



CADILLAC DEALER ADVERTISING COMPLIANCE GUIDE 2.4

April 2018

This is an updated version of Compliance Guide 2.3.



OVERVIEW ON CHANGES TO COMPLIANCE GUIDE 2.4

MEDIA PRE-APPROVAL PROCESS

PAGE 8

Footnote has been updated to clarify that Dealer Websites must adhere to Cadillac Digital Marketing Program Guidelines and the Dealer Advertising Program and Brand Standards. More information on Dealer Website Brand Standard requirements can be found in this guide on page 41.

DISTRESSED LANGUAGE

PAGE 12

Removed the word "Savings" from the list of distressed language.

CTA, DEALER DEMO, SPECIAL EVENT VEHICLE & PRE-OWNED ADVERTISING

PAGE 17

To ensure that actual CTA and Dealer Demo vehicles are being advertised, any advertisement or website listing for a CTA or Dealer Demo vehicle must reflect that the vehicle has at least 2,000 miles.

DEALER WEBSITES BRAND STANDARDS GUIDANCE

PAGE 41

Added additional guidance to Section 2 of this Guide to clarify Brand Standards

INTRODUCTION

The 'Cadillac Dealer Advertising Compliance Guide provides Cadillac Dealers with the essential principles to effectively market Cadillac products in a brand-commensurate manner.

All marketing standards within this document are to be adhered to when preparing marketing communications in order to 1) maintain the integrity of the Cadillac brand, 2) comply with Dealer's eligibility for Cadillac iMR reimbursement, and 3) comply with Dealer's eligibility for the Brand Standards reward as introduced under Project Pinnacle.

Violations to standards are harmful to the Cadillac brand image and non-compliance lowers the prestige of the Cadillac brand in the mind of consumers. The previously established 'Three Strike Policy', outlined in Section 1 of this document, will be enforced across both program and creative standards.

This compliance guide is broken out into two sections:

SECTION 1: DEALER ADVERTISING PROGRAM STANDARDS

Dealer Advertising Program Standards is the set of requirements designed to align all Dealer advertising in the marketplace under a unified framework. Non-compliance will violate the terms of the program and will trigger the Three Strike Policy as well as non-compliance for Dealers enrolled in Project Pinnacle.

SECTION 2: DEALER ADVERTISING CREATIVE STANDARDS

This section addresses important branding and marketing standards integral to maintaining consistent brand messaging across Dealer advertising. Channels required to follow these standards include print, online, e-mail, out of home, TV/ broadcast/online video, and paid social. Templates provided for advertising are intended for vehicle advertising, including new, pre-owned, and Certified Pre-Owned products. The guidelines in this section do not apply to Dealer signage.

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SECTION 1:
DEALER ADVERTISING
PROGRAM STANDARDS

WHAT ARE DEALER ADVERTISING PROGRAM STANDARDS?

WHAT ARE DEALER ADVERTISING PROGRAM STANDARDS?

Dealer Advertising Program Standards are designed to provide all Cadillac Dealers with a specific and common set of rules on how to advertise Cadillac vehicles. These rules are in place to ensure a level and fair competitive landscape, and to ensure that the Cadillac brand retains integrity and prestige.

HOW DO DEALER ADVERTISING PROGRAM STANDARDS AFFECT MY DEALERSHIP?

Cadillac recognizes that advertising at the point of sale is the Dealer's province. Nothing in the Dealer Advertising Program Standards is intended to prohibit a Dealer from posting any price or promotion for a vehicle on the Dealer premises. The Dealer Advertising Program Standards pertain to media advertising only. Also, subject to compliance with federal and state consumer protection laws, each Dealer is free to charge its customers any price it chooses, at its absolute discretion, for a vehicle.

To receive Cadillac iMR funding for advertising, all Cadillac Dealers must uphold the in-Market Retail (iMR) and Dealer Advertising Standards set forth in this document.

Non-compliance with the guidelines set forth in this document will result in non-compliance with Brand Standards under Project Pinnacle.

Dealer Advertising Standards apply to all forms of traditional and non-traditional media advertising.

RESOURCES

For questions on Program Standards and assistance with developing assets, contact Cadillac Program Headquarters:

Email: cadillac@acbcoop.com

Phone: 800.881.4024

Web: Use 'Contact Us' on the pre-approval link on gmlam.com

All Cadillac-specific assets should be downloaded from the Cadillac Brand Center, not from the GM Asset Central.

Cadillac Brand Center may be found at: brand.cadillac.com. If you do not have an account you can create one from this page. Approval for access may take up to 72 hours.

CADILLAC LOCAL ADVERTISING AND MARKETING PROGRAM (LAM) AND CADILLAC IN-MARKET RETAIL (IMR)

The Cadillac Local Advertising and Marketing (LAM) program offers participating Dealers a complete portfolio of group and individual Dealer retail programs to most effectively leverage advertising and promotional efforts on a market-by-market basis.

There are two components of the LAM program:

1. The individual Dealer component, in-Market Retail (iMR), which includes a Sales Component and a Parts Component
2. The group component, Local Marketing Association (LMA)

Cadillac Dealers may enroll in either component of LAM or in both components of LAM, depending on the Dealer's own business needs and applicable market conditions. The most current version of the LAM program guidelines will always be posted in the Cadillac section of the LAM website, gmlam.com.

The LAM program goal is to improve the Cadillac new vehicle, retail and wholesale parts, service, accessories, and Certified Pre-Owned retail sales and market share. The program offers participating Dealers a complete portfolio of group and individual Dealer retail programs to effectively leverage advertising and promotional efforts on a market-by-market basis.

Cadillac Dealer Advertising Program Standards pertain only to Cadillac advertising and in no way impact Chevrolet and/or Buick GMC advertising. Each Dealer is responsible for compliance with all the requirements of the Cadillac iMR and LMA programs, including both the requirements set forth in the Local Advertising and Marketing Program Guidelines, and those contained in these Cadillac Dealer Advertising Standards.

All individual Cadillac Dealer advertising must comply with both sets of requirements. Advertising not compliant with the Cadillac Dealer Advertising Standards will not be pre-approved and will therefore be ineligible for Cadillac iMR reimbursement or for Project Pinnacle Brand Standards compliance. For any creative or branding elements, to the extent there is any conflict between the Local Advertising and Marketing Program Guidelines and the Cadillac Dealer Advertising Standards herein, the latter will apply.

By implementing these business guidelines, Cadillac Program Headquarters (PHQ) is not undertaking any legal review of a Dealer's advertising. It remains the Dealer's sole responsibility to ensure that all of its advertising complies with applicable laws and regulations.

MEDIA PRE-APPROVAL PROCESS

As part of the Dealer Advertising Standards, a pre-approval process for Cadillac iMR advertising collateral review exists. This process, by design, helps ensure that all forms of covered media are approved prior to publication. Covered media, in the context of this guide, pertains to the following:

1. Video, including TV and digital forms of broadcast
2. Radio, including internet and satellite radio
3. Print, including newspaper, magazine and other forms of printed advertising
4. Out-of-home media
5. Direct mail
6. Email blasts
7. Digital media, including online advertising
8. Dealer websites, including homepage and inventory pages*

All Cadillac Dealers, whether they are single or dual-line establishments, must submit all covered media advertising for pre-approval in order to qualify for Cadillac iMR reimbursement.

To submit for pre-approval, Dealers or their agency partners will upload the creative to a Cadillac Pre-Approval link located on gmlam.com.

If the media is executed using an approved Turnkey vendor, the vendor will be held to Dealer Advertising Standards. However, a Dealer using a Turnkey vendor does not have to submit for pre-approval.

If the media is not created using a Turnkey vendor, it will need to be sent for pre-approval prior to receiving claims reimbursement.

If the upload does not meet program requirements, Cadillac PHQ will provide online annotations so the Dealer or agency can make the necessary adjustments to the non-compliant portion(s). Once the pre-approval is obtained, the ad may be executed and Dealers may then submit a claim for reimbursement on gmlam.com. Only claims linked to an approved pre-approval are eligible for Cadillac iMR

reimbursement.

Other activities authorized under Local Marketing and Advertising Program guidelines (such as, but not limited to, social media pages, sponsorships, market research, etc.) will not be part of the pre-approval process. Also, non-compliant ads found through any post-buy audit are ineligible for Cadillac iMR reimbursement and will be denied.

Cadillac PHQ provides a Cadillac Specialist for each region for pre-approval of covered media, auditing of other non-traditional media and support during normal business hours. Cadillac PHQ will endeavor to respond to requests for pre-approvals within eight business hours of receipt.

For additional training material on the media pre-approval process, please refer to gmlam.com or contact Cadillac PHQ.

NOTE FOR TELEVISION / DIGITAL VIDEO CONTENT:

It is strongly advised that when Dealers are producing Television or Digital Video content for eventual iMR reimbursement that the actual video is submitted as part of the Pre-Approval process. Although video Pre-Approval submission is not mandatory at this time, Dealers who take this step will ensure that they are not issued Strikes for possible content violations within the finished, produced video content.

*Dealer Websites, although defined as traditional media, are a turnkey offering through the Cadillac Digital Marketing Package offered by CDK Global and are therefore excluded from the media pre-approval process. Dealer websites are still subject to adhere to all Cadillac Dealer Advertising Program Standards and the Cadillac Dealer Website Brand Guidelines (located at GMLAM.com > Cadillac > Cadillac Advertising and Brand Standards > Dealer Website Brand Standards eff. 1/3/18). Dealers may submit any website creative to Cadillac PHQ for pre-approval as an optional step to ensure compliance or may email any website assets to Dealer.Creative.Review@cadillac.com for review to ensure compliance.

CADILLAC ENFORCEMENT POLICY

In addition to pre-approval of traditional media, Cadillac PHQ will enforce Cadillac Dealer Advertising Program Standards by implementing a Three Strike Policy. This policy will apply to all Cadillac iMR participating Dealers' advertising in the market, even if the ad is not submitted for reimbursement through Cadillac iMR. A non-compliant ad submitted through Cadillac iMR will be discovered through a post-buy audit or via submission to Cadillac PHQ via the Peer Submission online tool at gmlam.com.

Dissemination or publication of an ad that violates any of the guidelines articulated in this Dealer Advertising Program Standards document will be considered a 'Strike' and will have the consequences described here:

FIRST STRIKE

Cadillac PHQ will notify the Dealer and the Cadillac Project Pinnacle Team electronically as to the violation and the offending advertisement, reminding the Dealer about the consequences of any future violation.

SECOND STRIKE

Any offending ad published within 12 months of a previous ad which had already resulted in a Strike.

Cadillac PHQ will notify the Dealer and the Cadillac Regional Director and Cadillac Project Pinnacle Team electronically as to the violation and the offending advertisement.

For Cadillac iMR claim submissions, the non-compliant portion of the original Cadillac claim reimbursement to the Dealer's Open Account from the Cadillac iMR account will be reversed. The Cadillac Match funds will be permanently forfeited and will not be available for future spending. Dealers who did not submit a claim under Cadillac iMR will be notified of their second Strike, but will not incur any monetary penalty.

THIRD STRIKE

Any offending ad published within 12 months of the second ad which had already resulted in a second Strike.

Cadillac PHQ will notify the Dealer and the Cadillac Project Pinnacle Team electronically and in a letter, signed by the Vice President of Cadillac Sales Operations and the Chief Marketing Officer, as to the violation and the offending advertisement.

The entire quarter of a Dealer's Cadillac iMR claims reimbursement funds will be reversed and debited from the Dealer's Open Account as a penalty. The funds will be permanently forfeited and will not be available for future spending. Additionally, Dealers enrolled in Project Pinnacle will become ineligible for compliance with the Brand Standards requirements for the program.

"Quarter" is identified as the quarter in which the advertisement was run, and the 12-month period will begin when the first Strike letter is issued. In addition, the Dealer who incurred the third Strike will not be eligible for (i) any annual Dealer recognition programs (Dealer of the Year and Master Dealer) or (ii) National or Regional Sales Manager contests, including Mark of Excellence, for a period

of ninety (90) days. For Dealers who are not making any contributions to Cadillac iMR nor enrolled in Project Pinnacle, monetary penalty will be assessed. They will be noted as having a third Strike and will not be eligible for recognition programs as outlined above.

