms of their own product knowledge.
- Have high expectations of sales consultants' product knowledge about the CTS-V and all of its competitors.
- Take pleasure in knowing the most intricate details about their vehicles.
- Follow trends – especially in technology.
- Like an element of refinement and sophistication, but also crave power and want a car that has the power to blow away virtually any other vehicle on the road.
- Are likely to be subscribers and/or avid readers of automotive enthusiast publications such as *Car and Driver*, *Road & Track*, *Automobile*, *Motor Trend*, *AutoWeek*, etc.

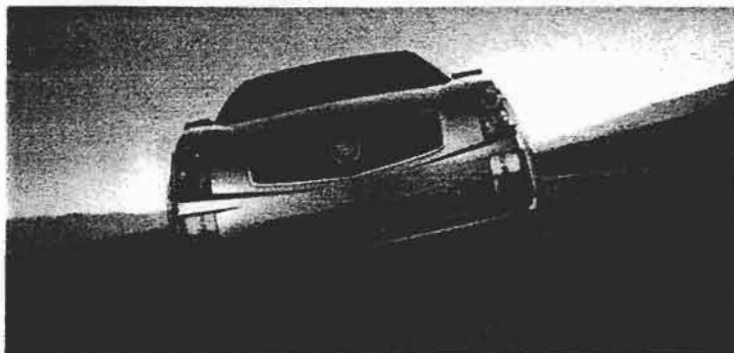
High-Performance Luxury Sedan Competitors

	'04 CTS-V	'04 BMW M3	'04 Mercedes-Benz C32 AMG	'04 Audi S4	'03 BMW M5
Base MSRP*	\$49,995	\$47,795	\$52,120	\$46,370	\$71,790
Unit Sales ('03 CY)	5,000 (LCA)	8,109	671	909	1,549
Engine	V8	I6	V6	V8	V8
 Engine	5.7L	3.2L	3.2L Supercharged	4.2L	5.0L
Transmission	Manual	Manual	Auto	Manual	Manual
 Horsepower @ rpm	400 @ 6000	333 @ 7900	349 @ 6100	340 @ 7000	394 @ 6600
 Torque (lb.-ft.) @ rpm	395 @ 4800	262 @ 4900	332 @ 4400	302 @ 3500	368 @ 3800
 0-60 mph (sec.)	4.6	4.8	4.9	5.3	4.8
 1/4-Mile (sec/mph)	13.1/108	13.6/105	13.6/108	13.6/106	13.2/108
 Top Speed (mph)	163	155	155	155	155
 Wheelbase (in.)	113.4	107.5	106.9	104.3	111.4

 = Cadillac CTS-V Advantage

* Includes Dealer Freight Charge (DFC).

PERFORMANCE POWER

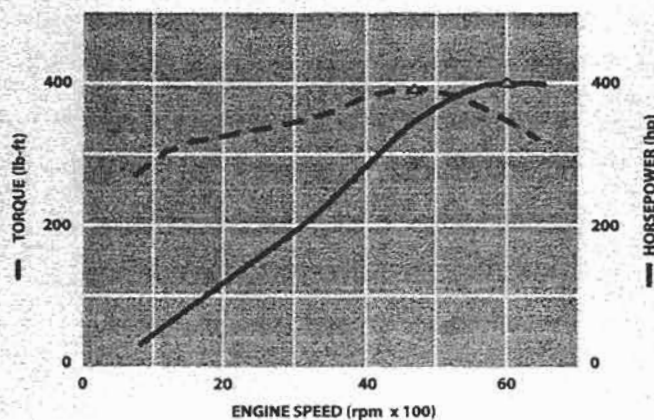


CTS-V 5.7L LS6 V8 Engine

The 2004 CTS-V is powered by an overhead valve 5.7-liter LS6 V8 engine with 16 valves – two valves per cylinder – that produces a peak of 400 horsepower @ 6000 rpm and 395 lb.-ft. of torque @ 4800 rpm.

The Gen III LS6 V8 is a GM Corporate engine and variants have been used in other vehicles, such as the Chevrolet Corvette Z06. The LS6 V8 has been specifically modified and tuned for the CTS-V's rear-wheel drive sedan configuration. As a result, CTS-V achieves 0-60 mph performance in 4.6 seconds, a standing quarter-mile time of 13.1 seconds with a final speed of 108 mph and a top speed of 163 mph – all top performance benchmarks within its segment.

2004 Cadillac CTS-V Horsepower/Torque Chart

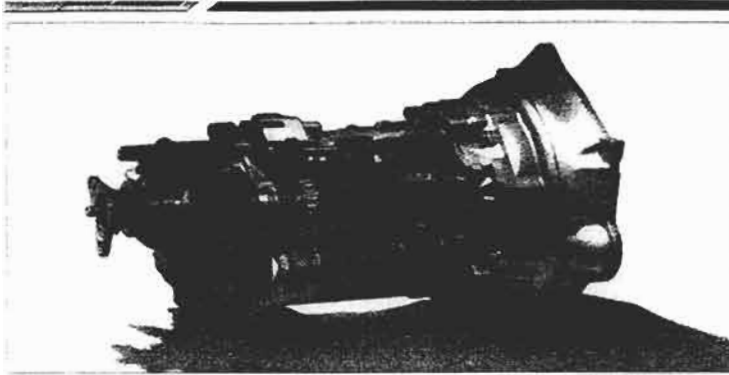


Performance Modifications

To help develop and manage its higher horsepower and torque output, and to reduce noise, vibration and harshness (NVH), the CTS-V with the LS6 V8 received several performance modifications, including:

- **High-Profile Camshaft** – Opens the valves faster and higher, enabling more air to flow into and out of the combustion chambers, thereby contributing to horsepower gains.
- **High-Strength Pistons** – Help increase engine durability – particularly under high-performance operating conditions, such as on the racetrack.
- **Revised Valves and Stiffer Valve Springs** – Stiffer valve springs better accommodate valve operation with the high-lift cam, hollow intake valves reduce mass and permit extremely high cam lift and the sodium-filled exhaust valves help ensure proper cooling.
- **Enhanced Induction System** – Enables enhanced engine breathing, helping to increase horsepower output.
- **High-Flow Intake Manifold** – Delivers high amounts of airflow to the intake ports, helping to ensure a broad torque curve while delivering maximum power.
- **High-Flow Fuel Injectors** – Deliver fuel at the faster rate needed due to increased intake airflow.
- **Reconfigured Exhaust Manifolds** – Permit increased exhaust flow while maintaining low levels of noise.
- **Dual Exhaust** – Constructed of 2.5-inch diameter stainless steel pipe to help minimize back pressure, increase horsepower and ensure proper exhaust tone. Investment-cast stainless steel tips cap the exhaust pipes.
- **Engine Cover** – Helps reduce underhood noise and ties directly to the exterior performance styling of the vehicle with the Cadillac Wreath and Crest in its center and V-Series identification positioned over each cylinder bank.

The LS6 V8 provides CTS-V with racetrack-proven performance along with smooth, quiet operation and outstanding reliability, durability and quality. The engine's lightweight aluminum construction – including its cylinder heads and block – delivers an excellent power-to-weight ratio (1:9.6) and good chassis balance (54% front/46% rear).



CTS-V Tremec T56 6-Speed Manual Transmission

The aggressively geared, low-ratio Tremec T56 6-speed manual transmission fitted on the CTS-V provides quick, smooth, precise shifts and increases torque multiplication in most forward gears for quicker acceleration and more useable torque at higher speeds.

The 6-speed manual transmission has six forward gears, including 5th and 6th overdrive gears, plus reverse.

Skip Shift Feature

For improved fuel economy, the Tremec T56 6-speed manual transmission has a "skip shift" feature. This feature prevents drivers from shifting into 2nd and 3rd gears from 1st gear when certain conditions exist, including:

- Low speed driving conditions – when the vehicle speed is between 15-19 mph (24-31 km/h), **AND**
- Simultaneously, light throttle application – when the throttle is opened 21 percent or less, **AND**
- The engine coolant temperature is higher than 169°F (76°C)

When these three conditions exist simultaneously, starting from zero mph, the transmission will automatically cause the driver to shift from 1st to 4th gear, skipping 2nd and 3rd gears.

The "skip shift" operation is completely passive and requires no action on the part of the driver. When the "shift skip" feature is activated, a message indicating its activation will appear in the message center located in the speedometer.

NOTE: It is essential that operation of the CTS-V Tremec T56 6-speed manual transmission with "skip shift" feature be accurately and thoroughly explained to every prospective buyer.

Reverse Lockout

A reverse lockout system consisting of a reverse lockout solenoid that operates the reverse lockout mechanism is used on the T56 transmission to prevent the driver from shifting into reverse when the CTS-V is moving forward at speeds of 3 mph (5 km/h) or greater.

