



LYRIQ MEDIA KIT

MEET OUR CADILLAC LYRIQ EV



CADILLAC

CADILLAC EUROPE

IT WILL TAKE A
COMMUNITY TO DRIVE
ELECTRIC VEHICLE
(EV) ADOPTION IN
EUROPE, AND WE
WANT TO HELP IN
THIS JOURNEY.



How? By bringing in the right products and entering effective partnerships, that help European customers move better – for their families, their community, and the planet.

Cadillac's EV portfolio is the strongest it has ever been, underpinned by our competitive advantage in bold design, revolutionary Ultium platform, software, manufacturing and customer experience.

We're thrilled to take our first step in Europe by launching the Cadillac LYRIQ EV in the region which embodies every aspect of our strategy of zero crashes, zero emissions and zero congestion.

BRINGING THE EXCITEMENT



WE WANT TO BRING
EXCITEMENT TO THE
INDUSTRY BY WORKING
WITH EMERGING
TALENT TO CREATE
NEW LEGENDS.

The Cadillac LYRIQ is an electric SUV that exudes charisma, expressiveness and elegance, and is a driving experience like no other. We are not looking to a distant future or gazing back at the past; we are here to make today amazing.

The LYRIQ was chosen for Cadillac's first EV as it's a poetic, expressive name inspired by our rich connection to the arts, especially music. Cadillac is one of the most represented brands in music with artist references ranging from Aretha Franklin to Rihanna.

ABOUT THE CADILLAC LYRIQ EV

The LYRIQ sets the standard for the future of Cadillac. It is a premium experience with the latest automotive technology—in an all-new electric vehicle package.

With a design that encapsulates the rhythms, shapes and colors of the natural world, the LYRIQ adds a warm and inviting touch to the future of electrification, complete with lively animations and driver-sensing qualities.

Crucially, it cuts no corners in performance—its Ultium Drive System offers a thrilling driving experience, with smooth, nearly-instant torque contributing to world-class ride and handling.



“The Cadillac LYRIQ EV is elevating and leading Cadillac into a new era. I am excited to see how its innovative and bold design will be received in Europe. Its impressive stance, proportion and sophistication will stand out.”

MAGALIE DEBELLIS,
HEAD OF ADVANCED DESIGN CADILLAC

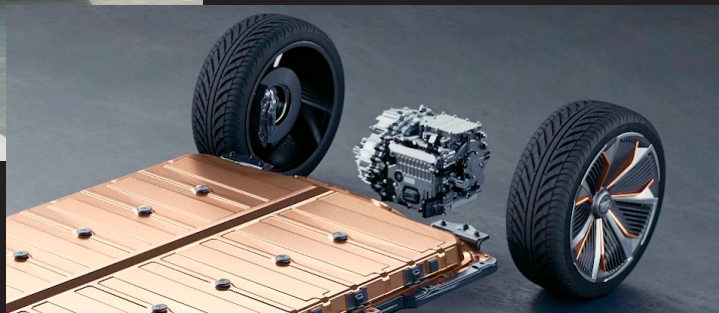
INTRODUCING OUR NEW CADILLAC LYRIQ EV



POWERED BY ULTIUM – OUR NEXT GENERATION BATTERY PLATFORM

The LYRIQ is powered by Ultium, GM's revolutionary battery platform.

It offers a thrilling driving experience, with smooth, nearly instant torque contributing to outstanding launch and passing acceleration, and dynamic but comfortable ride and handling.



EXTERIOR DESIGN



BRAVE DESIGN AND METICULOUS DETAILING

The LYRIQ is the embodiment of Cadillac innovation. Through artful integration of technology, the LYRIQ delivers a more intimate human experience, one that anticipates desires and inspires journeys.

The sleek proportions and precise surfacing of the LYRIQ were carefully crafted to convey elegance and agility. Welcoming touches, such as the automated charge port door, anticipate the customer's needs.

The LYRIQ establishes the new electrified face of Cadillac, with a revolutionary Black Crystal Shield replacing the traditional grille. The Black Crystal Shield debuts an all-new finishing technique that uses three-dimensional texturing to create depth and detail.

“The Cadillac LYRIQ EV has a very dramatic proportion.”

**MAGALIE DEBELLIS,
HEAD OF ADVANCED DESIGN CADILLAC**

EXTERIOR DESIGN

SHAPE AND SCULPTURE

The assertive, modern character is established with a low, fast roofline and wide stance that conveys confidence. A long hood and rearward-pushing cabin - with the A-pillars appearing pulled back from the front wheels - emphasize its agility.