CADILLAC ENFORCEMENT POLICY CONTINUED

The time period for accumulating Strikes will be based on a 12-month period from the date of the notification that resulted in the first Strike.

A Dealer will need to remain Strike-free for 12 consecutive months in order to be reset back to no Strikes.

EXAMPLE

A Dealer receives a Strike One notification letter dated July 1, 2018. The 12-month clock begins. If the Dealer does not receive another Strike prior to July 1, 2019, the first Strike is erased and the clock is reset. In contrast, if the Dealer receives a Strike Two notification letter on September 1, 2018, he has until July 1, 2019, to remain penalty-free.

If another non-compliant ad is run between September 1, 2018, and July 1, 2019, the Dealer will incur a third Strike and the penalties associated with it.

To appeal any Strike that is received, a Dealer must submit an appeal in writing to the Cadillac PHQ (800.881.4024) within fourteen (14) days of the Dealer's receipt of the notification letter from Cadillac.

The appeal must explain in full the Dealer's reasons for submitting the appeal, including any reason(s) the Dealer believes the ad complies with this Dealer Advertising Program Standards document.

Cadillac will review the appeal and notify the Dealer of its decision. All decisions relating to compliance with Cadillac Dealer Advertising Program Standards are the sole discretion of Cadillac and are final.

Cadillac reserves the right to amend, cancel, terminate, or modify the Cadillac Dealer Advertising Program Standards upon thirty (30) days prior written notice to participating Dealers.

CADILLAC PEER SUBMISSION PROCESS

A 'Cadillac Peer Submission' is an online mechanism used to report a Cadillac Dealer ad that is considered part of traditional mass media that is not compliant with the Cadillac Dealer Advertising Program Standards.

HOW-TO CREATE A PEER SUBMISSION

1. To input a Peer Submission: Access gmlam.com and enter your login information.
2. Access the Cadillac pre-approval website from the gmlam.com homepage.
3. Scroll to the bottom of the homepage and select 'Peer Submission' then select 'Report a Non-Compliant Ad'.
4. Once in the Peer Submission Form, the following information is required or the Peer Submission will not be considered valid: your dealership name, your city and state, your email address, your phone number, the name of the dealership being reported, the name of the publication running the non-compliant advertising, the date of the publication, comments outlining the reason for your submission, and a digital copy of the non-compliant advertising.

A confirmation email will be sent to the address provided in the 'Your Contact Information Step'. If a response from the submitting Dealer is required for further investigation, PHQ will contact you via the email address submitted. If there is no response from you within 24 hours following the response request, the Peer Submission will be canceled.

CADILLAC APPEALS PROCESS

1. If a Dealer receives a Strike email/ letter, they have 14 business days from the date of the email or letter being sent to appeal the Strike.
2. To appeal the Strike, an email needs to be sent to Cadillac PHQ with the ad receiving a Strike along with a note indicating why the strike should not have been received.
3. That information will be forwarded on to Cadillac HQ for final decision within 30 days of receipt. If the appeal is denied, communication will be sent back to the Dealer and the Strike will remain in place.
4. A decision will be rendered and documentation to either accept the appeal or reject the appeal will be communicated to the Dealer and Cadillac PHQ.

DISTRESSED LANGUAGE

Advertising that is detrimental to the Cadillac brand image, implies the Cadillac brand is distressed, or that is otherwise adverse to the reputation of Cadillac, is a violation of Dealer Advertising Standards and will not be eligible for Cadillac iMR reimbursement. The following statements are examples, but not an exclusive list, of the type of advertising that will and will not be reimbursed.

The list of Unacceptable Language applies only to advertisements featuring the latest / newest Model Year vehicles.

For example, when advertising a MY18 Cadillac CT6 BEFORE the MY19 Cadillac CT6 becomes available on Dealer's website inventory, the list of Unacceptable Language will apply.

When advertising a MY18 Cadillac CT6 AFTER the MY19 Cadillac CT6 becomes available on Dealer's website inventory, the list of Unacceptable Language does not apply and Dealers may use any of the items on this list in their advertisements.

When advertising both prior Model Year and latest Model Year vehicles together in a single creative execution, the list of Unacceptable Language may not be used.

UNACCEPTABLE LANGUAGE (applies to Latest / Newest Model Year vehicle advertising only - refer to guidance below left for further detail)

Bargain	Inventory reduction
Below invoice	Invoice price
Blowout	Invoice sale
Clearance	Liquidation/blowout/inventory reduction sale
Close-out	Markdown
Dealer discounts available	\$xxxx Off
Dealer invoice	Official lease termination center
Deals (may not be mentioned in any location within the advertisement)	Outlet sales
Discount	Overstocked
Factory-authorized sale	Special allocation
Factory-authorized pricing	Special purchase
Factory-to-Dealer incentives	The price will never be lower
Free (it is suggested to use the word "Complimentary" instead of "Free")	We'll finance anyone
Guaranteed low price	We'll meet or beat any price
	Luxury for Less

ACCEPTABLE LANGUAGE

Attractive offers/opportunities	Special event offers available
A wide selection of vehicles in inventory	Starting at MSRP/as shown MSRP
Competitive offers	Tremendous offers/opportunities
Clearance	Valuable offers
Competitively priced	Year-end offers available
Exceptional offers/opportunities	
Special offers available for a limited time	
Savings	

PRICE FORMATS

Cadillac recognizes that advertising at the point of sale is the Dealer's province. Nothing in the Cadillac Dealer Advertising Standards is intended to prohibit a Dealer from posting any price or promotion for a vehicle on the Dealer premises. Also, subject to compliance with federal and state consumer protection laws, each Dealer is free to charge customers any price it chooses, at its absolute discretion, for a vehicle.

1. Each Dealer is responsible for ensuring that all vehicle price advertising conforms to federal, state and local laws.
2. When advertising a vehicle price, payment or offer, the advertised vehicle must be identified as to model year, model and whether it is new, used, CTA, Special Event vehicle or Certified Pre-Owned.
3. The advertised price, payment or offer must include all charges that the customer pays for the vehicle except for those allowed by local, state and federal law.
4. When advertising a vehicle price, payment or offer that has a very limited number of vehicles, including CTA, Special Event or CPO vehicles, the Dealer must comply with applicable local, state and federal laws, must have the vehicles in stock and must disclose VIN or stock numbers identifying them in addition to listing actual vehicle mileage (actual mileage may be rounded to the nearest 1,000 miles to account for mileage accumulation post-advertisement).
5. Advertising containing a minimum or guaranteed trade-in allowance is not eligible for reimbursement.
6. Use of 'XX% off' advertising is not eligible for reimbursement for current model year vehicles.
7. Use of '\$XX, XXX/\$X, XXX off' is not eligible for reimbursement for current model year vehicles unless it is within the context of advertising-applicable general market cash incentives available to the public. It must not be used as a headline.

PRICE ADVERTISING—CURRENT MODEL YEAR*

LEASE ADVERTISING

Each Dealer is responsible for ensuring that their lease advertising conforms to federal, state and local laws.

1. The following are lease requirements:

- a) For all vehicles with lease support from GM, the advertised monthly payment by vehicle by collection must be equal to or greater than the monthly payment point published periodically to Dealers by Cadillac. The published worksheet can be located on the Cadillac tab of gmprograminfo.com under the Cadillac tab > Sales & Incentive Programs tab.
- b) Dealers may adjust the advertised total due at signing at the Dealer's discretion, so long as it does not exceed 10% of the vehicle MSRP. Example: 2018 CTS Sedan Standard Collection Vehicle: MSRP + DFC = \$46,990. Customer total due at signing should not exceed: \$4,699, which does not exceed 10% of the MSRP.

- c) 'One Pay' lease guidelines must prominently display that the offer is a one-time lease payment above the payment amount. Suggested wording of 'One Lease Payment' or 'One Payment Lease' are acceptable options.
- 2. The following are recommendations for advertising lease offers:
 - a) The ad should indicate that the offer is a lease
 - b) The ad should indicate prominently if the lease offer is a low mileage or ultra-low mileage lease
 - c) The ad should include the model, trim and model year of the advertised vehicle(s), and if the vehicle is new, used or Certified Pre-Owned
 - d) The ad should include the total amount due at signing
 - e) The ad should include the length of the lease
 - f) The ad should include whether or not a security deposit is required
 - g) The ad should include the amount of the periodic payment on the lease, as well as the applicable periods (i.e., \$599 per month).

MSRP ADVERTISING

All MSRP advertising must conform to federal, state and local laws. The minimum advertised price in traditional media for current model year Cadillac vehicles is the MSRP of the vehicle less applicable general market cash incentives available to the general public. No invoice price or Dealer price advertising will be approved under Cadillac iMR. 'Starting At' or 'As Shown' prices are acceptable.

APR ADVERTISING

All APR advertising must conform to federal, state and local laws. The following are recommendations for advertising APR offers:

- 1. The ad should include the model and model year of the advertised vehicle(s), and if the vehicle is new, used or Certified Pre-Owned
- 2. The advertised rate and the acronym 'APR', for example, 1.9% APR
- 3. Disclosure that the offer is limited to buyers who qualify
- 4. If the ad includes the term of the finance contract (i.e., 60 months), the ad should also prominently include the monthly payment and down payment amount for the vehicle. An acceptable way to include the monthly payment and down payment would be to use the following clear and conspicuous disclosure: Monthly payment is \$##. ## For every \$#, ### financed. Example down payment: ##%.

*Vehicles having GM Lease Support

PRICE ADVERTISING—PRIOR MODEL YEAR*

Once lease support ends on a given model line, Dealers may advertise at invoice less:

- a) Applicable general market cash incentives available to the general public
- b) Final pay Dealer incentives
- c) Dealer initiated cash incentives, including factory initiated Dealer cash

All advertising must conform to the Dealer Brand Standards in Section 2 of this Guide.

*Vehicles without GM Lease Support.

OFFERS

INDIVIDUAL DEALER INCENTIVES

Cadillac will not approve advertising for current model year vehicles where Dealer incentives are used to lower monthly payments on leases for below what is published in the applicable Cadillac incentives worksheet. The same is applicable to MSRP and \$x,xxx off advertising.

ADVERTISED CUSTOMER GIFTS

Customer Gift Cards and non-cash fulfillment premiums are permitted in Dealer advertising only when used as a tool to drive consumers to visit the dealership (e.g. - Test Drive Offer, in-dealership Event Offer).

Cadillac will not approve advertising with offers related to Gift Cards and non-cash fulfillment premiums when offered as a pre- or post-purchase incentive.

LIMITED ELIGIBILITY OFFERS

Limited eligibility offers, such as Loyalty and Conquest programs, are eligible for advertising in all forms of covered advertising. Conquest and Loyalty offers must be clearly identified as such and prominently directed to the proper audience. Conquest and Loyalty offers cannot be stacked with one another.

1. The amount of the limited eligibility offer can be communicated as long as it is done in a clear and conspicuous manner to the intended audience. It can also be shown with the reduced due at signing amount, so the target audience is aware of the lower offer.
2. When the limited eligibility offer is also available on a purchase, that offer can be used to reduce the amount of the MSRP. Where applicable, it can also be stacked with other general market consumer incentives to further reduce the MSRP total.
3. Dealer is responsible for ensuring that all limited eligibility advertising complies with applicable laws and regulations.

CLOSED, PRIVATE OFFERS

Advertising may not include closed private offers (with the exception of the GM Employee Discount or Supplier offers in appropriate markets). Closed, private offers cannot be advertised in any way to the general public. Dealer is responsible for ensuring that all limited eligibility advertising complies with applicable laws and regulations.

GM EMPLOYEE DISCOUNT OR SUPPLIER OFFERS

In eligible markets, Employee or Supplier offers must be clearly and prominently identified in copy to the appropriate audience.

Eligible markets for employee and supplier offers are those where at least 20% of Cadillac vehicle sales are to purchasers or lessees who are eligible. Please see the table below for cities with penetration rates of 20% and higher. This data is as of **April 2017**; for the latest data and more information, please refer to gmprograminfo.com.