Additional drivetrain performance enhancements include:

- **Limited-Slip Rear Axle with 3.73:1 Final Drive Ratio** – Minimizes slippage and optimizes acceleration.
- **Heavy Duty Driveline** – The driveline's high-performance prop shaft helps to better handle the increased rotational speed and higher torque.
- **Double/Triple Cone Synchronizers** – Help provide smoother shifts.
- **5th- and 6th-Gear Countershafts** – Further contribute to shifting ease.
- **Remote-Mounted Shifter** – Enhances tuning for shift feel and smoothness.
- **Dual Mass Flywheel** – Optimizes shifter dynamics for crisp, smooth fore-and-aft action and dampens noise and vibrations.

CTS-V Tremec T56 6-Speed Manual Transmission Gear Ratios

Gear	Ratio
1st:	2.97:1
2nd:	2.07:1
3rd:	1.43:1
4th:	1.00:1
5th:	0.84:1
6th:	0.56:1
Reverse:	3.28:1

CTS-V Vehicle Speed @ Redline

Gear	Speed
1st:	46 mph
2nd:	66 mph
3rd:	96 mph
4th:	137 mph
5th:	163 mph
6th:	163 mph



Based on the performance-oriented rear-wheel-drive Sigma architecture, CTS-V incorporates a series of high-performance suspension, braking and steering refinements tuned on the world's most renowned tracks, including the famed Nürburgring in Germany.

Performance-Tuned Suspension

To handle the high-output horsepower and torque from its 400-horsepower LS6 V8 engine, CTS-V is equipped with an extremely robust front and rear suspension.

Specific refinements include:

- **Hydroformed Front/Rear Cradles** – Handle the greater mass of the LS6 engine (front) and 180 lb.-ft. increase in torque surging through the driveline (rear) as well as enhancing NVH performance.
- **Larger Stabilizer Bars** – Decrease body roll by increasing roll stiffness.
- **Increased Front/Rear Spring Rates** - Enhance performance-oriented handling characteristics.
- **Larger Monotube Front Shocks** –Increase damping capacity and provide better thermal performance.
- **Nivomat Rear Shocks** – Automatically adapt spring and damping rates to changing load conditions for enhanced handling and ride performance.
- **Performance-Tuned Elastomeric Ride Bushings** –Fitted to aluminum control arms to bring precise on-center feel, enhance linear performance under high-speed braking and reduce control arm movement at high speeds.



StabiliTrak with 4 Driver-Selectable modes

The CTS-V is equipped with a recalibrated four-channel StabiliTrak stability enhancement system with four driver-selectable modes to better complement the vehicle's increase in horsepower and torque. The recalibrated StabiliTrak system provides enhanced stability control, especially on low-coefficient surfaces, such as wet or ice-covered roads.

The four driver-selectable modes include:

- **Traction Control and StabiliTrak On** – Under normal conditions, when the vehicle is started, the StabiliTrak system in CTS-V will operate with both StabiliTrak and Traction Control on.
- **Traction Control Off and StabiliTrak On** – Pressing the Traction Control (TC) button on the steering wheel will turn off the Traction Control and a warning indicator light will be displayed in the center stack DIC. To turn the Traction Control System back on, wait more than five seconds and then press the Traction Control button again. The "Traction Engaged" display will temporarily appear in the DIC and a chime will be heard, indicating that the Traction Control system is re-engaged. The Traction Control system also can be re-engaged by turning the ignition key to ACC. This mode would be used if the vehicle ever gets stuck in sand, mud or snow and rocking the vehicle is required.
- **Competitive Driving** – Pressing the Traction Control button on the steering wheel twice within five seconds will engage the Competitive Driving mode. When this mode is engaged, a chime will sound and "Competitive Driving" will be displayed in the center stack DIC. The Competitive mode enables the driver to have full control of the rear wheels while the StabiliTrak system continues to help steer the vehicle with selective brake application. Traction Control will not be operating and the warning light in the center stack DIC will not be on. To turn the Traction Control System back on, press the Traction Control button. The "Traction Engaged" display will temporarily appear in the DIC and a chime will be heard, indicating that the Traction Control system is re-engaged. The driver will need to adjust driving accordingly.
- **Traction Control and StabiliTrak Off** – To turn both Traction Control and StabiliTrak off, press the Traction Control button on the steering wheel while both systems are on, keeping it depressed for more than five seconds. To turn the systems back on, press the Traction Control button again or turn the ignition key to ACC.



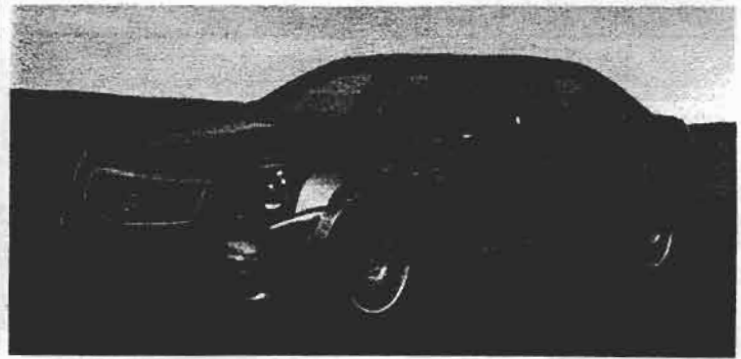
Robust Brembo Brakes

With a 60-0 mph stopping distance of 123 feet, the 2004 Cadillac CTS-V braking system is considered world class and is unmatched in the high-performance luxury sedan niche. Its significantly larger Brembo four-piston vented disc brakes with 14-inch rotors, performance brake linings and front fascia-integrated cooling ducts give the CTS-V best-in-class braking that was track-tested on challenging racing circuits – including the world-renowned Nürburgring.

Brembo is an internationally renowned Italian manufacturer of high-performance braking systems, and a leading supplier of brake components to Formula One Grand Prix racing teams.

Specific technical highlights of the braking system include:

- **14-Inch Diameter Front Rotors /14.4-Inch Diameter Rear Rotors** – Large front and rear vented cast iron rotors provide large friction areas for enhanced stopping capability.
- **Large Aluminum Four-Piston Fixed Calipers** – Located at all four corners, the calipers apply consistent, balanced pressure to the brake rotors, providing enhanced fade resistance while virtually eliminating “taper wear.”
- **Performance Linings** – Specifically tuned to provide outstanding braking performance on the street and on the track.
- **Distinctive V-Series Identification** – Integrated into the CTS-V caliper castings to add a distinctive and differentiating signature.



Performance-Tuned Steering

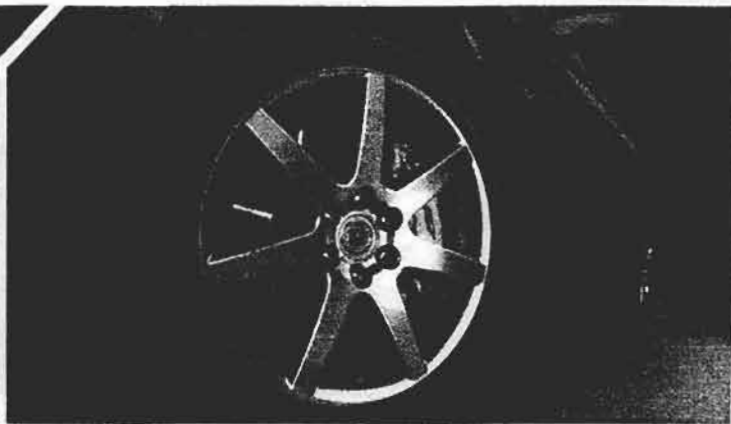
The ability to make the steering more robust to road imperfections is a key tuning factor due to CTS-V's increased unsprung mass – approximately 84 pounds total – compared with the base CTS.

The CTS-V is equipped with a performance-tuned, speed-sensitive, power-assisted rack-and-pinion steering system that delivers a more precise, on-center feel and enhanced responsiveness.

Features include:

- **9-land steering gear** – Enabled engineers to provide more precise steering tuning to provide better balanced steering effort in relation to performance gains of CTS-V, as well as to desensitize negative steering feedback from bumps and washboard-like road surfaces.
- **Tower-to-tower brace** – A tubular structure that runs between the front shock tower caps that helps enhance steering precision and responsiveness and provide superior cross-vehicle stability to the front of CTS-V.

