



Brand: Cadillac

Design Statement: This moniker focuses on Cadillac's modern, sophisticated and premium target while underlining the team's commitment to art and science, craftsmanship, and heritage. They aim to inspire the design team and communicate to consumers that Cadillac is a brand that is constantly pushing the boundaries of design and luxury and is committed to creating vehicles that are both elegant and modern but in a way that is uniquely Cadillac.

Competitive Benchmarking





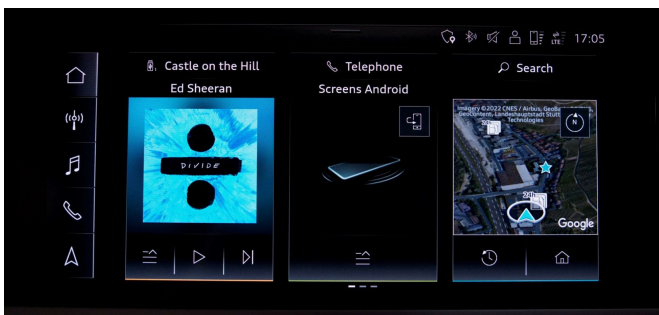
2023 Mercedes-Benz GLB



2023 Genesis G80



2020 Mercedes-Benz S-Class



2022 Audi RS3

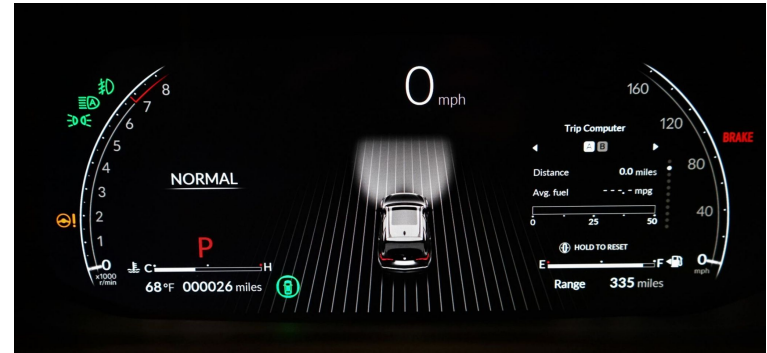
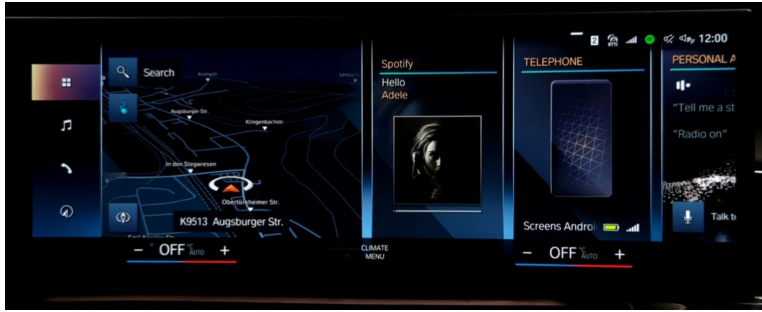
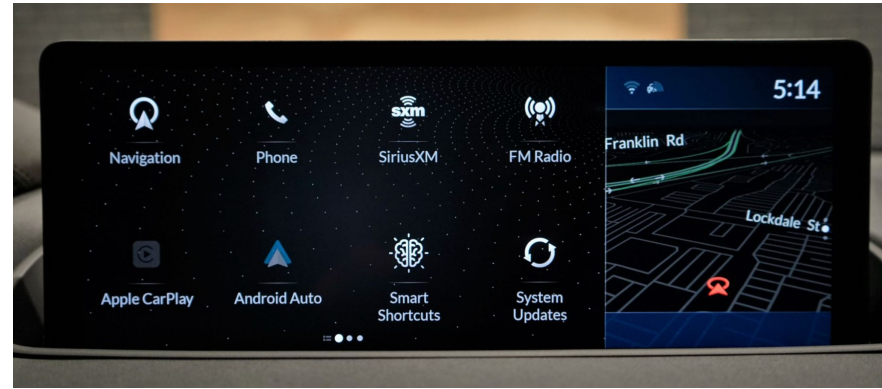
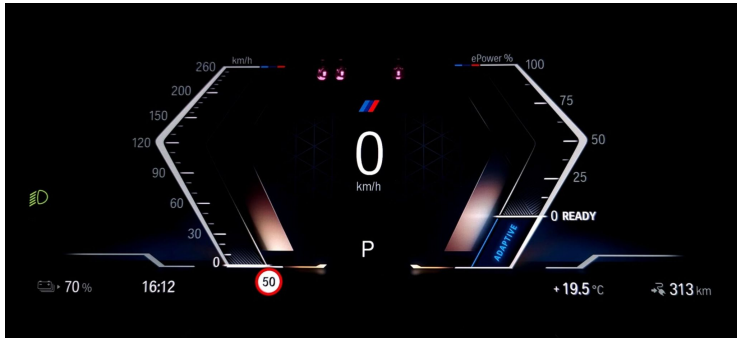