CITY	PENETRATION
FLINT-SAGINAW-BAY CITY	70.4%
LANSING	55.3%
DETROIT	53.8%
YOUNGSTOWN	52.3%
ALPENA	45.7%
INDIANAPOLIS	39.2%
TRAVERSE CITY-CADILLAC	38.4%
TOLEDO	32.7%
DAYTON	32.3%
BUFFALO	31.9%
GRAND RAPIDS-KALMZOO-B.CRK	31.0%
LIMA	24.5%
FT. WAYNE	21.9%
ROCHESTER, NY	21.4%
BOWLING GREEN	21.2%

CTA, DEALER DEMO, SPECIAL EVENT VEHICLE & PRE-OWNED ADVERTISING

CTA, DEALER DEMO AND SPECIAL EVENT VEHICLE ADVERTISING

CTA, Dealer Demo and Special Event vehicles can be advertised under the Dealer Advertising Program Standards using incentives. All advertising of these vehicles must properly identify the prior use of these vehicles. CTA, Dealer Demo and Special Event vehicles must have one of the four approved logos (to the right of this page) immediately adjacent to the advertised price or incentive in order to identify them to the consumer as a vehicle with miles. Additionally, the actual vehicle being advertised must list the mileage at the time of advertisement (actual mileage may be rounded to the nearest 1,000 miles to account for mileage accumulation post-advertisement)*. To ensure that actual CTA and Dealer Demo vehicles are being advertised, any advertisement or website listing for a CTA and Dealer Demo vehicle must reflect that the vehicle has at least 2,000 miles. **Please see the updated CTA, Dealer Demo and Special Event labels that must be used going forward. Old labels will not be approved for use.** Advertising of CTA, Dealer Demo and Special Event vehicles will be approved only when they are clearly separated from new vehicles or in the Pre-Owned portion of the advertisement. CTA, Dealer Demo and Special Event vehicles may not be

advertised alongside new vehicles. Updated CTA, Dealer Demo and Special Vehicle labels can be found at brand.cadillac.com.

When advertising a vehicle price, payment or offer that has a very limited number of vehicles, the Dealer must comply with applicable laws and must have the vehicles in stock and disclose actual vehicle mileage, VIN or stock numbers identifying them. CTA vehicles must be clearly identified and advertised consistent with Dealer state laws in which they do business.

CERTIFIED AND PRE-OWNED VEHICLE ADVERTISING

New and pre-owned vehicles must be clearly separated in advertising with at least a quarter inch of clear separation.

Competitor pre-owned vehicles cannot be advertised in Cadillac Certified Pre-Owned advertising but can be advertised in used or pre-owned vehicle advertising.

Pre-owned advertising must not be more than 50% of the ad space.

Dealers are solely responsible for their Cadillac Certified Pre-Owned and used vehicle advertising, and must comply with all applicable laws.

When a Certified Pre-Owned label is applied in an ad, only use the updated label to the right. The old label will not be approved.

APPROVED ARTWORK

COURTESY
TRANSPORTATION
VEHICLE

SPECIAL EVENT
VEHICLE

CERTIFIED
PRE-OWNED

DEALER DEMO

*Television / Digital Video / Radio advertisements are excluded from the requirement to list actual vehicle mileage for CTA, Dealer Demo and Special Event vehicles

BRAND REPRESENTATION

TAGLINE USE

'Dare Greatly,' 'Life, Liberty & Pursuit,' 'The New Standard of the World,' 'The Standard of the World' will not be approved and the advertising will be ineligible for reimbursement under Cadillac iMR. Abbreviations of Cadillac (i.e., Caddy) or model names (i.e., Slade) will not be approved and the advertising will be ineligible for reimbursement under Cadillac iMR. The only exception is when the Dealer chooses to run National creative content produced by Cadillac and provided as a Dealer Template.

DEALER POSITIONING

Dealers must avoid advertising that in any way undermines the value of the Cadillac brand or the reputation of Cadillac in the marketplace. Do not use any advertising that expressly or implicitly claims that your Dealer has any favored status or preferential standing with Cadillac or GM. The following statements are examples, but are not an exclusive list, of the type of advertising that is a violation of these Guidelines and will not be reimbursed:

- 'Volume discount from Cadillac (or GM)'
- 'The Cadillac store/outlet'
- 'Cadillac's official tri-county dealer'
- 'Official lease termination center'
- 'Official Cadillac (or GM) service center'
- 'Your exclusive Cadillac dealer'
- 'We service all GM (or list of divisions which dealer does not sell as new) new vehicles'

DIGITAL PRESENCE

1. All digital advertising of price, including online, Dealer websites and inventory pages, must be compliant with the lease, MSRP, APR requirements outlined in the Vehicle Price Formats detail outlined earlier in this Section.
2. Information posted on digital spaces must be current and accurate.
3. Dealer contact information must be available on the website.
4. Dealer is responsible for ensuring that all of the information contained on its website, including links, offers, activities, etc., complies with all applicable federal, state and local requirements, laws and regulations.
5. Dealers must not use tactics or practices to mislead search engines or customers that they are any other Dealer.
6. The use of a URL that mentions the Cadillac brand with Chevrolet, Buick or GMC is not acceptable.
7. Closed, private offers cannot be advertised in any way to the general public.
8. Current Model Year pricing requirements must be adhered to in all digital advertising, including Dealer Websites.
9. Any form of digital media must also meet the requirements of Cadillac brand advertising as defined on the Cadillac Global Brand Center available at brand.cadillac.com.
10. 'Cadillac,' as part of a Dealer-initiated URL, unless it is part of the Dealer official name, will not be approved. This leads to the assumption of Cadillac endorsing the Dealer-initiated pop-up site rather than the Dealer.

CADILLAC CERTIFIED SERVICE ADVERTISING

NOT PERMITTED

Mention of, or use of the logo of, non-GM products or additives (e.g., Valvoline, Quaker State, Pennzoil, Fram, Rain-X, BG Products, Krex, Vogue, etc.)

Note: Original Equipment (OE) tire brand names/logos ARE acceptable

Advertising services not recommended in the 'Service and Maintenance' section of the Cadillac Owner's Manual

CROSS-LINE WARRANTY

Dealers are prohibited from promoting or advertising cross-line warranty repairs.

Any violation of this could result in audit, Dealer charge-back or termination of cross-line capability. For more information, reference the Service Policy and Procedures Manual, Section 1.4.17 Cross-Line. Furthermore, ads featuring references to warranty work on brands the Dealer does not represent will not be eligible for reimbursement.

ACCEPTABLE USE OF 'CADILLAC PREMIUM CARE MAINTENANCE'

Cannot use words such as 'Free Maintenance', 'Maintenance Free' or 'No Charge Maintenance'. Each ad must include a clear and conspicuous reference to the term of the maintenance program. The recommended line for advertising usage is 'Includes Cadillac Premium Care Maintenance.'

The label shown below, available for download from Cadillac Brand Center, can be used to highlight 'Cadillac Premium Care Maintenance'. Old label versions will not be approved. Refer to Section 2 for examples of appropriate usage.

APPROVED ARTWORK

**INCLUDES
CADILLAC PREMIUM CARE
MAINTENANCE**

SECTION 2: DEALER ADVERTISING CREATIVE STANDARDS

CADILLAC'S VISUAL IDENTITY

DEALER LOGO PRINCIPLES

DEALER WEBSITE BRAND STANDARDS GUIDANCE

MANDATORY ADVERTISING TEMPLATES REQUIREMENTS

MANDATORY TELEVISION & DIGITAL VIDEO REQUIREMENTS

ADVERTISING MESSAGING OPTIONS

ADDITIONAL GUIDELINES

INTRODUCTION

The Creative Standards document introduces the Cadillac visual identity system and outlines requirements for templates that are mandatory for vehicle advertising going forward, including new, pre-owned, and Certified Pre-Owned products.

This section of the Dealer Advertising Compliance Guide is divided into seven sub-sections:

- (1) Cadillac's Visual Identity
- (2) Dealer Logo Principles
- (3) Dealer Website Brand Standards Guidance
- (4) Mandatory Advertising Templates Requirements
- (5) Mandatory Television & Digital Video Requirements
- (6) Advertising Messaging Options
- (7) Additional Guidelines

The first sub-section is carry-over from previous versions of this document. It clearly outlines the logos, fonts, colors, etc. that should be applied across any and all Cadillac assets, including Dealer advertising.

The second sub-section outlines requirements for representation of Dealer logos in advertising.

The third sub-section, "Dealer Website Brand Standards Guidance" is new content. Dealer Websites will be audited as part of Project Pinnacle Brand Standards requirements beginning in Q2 2018. This section gives further detail on

requirements for compliance for the audit process.

The fourth sub-section, "Mandatory Advertising Templates Requirements" was introduced in December 2016 with Compliance Guide v2.1 and continues unchanged in v2.4. Dealers will be required to select from a library of available templates for vehicle advertising in print, online, e-mail and out of home. Vehicle advertising includes new, pre-owned, and Certified Pre-Owned products. In order to 1) comply with a Dealers will be required to select from a library of available templates for vehicle advertising in print, online, e-mail, and out of home.

The fifth sub-section, "Mandatory Television and Digital Video Requirements" remains unchanged from v2.3. Please note: Television and Digital Video templates will not be provided by Cadillac. Dealers are not required to use Cadillac-created Television / Digital Video for their advertisements as long as they adhere to the list of requirements outlined in this section.

Templates for multi-line advertising will not be provided. Dealers are not permitted to include Cadillac within multi-line advertising alongside advertising must be stand-alone and separate from the advertising for other GM brands. The only exceptions to this rule are: 1) A pre-owned or Certified Pre-Owned Cadillac may be listed within the ad of another GM brand's advertising, or 2) A competitor or other GM brand vehicle may be advertised in non-Certified Pre-Owned Cadillac advertising (please note: only Cadillac vehicles may be featured in Certified Pre-Owned advertising, and pre-owned advertising must not be more than 50% of any given ad space).

RESOURCES

1. Cadillac Brand Center

Templates for Dealer advertising will be available in the "Dealer" section of Cadillac Brand Center. The Brand Center may be found at brand.cadillac.com. If you do not have an account, you can request access from this page. Approval may take up to 72 hours. If you have any questions about access to or using the Brand Center site,

click the 'Ask a question' button located to the right side on Brand Center

2. Cadillac Program Headquarters

For questions on Creative Standards and assistance with implementing the rules laid out in this document, contact Cadillac Program Headquarters:

Email: cadillac@acbccoop.com

Phone: 800.881.4024

Web: Use 'Contact Us' on the pre-approval link on gmlam.com

3. Dealer Ad Templates

A sampling of templates is shown on the following pages. All available templates and sizes can be downloaded from the 'U.S. Dealer' section of Cadillac Brand Center (brand.cadillac.com). Please refer to the next page for additional information on requesting new templates.

RESIZE REQUESTS AND NEW LAYOUTS

Cadillac has made efforts to create usable templates in all foreseeable sizes and formats. However, there could be instances in which a template does not exist for a specific size or format that is needed by a Dealer. In this scenario, there are two options available to have a new size or all-new ad layout created: (1) A Dealer may use a GM Turnkey Vendor to create assets outside of the mandatory templates provided by Cadillac. Turnkey vendors will ensure the creative is reviewed and approved by Cadillac prior to production. (2) A Dealer may follow the process listed in detail below to request a new size of a template or a new layout through CadillacAdBuilder.com. Both of these options require the Dealer to fund creation of any new layouts.

Dealers are strongly encouraged to leverage this process to ensure all templates needed for advertising are available for your use. Once new sizes or layouts are created through this process, they will be added to the larger pool of templates available in the 'Dealer' section of Brand Center for use by all Dealers. After this temporary period, new template requests will not be accepted and Dealers must select from the available print and digital templates in the 'Dealer' section of Cadillac Brand Center.

Steps and directions for this process are below.

