

ALL-ELECTRIC CADILLAC LYRIQ

PLAYBOOK





WHAT'S COVERED IN THIS PLAYBOOK:

CADILLAC LYRIQ

The focus of this playbook is the all-electric Cadillac LYRIQ. This luxury SUV embodies the iconic essence of the brand as we move to an all-electric future.

LYRIQ provides customers three distinct and highly differentiated trim choices to align with their personality and desires. Tech, Luxury, and Sport trim levels are available on the LYRIQ starting with Model Year 2024.

OVERVIEW



INTRODUCING LYRIQ

Our electric future, rooted in more than a century of innovation, has sparked with an uncompromising SUV. Meet the all-electric Cadillac LYRIQ.

While electrification is new for some Cadillac customers, LYRIQ luxury will feel both familiar and fresh. Featuring extraordinary design touches and meticulously cultivated details, the authentic materials, and impressively luxurious decor push the limits of vehicle personality, comfort, and refinement.

LYRIQ delivers a thrilling driving experience, with smooth, nearly instant torque. The tight handling of a 5-link front and rear suspension system combines with a low center of gravity for outstanding driving dynamics.

LYRIQ's artful technology integration creates a connected, electrified vehicle experience, unlike any Cadillac that has come before it.

It's a rare convergence of art, technology, and performance—one that can only be described as the Cadillac of EVs. The next generation of electrification has arrived.

“THE CADILLAC LYRIQ
WILL DELIVER A HIGH-
PERFORMANCE LUXURY
EXPERIENCE, SETTING A NEW
STANDARD FOR CADILLAC.”

—RORY HARVEY,
VICE PRESIDENT, GLOBAL CADILLAC





PRESENTING THE EV LIFE

Today's electric vehicles are attracting a new wave of first-time EV buyers. The Cadillac LYRIQ customer will come to you with enthusiasm and a spirit of discovery.

The first thing they need to know is that they can count on you to be their guide. Customers will have basic questions about vehicle specifications, charging, and range. Most importantly, they will look to you for advice on how LYRIQ complements their lifestyle.

For example, first-time EV buyers are likely to have a lot of interest in DC Fast Charging (public). In contrast, people who have owned EVs will already know that most of their charging will take place at home. You'll need to present both scenarios because selling EVs requires knowledge of the vehicle plus understanding of the driving and ownership experience.

This Playbook gets you started with the product information you'll need to discuss the LYRIQ confidently. Next, build your overall knowledge of EV Life on Cadillac.com and Global Connect. You'll also find helpful materials at Cadillac IQ. Refer to the Resources chapter at the end of this Playbook.

The LYRIQ customer will be excited about their electric Cadillac journey. Meet them with knowledge and enthusiasm to establish yourself as a go-to resource for a Cadillac electric car experience that exceeds expectations.

CADILLAC LYRIQ HIGHLIGHTS



EXTERIOR



INTERIOR



PERFORMANCE



TECHNOLOGY



SAFETY DRIVER ASSISTANCE

EXTERIOR

- Available Crystal White Tricoat, Stellar Black Metallic, Opulent Blue Metallic, Radiant Red Tricoat, Argent Silver Metallic, Emerald Lake Metallic*, Celestial Metallic* and Nimbus Metallic*
- Available painted Black roof (Luxury and Sport)
- LED slimline headlamps and LED taillamps
- Choreographed exterior LED lighting (standard on Luxury and Sport trim levels, not available on Tech)
- Available Adaptive Headlamp System
- Available power-folding outside mirrors with integrated puddle lamps
- Fixed glass roof with power interior shade
- Panoramic power opening sunroof
- Standard 20-inch alloy wheels
- Available 22-inch dynamic alloy wheels paired with low-profile tires¹ (Luxury and Sport)
- Heated wiper park

*Late availability

¹Lower-profile tires wear faster. Wheel and tire damage may occur on rough or damaged roads or from surfaces or curbs, debris, or obstacles. This damage is not covered by the GM New Vehicle Limited Warranty. For more important tire and wheel information, go to <https://my.cadillac.com/learnabout/tires>.





INTERIOR

- Standard Noir Inteluxe seating with two-tone upper bolster accents and genuine Aluminum decor (Tech)
- Standard Noir or Sky Cool Gray Inteluxe seating with perforated inserts and Santorini Blue accents, paired with Dark PaperWood decor (Luxury and Sport)
- Available Oxford Stone Nappa leather seating with perforated inserts and Garnet accents or Juniper² Nappa leather seating with perforated inserts and Sky Cool Gray accents, paired with Dark Ash genuine open pore wood decor (Luxury and Sport)
- Cantilevered center console design permits expansive floor storage bin, perfect for a handbag or other large items
- Power 8-way driver, 6-way front passenger with 4-way lumbar and heated seats
- Available power 8-way front passenger seat with driver and front passenger lumbar massage and ventilated seats (Luxury and Sport)
- Flat-folding 60/40 second-row seats
- Available power flat-folding second row 60/40 seatbacks (Luxury and Sport)
- Heated steering wheel (Luxury and Sport)
- Available tri-zone climate control (Luxury and Sport)
- Available heated second-row outboard seats (Luxury and Sport)

2 Juniper interior not available with Radiant Red Tincoat or Opulent Blue Metallic Exteriors.

PERFORMANCE

- Ultium EV Battery Platform that provides 102 kWh battery rated energy
- All-electric RWD or AWD propulsion system
- GM-estimated 325 lb.-ft. (440 Nm) of torque and 340 horsepower (255 kW) for rear-wheel-drive vehicles³
- GM-estimated 450 lb.-ft. (610 Nm) of torque and 500 horsepower (373 kW) for all-wheel-drive vehicles³
- Regenerative braking, featuring Regen on Demand™⁴ and One-Pedal Driving⁵
- Level 2 (AC) charging rates of up to 11.5 kW⁶ and DC fast charging rates for public charging up to 190 kW⁷
- Available Level 2 (AC) charging with rates of up to 19.2 kW⁶

³ Based on GM testing.