Designers also worked to keep the surface of the vehicle as clean as possible, fluidly molding functional elements into the design to avoid a stuck-on look. To enable this smooth design, the LYRIQ takes bold steps—foregoing traditional executions for a more streamlined design. The rear windshield wiper is, for example, replaced with a vented roof spoiler.

“The Cadillac LYRIQ EV has a harmonious combination of sculptural and fluid surfaces, it is effortless, pure and distilled.”

MAGALIE DEBELLIS,
HEAD OF ADVANCED DESIGN CADILLAC



THOUGHTFUL DETAILS

Attention to detail is taking care of the customer when they least expect it—details that help strengthen the bond between driver and machine. Day-to-day touchpoints, such as the ventilated and heated front seats that fit to your form and massage your back or the fixed-glass roof have been refined to a higher level to create a complete experience.

“The design inspiration comes from Cadillac’s pure DNA – most of all the 57’s Eldorado, as well as American Architecture from the 50’s, and Haute Couture for its attention to detail and craftsmanship.”

MAGALIE DEBELLIS,
HEAD OF ADVANCED DESIGN CADILLAC



AUTOMATED
CHARGE
PORT DOOR

The process of charging the LYRIQ will be a satisfying yet effortless experience. It begins with the futuristic execution of its automated charge port door. With a gentle press of the Cadillac Crest on the port door, it will automatically open, revealing a welcoming halo of light around the charge ports. This ensures seamless use during evening charging.



FIXED-
GLASS
ROOF

The LYRIQ takes the delight of a fixed-glass roof to a new level. Its glass roof is truly a feat of incredible engineering. It redefines the concept of a panoramic roof: rail-to-rail glass, complemented by a power interior sunshade.

The glass roof is comprised of Heat Strengthened Laminate (HSL) privacy glass, which blocks more than 96 percent of UVA light and 100 percent of UVB light. This results in less than 20 percent visible light transmittance into the vehicle.

ARTFUL INTEGRATION OF LIGHTING TECHNOLOGY



SPLIT VERTICAL INDICATORS

The rear profile of the vehicle is one of its most striking views—thanks, in part, to the dramatic lighting signatures. Like the headlamps, the vertical indicators create a bold statement with their thin vertical orientation. The indicators are also designed in a nod to Cadillac's iconic 1957 Eldorado.

It is an intricate, yet subtle detail that makes the rear view of the vehicle more exciting. There is also precise etching inside the indicator, inspired by the Mondrian pattern in the Cadillac Crest.



SLIM-LINE VERTICAL HEADLAMPS

The crisp and decisive vertical lighting signatures for which Cadillac is known, have been reinvented with industry-first precision.

Thanks to advanced new production capabilities, the LYRIQ's headlamps incorporate Slim-Line LED low- and high-beam projectors stacked vertically in segments.

INTERIOR DESIGN

SEAMLESS INTEGRATION OF HIGH TECH AND BEAUTIFUL INTERIOR DESIGN

The theme of the LYRIQ's interior is the integration of art and technology. Every element builds beautifully into the next. Everything has been considered and designed to be as seamless as possible.

The most striking feature of the LYRIQ's interior is the 33-inch-diagonal advanced LED display. The screen, a Cadillac first, creates a seamless flow of information to the driver that combines the functionality of vehicle gauges and a center stack display. With all the information customers need on one screen, the display allows the LYRIQ to be a partner in the drive, not just a vehicle.

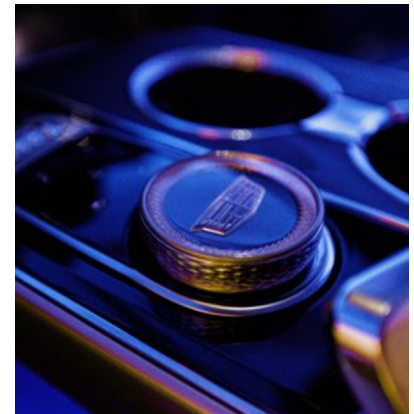


AMPLE STORAGE

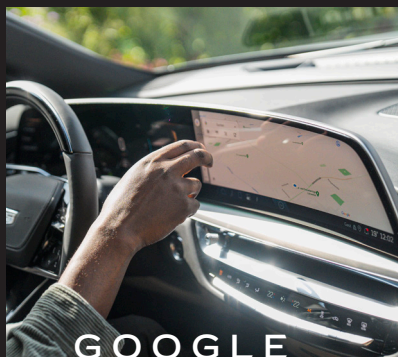
The LYRIQ contains a variety of storage areas, offering customers flexibility and adding to the vehicle's feelings of spaciousness. The space saved from the lack of transmission tunnel is turned into storage areas, including a sliding drawer and tip-out bin underneath the instrument panel and a large storage bin below the center console, perfect for storing bigger items, such as a handbag.