- **Finding a Template:** Follow the instructions located on the 'How To Use This Guide' page under the 'Mandatory Templates Requirements' section of this guide to start the process of finding an existing advertising template on Cadillac Brand Center to download and use.
- **Resize Requests:** If the advertising template size you need is not available within the templates on Cadillac Brand Center, please visit www.CadillacAdBuilder.com and follow the steps below:

- For new users, register to receive username and password information for the dealership. In order to register, Dealers will need the dealership BAC and must be ready to assign a "contact" at the dealership.
- For existing Ad Builder users, proceed to the "Print & Digital" section of the website and log in using the BAC or existing password.
- From the list of available advertising templates, select the template that most closely matches the desired size.
- Follow the prompts to indicate specific resize information and submit the request.
- Information that will be required during the resize request process:
 - Publication name
 - Exact specs from the publication
 - Preferred delivery method
 - Intended use(s)
- A confirmation email will be sent upon submission of the resize request.
- Please allow up to 48 hours for all creative resize requests.

New Layout Request: In the event there is no existing template that meets a Dealer's needs (as opposed to a resizing, which simply changes the dimensions of an existing template), please submit a New Layout request through Cadillac Ad Builder (www.CadillacAdBuilder.com) and follow the steps below:

- Log into the "Print and Digital" section of the website using the steps mentioned in the "Resize Requests" section above.
- Click the "New Layout Request" tab on the homepage, and complete the required form. Be prepared with the following information:
 - Dealership Information
 - Ad Size and Specifications
 - Number of Vehicles
 - Offer Type(s)
 - Preferred delivery method
 - Lifestyle or Studio Imagery
 - Additional details (explain the advertisement being requested; give specifics on any special detail required)
- A confirmation email will be sent upon submission of the resize request.
- Please allow up to 72 hours for all New Layout requests.

- Upon brand approval and completion of the new advertisement, Dealers will receive working files of the template (not a completed ad), which can then be populated with specific offers and information by the Dealer or the Dealer's advertising agency.
- Cadillac reserves the right to deny New Layout requests and not all layout requests will be developed.

CADILLAC'S VISUAL IDENTITY

Under the new template approach, Dealers will not be creating their own advertising for print, out-of-home, digital banners or email. Instead, templates are being provided for use. For any areas outside of these channels, the brand identity rules outlined on the following pages must be followed. This section outlines the brand identity rules that must be maintained for all Dealer advertising.

LOGO VERSIONS

All Cadillac Dealer advertising must use the vertical logo (crest at top, script at bottom). **The horizontal logo (crest to the left, script to the right) is not allowed in Dealer advertising assets.**

There are two variations of the vertical logo, as seen to the right. Selection of the correct logo depends on the size the logo will appear in a given asset. Refer to the size guide located to the right to inform which logo is appropriate for use.

These logos are available for download at Cadillac Brand Center by navigating to Guidelines > Visual Identity > Cadillac logo > Logo variations: assets. **Always use approved artwork from Cadillac Brand Center only for all logo needs. Never use logo assets from other sources.**

The logo must always be applied on a white background in Dealer advertising, never on imagery or pattern. There are few exceptions for which Cadillac Dark Gray can be considered a background, including merchandise (t-shirts, hats, bags).

FULL COLOR SIMPLIFIED



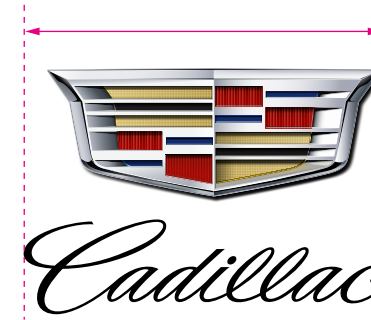
For average scale ads

- Print advertising
- Online advertising
- PowerPoint presentation
- Email newsletter
- Stationery

Logo size

Maximum size width:
2.374 Inches
354 pixels

FULL COLOR TEXTURED



For large scale ads

- Out of Home
- Large poster

Logo size

Minimum size width:
2.375 Inches
355 pixels

Additional logo versions and more detailed information (grayscale, 1-color, etc.) can be found on the Cadillac Brand Center: <https://brand.cadillac.com/guidelines/article/item1659/>

COLOR SPECIFICATIONS

Only colors from the Cadillac color palette may be used across Cadillac Dealer advertising. No other colors are acceptable.

BACKGROUND COLOR

We always lead with white as a generous background color. Outside of TV/ broadcast/online video, never use any of the other colors as a background.

TYPOGRAPHY




- All type is colored Cadillac Dark Gray, the standard color for text in Cadillac advertising. For enhanced legibility, Dealers are permitted to replace Cadillac Dark Gray with Black if they choose to do so.
- The three Cadillac accent colors can be applied sparsely to highlight special information.
- Only one accent color can be used per ad, never multiple.
- Accent colors must be used sparingly.

SPECIFICATIONS

All colors in our color palette have precise print, online and on-screen color references as shown on this page. Always use the exact color values listed.

COLORS	PANTONE	CMYK	RGB	HEX
 White	N/A	0 / 0 / 0 / 0	255 / 255 / 255	FFFFFF
 Cadillac Dark Gray	Cool Gray 11 C / 433 U	18 / 0 / 0 / 82	75 / 75 / 75	4B4B4B
 Cadillac Gray	Cool Gray 8 C / Cool Gray 9 U	8 / 0 / 0 / 52	120 / 120 / 120	787878
 Cadillac Light Gray	Cool Gray 3 C / Cool Gray 3 U	2 / 0 / 0 / 20	200 / 200 / 200	C8C8C8

ACCENT COLORS

 Cadillac Gold	4515 C / 4515 U	9 / 11 / 62 / 28	181 / 163 / 106	B5A36A
 Cadillac Red	1955 C / 1955 U	9 / 100 / 54 / 43	138 / 21 / 41	8A1529
 Cadillac Blue	7694 C / 2955 U	100 / 57 / 6 / 48	0 / 66 / 107	0426B

CADILLAC DARK GRAY IN NEWSPAPER PRINT

 80% black	In newspaper print, the Cadillac Dark Gray has to be replaced by 80% black.
---	---

PRIMARY TYPEFACES

Proprietary fonts created specially for the Cadillac brand are Cadillac Sans and Cadillac Serif and can be applied across Cadillac-specific content.

Cadillac font should be used across Dealer advertising to ensure ideal brand representation. Exceptions to this rule are Microsoft PowerPoint, email, and email newsletters, in which Cadillac fonts are replaced by Arial font, available across all computers. Do not use the Cadillac fonts in these channels.

CADILLAC SANS

Cadillac Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#!%&

Cadillac Sans Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#!%&

Cadillac Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#!%&

Cadillac Sans SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#!%&

Do not bold and/or italicize the Cadillac fonts. Use as is and as per the typographic guidelines shown on the following page.

Cadillac Serif

Cadillac Serif Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789@#!%&

TYPOGRAPHY USAGE PRINCIPLES: PRINT ASSETS

There are now separate typographic guidelines for print and digital channels, to ensure optimal legibility in the digital space.

The typography guidelines shown on this page are for print use, e.g., different areas of a print asset.

ALWAYS:

- Left align all copy
- Use Cadillac Dark Gray instead of black for all text
- Use the accent colors Cadillac Gold, Red and Blue sparsely to highlight information, and only use one accent color per ad (in addition to Cadillac Dark Gray)
- Create read-throughs in one size only
- Text can never be higher than the Cadillac logo on an asset. At the most, text must be aligned with the top of the Cadillac logo, allowing for the Cadillac logo to lead in an asset.

Headline

Cadillac Sans Light, All caps
Variable size, Tracking 0–10

Exception: For specific advertising needs, tracking can increase but should never exceed 100.

HEADLINE

Subheadline

Cadillac Sans Light, Sentence case
Variable size

Type size will vary depending on size of the headline. Avoid making the subheadline any larger than 75% of the headline.

Subheadline dolor earitatur comnimine sum vit etum har iat voluptae vollibuscias repere.

Paragraph headline

Cadillac Sans SemiBold, All caps
Suggested size: 10 pt. Leading: 13 pt.

PARAGRAPH HEADLINE

Paragraph subheadline

Cadillac Sans SemiBold, Sentence case
Suggested size: 10 pt. Leading: 13 pt.

Paragraph subheadline

Body copy

Cadillac Serif Regular, Sentence case
Suggested size: 10 pt. Leading: 13 pt.

For refined, sophisticated copy treatment.

Body copy quati ute as nusdae pa siti quunt occus dolorib ustrum intionserio evelectem il milluptates deratem fuga. Nam fugit, que eium nis auda doluptatio.

Functional copy

Cadillac Sans Book, Sentence case
Suggested size: 8 pt. Leading: 10 pt.

For functional copy such as legal information and disclaimers.

Functional copy quati ute as nusdae pa siti quunt occus dolorib ustrum intionserio evelectem il milluptates deratem fuga.

Captions

Sentence case
Variable size

Captions smaller than 12 pt. should be set in Cadillac Sans SemiBold and Book. Larger captions may be set in Cadillac Sans Medium and Light.

Small captions tier 1
Small captions tier 2

Large captions tier 1
Large captions tier 2

Headers and footers

Cadillac Sans Book, All caps
Suggested size: 8 pt. Leading: 10 pt.

HEADERS AND FOOTERS

TYPOGRAPHY USAGE PRINCIPLES: DIGITAL ASSETS

This page explains the correct use of typefaces for different areas of a digital asset.

ALWAYS:

- Left align all copy
- Use Cadillac Dark Gray instead of black for all text
- Use the accent colors Cadillac Gold, Red and Blue sparsely to indicate a link, and only use one accent color per ad (in addition to Cadillac Dark Gray)
- Create read-throughs in one size only
- Text can never be higher than the Cadillac logo on an asset. At the most, text must be aligned with the top of the Cadillac logo, allowing for the Cadillac logo to lead in an asset.

Headline

Cadillac Sans Book, All caps
 Font size: 14px - 36px / Line height: same
 Large & medium devices between 21px - 36px
 Small & extra large devices between 14px - 36px

HEADLINE

Subheadline

Cadillac Sans Book, Sentence case
 Variable size / Line height: x1.14 of font size
 Type size will vary depending on size of the headline. Avoid making the subheadline any larger than 85% of the headline.

Subheadline dolor earitatur comnimmunene sum vit etum har iat voluptae repere.

Paragraph headline

Cadillac Sans Medium, All caps
 Font size: 15px / Line height: 17px

PARAGRAPH HEADLINE

Paragraph subheadline

Cadillac Sans Medium, Sentence case
 Font size: 15px / Line height: 17px

Paragraph subheadline

Body copy short length

Cadillac Sans Book, Sentence case
 Font size: 16px / Line height: 21px

Body copy quati ute as nusdae pa siti quunt occus dolorib ustrum

Body copy

Cadillac Serif Regular, Sentence case
 Font size: 16px / Line height: 21px

Body copy quati ute as nusdae pa siti quunt occus dolorib ustrum intionserio evelectem il milluptates deratem fuga. Nam fugit, que eium nis auda doluptatio.

Functional copy

Cadillac Sans Book, Sentence case
 Font size: 10px / Line height: 13px
 For copy such as legal information and disclaimers.

Functional copy quati ute as nusdae pa siti quunt occus dolorib ustrum intionserio evelectem il milluptates deratem fuga.

