

2013 CADILLAC ATS
ACCESSORIES LAUNCH KIT
VERSION 1.0



ACCESSORIES



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DEAR CADILLAC DEALER PRINCIPAL:

The 2013 Cadillac ATS is our all-new entry into the compact luxury segment. It opens up Cadillac luxury, styling and refinement to a whole new audience of buyers. The compact segment is the highest-volume luxury segment, and it's expected to DOUBLE in volume by 2016. That means that ATS will most likely be the top-selling Cadillac in your store. Targeted ATS buyers look for opportunities to personalize their vehicles with accessories that enhance their ownership. So use this ATS Accessories Launch Kit to prepare your salespeople so they are able to offer unique Cadillac ATS Accessories options to every customer.

For questions, please contact your local Cadillac Zone Team or your ADI.



Chase Hawkins
U.S. Vice President,
Cadillac Sales & Service



Don Butler
Cadillac Vice President of Marketing

TARGET CUSTOMER AND SEGMENT

ATS TARGET DEMOGRAPHICS

Demos	ATS Target	BMW 3-Series	MB C-Class
Age	51	51	55
College Grad	76%	77%	68%
Retired	24%	16%	24%
Male	54%	60%	50%
Married	68%	70%	73%
Med HH Income	\$132K	\$142K	\$125K

ATS Target – Spirited Drivers

Whether they are moving up to Cadillac luxury or they are established owners looking to experience Cadillac luxury and refinement in an all-new size, they have one trait in common: They are definitely spirited drivers. That spirit is displayed in the way in which they accessorize and “personalize” their Cadillacs.

Given all of its luxury, styling and performance attributes, ATS will conquest a large number of competitive owners. In fact, we believe that over time, more than 50 percent of your ATS sales will come from owners of non-GM brands.

The Compact Luxury Segment

This is the largest and fastest-growing luxury segment, which means a tremendous opportunity for you. ATS will likely become the top-selling Cadillac in your store.

The current sales leader is the BMW 3-Series, followed by the Mercedes-Benz C-Class and the Infiniti G. We anticipate that ATS will be one of the top-three sellers after its release.



ATS PACKAGING AT A GLANCE

	STANDARD	LUXURY	PERFORMANCE	PREMIUM
ENGINE	2.5L/2.0L	2.5L/2.0L/3.6L	2.0L/3.6L	2.0L/3.6L
DRIVETRAIN	RWD	RWD/AWD	RWD/AWD	RWD/AWD
STANDARD EQUIPMENT: Leatherette seating w/6-way power front seats plus 2-way power lumbar, 4-wheel disc brakes, ABS, StabiliTrak® Electronic Stability Control System, Traction Control, FE2 Sport suspension, Bose® AM/FM/SiriusXM with Bluetooth®, Keyless Start, color DIC	S	S	S	S
SEATING & LUXURY PACKAGES: Leather seating, 8-way power front seats plus 2-way power lumbar (Luxury only), memory, auto-dimming ISRV and OSRV w/integrated turn signals, Universal Home Remote, Remote Start, rearview backup camera, rear seat trunk pass-through, uplevel grille, Ultrasonic Front and Rear Parking Assist, full keyless entry	–	INCL (w/split-fold rear seat)	INCL (w/trunk pass-through)	INCL (w/split-fold rear seat)
PERFORMANCE PACKAGE: HID Lighting Package, sport pedals, 12-/10-way performance front seats plus 2-way power lumbar, magnesium steering wheel with paddle shift (Auto only)	–	–	INCL	INCL
PREMIUM PACKAGE: RWD: FE3 Performance suspension with Magnetic Ride Control™, limited slip rear differential, performance summer tires and high-performance engine cooling. RWD/AWD: Full-color HUD	–	–	–	INCL
COLD WEATHER PACKAGE: Heated front seats and heated steering wheel	A (heated seats only)	A	A	A

S = Standard A = Available INCL = Included in collection – = Not available



LATEST EVOLUTION OF ART AND SCIENCE DESIGN



EXTERIOR COLOR OPTIONS

Standard Colors

- Black Raven (GBA)
- Radiant Silver Metallic (GAN)
- Opulent Blue Metallic (GTR)
- Glacier Blue Metallic (GWS)
- Silver Coast Metallic (GWT)
- Summer Gold Metallic (GWV)

Premium Colors*

- Crystal Red Tintcoat (GBE)
- White Diamond Tricoat (GBN)
- Black Diamond Tricoat (GLK)
- Thunder Gray ChromaFlair (GLH)

** Available at extra charge.*

ACCESSORY WHEELS



The 2013 Cadillac ATS is offered with three 19-inch Accessory wheels. Each is crafted to enhance the exterior appearance of the ATS and maximize vehicle performance. Shown above: 19-inch Wheels – Gloss Black Premium Painted with Silver center caps (Crest and Logo) and polished wheel locks.