⁴ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. See vehicle's Owner's Manual for details.

⁵ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. Always use the brake pedal when you need to stop immediately. See vehicle's Owner's Manual for details.

⁶ Professional installation of a proper capacity home charging unit required. Charging unit not currently available through Cadillac. Actual charge times will vary based on battery condition, output of charger, vehicle settings and outside temperature.

⁷ Actual charge times will vary based on battery starting state of charge, battery condition, output of charger, vehicle settings and outside temperature. See the vehicle's Owner's Manual for additional limitations.





TECHNOLOGY

- Available Super Cruise^{TM8} hands-free driver assistance technology (Luxury and Sport)
- 33" diagonal advanced LED display
- Over-the-air vehicle software update capability
- Available Next-Generation Active Noise Cancellation (Luxury and Sport)
- Available AKG⁹ Studio 19-Speaker Sound System including front head restraint speakers (Luxury and Sport)
- Google built-in compatibility¹⁰: Google Assistant, Google Maps, and Google Play
- Wireless Apple CarPlay^{®11} and Wireless Android Auto^{TM12} capability for compatible phones
- Available myCadillac Mobile App¹³
- 5G communications capable¹⁴

⁸ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit cadillac.com/supercruise for compatible roads and full details.

⁹ AKG is a trademark of AKG Acoustics GmbH, registered in the United States and/or other countries.

¹⁰ Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select service plan required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play, and Google Maps are trademarks of Google LLC.

¹¹ Vehicle user interface is a product of Apple[®] and its terms and privacy statements apply. Requires compatible iPhone[®] and data plan rates apply. Apple CarPlay, Siri, iPhone and Apple Music are trademarks of Apple, Inc., registered in the U.S. and other countries.

¹² Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and a compatible Android smartphone. Data plan rates apply. You can check which smartphones are compatible at g.co/androidauto/requirements. Android, Google Play and Android Auto are trademarks of Google LLC.

¹³ Available on select Apple and Android devices. Service availability, features and functionality vary by vehicle, device and the plan you are enrolled in. Terms apply. Device data connection required. See onstar.com for details and limitations.

¹⁴ Terms and limitations apply. See onstar.com for details.

CADILLAC SMART SYSTEM™

The Cadillac Smart System™¹⁵ offers proactive peace of mind; this comprehensive suite of standard driver-assistance features helps give drivers added confidence whenever they're driving.

- Automatic Emergency Braking
- Forward Collision Alert
- Front Pedestrian Braking
- Safety Alert Seat
- Rear Park Assist
- HD Rear Vision Camera
- Vehicle Diagnostics¹⁶
- Teen Driver
- Rear Seat Reminder¹⁷

¹⁵ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle's Owner's Manual for important feature limitations and information.

¹⁶ Diagnostic capabilities vary by model and plan. Message and data rates may apply. Requires contact method on file and enrollment to receive alerts. Not all issues will deliver alerts. Visit https://www.onstar.com/us/en/new_vehicles/ for details and limitations.

¹⁷ Does not detect people or items. Always check rear seat before exiting.





DESIGN

DESIGNED TO ENERGIZE THE SENSES

A fixed full-glass roof subtly slopes toward a vented roof spoiler. The available choreographed lighting along with advanced LED technology engage customers' senses. Free from the need for a traditional grille, LYRIQ comes with a sleek approach. The illuminated Black Crystal Shield features a distinct pattern that is shared by Tech and Luxury, plus a separate, additional pattern on Sport. Both are created by laser ablation for dramatic depth and detail.

LYRIQ features many bold, futuristic design elements that emphasize the focus on our all-electric future, including the LED headlamps, LED taillamps, LED rear spoiler light bar, flush door handles with available illumination, fixed full-glass roof, and dramatic lighting details.

“LYRIQ IS THE NEXT
ITERATION OF ICONIC
CADILLAC STYLING, ENABLED
BY ELECTRIFICATION AND THE
THOUGHTFUL INTEGRATION OF
DESIGN AND TECHNOLOGY. WE
THINK IT LOOKS LIKE NOTHING
ELSE ON THE ROAD.”

-ANDREW SMITH,
EXECUTIVE DIRECTOR OF CADILLAC DESIGN





DRAMATIC LIGHTING CHOREOGRAPHY

EXTERIOR FEATURES

When approaching LYRIQ Luxury and Sport, owners are greeted by a choreographed lighting sequence that welcomes them to their journey. The ceremony begins as the Cadillac Crest on the Black Crystal shield illuminates. It continues as the animation cascades across the shield to the headlamps and radiates across door handles and puddle lamps.

Finally, it trickles down LYRIQ's taillamps in a stunning finale.

The owner's key fob will also activate the choreography at will. Simply press the unlock button, stand back and let the dance begin.

EXTERIOR FEATURES



ILLUMINATED BLACK CRYSTAL SHIELD WITH CADILLAC CREST

As an EV that does not need a traditional grille to cool an internal combustion engine, LYRIQ features a Black Crystal shield that radiates a unique finishing technique using three-dimensional texturing to create depth and detail. The innovative Black Crystal shield design serves both form and function. With it, the sensors required to operate advanced technologies, such as available Super Cruise^{TM18} driver assistance technology, can be discreetly integrated.



SLIMLINE LED HEADLAMPS

Cadillac's crisp vertical lighting signatures have been designed with precision. LYRIQ's headlamps incorporate slimline LED low- and high-beam projectors stacked vertically. The result is a stunning Cadillac signature that emphasizes the wide stance of the LYRIQ while delivering a broad, horizontal spread of light on the road ahead.