Footers navigation title

Cadillac Sans Book, All caps
 Font size: 12px / Line height: 13px

FOOTERS NAVIGATION TITLE

Footers navigation links

Cadillac Sans Book, Sentence case
 Font size: 9px / Line height: 13px

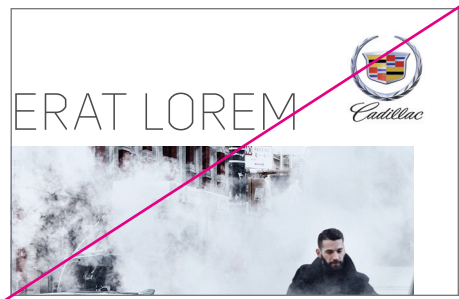
Footers navigation links

Text link in body copy

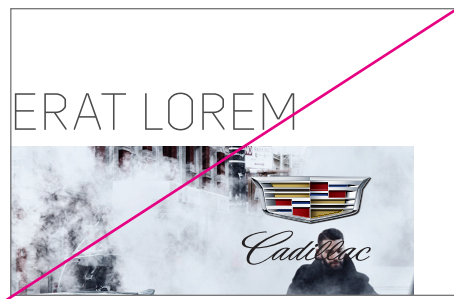
Cadillac Sans Medium, All caps, +120 tracking
 Text link cap height = body text x-height

ipsum dolor | REQUEST A QUOTE > Text link cap height is never taller than body copy x-height
 2 character spaces Only use this arrow style: >

LOGO MISUSE



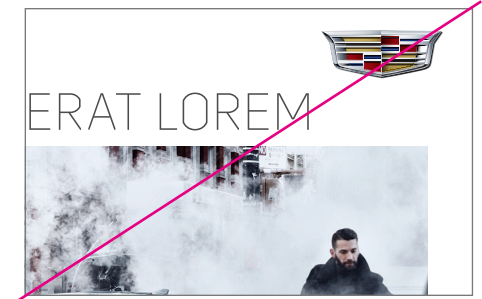
Do not use old logo assets



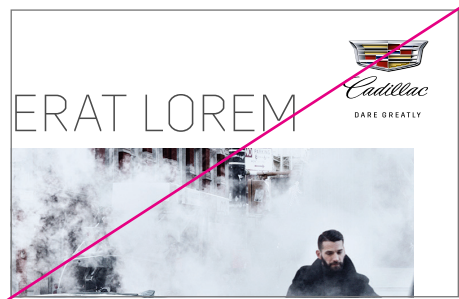
Do not violate logo placement requirements



Do not use the Cadillac Script by itself



Do not use the Cadillac Crest by itself



Do not use the Dare Greatly lockup in Dealer advertising; it is not permitted



Do not show other GM brands within the Cadillac branding



Do not violate logo clearspace requirements



Do not have multiple Cadillac logos per layout



Do not place the logo below the headline



Do not use old logo assets with the (R) trademark included



Do not use old logo assets with incorrect proportions between the Crest and Script



Do not use old logo assets with incorrect proportions between the Crest and Script

CADILLAC'S VISUAL IDENTITY
 COLOR MISUSE



Do not use unapproved colors



Do not use gradients or tints



Use only one accent color per ad

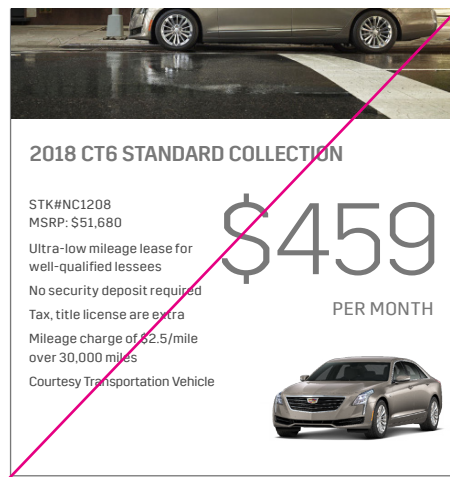


Do not use colored backgrounds

TYPOGRAPHY MISUSE



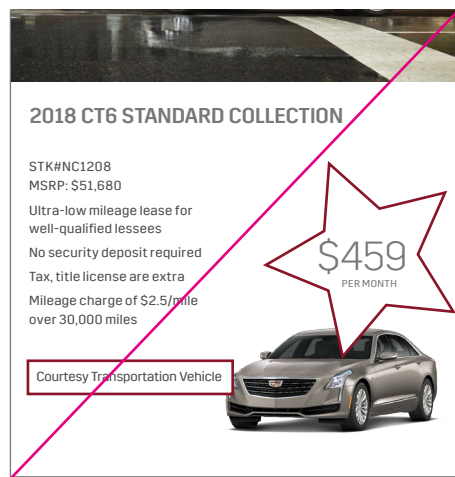
Use only approved typefaces and apply as assigned in the typographic usage principles



Do not make the price larger than the vehicle



Do not rotate or apply effects to the typography



Do not use decorative elements



Do not use the Cadillac logo as a read-through

GRAPHICAL ELEMENTS MISUSE



Do not use social media icons. The only exception to this rule for social media icons is in e-mail advertising.



Do not use QR codes



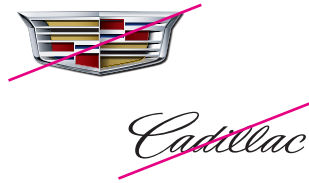
Do not use maps

THE 10 BASIC PRINCIPLES

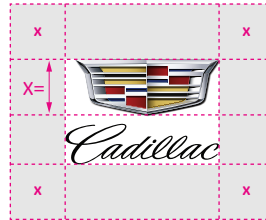
01. USE THE VERTICAL LOGO CONFIGURATION ONLY¹



02. NEVER SEPARATE THE CREST & SCRIPT



03. ADHERE TO THE LOGO CLEAR SPACE



04. USE THE LOGO ON A WHITE BACKGROUND



05. PLACE THE LOGO IN THE UPPER RIGHT CORNER²



06. NEVER LOCK UP ANYTHING TO THE LOGO



07. ONLY USE THE APPROVED BRAND FONTS³

CADILLAC SANS Cadillac Serif

Cadillac Sans Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*~

Cadillac Sans Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*~

Cadillac Sans Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*~

Cadillac Sans SemiBold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*~

Cadillac Serif Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*~

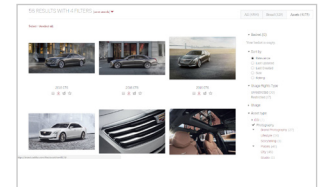
08. LEFT ALIGN ALL COPY



09. DO NOT CREATE ANY ADDITIONAL GRAPHIC ELEMENTS, SUCH AS BOXES OR BARS

If additional division besides typographic hierarchy is necessary, use a fine line instead. E.g., Cadillac Dark Gray, 0.25 pt, 0.5 pt, 0.75 pt — as appropriate.

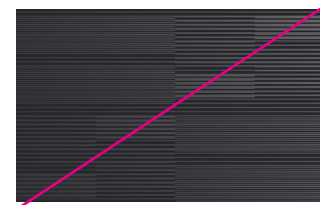
10. USE APPROVED IMAGES FROM BRAND CENTER WHENEVER POSSIBLE⁴



PLEASE NOTE:

The Dare Greatly logo lock-up, as well as the Precision Pattern, apply solely to Cadillac masterbrand communications.

They are not approved for Dealer communications (e.g., advertising, billboard, TV).



1 Only the vertical logo configuration can be used in Dealer advertising. Exceptions to this rule include Cadillac.com, CadillacDealer.com, DareGreatly.com, Mondrian and TV/video end cards.
2 In Powerpoint, email, and email newsletters, do not use Cadillac fonts. Instead, use Arial.

DEALER LOGO PRINCIPLES

DEALER ADVERTISING LOGO PRINCIPLES

Preferred approach

Within advertising, Dealer logos can no longer use the Cadillac Script or Crest as part of their logo configuration. Additionally, multi-line Dealers cannot include any brand names other than Cadillac in their logos when being used in Cadillac materials.

The brand preferred approach, as shown to the right, is to write out the Dealer logo in Cadillac Sans Light, all caps, in Cadillac Dark Gray color. Although this approach is preferred by the Cadillac brand, it is not mandatory and not required for either iMR reimbursement or the Project Pinnacle Brand Standards reward. The minimum requirement is shown on p35.

These logo requirements are for Dealer advertising and do not apply to Dealer signage as of the time this document is being issued.

PAST



NOW

Preferred brand approach.

Not required for iMR reimbursement or Project Pinnacle Brand Standards reward.



It will be required for the Dealer trading name to be compliant with one of the following options: (1) Dealership Name (Anyname), (2) Dealership Name and Cadillac (Anyname Cadillac), (3) Dealership Name, Cadillac and City (Anyname Cadillac Anytown), or (4) Cadillac and City (Cadillac of Anytown).*

*Not to be used in towns with multiple Cadillac Dealers.

DEALER ADVERTISING LOGO PRINCIPLES

Mandatory, minimum requirement

Within advertising, Dealer logos can no longer use the Cadillac Script or Crest as part of their logo configuration. Additionally, multi-line Dealers cannot include any brand names other than Cadillac in their logos when used in Cadillac materials.

The mandatory, minimum requirement approach as shown to the right, is to remove the Cadillac crest and script from the Dealer logo. Instead, the Cadillac name should be written out in the Dealer logo font. For multi-line Dealers, non-Cadillac brand names cannot be shown in the logo when the logo is being used in Cadillac materials.

This approach is the minimum requirement for both iMR reimbursement and the Project Pinnacle Brand Standards reward.

These logo requirements are for Dealer advertising and do not apply to Dealer signage as of the time this document is being issued.

PAST



NOW

Mandatory, minimum requirement. Required for both iMR reimbursement and Project Pinnacle Brand Standards reward.



ADVERTISING LOGO RELATIONSHIPS

The Cadillac and Dealer logo relationship is based on a flexible but clearly defined alignment, to address close and far proximity, as well as horizontal and vertical layouts.

CLOSE PROXIMITY

For horizontal alignments, the Cadillac logo always sits to the right of the Dealer logo.



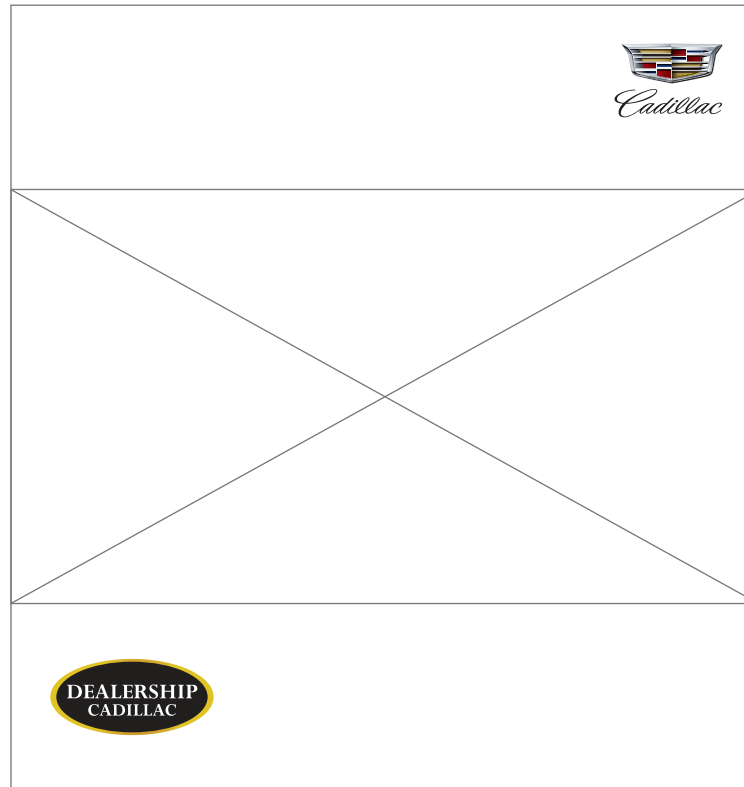
CLOSE PROXIMITY

FAR PROXIMITY

A more distant relationship is preferred at all times.

The Dealer and Cadillac logo sit in opposite corners — the Cadillac logo always on the upper right side.*

THE DEALER LOGO SHOULD NOT BE LARGER THAN THE CADILLAC LOGO. REFER TO THE NEXT TWO PAGES FOR IDEAL SIZE RELATIONSHIPS.



FAR PROXIMITY
Preferred

ADVERTISING LOGO CLEARSPACE AND ALIGNMENT

Horizontal

CLEARSPACE

The clearspace is the minimum 'breathing room' that has to be adhered to around and between the Cadillac and Dealer logos.

- Clearspace must be at least 2X between the Cadillac logo and the Dealer logo. More than 2X is always preferred whenever possible, as shown to the right.
- Both logos must be on a clean, white background.

ALIGNMENT

When the Cadillac and Dealer logo sit next to each other, the Cadillac logo sits to the right at all times.