19-inch Wheel – Gloss Black Premium Painted

This five split-spoke aluminum alloy gloss black wheel exudes a bold, confident and aggressive attitude.



19-inch Wheel – Ultra Bright Machined (UBM) w/Sterling Silver Premium Painted Pockets

This lightweight, forged aluminum alloy five split-spoke wheel features a brilliant, machined face, adding a provocatively stylish element.



19-inch Wheel – Manoogian Silver Premium Painted

Sporty yet elegant, this five split-spoke forged aluminum alloy wheel, with premium Manoogian paint, adds the perfect finishing touch.

INTERIOR ACCESSORIES



Distinctively define the interior of your ATS with these accessories:

Style & Versatility

- Collapsible Cargo Organizer – Black
- Premium All-Weather Cargo Mat
- Premium Carpet Floor Mats
- Interior Trim Kits – Morello Red Carbon Fiber, Brushed Aluminum, Okapi Stripe, Natural Sapele, Black Olive Ash
- Sport Pedal Covers
- Suede Shift Knob
- Suede Steering Wheel (non-heated)



Comfort & Convenience

- Cargo Net – Black
- Premium All-Weather Floor Mats
- Replacement Carpet Floor Mats
- Smoker's Package



Technology & Safety

- Highway Safety Kit
- Roadside Assistance Package
- Reflective Triangle
- Performance Brake Pad Kit
- Remote Start
- Single-Disc CD Player



ACCESSORIES AT A GLANCE

The following chart provides both Current and Future ATS accessories by trim level.

ACCESSORIES BY TRIM	Standard	Luxury	Performance	Premium
ENGINE	2.5L/2.0L	2.5L/2.0L/3.6L	2.0L/3.6L	2.0L/3.6L
DRIVETRAIN	RWD	RWD/AWD	RWD/AWD	RWD/AWD
CURRENT				
Cargo Net – Black	A	A	A	A
Collapsible Cargo Organizer – Black	A	A	A	A
Highway Safety Kit	A	A	A	A
Roadside Assistance Package	A	A	A	A
Reflective Triangle	A	A	A	A
Interior Trim Kits – Morello Red Carbon Fiber, Brushed Aluminum, Okapi Stripe, Natural Sapele, Black Olive Ash	A	A	A	A
Remote Start	A	S	S	S
Suede Shift Knob – Manual Transmission	A (2.0L)	A (2.0L)	A (2.0L)	A (2.0L)
Spoiler Package	A	A	A	A
FUTURE				
Premium All-Weather Cargo Mat	A	A	A	A
Premium All-Weather Floor Mats	A	A	A	A
Replacement Carpet Floor Mats	A	A	A	A
Premium Carpet Floor Mats	A	A	A	A
Sport Pedal Covers	A	A	S	S
Smoker's Package	A	A	A	A
Performance Brake Pad Kit	A	A	A	A
Single-Disc CD Player	A (w/o CUE NAV)	A (w/o CUE NAV)	S	S
Suede Shift Knob – Auto Transmission	A	A	A	A
Suede Steering Wheel	A	A	A	A
Grille – Black Chrome	A	A	A	A
Grille – Bright Chrome	A	A	A	A
Rear License Plate Trim – Black Chrome	A	A	A	A
Ground Effects	A	A	A	A
Dual Exhaust w/Ground Effects	A (2.5L)	A (2.5L)	S	S
Dual Exhaust w/o Ground Effects	A (2.5L)	A (2.5L)	S	S
19-inch Wheel – Ultra Bright Machined w/Sterling Silver Premium Painted Pockets	RWD only	RWD only	RWD only	RWD only
19-inch Wheel – Manooogian Silver Premium Painted	RWD only	RWD only	RWD only	RWD only
19-inch Wheel – Gloss Black Premium Painted	RWD only	RWD only	RWD only	RWD only
Wheel Lock Kit	A	A	A	A
Lug Nut and Wheel Lock Kit	A	A	A	A

S = Standard A = Available

ADI TO DEALER ACCESSORIES - EXTERIOR

As with all Cadillac vehicles, ATS is available with a host of ADI to Dealer Accessories. The following chart details both Current and Future accessories along with the applicability of the four trim levels.