FIXED FULL-GLASS ROOF

LYRIQ takes the delight of a glass roof to the next level. This impressive fixed full-glass roof, standard on all trim levels, redefines the concept of a panoramic roof with rail-to-rail glass complemented with an interior power sunshade. Additionally, an available panoramic sunroof opens up a new world of possibilities.

EXTERIOR FEATURES

LYRIQ achieves a dramatic sculptural effect with standard 20-inch wheels or the available 22-inch wheels, which are paired with low-profile tires¹⁹ that harmonize with the sheet metal in both structure and detail. LYRIQ's unique wheels were developed with strict stiffness requirements that contribute to overall chassis performance and ride quality.



STANDARD 20-INCH

20-Inch Split 6-Spoke Alloy Wheels enhance the sense of motion conveyed by the wheel design on Tech in a Bright Silver finish with Gloss Black aero inserts. The 20-Inch Split 6-Spoke Alloy Wheels are also available with a Diamond Cut/Dark Android Finish and Gloss Black aero inserts (Luxury) or choose 20-Inch Dynamic 12-Spoke Alloy Wheels with a Diamond Cut/Satin Dark Android Finish (Sport).



AVAILABLE 22-INCH

The optional reverse rim 22-Inch Dynamic Split-Spoke Alloy Wheels move structural elements to the inside of the wheel, helping create an even more dramatic appearance for the customer. Available with Polished/Gloss Black Finish (Luxury) or After Midnight Finish (Sport).



INTERIOR FEATURES

Cadillac designers created a space of intricacy and intrigue within LYRIQ. Captivating touches abound, from the cantilevered center console with a floating front edge to a detailed pattern inside the air vents. Storage compartments are available at every turn and offer premium lining so that each detail is a labor of obsessive love.

A SYMPHONY OF SERENITY

Once seated, customers are energized by a seamless landscape of design and function within the cabin. From color themes and natural textures to unique jewel-like embellishments and controls.

INTERIOR FEATURES



INTERIOR AMBIENT LIGHTING

Entering LYRIQ's interior, the sensory experience continues from the exterior, with illumination drawing the eye to details throughout the cabin. Ambient lighting in up to 26 selectable colors throughout the interior creates a refined and modern atmosphere in Luxury and Sport.



LASER-ETCHED BACKLIT DOOR PANEL DÉCOR

Brilliant backlighting filters through laser-etched wood patterns. The warm, mesmerizing effect is just one of the many natural inspirations woven throughout this exquisitely crafted interior (available on Luxury and Sport).



CURVED 33-INCH DIAGONAL ADVANCED LED DISPLAY

The most striking feature of LYRIQ's interior is the 33-inch diagonal advanced LED display offering 9k resolution with the ability to display over one billion distinct colors. The driver's view of the display sets up the overall shape of the instrument panel and sets the direction for lines flowing into the door panels. Find more detail on display features and functions in the Technology section of this Playbook.

INTERIOR FEATURES



CANTILEVERED CENTER CONSOLE

The floating front edge of the cantilevered center console is a design detail that creates a feeling of spaciousness while delivering luxurious materials and functional storage space. The tactile detailing on the Rotary Infotainment Controller resembles the precision of a luxury timepiece.



SEATING ARCHITECTURE

LYRIQ offers front seat design that gives occupants a feeling of being cradled by the seat. Comfort is enhanced with 8-way power driver and 6-way power passenger seats, including 4-way power lumbar and heat. The rear seats feature the same material composition as the front seats, using plush and high-density foams. In addition, LYRIQ front seat controls are located on the door panel, allowing the seats to extend wider toward the door.



FLAT-FOLDING 60/40 SECOND-ROW SEATBACKS

LYRIQ is more than a fully electric work of art—it's an uncompromising SUV. Generous cargo space and flat-folding 60/40 second-row seats with available one-touch power folding seatbacks give customers the freedom and flexibility to accommodate the essentials.



TECHNOLOGY



GO HANDS-FREE WITH

SUPER CRUISE™

Driving the 2024 Cadillac LYRIQ includes so much more than leaving gas behind. LYRIQ offers available Super Cruise™²⁰, the first true hands-free driver assistance technology for compatible roads. Super Cruise™²⁰ utilizes advanced technologies to provide the ease and convenience of hands-free driving. In addition, LYRIQ will come with Automatic Lane Change. With Automatic Lane Change, Super Cruise can automatically activate the turn signal and steer to perform a single lane change under certain conditions. With an ever-growing network, you can travel on over 400,000 miles of compatible roads throughout the U.S. and Canada.

²⁰ Always pay attention while driving and when using Super Cruise. Do not use a hand-held device. Requires active Super Cruise plan or trial. Terms apply. Visit [cadillac.com/supercruise](https://www.cadillac.com/supercruise) for compatible roads and full details.

DRIVING INTELLIGENCE & INFOTAINMENT

Intelligently integrated and comfortably intimate, the curved 33-inch diagonal advanced LED display is more than a breathtaking interior centerpiece. The free-form glass pane is a display capable of exhibiting more than one billion colors in 9K resolution, giving drivers intuitive access with stunning visual richness.

On the left, drivers have fingertip access to trip information such as mileage and average energy usage. Here, drivers can also access the many display configuration controls.

In front of the steering wheel, the display provides real-time driving intelligence. This area is highly customizable, with a variety of selectable modes. For example, drivers can choose from a full map display or an energy efficiency mode that shows energy use, energy gained from regenerative braking²¹, and real-time projected range.



²¹ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. See vehicle's Owner's Manual for details.