- The Dealer logo must align vertically centered to the Cadillac logo and may never be taller than the 2X. Adjust the Dealer logo as appropriate so both logos are represented equally.

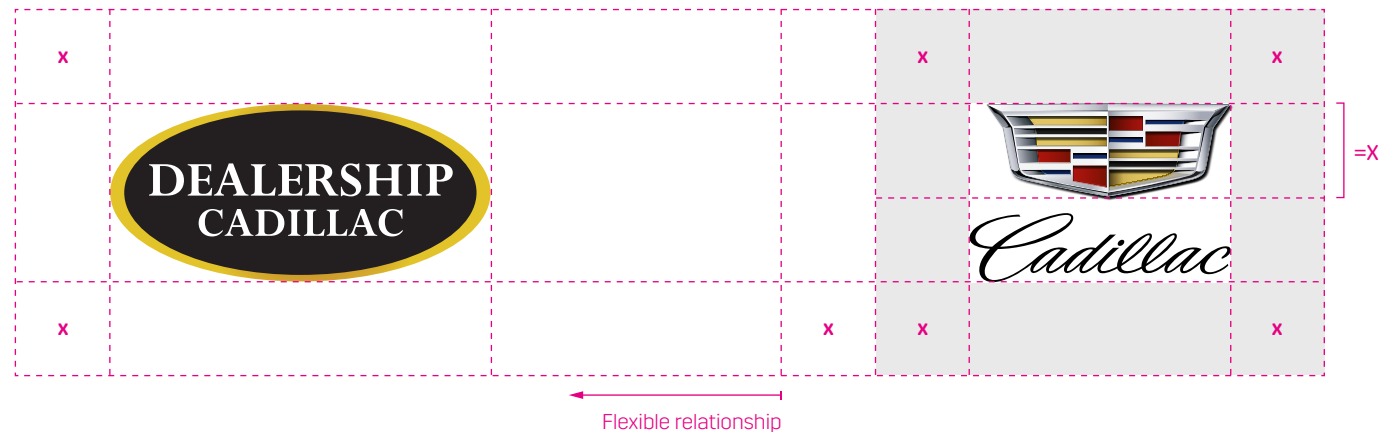
THE DEALER LOGO SHOULD NOT BE LARGER THAN THE CADILLAC LOGO.

CLOSEST PROXIMITY

X=minimum required clearspace



FAR PROXIMITY



ADVERTISING LOGO CLEARSPACE AND ALIGNMENT

Vertical

In a vertical alignment, the Cadillac logo is positioned above the Dealer logo.

- 2X between the logos is the minimum distance. For best representation of both logos, a more distant relationship is always preferred.
- The Dealer logo can never be wider than the Cadillac logo. It has to align left and right.

THE DEALER LOGO SHOULD NOT BE LARGER THAN THE CADILLAC LOGO.

CLOSEST PROXIMITY



FAR PROXIMITY



DEALER WEBSITE BRAND STANDARDS GUIDANCE

OVERVIEW

Dealer websites are allowed a greater degree of flexibility with regards to Cadillac Brand Standards. There is a unique set of guidance that Cadillac provides to Dealers for the purpose of maintaining compliance with all creative elements featured on the Dealer's website. This document can be found in the 'Dealer' section of Cadillac Brand Center under 'Dealer Website > Website Brand Standards Requirements.'

A set of customizable masthead / hero creative assets has been created by Cadillac for use on Dealer websites. The package is available as a download in the 'Dealer' section of Cadillac Brand Center under 'Dealer Website > Tier 3 Customizable Mastheads.' These images are all pre-approved for use on the Dealer website and may be edited for copy. If a Dealer wishes to create a customized masthead / hero asset they should contact their CDK ProCare Advocate.

Assets for use on the Dealer website are not required to be submitted to PHQ for pre-approval because CDK is a GM "Turnkey" vendor. However, Dealers are encouraged to submit website assets for optional pre-approval to ensure compliance. Dealers may also contact Cadillac directly for asset review by emailing content to Dealer.Creative.Review@cadillac.com.

Beginning Q3 2018, all Cadillac Dealer websites will be audited once per quarter by PHQ for compliance with Brand and Program Standards. Dealers will have the opportunity to submit cures for each violation that results from the audit process. Noncompliance with Website Brand Standards will result in the loss of Brand Standards Reward for Dealer enrolled in Project Pinnacle (if not corrected by submitting a corresponding cure(s)). More information on the Dealer Website Audit Process can be found by contacting PHQ or the Dealer's CDK ProCare Advocate.

Please Note: Dealers must always follow all Program Standards outlined in Section 1 of this guide in any form of advertising (including Dealer Websites). Dealers are not required to use Cadillac advertising templates on the Dealer website.

MANDATORY ADVERTISING TEMPLATES REQUIREMENTS

INTRODUCTION

In order to 1) maintain the integrity of the Cadillac brand, 2) be eligible for Cadillac iMR reimbursement, and 3) be eligible for the Brand Standards reward as introduced under Project Pinnacle, Dealer advertising rules have been implemented.

- **It is mandatory for both stand-alone and multi-line Dealers to use templates provided by the Cadillac brand team when advertising Cadillac in the following channels: channels: print, digital banners, email, and out-of-home.** For these channels, you are required to leverage approved templates in order to be compliant and be eligible for Cadillac iMR. For any areas outside of these channels, the brand identity rules outlined earlier in this document must be followed.
- **Multi-line Dealers are also required to advertise Cadillac separately and on its own. Multi-line Dealers are no longer allowed to include Cadillac alongside other GM brand Dealer advertising.** The only exceptions to this rule are: 1) A pre-owned or Certified Pre-Owned Cadillac may be listed within the ad of another GM brand's advertising, or 2) A competitor or other GM brand vehicle may be advertised in non-Certified Pre-Owned Cadillac advertising (please note: only Cadillac vehicles may be featured in Certified Pre-Owned advertising, and pre-owned advertising must not be more than 50% of any given ad space.)
- Once templates have been populated with the necessary information, you will still be required to route the creative to Cadillac Program Headquarters for approval. **This process will not change.**

ALL AVAILABLE DEALER TEMPLATES CAN BE DOWNLOADED FROM THE 'DEALER' SECTION OF CADILLAC BRAND CENTER.

IN ALL TEMPLATES AVAILABLE IN THE 'DEALER' SECTION OF CADILLAC BRAND CENTER, THE DEALER NAME IS REPRESENTED IN CADILLAC FONT INSTEAD OF THE DEALER LOGO (PREFERRED BRANCH APPROACH THIS APPROACH IS NOT MANDATORY; IF A DEALER CHOOSES TO DO SO, IT MAY REPLACE THIS WITH THEIR DEALER LOGO.

IF YOU ARE UNABLE TO FIND THE APPROPRIATE TEMPLATE AND NEED IT CREATED FOR YOU, REFER TO THE PROCESS DESCRIBED IN SECTION 'RESIZE REQUESTS AND NEW LAYOUTS:'

HOW TO USE THIS GUIDE

Within this document, you're provided a range of verbiage to use modularly with the mandatory templates. You will find headline and subhead options tailored for your specific needs and media, body copy options that range in length, message and focus.

The different language offered in this document is strongly suggested and can be used as verbatim for turnkey solutions. However, the language is not mandatory and can be replaced if desired.

STEP BY STEP INSTRUCTIONS

1. Download a template from Brand Center (Print, Out Of Home, Digital Banners, and Email.)
2. After you've downloaded the appropriate media template, determine your messaging focus. [Dealer, Nameplate/Offer, Brand, Program, or any given combination of the former]. Select and insert a suggested Headline/Subhead and Body Copy option from the approved messaging guide to populate the template. The messaging contained in this guide is suggested, but not mandatory.
3. Select an appropriate image that complements the focus of your message. Insert such image into the template. The Brand team prefers usage of images from Cadillac Brand Center; however, at a minimum, images must comply with photography guidelines located in the 'Photography in Dealer Advertising' section of this guide.
4. You may insert or replace offers in the templates (e.g. - replacing a lease offer in a template with an APR offer). The offer modules can be downloaded as editable graphics from the 'Dealer' section of Cadillac Brand Center.
5. Once your template is complete, submit your advertising for approval on gmlam.com. Remember to enter the template ID number, found on the template download file, as part of your pre-approval submission.

MANDATORY MATERIALS

- Print and digital templates (copy can be altered)
- Legal disclaimers

RECOMMENDED MATERIALS (MAY BE ALTERED BASED ON YOUR NEEDS)

- Copy
- Typographic logo treatment (can be replaced with your dealership logo. Refer to 'Dealer Logo Principles' section of this guide)
- The Brand team prefers usage of images from Cadillac Brand Center; however, at a minimum, usage of imagery must follow photography guidelines in the 'Photography in Dealer Advertising' section of this guide.

MANDATORY TELEVISION AND DIGITAL VIDEO REQUIREMENTS

OVERVIEW

In order to 1) maintain the integrity of the Cadillac brand, 2) be eligible for Cadillac iMR reimbursement, and 3) be eligible for the Brand Standards reward as introduced under Project Pinnacle, new Dealer Television and Digital Video advertising requirements have been implemented.

Please note: Television / Digital Video templates will not be provided by Cadillac. Television / Digital Video does not need to adhere to a templated format but must adhere to the following requirements:

1. Dealers must use correct Cadillac logo in all Television and Digital Video creative executions.
2. Dealers must adhere to the Dealer logo principles in all Television and Digital Video creative executions.
3. Dealers must use correct Cadillac fonts in all Television and Digital Video creative executions.
4. On screen talent: Men must be dressed in a suit; women must be dressed in either a suit or solid colored dress. Exceptions are granted for sports and entertainment figures in uniform or costume.
5. Do not use exclamation marks in copy.
6. The vehicle and/or objects in the creative execution must be clear of any decorative elements (balloons, bows, banners, etc.).
7. If the dealership facility is shown, the facility must be compliant with the most recent Cadillac Design Intent Document (DID) released prior to 4/1/17 (and each ensuing DID release thereafter).
8. Only Cadillac vehicles may be featured in the creative execution. Non-Cadillac vehicles may not be shown.
9. When advertising New Vehicles, the logo badge on vehicles must be the current crest, not the older crest/wreath logo badge. When advertising Pre-Owned vehicles / Certified Pre-Owned vehicles, older logo badges are permitted.
10. Dealers may shoot footage at a multiline facility, however, it must be from a vantage point that captures only Cadillac-specific detail. When shooting footage at a multiline dealership, only Cadillac logos and vehicles may be featured. No other GM division logos or vehicles may be visible in the frame.

ADVERTISING MESSAGING OPTIONS

DEALER MESSAGING

The objective of this messaging is to bring even greater awareness to your dealership. The approved messaging will help you elevate how you speak about your establishment. These suggested messages have already taken into consideration the mandatory templates to provide efficient and effective executions.

HEADLINES

A strong heritage leads you to what's next

Proudly presenting sophistication and prestige

Enjoy an unrivaled experience

BODY COPY OPTIONS

The new standard of excellence has arrived.

Exceptional Service. Attractive Offers. A truly remarkable experience.

At [Cadillac Dealer], we invite you to step behind the wheel and arrange a test drive for an exceptional and inspiring drive.

At [Cadillac Dealer], we've been servicing the [insert area] for over [insert years]. Our exceptional heritage is a reflection of extraordinary service, comfort and style.

COPY EXAMPLES WITH CALL-TO-ACTION VERBIAGE

Find your Cadillac at [Cadillac Dealer], today. [www.cadillacdealer.com] [city] [state]

Exceptional Service. Attractive Offers. A truly remarkable experience. Visit [Cadillac Dealer].

[Cadillac Dealer] is dedicated to distinction. Enjoy a comfortable, innovative and exceptional customer experience. Visit us at [www.cadillacdealer.com].

COPY EXAMPLES WITHOUT CALL-TO-ACTION VERBIAGE

[Cadillac Dealer] is dedicated to distinctive service. Enjoy a comfortable, innovative and exceptional customer experience from the moment you arrive.