EXTERIOR	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
CURRENT				
Blade Spoiler – Black Raven (GBA)	22833950	ALL	\$425	0.7
Blade Spoiler – Black Diamond Tricoat (GLK)	22802721	ALL	\$425	0.7
Blade Spoiler – Opulent Blue Metallic (GTR)	22802722	ALL	\$425	0.7
Blade Spoiler – Silver Coast Metallic (GWT)	22802724	ALL	\$425	0.7
Blade Spoiler – Crystal Red Tintcoat (GBE)	22802717	ALL	\$425	0.7
Blade Spoiler – Summer Gold Metallic (GWV)	22802725	ALL	\$425	0.7
Blade Spoiler – Thunder Gray ChromaFlair (GLH)	22802720	ALL	\$425	0.7
Blade Spoiler – Radiant Silver Metallic (GAN)	22833949	ALL	\$425	0.7
Blade Spoiler – Glacier Blue Metallic (GWS)	22802723	ALL	\$425	0.7
Blade Spoiler – White Diamond Tricoat (GBN)	22802718	ALL	\$425	0.7
Blade Spoiler – Primed	22760488	ALL	\$425	0.7
FUTURE				
Grille – Black Chrome	22943164	ALL	\$435	1.3
Grille – Bright Chrome	22943165	ALL	\$455	1.3
Rear License Plate Trim – Black Chrome	20920006	ALL	TBD	0.6
Dual Exhaust w/o Ground Effects	22961069	2.5L ONLY	TBD	1.5
Ground Effects – Black Raven (GBA)	22838039	ALL	TBD	3
Ground Effects – Crystal Red Tintcoat (GBE)	22838043	ALL	TBD	3
Ground Effects – Radiant Silver Metallic (GAN)	22838040	ALL	TBD	3
Ground Effects – White Diamond Tricoat (GBN)	22838048	ALL	TBD	3
Dual Exhaust w/Ground Effects	22961071	2.5L ONLY	TBD	N/A

WHEELS	PART NUMBER	TRIM LEVEL	MSRP	INSTALL TIME
CURRENT				
19-inch x 8-inch Wheel – Gloss Black – Front	TBD	ALL/RWD ONLY	TBD	TBD
19-inch x 9-inch Wheel – Gloss Black – Rear	TBD	ALL/RWD ONLY	TBD	TBD
19-inch x 8-inch Wheel – UBM w/Sterling Silver – Front	TBD	ALL/RWD ONLY	TBD	TBD
19-inch x 9-inch Wheel – UBM w/Sterling Silver – Rear	TBD	ALL/RWD ONLY	TBD	TBD
19-inch x 8-inch Wheel – Manoogian Silver – Front	TBD	ALL/RWD ONLY	TBD	TBD
19-inch x 9-inch Wheel – Manoogian Silver – Rear	TBD	ALL/RWD ONLY	TBD	TBD
Wheel Lock Kit	TBD	ALL	\$35	TBD
Lug Nut and Wheel Lock Kit	TBD	ALL	\$135	TBD
FUTURE				
Wheel Lock Kit	TBD	ALL	\$35	TBD
Lug Nut and Wheel Lock Kit	TBD	ALL	\$135	TBD

Cadillac Accessories sold over the counter, or those not requiring installation, will continue to receive the standard Cadillac Dealer Parts Warranty of 12 months from the date of purchase, parts only.

For warranty information on accessories from our Cadillac Affiliated Partners (IBP), see contact information: **Thule:** 1-800-238-2388; **TomTom:** 1-866-486-6866; **Lacks:** 1-616-554-7520; **Lund:** 1-888-588-6049

ADI TO DEALER ACCESSORIES - INTERIOR

The following chart details both Current and Future accessories along with the applicability of the four trim levels.