GOOGLE BUILT-IN

This dynamic and customizable infotainment system features embedded Google built-in compatibility²²—a technology collaboration that brings exceptional experiences into the vehicle with available components:



Voice recognition provided by Google Assistant



Navigation provided by Google Maps



In-vehicle apps provided by the Play Store

- Google Assistant offers new ways to interact with the vehicle by voice
- Google Maps provides user-friendly and familiar embedded navigation
- Google Play Store provides a growing catalog of new and exciting apps

WIRELESS APPLE CARPLAY²³ AND ANDROID AUTO²⁴

The integration of Google built-in does not restrict the use of Apple CarPlay or Android Auto features. LYRIQ customers have the option of using the Apple CarPlay or Android Auto interface, depending on their phone manufacturer. The Apple CarPlay and Android Auto interfaces look better than ever on the high-resolution 33-inch diagonal display. In addition, LYRIQ will offer wireless connections for Apple CarPlay and Android Auto.

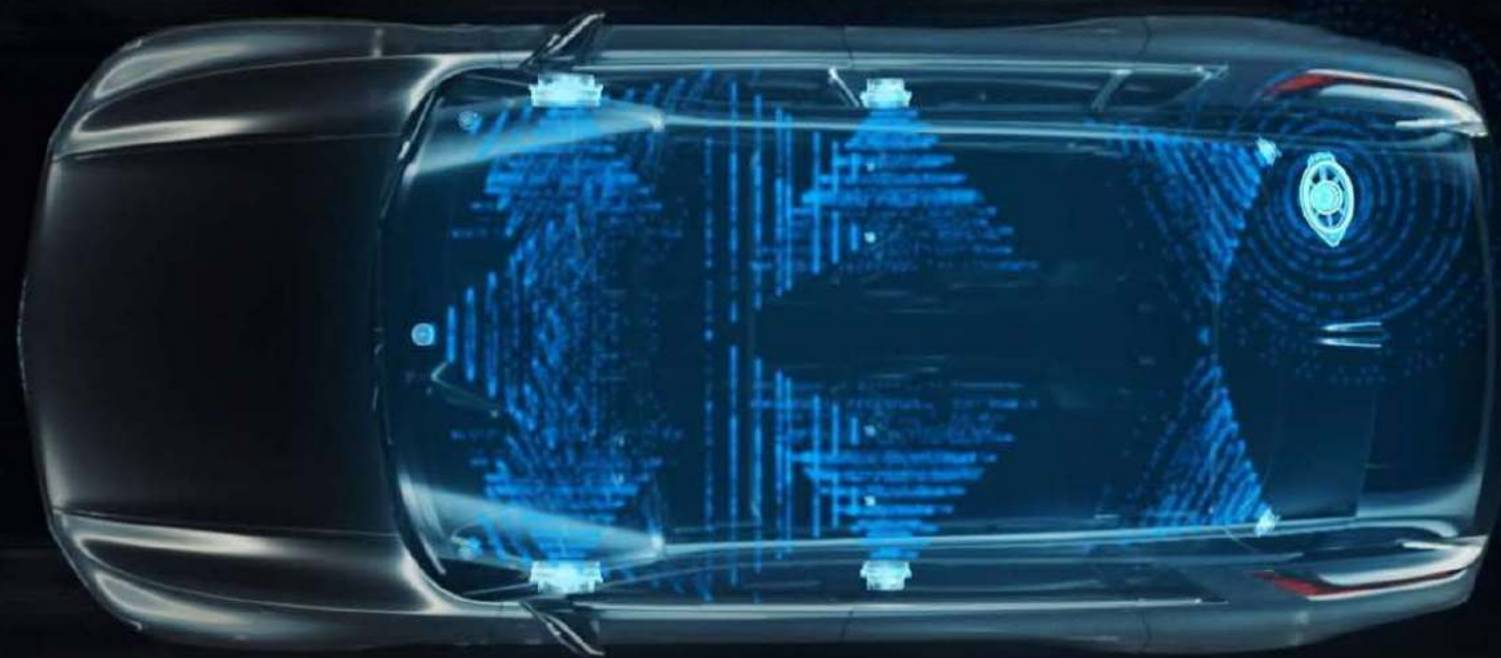
²² Google built-in services are subject to limitations and availability may vary by vehicle, infotainment system and location. Select service plan required. Certain Google actions and functionality may require account linking. User terms and privacy statements apply. Google, Google Play, and Google Maps are trademarks of Google LLC.

²³ Vehicle user interface is a product of Apple® and its terms and privacy statements apply. Requires compatible iPhone® and data plan rates apply. Apple CarPlay, Siri, iPhone and Apple Music are trademarks of Apple, Inc., Registered in the U.S. and other countries.

²⁴ Vehicle user interface is a product of Google and its terms and privacy statements apply. Requires the Android Auto app on Google Play and a compatible Android smartphone. Data plan rates apply. You can check which smartphones are compatible at g.co/androidauto/requirements. Android, Google Play and Android Auto are trademarks of Google LLC.

NEXT-GENERATION ACTIVE NOISE CANCELLATION

Available next-generation Active Noise Cancellation intelligently measures road vibration and uses the AKG speaker system to actively help cancel road-induced noise. That technology, coupled with rigorous wind tunnel testing and acoustic laminated glass, turns traditional road noise into a symphony of solitude.



AKG²⁵ STUDIO 19-SPEAKER SOUND SYSTEM

AKG brings pure studio sound to Cadillac. LYRIQ features the Cadillac-exclusive available AKG Studio 19-speaker sound system. It provides sound that's precise and clear. All speakers are placed for sound optimization—including speakers in the front head restraints—ensuring all passengers have an immersive audio experience.