Exceptional Service. Attractive Offers. A truly remarkable experience. [Cadillac Dealer] offers tremendous opportunity, paired with specialists that can provide their knowledge at your convenience.

Exceptional Service. Attractive Offers. A truly remarkable experience. At [Cadillac Dealer], we offer tremendous opportunity paired with exceptional services at your convenience.

A Cadillac Specialist will happily discuss [insert program/vehicle].

PRICING/SALES LANGUAGE OPTIONS:

Take advantage of attractive offers

Discover competitive offers

Find competitively priced vehicles

Enjoy exceptional offers

Discover special offers available for a limited time

Discover special event offers

Discover our Summer's Best offers

Discover our Season's Best offers

Starting at MSRP

Year-end offers available

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

NAMEPLATE MESSAGING

To complement your dealership awareness messaging and showcase the lineup of Cadillac vehicles available to your customers, here's approved nameplate messaging for your guidance. The suggested verbiage has been created to distinguish each nameplate's strengths within the entire Cadillac portfolio of vehicles.

If any legal disclaimers are shown on messaging pages accompanying certain language, they **must** be included in the ad as well.

Please note: Certain product claims may no longer be accurate in the future. If necessary, Cadillac Program Headquarters reserves the right to reject outdated messaging in marketing assets.

ATS COUPE & SEDAN

HEADLINES/SUBHEADS

Every Moment Accelerated

Nothing held back. Especially the thrill.

Everything that stands out about driving

BODY COPY OPTIONS

SHORT

Thrilling performance and sharp styling seamlessly combined.

Refined handling for spirited interaction with the road.

MEDIUM

A performance of power and poise that makes every drive one to look forward to.

LONG

The 2018 ATS embraces the spirit of performance. Agile and exciting to drive, its remarkably sharp design is a bold expression of power.

CTS

HEADLINES/SUBHEADS

At your command

Command extraordinary performance

Curated to complement each and every drive

BODY COPY OPTIONS

SHORT

Precise craftsmanship. Assured performance. Ingenious technology.

MEDIUM

No detail has been overlooked. From its remarkable engine to its tailored interior, the result is a powerfully crafted vehicle that commands attention on the road.

LONG

Precise craftsmanship, assured performance and ingenious technology transform even everyday driving of the Cadillac CTS into a masterful experience. Now commanding attention on the road is a given.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

XTS

HEADLINES/SUBHEADS

Crafted for comfort

Be comfortable in your own success

Take comfort in superior craftsmanship

BODY COPY OPTIONS

SHORT

Confident yet understated. Powerful yet refined. The Cadillac XTS.

MEDIUM

With a spacious, intelligently designed cabin and dynamic performance capabilities, the XTS is a vehicle crafted to exceed your every expectation.

LONG

An achievement in comfort and confidence, the XTS offers a refined driving experience. Featuring an assertive engine, confident handling and sophisticated features, it exceeds your every expectation – each and every drive.

ATS-V COUPE & SEDAN

HEADLINES/SUBHEADS

The edge of your seat never looked or felt so good.

Raw power at its most refined

Conquer curves on and off the track.

BODY COPY OPTIONS

SHORT

As formidable on the track as it is comfortable on the road. The Cadillac ATS-V.

The remarkable ATS-V makes the choice between power and refinement obsolete.

LONG

Track-capable performance tailored to the road. Offering innovative features, an attention-grabbing exterior and a powerful Twin Turbo engine, the ATS-V makes everyday driving more exhilarating.

CTS-V

HEADLINES/SUBHEADS

No matter where you're headed, performance drives you forward

Experience the pinnacle of performance design

Power and precision paired with refinement

BODY COPY OPTIONS

SHORT

Thunderous horsepower. Lightning-fast suspension. Sophisticated interior. This where the track meets everyday refinement.

MEDIUM

The CTS-V proves performance and elegance can be combined with stunning results. With its supercharged engine and handcrafted cabin, ordinary driving becomes an extraordinary experience.

LONG

The CTS-V proves performance and elegance can be combined with stunning results. With its supercharged engine and handcrafted cabin, everyday driving becomes a whole new experience. One moment behind the wheel and you may discover new reasons to drive.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

XT5

HEADLINES/SUBHEADS

Tailored to you

Versatility, reinvented.

An expertly crafted crossover

BODY COPY OPTIONS

SHORT

An entirely new kind of crossover.

MEDIUM

Thoroughly progressive vehicle inside and out, the XT5 accommodates your needs while expressing your distinctive style.

LONG

Designed to help you master what's ahead. From its confident stance to its spacious and versatile cabin, the Cadillac XT5 is an entirely new kind of crossover.

CT6

HEADLINES/SUBHEADS

Excellence without compromise

Innovatively engineered. Beautifully crafted.

A daring expression of ambition

BODY COPY OPTIONS

SHORT

Reimagined. Reinvigorated. Refined. The Cadillac CT6 is the prestige sedan reinvented.

MEDIUM

The Cadillac CT6. Created with a passion for performance, innovation and craftsmanship, it sets a new standard for excellence.

LONG

The CT6 sets the new standard for excellence, combining advanced technology with breathtaking design. An agile, solid and secure driving experience comes from a Twin Turbo engine paired with a new lightweight architecture. And comfort for all is delivered with refined features that enhance every journey.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

CT6 PLUG-IN

HEADLINES/SUBHEADS

A hybrid like no other.

The hybrid, redefined.

Conscience, without compromise.

Cut emissions, not corners.

BODY COPY OPTIONS

SHORT

The first ever CT6 PLUG-IN delivers power, performance and luxury that truly lives up to the name Cadillac.

MEDIUM

The first ever CT6 PLUG-IN sets a new standard for everything a hybrid can be, with power, performance and luxury that truly lives up to the name Cadillac. With up to 355 hp, and a dual power system that delivers instant torque, this is a car where absolutely nothing has been compromised. Put simply, it's more than a hybrid, it's the hybrid category redefined.

LONG

The first ever CT6 PLUG-IN sets a new standard for everything a hybrid can be, with power, performance and luxury that truly lives up to the name Cadillac. Featuring one of the most advanced hybrid systems in the world, it delivers pulse-pounding acceleration comparable to our 3.0L V6 Twin Turbo, going from 0 to 60 in 5.2 seconds. But the CT6 PLUG-IN is as luxurious as it is powerful, with leather interiors cut-and-sewn by hand, an hd rear camera display system, and rear-seat infotainment. Put simply, it's more than a hybrid, it's the hybrid category redefined.

ESCALADE

HEADLINES/SUBHEADS

Exceed all expectations

Ambition. On a grand scale.

A statement of innovative automotive design

BODY COPY OPTIONS

SHORT

Stylish lines. Prestigious comfort.
Unmistakably Escalade.

MEDIUM

Pairing a bold exterior with refined interior features and extraordinary comfort, nothing compares to the 2018 Escalade.

LONG

A perfect combination of sophistication, functionality and technology. At home on all roads, the Cadillac Escalade was created with craftsmanship not seen in other SUVs. Its refined lines and features make one thing immediately apparent – it is first and foremost a Cadillac.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

BRAND MESSAGING

To further complement your dealership awareness messaging and leverage the positive brand equity in the marketplace, here's approved brand messaging for your guidance.

If any legal disclaimers are shown on messaging pages accompanying certain language, they **must** be included in the ad as well.

HEADLINES/SUBHEADS

Only those who dare drive the world forward

For those moved by performance, innovation and craftsmanship

The best way to predict the future is to create it

Never stop moving forward

BODY COPY OPTIONS

Our latest vehicles shatter the status quo with advanced features, unparalleled craftsmanship and performance-driven design, all motivated by one philosophy: only those who dare drive the world forward.

A family of vehicles as spirited, innovative and sophisticated as the people who drive them. From Coupe to Sedan to SUV, each is perfect for a journey towards your next step.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

CERTIFIED PRE-OWNED PROGRAM MESSAGING

To further complement your dealership awareness messaging and/or nameplate/offer messaging, here's approved program messaging that can be used for your guidance. It's created with the strategic intention to showcase the added value of visiting your dealership.

If any legal disclaimers are shown on messaging pages accompanying certain language, they **must** be included in the ad as well.

Please note: Certain product claims may no longer be accurate in the future. If necessary, Cadillac Program Headquarters reserves the right to reject outdated messaging in marketing assets.

Please note that you must be an official Cadillac Certified Pre-Owned Dealer to use this language as guidance.

HEADLINES / SUBHEADS

You're not buying its past. You're buying your future.

Look forward with a Certified Pre-Owned Cadillac

Certified Pre-Owned Cadillac Dealer

Certified Pre-Owned Cadillac Vehicles

BODY COPY OPTIONS

The benefits of looking forward: Cadillac Certified Pre-Owned warranty with 6-year/100,000 Mile Limited Warranty,¹ 172-point inspection² and 24-hour roadside assistance for the life of the warranty. And you'll enjoy even more benefits.

Every Cadillac Certified Pre-Owned comes with the same warranty as a new Cadillac — 6 years/100,000 miles,¹ Limited Warranty coverage.

With Cadillac Certified Pre-Owned 24-hour Roadside Assistance Program, you'll have peace of mind that help is there, day and night.

Cadillac Certified Pre-Owned provides alternate transportation and/or reimbursement of certain transportation expenses if your Cadillac requires warranty repairs.

NOTE: FOR RADIO OR TV SCRIPTS ONLY:

A Cadillac Certified Pre-Owned Dealer will happily discuss [insert program feature below...]

A 6-year/100,000 Mile Limited Warranty.¹

A rigorous 172-point inspection plan.²

24-hour Roadside assistance for the life of the warranty.

A comprehensive history vehicle report.

LEGAL

1. Whichever comes first. See Dealer for details.
2. Before a Certified Pre-Owned vehicle is listed or sold, GM requires Dealers to complete all safety recalls. However, because even the best processes can break down, we encourage you to check the recall status of any vehicle at recalls.gm.com.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

PREMIUM CARE MAINTENANCE PROGRAM MESSAGING

HEADLINES / SUBHEADS

World-class coverage comes standard

Extraordinary coverage for exceptional drivers

Cadillac Premium Care Maintenance

BODY COPY OPTIONS

Cadillac Premium Care Maintenance covers select maintenance services (when scheduled in accordance with the owner's manual), including oil changes based on your vehicle's oil monitor system, tire rotations every 7,500 miles, and more.

Cadillac Premium Care Maintenance is a valuable means to cover and protect your vehicle.

NOTE: FOR RADIO OR TV SCRIPT

VOICE OVERS ONLY:

A Cadillac Specialist will happily discuss [insert program features...]

Oil Changes

Tire Rotations

Engine air filter replacements

Passenger air filter replacements

LEGAL

All 2011 and newer Cadillac vehicles come standard with Cadillac premium care maintenance. It's a maintenance program that provides more peace of mind by covering select maintenance services. 2017 and newer Cadillac vehicles, with the exception of the 2017 Cadillac XT5, are covered for 3 years or 36,000 miles.¹ The 2017 Cadillac XT5 and all 2011 to 2016 Cadillac vehicles are covered for 4 years or 50,000 miles.¹ The Premium Care Maintenance program is fully transferable.

1. Whichever comes first. See Dealer for details.

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

CERTIFIED SERVICE & PARTS PROGRAM MESSAGING

HEADLINES / SUBHEADS

Exceeding your standards is what we do best

The Cadillac Certified Service Experts

Cadillac Certified Parts & Service

BODY COPY OPTIONS

SHORT

Nobody is as well versed in the knowledge of your Cadillac vehicle.

The same passion that is placed on designing your Cadillac vehicle is also placed on your genuine Cadillac parts.

Cadillac genuine parts are engineered specifically for your Cadillac and work unlike any other substitute.

MEDIUM

When it's time for vehicle maintenance, select a Certified Service expert technician to handle your vehicle needs. Nobody is as well versed in the knowledge of your Cadillac vehicle, especially at [Dealer Name].

When you visit our Certified Service technician at [Dealer Name], you'll see how we offer more than just an incredible lineup. We offer auto repair services and a full line of Genuine Cadillac Parts. Depend on them to maintain and repair your Cadillac.