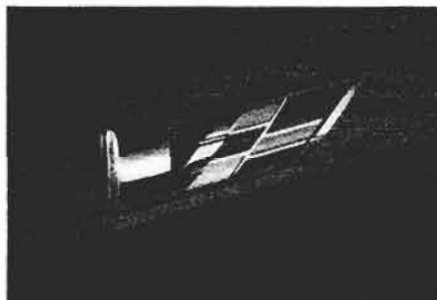
PERFORMANCE STYLING



Purposeful Exterior

The unique exterior styling enhancements on CTS-V help differentiate it visually from the CTS and also contribute to the vehicle's performance dynamics. Specific exterior design enhancements include:

- **Stainless Steel Wire Mesh Grille** – Unique stainless steel wire mesh grille with diamond-shaped pattern and Cadillac Wreath and Crest logo mounted prominently in its center. The grille provides an airflow inlet for enhanced engine breathing and cooling. Integrated aerodynamic “splitter” design extends the front overhang.
- **Unique Front Fascia** – All-new front fascia incorporates lower air intake with diamond-patterned stainless steel wire mesh grate that matches upper grille. Lower air intake is sized and positioned to help ensure proper engine breathing and cooling and includes dual brake cooling ducts below the fog lamps. Front fascia is painted and color-matched to exterior to provide integrated monochromatic appearance.
- **Unique Rocker Panels** – Unique aero-designed two-piece rocker panels are lower than those on CTS and carry a parallel line to the rear of the vehicle, providing a visible ground-effects appearance. Rockers are color-matched to exterior and include integrated driver and front passenger aluminum doorsill plates with embedded V-Series identification.
- **Rear Fascia** – All-new rear fascia is color-matched to exterior and lowered. Two parallel feature lines are molded into the fascia and located directly above integrated cutouts that the dual exhaust tips pass through.
- **Rear Decklid** – Distinctive V-Series emblem is positioned on left side of rear decklid, with CTS lettering positioned on right side.
- **Dual Exhaust Tips** – Stainless steel investment cast oval-shaped dual exhaust tips include an air gap between tips and exhaust pipe to help protect rear fascia from heat damage.
- **18" 6-Lug Aluminum Wheels** – Unique 18x8.5" 6-lug painted aluminum alloy wheels with narrow 7-spoke design provide clear view to CTS-V's Brembo brake calipers and rotors at all four corners, where V-Series emblem is displayed as part of caliper casting.
- **V-Series Badging** – In addition to front door sill plates and rear decklid, V-Series emblem is also displayed on front fenders of CTS-V. V-Series badge harkens back to Cadillac's rich heritage as a pioneer in high-performance “V” engine technology and employs same color scheme as Cadillac Wreath and Crest logo – black against gold, red, silver and blue on platinum field.
- **Nylon Engine Cover** – Unique nylon engine cover specifically designed for CTS-V ties into exterior of vehicle and features center-positioned Cadillac Wreath and Crest with V-Series identification positioned over each cylinder bank.
- **Exterior Colors** – Available in two exterior colors: Light Platinum or Raven Black.
Coming Late CY 2004:
 - Red Line (extra cost)
 - Stealth Gray



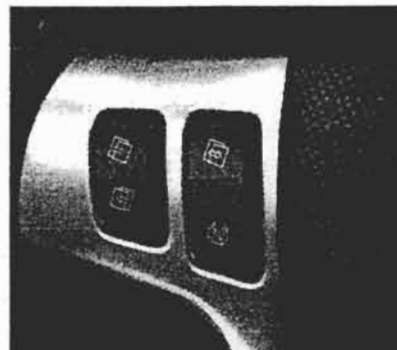
Accessory option shown.
Available late CY 2004.

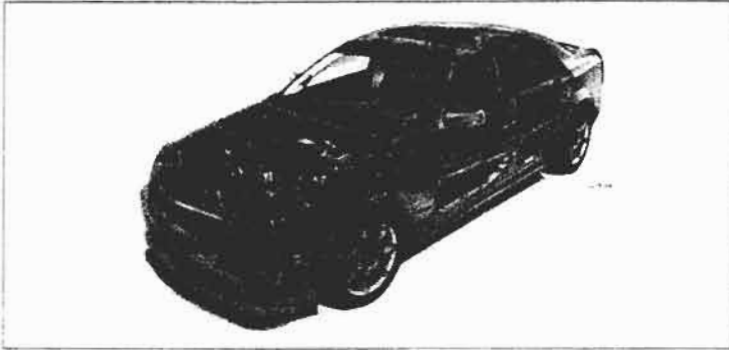


Highly Functional Interior

While interior dimensions are similar to base CTS, CTS-V has been purposefully redesigned to provide a number of highly functional, performance-oriented refinements, including:

- **New Instrument Cluster** – Completely new instrument cluster is trimmed with satin chrome rings around each gauge. Aircraft-style white lettering/numerals on black background design provide enhanced legibility. V-Series emblem is prominently displayed in cluster, which includes 180-mph speedometer.
- **3 Driver Information Centers (DICs)** – In addition to traditional DIC located on center stack, CTS-V also is equipped with two DIC readouts located in the instrument cluster in lower portion of tachometer and speedometer. The left DIC displays performance-oriented information, including peak and momentary lateral acceleration (G-force); oil, transmission and coolant temperatures; and oil and tire pressure. The right DIC displays odometer, digital speedometer, skip shift occurrence and reverse gear selection.
- **Steering Wheel** – Leather-wrapped steering wheel incorporates aluminum bezel and includes toggle switches for two instrument cluster DICs, Traction Control and StabiliTrak On/Off button and interface for cruise control.
- **Performance-Oriented Seats** – Premium leather-trimmed seats are outfitted with sueded fabric material inserts that accent vehicle's interior and are designed to hold driver and passengers firmly in place during high-performance driving maneuvers. The 8-way power driver and front passenger seats include power recliner and 2-way power-adjustable lumbar support.
- **Ergonomically Designed Center Armrest** – Center armrest has been lowered to ensure optimal ergonomic access to 6-speed gearshift lever, especially during high-performance maneuvers.
- **Interior Accents** – Grab handles, door handles and shifter ring cap fitted with satin finish, and steering wheel bezel finished in aluminum, have replaced the wood accents found in the CTS. This creates a more performance-oriented environment. Light gray accent stitching is found on seats, armrest and steering wheel.
- **Interior Colors** – Two interior colors are available with CTS-V: Ebony or Light Neutral. Light Neutral interior features Light Neutral seats (including sueded fabric material inserts), Light Neutral carpet and Light Neutral center console and armrest. Upper and lower dash and interior doors remain Ebony.
Coming Late CY 2004:
 - Light Gray
- **Options** – Other than vehicle exterior/interior color, the only options available are a sunroof and an engine block heater.





World-Class Quality

Sigma Architecture

The all-new Cadillac CTS-V is based on Cadillac's premium performance-oriented rear-drive Sigma vehicle architecture, a foundation that positions the CTS-V competitively in the low-volume, high-performance luxury sedan segment.

Sigma architecture features include:

- **Rear-Wheel Drive** – Configuration ensures the dynamic performance and weight distribution characteristics necessary for the CTS-V to compete head-on with the very best of the European high-performance luxury sedan offerings.
- **A wide "bandwidth"** – Bandwidth is the amount of variation available between specific models that enables, where and when appropriate, various premium technologies and components to be shared between platforms to help ensure that objectives such as performance, quality, J.D. Power ratings and manufacturability are met. The Sigma architecture's bandwidth is wide enough to accommodate individual characteristics and model-specific technologies and components for different vehicles, such as the high-performance horsepower and torque outputs and enhanced handling characteristics of the CTS-V.

The Sigma architecture is the same basis from which the CTS entry-luxury performance sedan and SRX medium luxury utility siblings were developed and built. In addition, the 2005 Cadillac STS luxury performance sedan also is based on the Sigma architecture.

Lansing Grand River Manufacturing

As with all vehicles developed on the Sigma architecture, the CTS-V is built exclusively at the award-winning* GM Grand River Assembly Center in Lansing, Michigan, using common processes and similar tooling. This enables a strict adherence to stringent quality controls.

The Lansing Grand River Assembly Center, which opened in 1999, is a state-of-the-art facility that brings together the most competitive manufacturing practices from around the world.



Unlike some other high-performance luxury models from other manufacturers, the Cadillac CTS-V was completely designed and engineered "in-house" in a cooperative effort between the Cadillac Division and GM's recently established Performance Division. No engineering or design functions were outsourced.

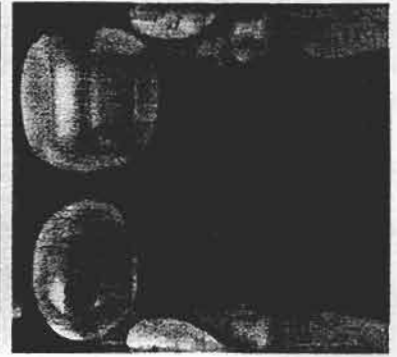
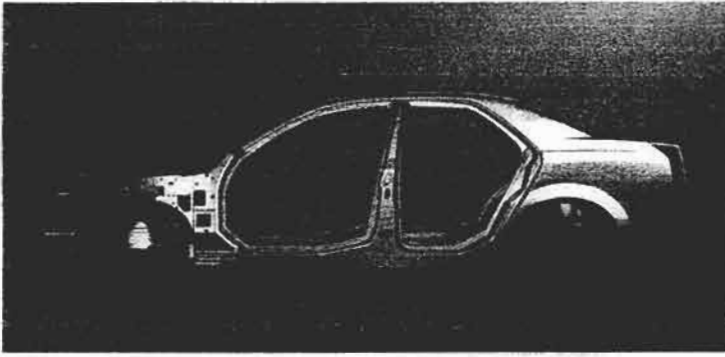
Created to explore potential enthusiast-oriented versions of production models, the GM Performance Division is committed to creating vehicles that will be competitive with the world's best high-performance luxury brands.