SAFETY

SAFETY AND DRIVER ASSISTANCE

CADILLAC SMART SYSTEM STANDARD FEATURES²⁵

- Automatic Emergency Braking
- Forward Collision Alert
- Front Pedestrian Braking
- Safety Alert Seat
- Rear Park Assist
- HD Rear Vision Camera
- Vehicle Diagnostics²⁶
- Teen Driver
- Rear Seat Reminder²⁸

MORE STANDARD SAFETY AND DRIVER ASSISTANCE FEATURES²⁵

- Enhanced Automatic Emergency Braking²⁹
- Front Pedestrian and Bicyclist Braking²⁹
- Reverse Automatic Braking
- Rear Cross Traffic Braking
- Blind Zone Steering Assist

AVAILABLE SAFETY AND DRIVER ASSISTANCE FEATURES²⁶

- HD Surround Vision
- Side Bicyclist Alert
- Rear Camera Mirror with Washer
- Rear Pedestrian Alert
- Intersection Automatic Emergency Braking

²⁶ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings, and road conditions at all times. Visibility, weather, and road conditions may affect feature performance. Read the vehicle's Owner's Manual for more important feature limitations and information.

²⁷ Diagnostic capabilities vary by model and plan. Message and data rates may apply. Requires contact method on file and enrollment to receive alerts. Not all issues will deliver alerts. Visit https://www.onstar.com/us/en/new_vehicles/ for details and limitations.

²⁸ Does not detect people or items. Always check rear seat before exiting.

²⁹ Replaces Cadillac Smart System's Automatic Emergency Braking.

ADVANCED SAFETY TECHNOLOGY

NEW FOR LYRIQ IN 2024

INTERSECTION AUTOMATIC EMERGENCY BRAKING³⁰

Intersection Automatic Emergency Braking is a new driver assistance feature available to help avoid or reduce the severity of collisions when approaching an intersection. By detecting left or right cross traffic at road intersections, it provides alerts and can automatically initiate braking if hard braking has not already begun.

³⁰ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings, and road conditions at all times. Visibility, weather, and road conditions may affect feature performance. Read the vehicle's Owner's Manual for more important feature limitations and information.





PERFORMANCE

LUXURY EV PERFORMANCE

Luxury EV buyers are likely to have high expectations for driving performance, and LYRIQ is ready to exceed those expectations and set the standard for their luxury electric vehicle experience.

LYRIQ was developed in tandem with the innovative Ultium Battery Platform. This groundbreaking platform fundamentally changes how electric vehicles are designed and engineered, delivering innovative charging and power storage technologies that fit seamlessly into far-reaching journeys and daily commutes.

The Ultium EV Battery Platform is a modular system that combines interchangeable drive units, integrated power electronics, and Ultium Battery modules. Customers can expect the following features and benefits:

- Estimated 102kwh battery-rated energy
- Ultium enables a near 50/50 weight distribution of the LYRIQ and a low center of gravity, resulting in a sporty, responsive EV ready for spirited driving
- Ultium drive system with a GM-estimated³¹ 340 horsepower (255 kW) and 325 lb.-ft. (440Nm) of torque for RWD, 500 horsepower (373 kW) and 450 lb.-ft. (610 Nm) of torque and for AWD, providing near-instantaneous delivery of power

³¹ Based on GM testing.



Simulated battery shown.

LUXURY EV PERFORMANCE

SMART PROPULSION FEATURES THAT RETURN ENERGY TO THE BATTERY

During braking, the drive system converts vehicle momentum into energy stored by the LYRIQ battery, requiring no additional action by the driver. The range-extending benefit of “Regenerative Braking” is further enhanced by two more advanced features: One-Pedal Driving and Regen on Demand™.

One-Pedal Driving³² enables drivers to use the LYRIQ drive system to slow and stop the vehicle. When drivers lift their foot from the accelerator pedal, they’ll feel LYRIQ decelerating as if they had stepped on the brakes. This form of “braking” generates electricity and directs it back into the battery.

Regen on Demand^{TM33} gives drivers even more control over their EV driving experience. With Regen on Demand™, drivers can slow the vehicle by applying pressure to the steering wheel paddle. The greater they pull the paddle, the greater the stopping power.

FEEL THE SURGE

The near-instantaneous torque provided by the electric battery of LYRIQ presses you into your seat, with a GM-estimated³⁴ 340 horsepower (255 kW) for RWD and 500 horsepower (373 kW) for AWD.

³² Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. Always use the brake pedal when you need to stop immediately. See vehicle’s Owner’s Manual for details.

³³ Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. See vehicle’s Owner’s Manual for details.

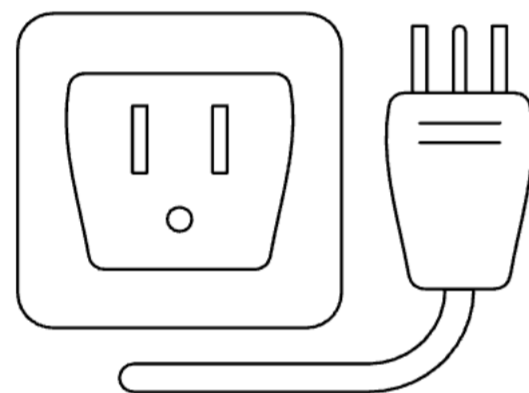
³⁴ Based on GM testing.

LYRIQ CHARGING

LYRIQ will offer at-home Level 2 (AC) charge rates up to 19.2 kW³⁵ and DC fast charging for public charging rates of up to 190 kW³⁶, freeing drivers to revel in the moment and to let go of range anxiety. Route planning and charging can be greatly enhanced for customers through the myCadillac app and its Energy Assist features.