LIGHTING

Ambient lighting in the interior prepares the customer for the journey ahead. It illuminates the areas in the driver's peripheral vision, creating a feeling of spaciousness, and draws the eye to small details including the laser-etched design on the wood feature. There are 26 different lighting colors to choose from to match your mood.



HIGHLIGHTS



GOOGLE AUTOMOTIVE SERVICE

The infotainment system is seamlessly integrated with Google built-in. Google built-in will offer a suite of features that will be familiar, like Google Maps, alongside novel predictive intelligence features such as smart home connectivity.



REGENERATIVE BRAKING

With the pressure-sensitive Regenerative-on-Demand paddle the LYRIQ offers, drivers can control how fast the LYRIQ slows down and can even come to a complete stop. Customers can also use One-Pedal Driving to slow down their vehicle. These features give customers additional flexibility and help enhance driving range.

Please note: Customers should still use their brake pedal for emergency braking or when they need to stop suddenly.



CHARGING

The LYRIQ can charge at the fastest AC charging allowed by industry standards when connected to the appropriate charger. Charging at this rate provides up to 100 kilometers of range per hour for all-wheel drive vehicles.

See other charging details¹:

7.7 kW AC single-phase 32A:	Up to 35 km of range per hour of charge time
11 kW AC three-phase 16A:	Up to 50 km of range per hour of charge time
22 kW AC three-phase 32A:	Up to 100 km of range per hour of charge time
DC Fast Charge (Public):	Up to 200 km of range in 15 minutes of charge time
¹ 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.	

HIGHLIGHTS



AKG STUDIO 19-SPEAKER AUDIO SYSTEM

Every element of the LYRIQ is designed to provide an immersive driving experience and the performance of the audio system is no different. As Cadillac continues to make premium audio a focal point of the brand, it has partnered with AKG to deliver a unique, world-class listening experience in the LYRIQ, using advanced technologies.

The LYRIQ offers an available premium 19-speaker AKG Audio System consisting of custom-tuned speakers and amplifier content that provides an undistorted, nuanced listening experience.



ACTIVE NOISE CANCELLATION

The LYRIQ's sense of quiet luxury is enabled by a suite of noise cancellation technologies. The LYRIQ's enhanced Active Noise Cancellation features take data from the vehicle's accelerometer sensors in each wheel, allowing it to calibrate noise cancellation to create a peaceful, relaxing cabin for our customers.

HOW TO GET YOUR LYRIQ

WE INTEND TO SHOW UP WHERE PEOPLE ARE SHOPPING FOR VEHICLES – BOTH ONLINE AND IN RETAIL ENVIRONMENTS.

Customers in Switzerland can order the Cadillac LYRIQ EV online at www.cadillaceurope.com from October 5.

- Deliveries to customers will begin in the first half of 2024.
- A streamlined shopping experience will allow customers to schedule test drives and build their own LYRIQ.
- With a choice of interior and exterior colors, as well as trims, there are a total of 24 unique combinations available for customers to choose from.

We are opening Cadillac City at the heart of the iconic Bahnhofstrasse, where people can visit to test drive and learn more about the vehicle and the technology from product experts.

CADILLAC CITY ZURICH
Brannhof
Bahnhofstrasse 75,
8001 Zurich

We are also launching C2U (Cadillac-to-you), mobile showrooms where customers will get an opportunity to experience our brand first-hand through test drives.

C2U will be at the following locations on the following dates. Stay tuned at www.cadillaceurope.com or follow us on [LinkedIn](#) and [Instagram](#).

A A R A U :
October 10 – 22 2023
Public space | Schlossplatz,
5000 Aarau

G E N E V A :
October 26 – November 18 2023
Manor Chavannes | Chem. Industriel,
1279 Chavannes-de-Bogis

L U C E R N E :
November 22 – December 03 2023
Verkehrshaus der Schweiz | Lidostrasse 5,
6006 Lucerne

S T . M O R I T Z :
December 7 – 28 2023
San Gian Parking 23 | Via San Gian 23,
7500 St.Moritz





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