Competitive Warranties

CTS-V offers buyers warranties that are competitive with the other vehicles in the high-performance luxury sedan segment, including:

- 48-month/50,000-mile basic New Vehicle Limited Warranty.
- 48-month/50,000-mile Powertrain Limited Warranty.
- 72-month/100,000-mile Corrosion Warranty.
- 24 hours/day, 365 days/year Cadillac Roadside Service.

* Lansing Grand River was the recipient of the JD Power Spring 2003 Silver Plant Award



Safety & Security

The CTS-V, like its base CTS sibling, offers buyers extensive safety and security features. These begin with the vehicle's world-class Sigma architecture foundation. Added to this foundation are comprehensive systems and features for active and passive safety, as well as personal, vehicle and content security.

Structural Safety

CTS-V's Sigma architecture provides state-of-the-art crash management with:

- **Octagonal front motor rails** are stamped from high-strength steel for extremely efficient absorption of collision energy.
- **Longitudinal rails** are injected with structural foam to help protect against intrusion around the front footwell.
- High-strength steel is used in the **inner rocker panels** to help control crush during a collision.
- High-strength steel **side door beams** protect against intrusions in side impacts.
- **Energy-absorbing material** is used in the pillars and headliner to protect against head injury.

Occupant Protection

Occupant protection features on CTS-V include:

- Six next-generation **dual-stage air bags** that optimize occupant protection, including:
 - Driver and front passenger dual-stage frontal air bags
 - Driver and front passenger seat-mounted side air bags to optimize thorax protection in all seat rail positions during certain side impacts
 - Front and rear passenger rail air bags for head protection during side impacts*
- **Front passenger safety belts with pretensioners** to reduce slack and hold passengers in place during a collision and with energy management reactors, which spool out a bit of safety belt after a collision to help prevent rib bruising.
- **3-Point rear safety belts** integrated into all seating positions.
- Rear outboard positions equipped with **LATCH** (Lower Anchor and top Tethers for CHildren) safety system for securing children without using the safety belt.

Accident Avoidance

CTS-V also provides drivers with several features to help avoid accidents in the first place, including:

- **StabiliTrak** vehicle stability enhancement system.
- **4-channel anti-lock braking system (ABS)** with robust, world-class Brembo braking components that help provide best-in-class 60-0 mph braking performance.
- Full-function, all-speed and all-weather **Traction Control**.
- **Outstanding visibility** with standard High-Intensity Discharge (HID) headlamps, Daytime Running Lamps (DRLs), front fog lamps, and tail lamp and CHMSL designs that enhance the driver's ability to see and be seen.

Security

- Standard **OnStar® One-Year Safe & Sound Service**** – The OnStar system can provide air bag deployment notification to an OnStar advisor who can also remotely unlock any CTS-V door if the keys are locked inside, perform remote diagnostics and send any necessary emergency services.
- **Personal security system** that includes child safety locks, passive trunk release, Remote Keyless Entry, delay entry and exit lighting, battery rundown protection and anti-lockout feature.
- **PASS-Key III theft-deterrent system** with key encryption, (allows vehicle start-up only with correct ignition key) dead-bolted vehicle doors, ultrasonic intrusion sensor, inclination sensor to detect if vehicle is being towed, hood ajar sensor and alarm siren.
- **Break-in resistance** that meets stringent European Union (EU) standards.

* Head-curtain side air bags are designed to help reduce the risk of head and neck injury to front and outboard rear occupants on the near side of certain side-impact collisions. Air bag inflation can cause severe injury or death to anyone too close to the bag when it deploys. Be sure every occupant is properly secured.

** One-year OnStar Safe and Sound service plan is standard with 2004 CTS-V. Call 1-800-OnStar-7 or visit www.onstar.com for system limitations and details.

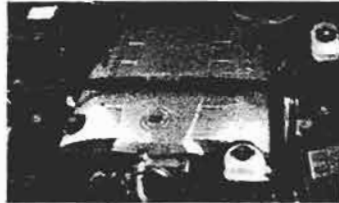
CTS-V

CTS-V at the Performance Power Finish Line...

With segment-leading engine displacement, horsepower, torque, horsepower-to-weight ratio plus the quickest 0-60 mph and quarter-mile times and the fastest top track speed, CTS-V moves to the front of an impressive field right out of the gate.

Engine

- Equipped with a 5.7L V8 Overhead Valve (OHV) engine with 2 valves per cylinder and a 10.5:1 compression ratio, providing the largest displacement engine in the high-performance luxury sedan segment.
- Delivers a peak of 400 horsepower at 6000 rpm, making it the vehicle with the highest horsepower output in the segment and the most powerful production model Cadillac ever built.
- Produces a peak of 395 lb.-ft. of torque, the highest torque output in the segment.
- Offers a horsepower-to-weight ratio of 1 hp:9.6 lb., the most favorable ratio in the segment.



Transmission

- Equipped with a Tremec T56 6-speed manual transmission with "skip shift" feature, reverse lockout and double overdrive, an industry favored transmission that is also used in the Ford Mustang SVT and Dodge Viper.



Drivetrain

- Employs performance-oriented rear-wheel drive configuration.
- Equipped with 3.73:1 final drive ratio and standard limited-slip rear differential for enhanced acceleration performance.

Performance Metrics

- Delivers 0-60 mph performance in just 4.6 seconds – the fastest 0-60 time in the segment.
- Delivers standing start to quarter-mile performance in 13.1 seconds at a final speed of 108 mph, the quickest quarter-mile performance in the segment.
- Produces a top track speed of 163 mph, the highest published top speed in the segment.

Efficiency

- Premium unleaded gasoline recommended, but not required. M3 and C32 AMG require premium unleaded fuel.
- Delivers EPA-estimated fuel economy of 16 city/25 highway mpg, the best highway and combined mileage in the segment.
- Fitted with 17.5-gallon fuel tank, the largest volume in segment and, when combined with EPA fuel economy estimates, provides longest range in segment.

M3

M3 at the Performance Power Finish Line...

BMW's M3 is a solid high-performance luxury performer, but CTS-V offers a lot more. With 67 more horsepower, 133 more lb.-ft. of torque, a better horsepower-to-weight ratio plus better 0-60 mph, quarter-mile and top track speed performance, CTS-V drivers will be looking at the M3 in the rearview mirror.

Engine

- Equipped with 3.2L DOHC I6 engine with 4 valves per cylinder, Double-VANOS Variable Valve Timing and 11.5:1 compression ratio, providing far less displacement than CTS-V's 5.7L V8.
- Delivers a peak of 333 horsepower at 7900 rpm, 67 less horsepower than CTS-V and at a much higher engine speed – 1900 higher rpm.
- Produces a peak of 262 lb.-ft. of torque at 4900 rpm, 133 fewer lb.-ft. of torque than CTS-V.
- Offers a horsepower-to-weight ratio of 1 hp:10.3 lb., meaning each of its horsepower has to push 0.7 lb. more than CTS-V, significantly affecting acceleration and passing performance.



Transmission

- Equipped with standard 6-speed manual transmission with heavy-duty clutch. Optional 6-speed Sequential Manual Gearbox (SMG) available at extra cost.



Drivetrain

- Employs performance-oriented rear-wheel drive configuration.
- Equipped with 3.64:1 final drive ratio with standard limited-slip rear differential that includes M Variable Differential Lock.

Performance Metrics

- Delivers 0-60 mph performance in 4.8 seconds – two-tenths of a second slower than CTS-V.
- Delivers standing start to quarter-mile performance in 13.6 at a final speed of 105 mph – a full half second slower than CTS-V.
- Produces a published top track speed of 155 mph – 8 mph less than CTS-V's top track speed of 163 mph.

Efficiency

- Requires premium unleaded gasoline, unlike CTS-V, which recommends – but doesn't require – premium unleaded fuel.
- Delivers EPA-estimated fuel economy of 16 city/24 highway mpg – equaling CTS-V's city mileage, but 1 mpg less in highway mileage, despite its I6 engines' significantly less displacement and power.
- Fitted with 16.6-gallon fuel tank which, when combined with EPA fuel economy estimates, provides considerably less range than CTS-V.

C32 AMG

C32 AMG at the Performance Power Finish Line...

Mercedes-Benz has a great reputation for performance, but CTS-V delivers much better performance. With 51 more horsepower, 63 more lb.-ft. of torque, a better horsepower-to-weight ratio plus better 0-60 mph, quarter-mile and top track speed performance and a performance-oriented Tremec 6-speed manual versus an automatic, CTS-V aptly demonstrates that reputation will only get you so far so fast.

Engine

- Equipped with 3.2L SOHC supercharged V6 engine with 3 valves per cylinder, and 9.0:1 compression ratio, providing far less displacement than CTS-V's 5.7L V8.
- Delivers a peak of 349 horsepower at 6100 rpm, 51 less horsepower than CTS-V despite its positive displacement supercharger, which operates continuously.
- Produces a peak of 332 lb.-ft. of torque at 4400 rpm, 63 fewer lb.-ft. of torque than CTS-V.
- Offers a horsepower-to-weight ratio of 1 hp:10.1 lb., meaning each of its horsepower has to push 0.5 lb. more than CTS-V, significantly affecting acceleration and passing performance.