THREE WAYS TO CHARGE³⁶

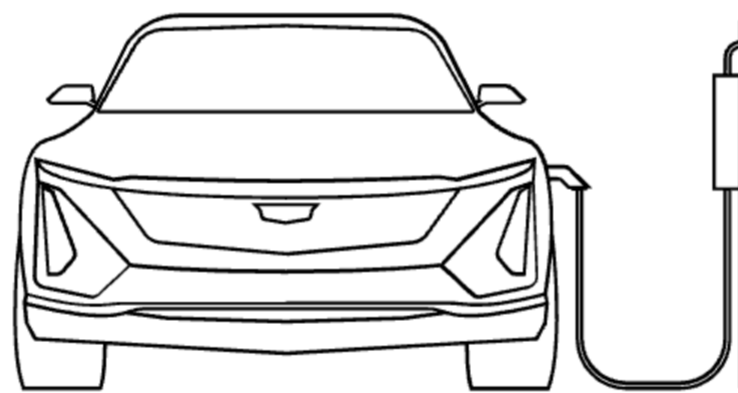
BASIC



Charge: Level 1 (Dual-level charge cord standard equipment)

Benefits: A helpful option to use as a back up. Charge using your home's 3-prong outlet.

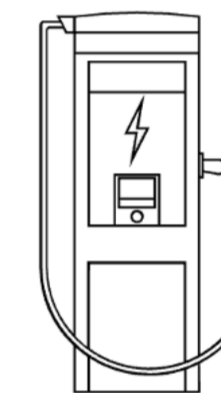
FAST



Charge: Level-2 charging unit with up to 11.5 kW³⁷ capability (standard) or 19.2kW (available)

Benefits: Able to recharge completely overnight. Lets you charge at home and at public stations.

SUPER FAST



Charge: DC Fast Charge capable of 190 kW

Benefits: Offers accelerated charging while you're away from home. Available at public stations only.

³⁵ Requires professionally installed 100A dedicated charge station, sold separately. Actual charge times will vary based on battery condition, output of charger, vehicle settings and outside temperature. See the vehicle's Owner's Manual for additional limitations.

³⁶ Actual times will vary based on battery condition, output of charger, vehicle settings, and outside temperature. See the vehicle's Owner's Manual for additional limitations.

³⁷ Requires professionally installed 60A dedicated charge station, sold separately. Actual charge times will vary based on battery condition, output of charger, vehicle settings and outside temperature. See the vehicle's Owner's Manual for additional limitations.

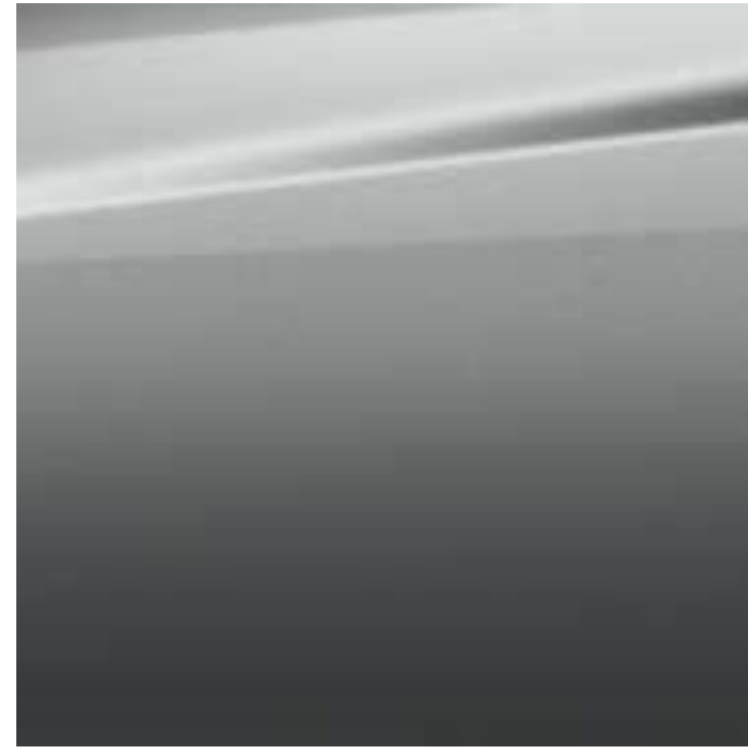


COLOR AND TRIM

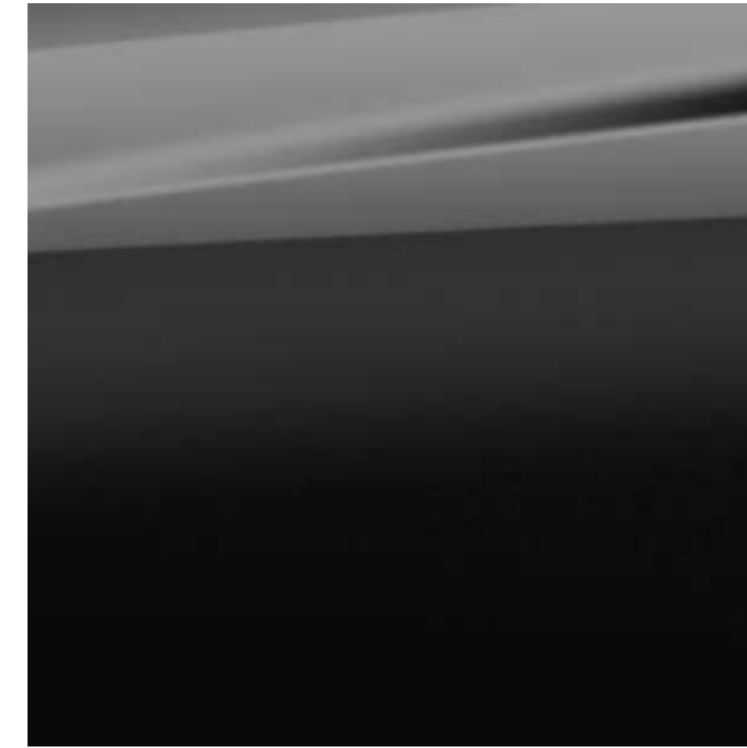
EXTERIOR COLORS



**CRYSTAL WHITE
TRICOAT***



**ARGENT SILVER
METALLIC**



**STELLAR BLACK
METALLIC***



**OPULENT BLUE
METALLIC***



**RADIANT RED
TINTCOAT***



EMERALD LAKE METALLIC*
(Initial Availability Expected Summer 2023)