2023 BMW 5-Series



2023 Audi A6





2021 Acura MDX

2022 BMW i7

2022 Mercedes-Benz EQS



2023 Lincoln Nautilus



2024 Lexus NX



Brand Parallel

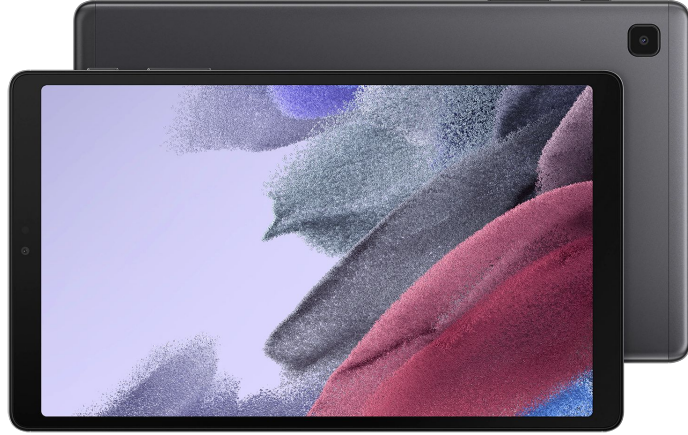




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SAMSUNG

- Committed to crafting sophisticated and premium experiences for customers
- Focused on continuously innovating and pushing modern day design capabilities
- Has a long history of selling products to a global market



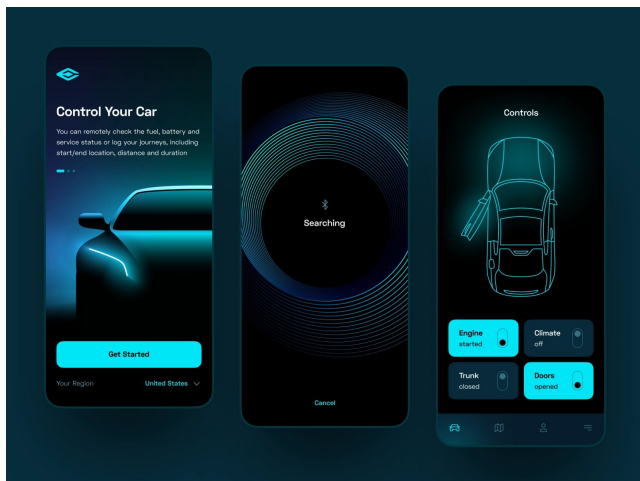


Aspirational Imagery



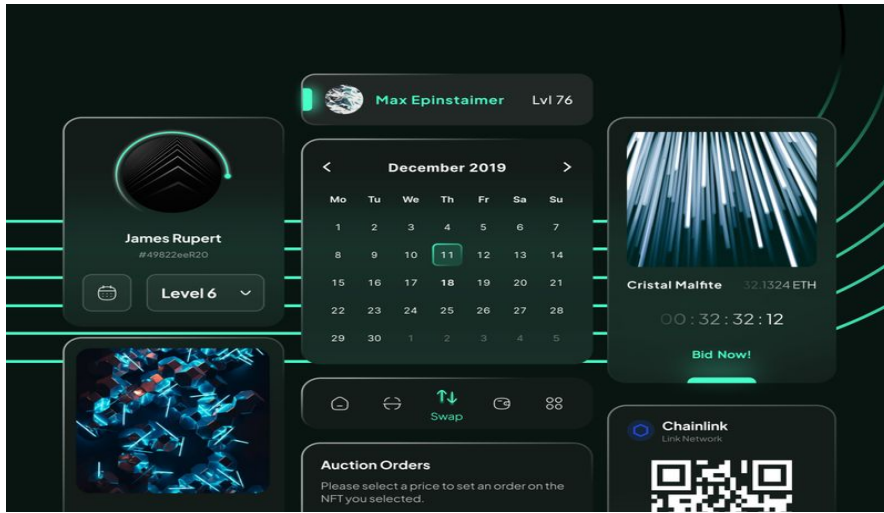


Sophisticated



Modern

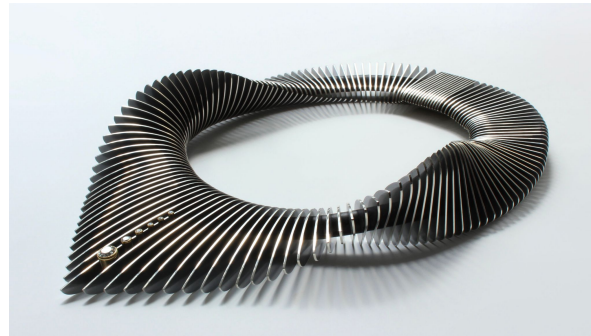
Serene



Elegant



Bold



Precise



Vision Guide