Transmission

- Equipped with electronic driver-adaptive 5-speed automatic transmission with Touch Shift feature and AMG SpeedShift driver-selectable comfort mode – far less desirable to performance driving purists than a manual, such as CTS-V's Tremec 6-speed.



Drivetrain

- Employs performance-oriented rear-wheel drive configuration.
- Equipped with 3.06:1 final drive ratio with no limited-slip rear differential available.

Performance Metrics

- Delivers 0-60 mph performance in 4.9 seconds – three-tenths of a second slower than CTS-V.
- Delivers standing start to quarter-mile performance in 13.6 seconds at a final speed of 108 mph – a full half second slower than CTS-V.
- Produces a published top track speed of 155 mph – 8 mph less than CTS-V's top track speed of 163 mph.

Efficiency

- Requires premium unleaded gasoline, unlike CTS-V, which recommends – but doesn't require – premium unleaded fuel.
- Delivers EPA-estimated fuel economy of 16 city/21 highway mpg – equaling CTS-V's city mileage, but 4 mpg less in highway mileage, despite its V6 engine's significantly less displacement and power.
- Fitted with 16.4-gallon fuel tank which, when combined with EPA fuel economy estimates, provides considerably less range than CTS-V.

S4

S4 at the Performance Power Finish Line...

Audi S4 quattro is a solid high-performance luxury sedan, but not exceptional. With 60 more horsepower, 93 more lb.-ft. of torque, a better horsepower-to-weight ratio plus better 0-60 mph, quarter-mile and top track speed performance, CTS-V shows that even with quattro all-wheel drive, S4 can't take you everywhere – as fast as you want to go.

Engine

- Equipped with 4.2L DOHC V8 engine with Variable Valve Timing, 5 valves per cylinder, and 11.0:1 compression ratio which, despite being a V8, still provides far less displacement than CTS-V's 5.7L V8.
- Delivers a peak of 340 horsepower at 7000 rpm, 60 less horsepower than CTS-V at 1000 higher engine rpm.
- Produces a peak of 302 lb.-ft. of torque at 3500 rpm, 93 fewer lb.-ft. of torque than CTS-V.
- Offers a horsepower-to-weight ratio of 1 hp:11.3 lb. with manual transmission, meaning each of its horsepower has to push 1.7 lb. more than CTS-V, significantly affecting acceleration and passing performance. (Horsepower-to-weight ratio is 11.5:1 when equipped with automatic.)



Transmission

- Equipped with standard 6-speed manual transmission with optional 6-speed Tiptronic automatic with manual shift mode available at extra cost.



Drivetrain

- Employs full-time all-wheel drive configuration, a generally less preferred drive system than RWD with performance enthusiast purists.
- Equipped with 3.89:1 final drive ratio with locking front and rear (AWD) differentials.

Performance Metrics

- Delivers 0-60 mph performance in 5.3 seconds with manual – seven-tenths of a second slower than CTS-V – and 5.6 seconds with automatic – a full second slower than CTS-V.
- Delivers standing start to quarter-mile performance in 13.6 seconds at a final speed of 106 mph – a full half second slower than CTS-V.
- Produces a published top track speed of 155 mph – 8 mph less than CTS-V's top track speed of 163 mph.

Efficiency

- Premium unleaded gasoline recommended, but not required.
- Delivers EPA-estimated fuel economy of 14 city/20 highway mpg with manual and 16 city/23 highway with automatic – 2 mpg city and 5 mpg highway less with manual and 2 mpg highway less with automatic compared with CTS-V, despite S4 V8 engine's significantly less displacement and power.
- Fitted with 17.4-gallon fuel tank which, when combined with EPA fuel economy estimates, provides considerably less range than CTS-V.

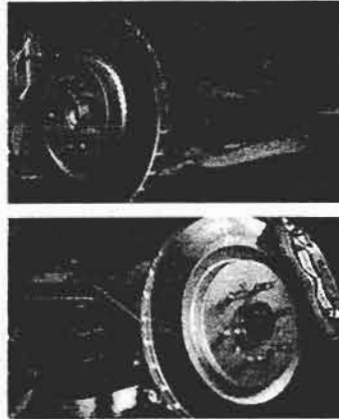
CTS-V

CTS-V at the Performance Handling Finish Line...

With segment-exclusive Brembo braking components, StabiliTrak with four driver-selectable modes – the most available in the U.S. – plus 123-foot 60-0 mph braking performance and 0.91 lateral acceleration performance with segment-exclusive lateral accelerometer and segment-exclusive 6-lug wheels, CTS-V handles its competitors as well as it handles the road.

Suspension

- Front – Independent short/long arm (SLA) with elastomeric ride bushings, 70 Newton(N)/mm coil springs over 46-mm monotube shock absorbers, 26.6-mm stabilizer bar.
- Rear – Independent multi-link with 70 N/mm coil springs, Nivomat load-leveling shock absorbers and 21-mm stabilizer bar.



Braking

- Brembo 4-wheel vented disc ABS with 14-inch front and 14.4-inch rear rotors, four-piston front and rear calipers and performance brake linings.
- 123-foot 60-0 mph braking performance.

Steering

- Performance-tuned, speed-sensitive, power-assisted rack-and-pinion system.
- 36.1-foot turning diameter.

Vehicle Control

- StabiliTrak stability enhancement system with 4 driver-selectable modes – the most of any other vehicle in the U.S. (exclusive of other GM vehicles).
- All-speed brake and engine controlled Traction Control system.

Wheels & Tires

- 18 x 8.5-inch 7-spoke, painted aluminum alloy with segment-exclusive 6-lugs.
- P245/45R18 W-Rated, Goodyear Eagle F1 with segment-exclusive Run-Flat feature.
- Standard Tire Pressure Monitor.



Handling Performance

- Capable of achieving a maximum lateral acceleration (G-force) of 0.91 – a figure that its competitors don't publish – and equipped with a lateral accelerometer – the only vehicle in its segment so equipped.

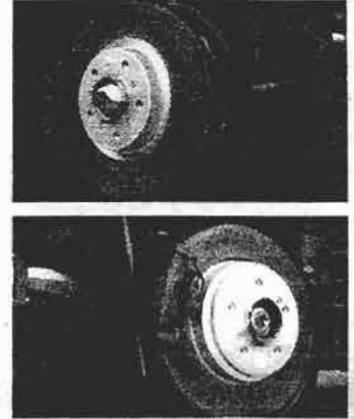
M3

M3 at the Performance Handling Finish Line...

BMW may have been first in line to the high-performance luxury market with its M-Series, but that doesn't mean it's still the best. With CTS-V's Brembo F1 style brakes with 14-inch rotors, industry-leading four-mode stability enhancement system, segment-exclusive lateral accelerometer and an outstanding 0.91 lateral G-force rating, plus segment-exclusive 6-lug wheels, M3 might want to get out of the way.

Suspension

- Front – Independent aluminum double-pivot strut-type with M calibration, including stiffened dampers, springs and anti-roll bar.
- Rear – Independent aluminum 4-link integral with trailing-link assembly with M calibration, including stiffened dampers, springs, anti-roll bar and modified axle.



Braking

- 4-wheel BMW M vacuum-assisted ventilated disc ABS with 12.8-inch front and 12.9-inch rear rotors and Dynamic Brake Control (DBC).
- No 60-0 mph braking performance published.

Steering

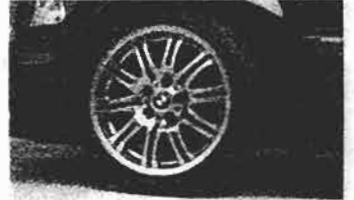
- Engine-speed-sensitive rack-and-pinion with variable power assist.
- 36.1-foot turning diameter.

Vehicle Control

- Dynamic Stability Control.
- All-season Traction Control system with M Variable Differential Lock.

Wheels & Tires

- 18 x 8.0-inch front, 18 x 9.0-inch rear, M-style alloy with Satin Chrome finish and 5-lugs.
- P225/45R18 front and P255/40R18 rear performance radials.
- Standard Tire Pressure Monitor.



Handling Performance

- No handling performance figures published; lateral accelerometer not available.

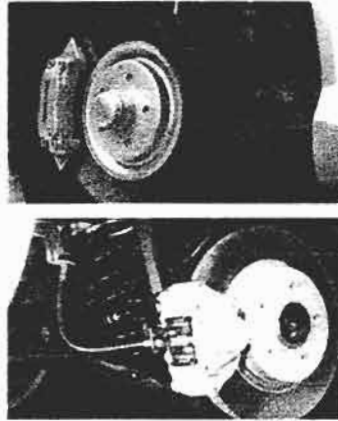
C32 AMG

C32 at the Performance Handling Finish Line...