CELESTIAL METALLIC*
(Initial Availability Expected Summer 2023)



NIMBUS METALLIC*
(Initial Availability Expected Summer 2023)

*Available at extra charge

INTERIOR COLORS & DECOR



Noir Inteluxe seating with two-tone upper bolster accents and genuine Aluminum decor

(Tech)



Noir Inteluxe seating with perforated inserts and Santorini Blue accents, paired with Dark Paperwood decor

(Luxury and Sport)



Sky Cool Gray Inteluxe seating with perforated inserts and Santorini Blue accents, paired with Dark Paperwood decor

(Luxury and Sport)

INTERIOR COLORS & DECOR



Available Oxford Stone Nappa leather seating with perforated inserts and Garnet accents, paired with Dark Ash genuine open pore wood decor

(Luxury and Sport)



Available Juniper³⁸ Nappa leather seating with perforated inserts and Sky Cool Gray accents, paired with Dark Ash genuine open pore wood decor

(Luxury and Sport)

WHEELS



STANDARD 20-INCH

Split 6-Spoke Alloy Wheels paired with self-sealing all-season tires, in a Bright Silver finish with Gloss Black aero inserts

(Tech)



STANDARD 20-INCH

Split 6-Spoke Alloy Wheels with a Diamond Cut/Dark Android Finish and Gloss Black aero inserts paired with self-sealing all-season tires

(Luxury)



STANDARD 20-INCH

20-Inch Dynamic 12-Spoke Alloy Wheels with a Diamond Cut/Satin Dark Android Finish paired with self-sealing all-season tires

(Sport)

WHEELS



AVAILABLE 22-INCH

Dynamic split-spoke reverse-rim alloy wheels with Polished/Gloss Black Finish paired with self-seating all-season low-profile tires³⁹

(Luxury)



AVAILABLE 22-INCH

Dynamic split-spoke reverse-rim alloy wheels with After Midnight Finish paired with self-seating all-season low-profile tires³⁹

(Sport)

PACKAGING

TECH

STANDARD

- RWD
- At-Home Level-2 (AC) Charging capable of up to 11.5 kW
- DC Fast Charge capable of up to 190 kW
- Dual-Level Charge Cord (Level 1 and Level 2 Charging capable)
- 33-Inch Diagonal Advanced LED Display
- Regenerative Braking, featuring Regen on Demand™ and One-Pedal Driving
- 20-Inch Split 6-Spoke Alloy Wheels with Bright Silver Finish and Gloss Black Aero Inserts
- Fixed Glass Roof with Power Shade

- LED Slimline Headlamps and LED Taillamps
- Noir Inteluxe Seating
- Genuine Aluminum Decor
- Illuminated Black Crystal Front Grille with Galvano Accents
- Illuminated Front Cadillac Crest Emblem
- White Ambient Interior Lighting
- Dual-Zone Climate Control
- Power Liftgate
- Universal Home Remote
- Power Eight-Way Driver, Six-Way Passenger Front Seats with Four-Way Lumbar Massage
- Manual Rear Seat Recline

- Flat-Folding Second-Row 60/40 Seats
- Driver Mode Selector
- Seven-Speaker Audio System
- Wireless Phone Charging
- Wireless Apple CarPlay and Android Auto Compatibility
- USB-C Ports: Three Front and Two Rear
- 5G Wi-Fi Hotspot Capable
- Cadillac Smart System Suite of Safety and Driver Assistance Features:
 - Front Pedestrian Braking
 - Automatic Emergency Braking
 - Forward Collision Alert
 - Rear Park Assist

- Safety Alert Seat
- Rear Seat Reminder⁴⁰
- HD Rear Vision Camera
- Teen Driver
- Vehicle Diagnostics⁴¹
- Additional Safety Features
 - Front Pedestrian and Bicyclist Braking⁴²
 - Enhanced Automatic Emergency Braking⁴²
 - Reverse Automatic Braking
 - Following Distance Indicator
 - Blind Zone Steering Assist
 - Rear Cross Traffic Braking
 - Rear Pedestrian Alert

AVAILABLE

- AWD
 - Includes Trailer Prep Package
- Driver Assist Package
 - Adaptive Cruise Control
 - HD Surround Vision
 - Rear Pedestrian Alert
 - Side Bicyclist Alert
 - Enhanced Automatic Parking Assist
 - Intersection Automatic Emergency Braking⁴³
 - Power Folding Mirrors
 - Digital Key, Compatible with Apple iPhone only

LUXURY

ADDITIONAL STANDARD CONTENT BEYOND TECH

- 20-Inch Split 6-Spoke Alloy Wheels with Diamond Cut/Dark Android finish and Gloss Black aero inserts
- LED Rear Spoiler Light Bar
- Walk-Up/Walk-Away LED Choreography
- Cornering Lamps
- Illuminated Door Handles
- Power-Folding Outside Mirrors with Integrated Puddle Lamps
- Noir or Sky Cool Gray Inteluxe Seating
- Dark PaperWood Decor

- Rainsense Windshield Wipers
- Power Steering Column
- Heated Steering Wheel
- Driver Assist Package
 - Adaptive Headlamp System
 - HD Surround Vision
 - Rear Pedestrian Alert
 - Side Bicyclist Alert
 - Enhanced Automatic Parking Assist
 - Intersection Automatic Emergency Braking⁴³
 - Power Folding Mirrors
 - Digital Key, Compatible with Apple iPhone Only

- Adaptive Cruise Control
- Ambient Lighting - Dual-Zone with 26 Colors
- Auto-Dimming Interior Mirror

