



CADILLAC CITY

BAHNHOFSTRASSE 75 ZÜRICH

CADILLAC



# STEP INTO CADILLAC CITY

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Step into Cadillac City and become immersed in the world of mobility and electric vehicles (EVs).

Located at the Bahnhofstrasse 75 in Zurich's city center, Cadillac City can be found on one of the most historic and prestigious shopping streets in the world.

The space was designed by Cadillac Europe in partnership with Gensler, a leading company in architecture and design.

Spanning 600m<sup>2</sup> of floor space, split across the ground and first floors of the Bahnhofstrasse 75, the state-of-the-art area is a place to learn, recharge, and connect.



# A HISTORICAL BUILDING STEEPED IN INNOVATION

Julius Brann, who created the architecturally distinctive building at Bahnhofstrasse 75 in 1912, serves as the inspiration for the naming of “Brannhof”.

Over the years, extensive renovations have taken place to ensure the space combines history with innovation.

The once hidden exterior façade, in natural and artificial stone, is visible once more and the energy efficiency of the renovation is a key aspect.

Art is central to both the interior and exterior. Zurich artist David Renggli’s graphic work, “Live”, is featured on the outdoor façade of the stairwells, surrounded by captivating neon lights. Playful and colorful architectural ceramics from Zurich-based artist Shirana Shabazi – originally from Tehran – inhabit the gaps in the interior stairwells.



# THE CADILLAC LYRIQ EV



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The Cadillac LYRIQ EV, which launched in Europe in 2023, sits at the heart of the space enshrouded in modern lighting to create a captivating and futuristic atmosphere.

“The goal was to spark customers’ interest in EVs. The Cadillac LYRIQ EV is the star of the show at Cadillac City, and we’re excited that customers will be able to experience the vehicle in the space and on the roads.”

SARAH SPOTO,  
HEAD OF MARKETING



# DESIGNING ELECTRIC WITH EVERYONE IN MIND

Designed to put the customer at the center, a major feature of Cadillac City is the customization it offers.

Choosing a car is a personal statement and Cadillac City has a dedicated team on hand to help customers tailor their new vehicle. Everything from exterior colors and trim, through to interior colors and textures can be customized at Cadillac City.

Children can also stay entertained with an immersive play area where they too can customize vehicles and learn about EVs.



“Cadillac City is an experience center and family-friendly community space that showcases our cutting-edge electric vehicle and educates the public on how and why to own an EV. The Brannhof is an impressive and historic building, beautifully renovated at a prime location. It's a place for encounters and to enjoy a beautiful environment.”

SAM VAN KLEEF,  
DIRECTOR NETWORK DEVELOPMENT

# AN ELEGANT INTERIOR

Movement, mobility and innovation are at the heart of this bright and airy venue. The 600m<sup>2</sup> of interior floor space features an elegant terrazzo surface, while plants add a touch of nature. A modern chandelier connects the two floors, inviting customers to explore both levels, and rounded lights are used to symbolize movement.

Subtle colors and eco-friendly materials are used throughout, many of which are sourced from Switzerland and are certified from German Sustainable Building Council (DGNB) for their sustainability.

DGNB is Europe's largest network for sustainable buildings. The non-profit helps to increase sustainability in construction projects by taking into account the environment, people and economic efficiency of projects in an equal measure and provides globally recognized certifications.



# TAKE TIME OUT TO RECHARGE

Taking time to recharge is essential in today's world and Cadillac City offers a space for customers to unwind, connect and learn. There is a dedicated space for training and small events, a range of reading materials on mobility, sustainability and charging, and a Mame coffee shop.



## COFFEE PARTNER **MAME**

Cadillac City partners with *Mame* – a popular coffee shop in Zurich. The new counter will become the third location in the city.

*Mame*, which means 'beans' in Japanese, was founded by World Brewers Champion 2018, Emi Fukahori and Double Finalist World Barista, Mathieu Theis.

Customers will be able to enjoy a large selection of coffees from different origins. Each coffee can be selected by their main flavor profile from chocolaty and fruity to floral.

For coffee lovers, their Competition Series coffee will be also served at Cadillac City.

All coffee will be prepared by *Mame* baristas.





# VISIT CADILLAC CITY TODAY

## CADILLAC CITY ZURICH

Brannhof  
Bahnhofstrasse 75  
8001 Zurich

## OPENING HOURS

Monday – Wednesday: 8am – 7pm  
Thursday and Friday: 8am – 8pm  
Saturday: 9am – 5pm

# CADILLAC

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