Mercedes-Benz created a new performance term with its AMG-Series, but now that CTS-V is in the running, things are changing. In light of CTS-V's Brembo F1 style brakes, industry-leading four-mode stability enhancement system, segment-exclusive lateral accelerometer and 0.91 lateral G-force rating plus segment-exclusive 5-lug wheels, the German automaker might need to add a new word to its performance category – yield!

Suspension

- Front – Independent 3-link with anti-dive geometry, sport-tuned coil springs over gas-pressurized shock absorbers, stabilizer bar.
- Rear – Independent 5-arm multi-link with anti-squat and alignment geometry, sport-tuned coil springs, gas-charged shock absorbers and stabilizer bar.



Braking

- AMG enhanced 4-wheel vented disc ABS with 4-piston front and 2-piston rear calipers with Brake Assist (BA). No rotor sizes published.
- No 60-0 mph braking performance published.

Steering

- Rack-and-pinion with variable power assist and integral damper.
- 35.3-foot turning diameter.

Vehicle Control

- Electronic Stability Program (ESP).
- Automatic Slip Control (ASR) Traction Control system.

Wheels & Tires

- 17 x 7.5-inch front, 17 x 8.5-inch rear, polished aluminum with double-spoke design and 5 lugs.
- P225/45ZR17 front and P245/40ZR17 rear high-performance radials.
- Standard Tire Pressure Monitor.



Handling Performance

- No handling performance figures published; lateral accelerometer not available.

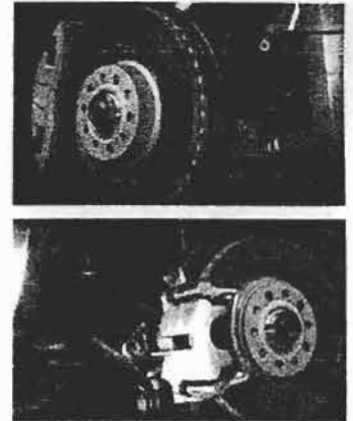
S4

S4 at the Performance Handling Finish Line...

German automaker Audi made a reputation for itself with its all-wheel drive quattro (Italian for "four") in international rally competition and now is trying to conquer the American road with S4 quattro. Unfortunately for Audi, CTS-V delivers massive 14-inch Brembo brake rotors, industry-leading four-mode stability enhancement system, segment-exclusive lateral accelerometer plus 0.91 lateral G-force rating that S4 can't match in any language – or on any road.

Suspension

- Front – Audi Sport independent 4-link with upper/lower control arms, stabilizer bar, coil springs and gas-charged shock absorbers.
- Rear – Independent trapezoidal link with stabilizer bar, coil springs and gas-charged shock absorbers.



Braking

- 4-wheel vented disc ABS with 13.6-inch front and 11.9-inch rear rotors and Electronic Brakeforce Distribution (EBD).
- No 60-0 mph braking performance published.

Steering

- Close-ratio rack-and-pinion with variable power assist.
- 36.4-foot turning diameter.

Vehicle Control

- Electronic Stabilization Program (ESP).
- All-speed Traction Control system.

Wheels & Tires

- 18-inch alloy with 5-lugs.
- P235/40R18Z Conti Sport Contact 2 performance.
- Tire Pressure Monitor not available.



Handling Performance

- No handling performance figures published; lateral accelerometer not available.

CTS-V

CTS-V at the Performance Styling Finish Line...

Inside and out, CTS-V offers unique styling that is immediately recognizable and distinctive compared both to other CTS sedans and the competition. In addition, many of CTS-V's exterior and interior enhancements contribute to the vehicle's performance in substance as well as styling. In comparison, the competition's styling is subdued and blends in with the rest of the vehicles on the road. CTS-V also provides many standard features that are either extra-cost options or not available on segment competitors.

Purposeful Exterior

Unique exterior details compared to base CTS include:

- Stainless steel wire mesh grille in diamond-shape pattern covers larger lower air intake that enhances engine breathing and front brake cooling.
- Unique aerodynamic front and rear fascia and two-piece rocker panels are lowered, providing enhanced ground-effects appearance.
- V-Series performance badging on fenders, rear deck lid and cast into brake calipers and embedded in aluminum front door sill plates.



Additional exterior features include:

- Standard HID headlamps provide superior light spread compared with halogen headlamps and feature integrated headlamp washers.
- Standard power heated exterior rearview mirrors with driver memory feature.



Highly Functional Interior

Unique interior features include:

- Premium performance-oriented leather-trimmed seats outfitted with sueded fabric material seat inserts that help hold driver and passengers in place during high-performance driving maneuvers.
- Seat accent stitching, satin accents on grab handles, door handles and shifter ring cap, aluminum steering wheel bezel.



Additional interior features include:

- 8-way power-adjustable heated driver and front passenger seats with 2-way power-adjustable lumbar support and standard driver memory system; lowered and repositioned center armrest ensures ergonomic shifting.



M3

M3 at the Performance Styling Finish Line...

The M3's styling is very similar to other 3-Series coupes and it may take a second or third glance to identify the vehicle as the M version variant. CTS-V immediately stands out from its base sibling and other competitors, including M3. CTS-V also offers the convenience of four doors, standard HID headlamps, a much roomier interior and more trunk space. In addition, CTS-V delivers many standard features that are either optional or not available on M3.

Purposeful Exterior

Unique exterior details compared to base 3-Series include:

- "Power dome" aluminum hood
- Flared front and rear fenders
- 18-inch wheels
- Four polished stainless steel exhaust tips.



Additional exterior features include:

- HID headlamps and headlamp washers are extra-cost options.
- Power heated exterior mirrors are standard, but the memory feature is available only with M3's high-priced Premium Package.



Highly Functional Interior

Unique interior features include:

- Standard M-Cloth seats with Nappa leather surround inserts that help prevent excessive movement during hard driving; power lumbar adjusters not available.
- Nappa leather trim on doors, pillars and shift knob.



Additional interior features include:

- 10-way manually adjustable seats. Power adjustment, heated seats and driver memory system are all extra-cost options.



C32 AMG

C32 AMG at the Performance Styling Finish Line...

Despite its unique AMG fittings, even when parked side-by-side with other C-Class vehicles, it still takes a trained eye to see the subtle differences. CTS-V immediately stands out from the base CTS and other segment competitors. Other than the seats and silver-accented gauges, the interior of C32 AMG looks like any other C-Class coupe, sedan or wagon. CTS-V offers standard HID headlamps, a much roomier interior, more trunk space and some features that are not available on C32 AMG.

Purposeful Exterior

Unique AMG-designed exterior enhancements compared to base C-Series include:

- Rear apron
- Side skirts
- Sculpted front air dam with mesh air intakes.
- Dual polished stainless steel exhaust finishers.



Additional exterior features include:

- HID Headlamps with headlamp washers are extra-cost option.
- Standard heated power adjustable exterior mirrors with memory feature.



Highly Functional Interior

Unique interior features include:

- Leather-trimmed seats feature aggressive bolstering to keep occupants in place during hard driving maneuvers but do not have cloth inserts.
- Textured aluminum trim on doors, dash and console; velour floor carpeting.
- Silver-accented gauges



Additional interior features include:

- Standard heated 10-way power adjustable driver and front passenger seats with standard driver memory system.



S4

S4 at the Performance Styling Finish Line...

S4's exterior styling is quite subdued compared to CTS-V, and customers may prefer something a little more distinctive – especially considering the hefty price premium. CTS-V also offers significantly more interior room and many standard features that are either extra-cost options or not available on S4.

Purposeful Exterior

Unique S4 exterior features include:

- Chromed exterior mirrors
- More chrome around front grille
- Subtle rear spoiler
- Larger 18-inch wheels



Additional exterior features include:

- Standard HID headlamps with self-leveling feature.
- Standard power heated exterior mirrors, but memory feature is available only as a part of a high-priced option package.



Highly Functional Interior

Unique interior features include:

- Recaro sport seats
- Gray Birch wood trim on center console, doors and IP.



Additional interior features include:

- Standard 12-way power adjustable driver and front passenger seats with 4-way power lumbar adjustments. Heated seats available as extra-cost option, and driver's seat memory system part of high-priced option package.