AVAILABLE

- AWD
 - Includes Trailer Prep Package
- 22-Inch Dynamic Split-Spoke Reverse Rim Alloy Wheels with Polished/Gloss Black Finish
- Nappa Leather Seating in Oxford Stone or Juniper
- Dark Ash Genuine Open Pore Wood Decor with Backlit Door Panels

- Black Painted Roof
- Super Cruise, driver assistance technology
- Panoramic Power Opening Sunroof
- 19.2 kW Charging
- AKG and Comfort Package
 - AKG 19-Speaker Sound System
 - Next Gen Active Noise Cancellation
 - Power Eight-Way Front Passenger Seats
 - Front Seats with Lumbar Massage and Ventilation
 - Power Flat-Folding Second Row 60/40 Seatsbacks
 - 110V Power Outlet

- Technology Package
 - Hands-Free Power Liftgate
 - Rear Camera Mirror
- Comfort and Security Package
 - Rear Heated Outboard Seats
 - Removable Cargo Cover
 - Tri-Zone Climate Control
 - Interior Movement Sensor
 - Vehicle Inclination Sensor
 - Wheel Locks
 - Power Sounder Alarm

SPORT

OFFERS ALL STANDARD AND AVAILABLE LUXURY FEATURES, PLUS:

- 20-Inch Dynamic 12-Spoke Alloy Wheels with Diamond Cut/Satin Dark Android
- Unique Sport Illuminated Front Grille

- Illuminated Body-Color Exterior Door Handles
- Obsidian Chrome and Dark accent finishes

AVAILABLE (SPORT ONLY)

- 22-Inch Dynamic Split-Spoke Reverse Rim Alloy Wheels with After Midnight Finish

EXTERIOR COLORS

- **NEW!** Argent Silver Metallic
- Crystal White Tricoat (Available at Extra Cost)

- Stellar Black Metallic (Available at Extra Cost)
- Opulent Blue Metallic (Available at Extra Cost)

- **NEW!** Radiant Red Tintcoat (Available at Extra Cost)
- **NEW!** Nimbus Metallic (Available at Extra Cost, Initial Availability Expected Summer 2023)

- **NEW!** Celestial Metallic (Available at Extra Cost, Initial Availability Expected Summer 2023)
- **NEW!** Emerald Lake Metallic (Available at Extra Cost, Initial Availability Expected Summer 2023)

⁴⁰ Does not detect people or items. Always check rear seat before exiting.

⁴¹ Diagnostic capabilities vary by model and plan. Message and data rates may apply. Requires contact method on file and enrollment to receive alerts. Not all issues will deliver alerts. Visit https://www.onstar.com/us/en/new_vehicles/ for details and limitations.

⁴² Replaces Cadillac Smart System's Automatic Emergency Braking.

⁴³ Safety or driver assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings, and road conditions at all times. Visibility, weather, and road conditions may affect feature performance. Read the vehicle's Owner's Manual for more important feature limitations and information.



RESOURCES

THE LYRIQ BUYER

LYRIQ is likely to draw interest from a wide range of potential buyers. These profiles are intended to help you prepare to meet the needs of the two major groups of buyers you are likely to encounter.

BUYER PROFILE #1

The Buyer Profile #1 group aspires to a luxurious, trendy, high-tech lifestyle. For this group, having the latest and the best of any product is not just a status symbol but a way of elevating their life. They want the latest in technology but carefully weigh their shopping decisions. They understand that electric vehicles are the mobility solution of the future but have not yet found a vehicle that meets their standards—until LYRIQ. These buyers are motivated to purchase because of the vehicle's expressive profile; the exhilaration that comes with its near-instant torque; the spacious, high-tech interior experience; and state-of-the-art electric vehicle technology.

DEMOGRAPHICS

- Highly educated
- High household income (\$150k+)
- Likely has children in the household
 - 32–45 years old

MINDSET

- Individualistic
- Desires latest technology
- Open to new brands but carefully weighs purchases
- Aspires to luxurious, trendy, high-tech lifestyle
 - Discerning, passionate, adventurous, highly brand motivated
- Constantly looking for ways to elevate their lives
 - Luxury EV is a symbol of their achievement

LIFESTYLE

- Active, tech-enabled lifestyle
- Usage and hobbies common for this luxury SUV segment include commuting, errands, weekend trips, carrying pets/sports equipment/home project items

THE LYRIQ BUYER

BUYER PROFILE #2

LYRIQ's position as a high-tech electric vehicle status symbol will also appeal to a small segment of tech-minded consumers. They demand the latest and greatest in technology in their driveway. In addition, they continually strive for self-improvement and enjoying the best life has to offer. They make the most of every opportunity, especially vehicle purchase decisions.

This group is not flashy but is proud of their successes and aspire to a modern, innovative American dream. LYRIQ's combination of luxury and technology stands out as a symbol of their achievements in life while enabling their active lifestyle.

DEMOGRAPHICS

- Highly educated
- High household income (\$125k and increasing)
 - Often children in the household
 - 45–55 years old

MINDSET

- Early adopters who inspire others to come along
 - Adventurous, ambitious change-makers
 - Fun but purposeful
 - Proud of their success but not aggressively flashy
 - Experienced luxury vehicle buyer
- Selects products that reflect a smart, fun, contemporary lifestyle

LIFESTYLE

- Aspires to youthful, innovative luxury lifestyle—more ski vacation than country club
- Active family life, including outdoor activities and vacations
- High-achieving, dependable senior employees learning to enjoy a luxury lifestyle

Most LYRIQ shoppers will do a significant amount of research before contacting your dealership. Cadillac.com contains a wealth of information and is frequently updated.

[EV LIFE PAGE](#)

[CADILLAC IQ](#)

[LYRIQ DIGITAL BROCHURE](#)