INTERIOR	PART NUMBER	TRIM LEVEL	MSRP	TIME
CURRENT				
Cargo Net – Black	22795297	ALL	50	0.0
Collapsible Cargo Organizer – Black	20992615	ALL	130	0.0
Roadside Assistance Package	88960625	ALL	55	0.0
Highway Safety Kit	12497328	ALL	80	0.0
Reflective Triangle	22745654	ALL	15	0.0
Interior Trim Kit – Morello Red Carbon Fiber	22907405	ALL	1099	0.5
Interior Trim Kit – Brushed Aluminum	22907403	ALL	899	0.5
Interior Trim Kit – Okapi Stripe	22907407	ALL	799	0.5
Interior Trim Kit – Natural Sapele	22907406	ALL	799	0.5
Interior Trim Kit – Black Olive Ash	22907404	ALL	799	0.5
Remote Start	22893086	STANDARD	TBD	0.5
Suede Shift Knob – Automatic	22860141	ALL	TBD	0.2
FUTURE				
Premium All-Weather Cargo Mat	22759925	ALL	100	0.0
Premium All-Weather Floor Mats – Black	22759927	ALL	130	0.0
Premium All-Weather Floor Mats – Brownstone	22927633	ALL	130	0.0
Replacement Carpet Floor Mats – Black	22947230	ALL	100	0.0
Replacement Carpet Floor Mats – Brownstone	22947231	ALL	100	0.0
Sport Pedal Covers – Auto	22935043	TBD	TBD	0.6
Sport Pedal Covers – Manual	22935044	TBD	TBD	0.7
Smoker's Package	22791792	ALL	55	0.2
Performance Brake Pad Kit	22942240	ALL	TBD	1.2
Single-Disc CD Player	22849066	STANDARD/ LUXURY	TBD	N/A
Suede Steering Wheel – Paddle Shift	TBD	ALL	TBD	N/A
Suede Steering Wheel	TBD	ALL	TBD	N/A
Premium Carpet Floor Mats – Black	22937098	ALL	TBD	0.0
Premium Carpet Floor Mats – Brownstone	22937097	ALL	TBD	0.0
Suede Shift Knob – Manual	24265702	2.0L ONLY	TBD	N/A

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ORDERING RECOMMENDATIONS

Four different ATS trim levels are available (Standard, Luxury, Performance and Premium). The following provides recommended accessories for each ATS trim level.

Standard



Dual Exhaust



Remote Start



Sport Pedal Covers



Premium All-Weather Floor Mats – Brownstone

Luxury



Spoiler



Sport Pedal Covers



Collapsible Cargo Organizer



Premium All-Weather Floor Mats – Brownstone

Performance



Spoiler



19-inch Wheel – Gloss Black Premium Painted*



Black Chrome Grille



Premium All-Weather Floor Mats – Jet Black

Premium



Spoiler



19-inch Wheel – Ultra Bright Machined (UBM) w/Sterling Silver Premium Painted Pockets*



Bright Chrome Grille



Premium All-Weather Floor Mats – Jet Black

*Other accessory wheels are also available at this trim level.

MERCHANDISING

Merchandising is key when selling accessories. The consumer needs to see, touch and feel all of the personalization options. Below are just a few ways to merchandise Cadillac Accessories in your dealership.

Accessories Slatwall*

Wood panel with 3" aluminum inserts is designed to hold Cadillac Accessories (except wheel rims). Mounts to wall with four French cleats. Overall size: 8.25' wide x 5' high.

Accessories Hanging Hardware Kit*

Kit includes: four 4" chrome peg hooks, four 8" chrome peg hooks, one 11.5" waterfall hook, one steel license plate holder, one steel splash guard bracket, one 18" wide x 6" high wire form brochure holder and one steel floor mat holder.



Mobile Accessories Slatwall*

Steel frame structure with slatwalls on two sides and locking casters for stability. Includes four brackets to hold vehicle wheel rims. Overall size: 3' wide x 6' high x 3' deep.

Mannequin Vehicle

On your showroom floor, display an ATS with and without fully accessorized options. This is a great conversation starter for sales consultants.



*Available through DCI Marketing and endorsed by the Cadillac Facility Image Program.

ACCESSORY RESOURCES

From marketing and training to creating a great accessories display wall, there are many GM Accessories resources available to you!

Digital Resources

- **Cadillac.com**
Build Your Own Websites
- **Cadillac Dealer Cobalt Websites – Accessory Model Portfolio**
(Consumer Search Inventory, Showcases Available Accessories)
- **GM Accessories Digital Solution**
- **GMAZ**
www.gmaccessorieszone.com
- **Accessory Information Center (AIC)**
 - Plan-O-Gram
 - Dynamic Publishing
- **GM Asset Central**
Accessible through GM GlobalConnect
- **DWD Store**



Print Resources

- **Accessory Reference Catalogs (ARCs)**
- **COMING SOON**
Cadillac Accessories Brochure



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