2004 Cadillac CTS-V

2004 BMW M3

2004 Mercedes-Benz
C32 AMG

2004 Audi S4

POWERTRAIN

	2004 Cadillac CTS-V	2004 BMW M3	2004 Mercedes-Benz C32 AMG	2004 Audi S4
Configuration	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive	All-wheel drive
Engine Type	5.7L LS6 V8 with aluminum block and heads	3.2L I6	3.2L V6 Supercharged with alloy block and heads	4.2L V8 with alloy block and heads
Valvetrain	Pushrod-actuated Overhead Valve (OHV) with 2 valves per cylinder	DOHC, Double-VANOS Variable Valve Timing with 4 valves per cylinder	SOHC, 3 valves per cylinder	DOHC, Variable Valve Timing with 5 valves per cylinder
Displacement (cu. in. / cu. cm.)	345.7/5665	198.1/3246	195.2/3199	254.5/4170
Bore x Stroke (in.)	3.90 x 3.62	3.43 x 3.58	3.54 x 3.31	3.33 x 3.65
Compression Ratio	10.5:1	11.5:1	9.0:1	11.0:1
Rated Horsepower (SAE net @ rpm)	400 @ 6000	333 @ 7900	349 @ 6100	340 @ 7000
Torque (SAE net lb.-ft. @ rpm)	395 @ 4800	262 @ 4900	332 @ 4400	302 @ 3500
Power-to-Weight Ratio	1:9.6	1:10.3	1:10.1	Manual Trans: 1:11.3 Auto Trans: 1:11.5
Fuel System	Electronic controlled sequential multi-port fuel injection	Electronic controlled with M Dynamic Driving Control throttle	Electronic controlled sequential multi-port fuel injection	Electronic controlled sequential fuel injection
Fuel requirement	Premium Unleaded recommended but not required	Premium Unleaded	Premium Unleaded	Premium Unleaded recommended but not required
0-60 MPH (seconds)	4.6	4.8	4.9	Manual Trans: 5.3 Auto Trans: 5.6
1/4-Mile Performance	13.1 seconds @ 108 mph	13.6 seconds @ 105 mph	13.6 seconds @ 108 mph	13.6 seconds @ 106 mph
Top Track Speed MPH	163	155	155	155
Transmission	Tremec T56 6-speed manual with "skip shift" feature and reverse lockout	6-speed manual with heavy-duty clutch Optional 6-speed automatic with auto-shift	Electronic driver-adaptive 5-speed automatic Touch Shift, AMG SpeedShift driver-selectable comfort mode	6-speed manual Optional 6-speed Tiptronic automatic with manual mode
Gear ratios (manual)				
1st	2.97:1	4.23:1	NP	3.67:1
2nd	2.07:1	2.53:1	NP	2.05:1
3rd	1.43:1	1.67:1	NP	1.46:1
4th	1.00:1	1.23:1	NP	1.13:1
5th	0.84:1	1.00:1	NP	0.92:1
6th	0.56:1	0.83:1	NP	0.78:1
Reverse	3.28:1	3.75:1	NP	NP
Final Drive	3.73:1	3.64:1	3.06:1	3.89:1
Limited-Slip Rear Differential	Standard	Standard, includes M Variable Differential Lock	Not available	Locking front and rear
Fuel Tank capacity (U.S. gallons)	17.5	16.6	16.4	17.4
EPA-Estimated Fuel Economy (city/highway)	16/25	16/24	16/21	Manual Trans: 14/20 Auto Trans: 16/23

= Cadillac CTS-V Advantage

NP = Not Published



2004 Cadillac CTS-V

2004 BMW M3

2004 Mercedes-Benz C32 AMG

2004 Audi S4

SUSPENSION & HANDLING

Front Suspension	Independent short/long arm (SLA) with elastomeric ride bushings, 70 N/mm coil springs over 46-mm monotube shock absorbers, 26.6-mm stabilizer bar.	Independent aluminum double-pivot strut-type with M calibration (stiffened dampers, springs and anti-roll bar)	Independent 3-link with anti-dive geometry, sport-tuned coil springs over gas-pressurized shock absorbers, stabilizer bar	Sport 4-link with upper/lower control arms, stabilizer bar, coil springs and gas-charged shock absorbers
Rear Suspension	Independent multi-link with 70 N/mm coil springs, Nivomat load-leveling shock absorbers, and 21-mm stabilizer bar	Independent aluminum 4-link integral with trailing-link assembly with M calibration (stiffened dampers, springs, anti-roll bar and modified axle)	Independent 5-arm multi-link with anti-squat and alignment geometry, sport-tuned coil springs and gas-charged shock absorbers, stabilizer bar	Independent, trapezoidal link with stabilizer bar, coil springs and gas-charged shock absorbers
Vehicle Stability Control	StabiliTrak with 4 driver-selectable modes	Dynamic Stability Control	Electronic Stability Program (ESP)	Electronic Stabilization Program (ESP)
Traction Control	All-speed brake and engine controlled	All-season with M Variable Differential Lock	Automatic Slip Control (ASR)	All-speed
Brakes	4-wheel vented discs with 4-piston front and rear calipers; performance brake linings	4-wheel BMW M vacuum-assisted ventilated discs	AMG enhanced 4-wheel vented discs with 4-piston front and 2-piston rear calipers	4-wheel vented discs
Brembo Braking System	Standard	Not Available	Not Available	Not Available
Brake Rotor Diameter (in.)	14.0 front 14.4 rear	12.8 front 12.9 rear	NP	13.6 front 11.9 rear
Anti-Lock Braking	Standard 4-wheel ABS	Standard with Dynamic Brake Control (DBC)	Standard with Brake Assist (BA)	Standard with Electronic Brakeforce Distribution (EBD)
60-0 MPH Braking Performance (ft.)	123	NP	NP	NP
Steering	Performance-tuned, speed-sensitive, power-assisted rack-and-pinion system	Engine-speed-sensitive with variable power assist	Rack-and-pinion with variable power assist and integral damper	Close-ratio rack-and-pinion with variable power assist
Turning Diameter (ft.)	36.1	36.1	35.3	36.4
Lateral G-Force Rating	0.91	NP	NP	NP
Lateral G-Force Indicator	Standard	Not Available	Not Available	Not Available
Wheels	18 x 8.5 in. 6-lug, 7-spoke, painted aluminum alloy	18 x 8.0 in. front, 18 x 9.0 in. rear, 5-lug, M-style alloy with Satin Chrome finish, safe-stop rim design and asymmetric hump	17 x 7.5 in. front, 17 x 8.5 in. rear, 5-lug, polished aluminum with double-spoke design	STD. 18 in., 5-lug alloy
Tires	P245/45R18 W-Rated, Goodyear Eagle F1 (run-flat)	P225/45R18 front & P255/40R18 rear performance	P225/45 ZR17 front & P245/40 ZR17 rear high performance	P235/40R18Z Conti Sport Contact 2 performance
Run-Flat Technology	Standard	Not Available	Not Available	Not Available
Tire Inflation/Pressure Monitor	Standard	Standard	Standard	Not Available
Spare Tire	Not Available (due to standard run-flat tires)	Compact	Compact	Full size

= Cadillac CTS-V Advantage

NP = Not Published

COMPETITIVE COMPARISON



2004 Cadillac CTS-V

2004 BMW M3

2004 Mercedes-Benz
C32 AMG

2004 Audi S4

EXTERIOR DIMENSIONS

	2004 Cadillac CTS-V	2004 BMW M3	2004 Mercedes-Benz C32 AMG	2004 Audi S4
Height (in.)	57.3	54.0	55.1	56.2
Length (in.)	191.5	176.8	178.2	179.0
Width (in.)	70.6	70.1	68.0	69.5
Wheelbase (in.)	113.4	107.5	106.9	104.3
Front Track (in.)	61.1	59.4	58.8	60.2
Rear Track (in.)	61.4	60.0	57.6	60.1
Ground Clearance - Front	7.8	N/L	6.3	4.2
Ground Clearance - Rear	7.7	N/L	6.3	4.2
Weight at Curb (lbs.)	3850	3415	3540	Manual Trans: 3825 Auto Trans: 3925
Weight Distribution (%front/rear)	54/46	50.3/49.7	NP	53/47
Coefficient of Drag (Cd)	0.34	0.33	0.27	0.30

EXTERIOR FEATURES

	2004 Cadillac CTS-V	2004 BMW M3	2004 Mercedes-Benz C32 AMG	2004 Audi S4
Headlamps	Standard HID	Standard halogen Optional HID	Standard halogen Optional HID	Standard HID with self-leveling
Headlamp Washers	Standard integral	Optional	Optional	Standard
Fog Lamps	Standard front	Standard front	Standard front and rear (1)	Standard front and rear (1)
Daytime Running Lamps	Standard	Standard	Standard	Not Available
Memory Adjustable Exterior Mirrors	Standard	Optional	Standard	Optional
Heated Exterior Mirrors	Standard	Standard	Standard	Standard
Rain Sensing Wipers	Not Available	Standard	Optional	Not Available
Power Sunroof	Optional	Optional	Standard	Optional
Rear Spoiler	Not Available	Standard	Not Available	Standard
Exhaust	Dual with 2 stainless steel tips	Dual with 4 polished stainless steel tips	Dual polished, stainless steel finishers	Dual

INTERIOR DIMENSIONS

	2004 Cadillac CTS-V	2004 BMW M3	2004 Mercedes-Benz C32 AMG	2004 Audi S4
Head Room, Front (in.)	39.0	37.5	38.9	38.4
Head Room, Rear (in.)	36.9	36.5	37.3	37.2
Leg Room, Front (in.)	42.4	41.7	41.7	41.3
Leg Room, Rear (in.)	37.0	33.2	33.0	34.3
Hip Room, Front (in.)	53.4	NP	51.9	NP
Hip Room, Rear (in.)	53.8	NP	54.5	NP
Shoulder Room, Front (in.)	56.6	54.5	53.1	55.1
Shoulder Room, Rear (in.)	56.2	52.7	54.3	53.4
Passenger Seating	5	5	5	5
Passenger Volume (EPA cu. ft.)	111.3	84.0	85.5	103.5
Cargo Volume (EPA cu. ft.)	12.5	9.5	12.2	13.4

= Cadillac CTS-V Advantage

NP = Not Published



2004 Cadillac CTS-V



2004 BMW M3



2004 Mercedes-Benz C32 AMG



2004 Audi S4

INTERIOR FEATURES

Front Seats	Leather-trimmed with sueded fabric material inserts, driver and front passenger 8-way power recliner, 2-way power lumbar and articulating head restraints	Standard M cloth seat inserts with Black Nappa leather surround, 10-way manually adjustable Optional power adjustable seats	Leather-trimmed sport with driver and passenger 10-way power	Leather-trimmed Recaro Sport seats with 12-way power driver and passenger adjustments, 4-way power lumbar and lockable head restraints
Heated Front Seats	Standard	Optional	Standard	Optional
Driver Seat Memory	Standard 2-driver	Optional 3-position	Standard 3-position	Optional 4-position
Telescoping Steering Column	Not Available	Standard	Standard with position memory	Standard
Auto Dimming Inside Rearview Mirror	Standard	Standard	Standard	Optional
Rear Seat	Leather-trimmed with sueded fabric material inserts, 60/40 split-folding with center armrest pass-through	Leather-trimmed 60/40 split-folding	Leather-trimmed 60/40 split-folding with center armrest pass-through	Leather-trimmed 60/40 split-folding with pass-through
Steering Wheel	Leather-wrapped with integrated DIC toggle switches and traction control, StabiliTrak and cruise control interfaces	Leather-wrapped with controls for cruise control, audio system and optional phone	Leather-wrapped with integrated controls for audio system, multifunction display operation and optional phone	Leather-wrapped with optional controls for optional Tiptronic transmission
Interior Trim/Accents	Seat accent stitching, satin accents on grab handles, door handles and shifter ring cap; aluminum steering wheel bezel	Nappa leather trim on doors, pillars and shift knob	Textured aluminum trim on doors, dash and console; velour floor carpeting	Gray Birch wood trim on center console, doors and instrument panel
Climate Control	Dual-zone automatic with memory settings for 2-drivers	Single-zone automatic with automatic recirculation	Dual-zone automatic	Dual-zone automatic with Sun Sensor
Sound System	Bose sound system with AM/FM stereo, RDS, digital signal processing, AudioPilot noise compensation and 8 speakers	AM/FM stereo with RDS, Auto-Store and 10 speakers	Bose sound system with AM/FM stereo, cassette player, speed-sensitive volume, AudioPilot and 10 speakers	Audi Symphony II AM/FM stereo cassette, RDS, Graduated Audio Level Adjustment and 10 speakers
CD Player	Standard in-dash 6-disc CD changer	Standard single-CD player; Optional glove box- or trunk-mounted 6-disc CD changer	Optional glove box-mounted 6-disc CD changer	Standard in-dash 6-disc CD changer
Satellite Radio	Standard factory-installed XM Satellite Radio	Not Available	Not Available	Optional port-installed XM or Sirius Satellite Radio
Navigation	Standard DVD; GPS-based, 7 in. touch screen with text and voice guidance	Optional DVD GPS-based	Optional CD-ROM GPS-based; deletes cassette player	Optional CD-ROM; GPS-based with voice guidance
Universal Transmitter	HomeLink, includes garage door opener, 3-channel programmable	Optional dealer-installed HomeLink compatible 3-channel garage door opener	HomeLink compatible 3-channel garage door opener	Optional HomeLink garage door opener

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COMPETITIVE COMPARISON | COMPETITIVE SUMMARY



2004 Cadillac CTS-V

2004 BMW M3

2004 Mercedes-Benz C32 AMG

2004 Audi S4

SAFETY & SECURITY

Air Bags - Frontal*	Dual-stage driver and front passenger	Dual-stage driver and front passenger	Dual-stage driver and front passenger	Dual-stage driver and front passenger
Air Bags - Side-Impact*	Driver and front passenger	Driver and front passenger	Driver and front passenger; rear seat passengers	Driver and front passenger; optional rear seat passengers
Air Bags - Head Curtain*	Front-to-rear	Front only	Front-to-rear	Front-to-rear
Child Security Door Locks	Standard	Not Available (coupe)	NP	Standard
Trunk Anti-Trap Device	Standard	Not Available	Standard	Not Available
Vehicle Anti-Theft	Standard PASS-Key III, stolen vehicle tracking via standard OnStar service	Standard engine immobilizer, optional dealer-installed alarm	Standard automatic alarm system with Automatic Alarm Notification via the optional Tele Aid system	Standard with alarm, engine immobilizer, anti-lift sensor and interior monitoring
Multi-Function Remote Keyless Entry	Standard	Standard	Standard SmartKey	Standard
Rear Parking Assist	Not Available	Optional	Not Available	Not Available
Telematics System	Standard one-year OnStar Safe and Sound service	Optional BMW Assist	Standard one-year Tele Aid basic service	Optional Audi Telematics by OnStar
Battery Rundown Protection	Standard	Standard	Not Available	Not Available

BASICS

	Sedan	Coupe	Sedan	Sedan
Body Style	Sedan	Coupe	Sedan	Sedan
Driveline	Rear-wheel drive	Rear-wheel drive	Rear-wheel drive	All-wheel drive
Base MSRP	\$49,300	\$47,100	\$51,400	\$45,650
Destination Charge	\$695	\$695	\$720	\$720
Basic Warranty (Months/Miles)	48/50,000	48/50,000	48/50,000	48/50,000
Maintenance Warranty	Not Available	48/50,000	48/50,000	NP
Powertrain Warranty (Months/Miles)	48/50,000	48/50,000	48/50,000	48/50,000
Corrosion Warranty (Months/Miles)	72/100,000	72/unlimited	48/50,000	144/unlimited

* Head curtain side-impact air bags are designed to help reduce the risk of head and neck injuries to front and outboard second row occupants during certain side-impact collisions. Always use safety belts and proper child restraints, even in vehicles with air bags. Children are safer when properly secured in a rear seat. See the owner manual for safety information.

NP = Not Published

COMPETITIVE SUMMARY

BMW M3



Strengths

- VANOS Variable Valve Timing engine
- Optional 6-speed Sequential Manual Gearbox (SMG)
- M-suspension calibration – stiffened dampers, springs, anti-roll bar, and modified rear axle
- M-Variable Differential Lock
- Standard rain-sensing windshield wipers
- Adaptive brake lights
- Optional rear Park Distance Control
- Optional rear seat passenger side-impact air bags
- Optional convertible model

Weaknesses

- No V8 engine option
- 67 less horsepower and 123 lb.-ft. less torque than CTS-V
- Slower 0-60 mph performance than CTS-V
- Lower EPA-estimated fuel economy rating than CTS-V
- No driver-selectable stability enhancement and traction control modes
- Narrower track than CTS-V
- No lateral G-force indicator
- No Brembo brakes option
- No run flat tires
- No standard HID headlamps
- No standard CTS-V features like memory seats, DVD navigation system, Satellite Radio, Telematics system and heated front seats
- Less passenger volume than CTS-V
- Less cargo space than CTS-V
- Single-zone automatic temperature control
- Available as a coupe only

Mercedes-Benz C32 AMG



- 5-speed automatic transmission with Touch Shift, AMG Speedshift and driver-selectable comfort mode
- AMG-tuned suspension – stiffened coil springs, shock absorbers and thicker stabilizer bar
- Optional rain-sensing wipers
- Standard power sunroof
- Standard 10-speaker Bose sound system

- No V8 engine option
- 51 less horsepower and 53 lb.-ft. less torque than CTS-V
- Slower 0-60 mph performance than CTS-V
- No manual transmission option
- Lower EPA-estimated fuel economy rating than CTS-V
- No driver-selectable stability enhancement and traction control modes
- No lateral G-force indicator
- No Brembo brakes option
- Standard 17" wheels (18" options)
- No run flat tires
- No standard HID headlamps
- No standard DVD navigation system – pricey optional system uses multiple CDs rather than a single DVD

Audi S4



- All-wheel drive
- V8 Variable Valve Timing engine
- Standard HID headlamps
- 12-way power Recaro Sport front seats
- Real wood interior trim
- Optional XM or Sirius Satellite Radio
- Optional rear seat passenger side-impact air bags

- 60 less horsepower and 83 lb.-ft. less torque than CTS-V
- Lower EPA-estimated fuel economy rating than CTS-V
- Slower 0-60 mph performance than CTS-V
- No driver-selectable stability enhancement and traction control modes
- Narrower track and shorter wheelbase than CTS-V
- No lateral G-force indicator
- No Brembo brakes option
- No run flat tires
- No standard CTS-V features like DVD navigation, seat memory, heated front seats, automatic dimming mirror, steering wheel-mounted controls, OnStar and Satellite Radio
- Automatic headlamps not available
- No standard battery rundown protection – not even available