LONG

Cadillac Certified Service Experts can help recommend the right maintenance schedule and help you take full advantage of the benefits found in your Cadillac Premium Care Maintenance Program. Your Certified Service technician offers auto repair services and a full line of Genuine Cadillac Parts. Depend on them to maintain and repair your Cadillac and depend on [Dealer name] services.

CTA OPTIONS

Schedule Service

Book An Appointment

Make A Service Appointment

IF YOU OPT TO USE YOUR OWN LANGUAGE INSTEAD OF APPROVED MESSAGING, USE OF EXCLAMATION MARKS IS NOT ALLOWED IN DEALER ADVERTISING.

ADDITIONAL GUIDELINES

PHOTOGRAPHY IN DEALER ADVERTISING

The Cadillac Brand team strongly prefers that all photography used in Dealer advertising be pulled from approved assets on Cadillac Brand Center. However, some alternatives to using Cadillac-provided imagery are permitted as outlined below.

VEHICLE OFFER LISTINGS

For NEW Cadillac vehicles, whenever multiple vehicles are listed in an ad with offers, please only use images available on Cadillac Brand Center with a white background and shot at a ¾ angle. (See example on the next page.)

For PRE-OWNED or CERTIFIED PRE-OWNED vehicles, Dealers may use their own photography; however, it is mandatory to abide by the 'Photography Guidelines for Shooting Retail Vehicles' document found in the 'U.S. Dealer' section of Cadillac Brand Center.

DEALER FACILITY IMAGES

Dealers may use Cadillac-approved images of their facility in advertising. Dealers can submit up to 10 images to dealer.image.approval@cadillac.com for consideration; 1 interior and 1 exterior shot will be approved for usage by the Brand team, assuming the below rules are followed:

- Only images compliant with the most recent Design Intent Document (DID) released prior to Pinnacle (or any DID thereafter) are eligible.
- Images may only feature Cadillac vehicles; non-Cadillac vehicles may not appear in the image.
- While Dealer logos may be shown in the image, other non-Cadillac logos other than the Dealer logo may not appear in the image.

LOCALIZED IMAGERY

Dealers may use their own vehicle images shot locally, assuming the below rules are followed:

- Talent is allowed in localized imagery. However, men must be dressed in a suit and women must be dressed in either a suit or solid-colored dress.
- If a Cadillac logo or Dealer logo is shown, all the logo principles in this document must be correctly applied
- No graphics or illustrations of any kind are used as overlays on the photographs.
- Only Cadillac vehicles can be featured in the photograph. Non-Cadillac vehicles cannot be shown in the image.
- The vehicle must be clear of any decorative elements (balloons, bows, banners, etc.).
- The logo decal badge on the vehicles must be the current crest, not the older crest/wreath logo decal.
- License plates and/or license plate frames used on the vehicle, if shown, must follow the 'Cadillac Dealer License Plates and Frames' Guidelines released under Pinnacle and found in the 'U.S. Dealer' section of Cadillac Brand Center.

Please note: When multiple vehicles are listed in an ad with offers, the rules in the "VEHICLE OFFER LISTINGS" section must be followed for those vehicles in the ad with corresponding offers.

ADDITIONAL GUIDELINES

PHOTOGRAPHY IN DEALER ADVERTISING



EVERYTHING THAT STANDS OUT ABOUT DRIVING

The 2018 CT6 embraces the spirit of performance. Agile and exciting to drive, its remarkably sharp design is a bold expression of power.



2018 CT6
2.0L TURBO COUPE
PREMIUM COLLECTION

ULTRA-LOW MILEAGE LEASES FOR WELL-QUALIFIED LESSEES

\$XXX / XX / \$X,XXX

PER MONTH¹ MONTHS DUE AT SIGNING
AFTER ALL OFFERS

No security deposit required. Tax, title, license extra.
Mileage charge of \$25 per mile over 30,000 miles.

¹ Payments are for a 2018 Cadillac CT6 with an MSRP of \$40,000. All monthly payments total \$4,000. Option to purchase at lease end for an amount to be determined at lease signing. \$250 financial credit applied toward lease. Lease allows for 30,000 miles. Mileage charge of \$25/mile over 30,000 miles. Lessee pays for transportation charges when vehicle is transported to the US or to the US from outside the US. Not available with some other offers.

DEALERSHIP CADILLAC

ADDRESS Cadillac Sales, Sales, Sales, Sales and Accessories and various adjoining Leases Cadillac Sales, Sales, Sales and Accessories and various adjoining	LOCATION 123 Maple Street Anytown, MI 1234567	SALES 800.451.2525 Mon-Fri 9am-5pm Sat 9am-5pm	SERVICE 800.451.2525 Mon-Fri 9am-5pm Sat 9am-5pm
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When there is no offer in the ad, or an offer for only one vehicle, as shown above, the Dealer may use approved image assets from Cadillac Brand Center or may use their own photography, assuming rules on the previous page are met.



PROUDLY PRESENTING
SOPHISTICATION AND PRESTIGE

Exceptional Service. Attractive Offers.
A truly remarkable experience.
Visit [Cadillac Dealer].




2018 CT6 2.0L TURBO COUPE
LUXURY COLLECTION

ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES

\$XXX **XX** MONTHS
\$X,XXX

PER MONTH¹ DUE AT SIGNING
AFTER ALL OFFERS

No security deposit required. Tax, title, license extra.
Mileage charge of \$25 per mile over 30,000 miles.

2018 ESCALADE 2WD PREMIUM
COLLECTION

ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES

\$XXX **XX** MONTHS
\$X,XXX

PER MONTH¹ DUE AT SIGNING
AFTER ALL OFFERS

No security deposit required. Tax, title, license extra.
Mileage charge of \$25 per mile over 30,000 miles.

DEALERSHIP CADILLAC

ADDRESS Cadillac Sales, Sales, Sales, Sales and Accessories and various adjoining Leases Cadillac Sales, Sales, Sales and Accessories and various adjoining	LOCATION 123 Maple Street Anytown, MI 1234567	SALES 800.451.2525 Mon-Fri 9am-5pm Sat 9am-5pm	SERVICE 800.451.2525 Mon-Fri 9am-5pm Sat 9am-5pm
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When there are multiple vehicle offer listings in the ad, as shown above, the Dealer must follow the “VEHICLE OFFER LISTINGS” rules shown on the previous page.

ADDITIONAL GUIDELINES

CTA, DEALER DEMO, AND SPECIAL EVENT VEHICLE ADVERTISING LABELS

CTA, Dealer Demo, and Special Event vehicles can be advertised under the Dealer Advertising Program Standards using incentives. All advertising of these vehicles must properly identify the prior use of these vehicles. CTA, Dealer Demo, and Special Event vehicles will also be required to have a logo in close proximity identifying them to the consumer as a vehicle with miles. **To the right, please see the CTA, Dealer Demo, and Special Event logos that must be used. Old logos for these programs with the Cadillac crest and/or script will not be approved for use.**

Advertising of CTA, Dealer Demo, and Special Event vehicles will be approved only when they are clearly separated from new vehicles or in the Pre-owned portion of the advertisement. Updated CTA, Dealer Demo, and Special Vehicle logos can be found at brand.cadillac.com.

Please note:

Never recreate these labels, always download the approved artwork from the Brand Center and apply to templates exactly as shown to the right. They can be found in the 'Assets' section of Cadillac Brand Center.

CLEARSPACE

The clearspace is the minimum 'breathing room' that has to be adhered to around the CTA and Special Event labels.

We define clearspace as 'X'. 'X' is equal to the distance from the above line to the baseline of the first word.

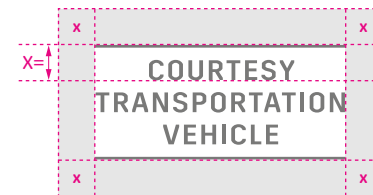
APPROVED ARTWORK

COURTESY
TRANSPORTATION
VEHICLE

SPECIAL EVENT
VEHICLE

DEALER DEMO

CLEARSPACE



X=distance from the above line to the baseline of the first word



ADDITIONAL GUIDELINES

CADILLAC CERTIFIED SERVICE AND CERTIFIED PRE-OWNED ADVERTISING

ACCEPTABLE USE OF 'CADILLAC PREMIUM CARE MAINTENANCE'

Cannot use words such as 'Free Maintenance', 'Maintenance Free' or 'No Charge Maintenance'. Each ad must include a clear and conspicuous reference to the term of the maintenance program. The recommended line for advertising usage is 'Includes Cadillac Premium Care Maintenance.'

The labels shown to the right, available for download from Cadillac Brand Center, can be used to highlight Cadillac Premium Care Maintenance or Cadillac Certified Pre-Owned. Old logos for these programs with the Cadillac crest and/or script will not be approved for use.

Please note:

Never recreate these labels, always download the approved artwork from the Brand Center and apply to templates exactly as shown to the right.

CLEARSPACE

The clearspace is the minimum 'breathing room' that has to be adhered to around the label.

We define clearspace as 'X'. 'X' is equal to the distance from the above line to the baseline of the first word.

PROUDLY PRESENTING
SOPHISTICATION AND PRESTIGE



At [Cadillac Dealer], we invite you to step behind the wheel and arrange a test drive for an exceptional and inspiring drive.

INCLUDES
CADILLAC PREMIUM CARE
MAINTENANCE



2018 CT6 2.0L TURBO COUPE
LUXURY COLLECTION

ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES

\$XXX
PER MONTH¹

XX MONTHS
\$X,XXX
DUE AT SIGNING
AFTER ALL OFFERS

No security deposit required. Tax, title, license extra.
Mileage charge of \$25 per mile over 30,000 miles.

CERTIFIED
PRE-OWNED



2018 ESCALADE

0% APR / 60 MONTHS
FOR QUALIFIED BUYERS²

¹ Payments are for a 200K (Vehicle) (3) with an MSRP of \$60,000. XX monthly payments total \$60,000. Option to purchase at lease end for an amount to be determined at lease signing. GM Financial must approve lease. Take delivery by 12/31/2018. Mileage charge of \$25/mile over 30,000 miles. Lessee pays for maintenance, excess wear and a disposition fee of \$200 at end of lease. Not available with some other offers. ² Monthly payment is \$0.00 for every \$1,000 financed. Example down payment for the XXX is 3%. Some customers will not qualify. Not available with some other offers. Take delivery by 12/31/2018.

DEALERSHIP CADILLAC

ABOUT US
Lorem ipsum dolor iudex aliquam erat consetetur sed veniam adipiscing Lorem
ipsum dolor iudex aliquam erat consetetur sed veniam adipiscing.

DealershipCadillac.com

LOCATION
123 Maple Street
Anytown, AB
1234567

SALES
555.555.5555
Mon-Fri 9am-5pm
Sat 9am-4pm

SERVICE
555.555.5555
Mon-Fri 9am-5pm
Sat 9am-4pm

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APPROVED ARTWORK

INCLUDES
CADILLAC PREMIUM CARE
MAINTENANCE

CERTIFIED
PRE-OWNED

~~CADILLAC CERTIFIED
PRE-OWNED~~

Within Cadillac Dealer advertising, only use the label shown to the left. Do not use this label.

CLEARSPACE



X=distance from the above line to the baseline of the first word

ADDITIONAL GUIDELINES

APR, LEASE, MSRP, AND CASH ALLOWANCE TYPOGRAPHIC STYLING

The typographic treatments to the right should be used as guidance when populating Print and Digital templates with a vehicle offer. Each Dealer is responsible for ensuring that all vehicle price advertising conforms to federal, state and local laws. For more information on the requirements for price advertising, please refer to section 'Price Formats' in Section 1. These offer modules can be downloaded from the 'Dealer' section of Brand Center.

ADDITIONAL OFFER TEMPLATES ARE ADDED TO CADILLAC BRAND CENTER AS NEEDS ARISE. PLEASE REFER TO THE 'DEALER' SECTION OF CADILLAC BRAND CENTER FOR ADDITIONAL OFFER TEMPLATES.

APPROVED APR ARTWORK

XXXX MODEL
X% APR / XX MONTHS
FOR QUALIFIED BUYERS¹

APPROVED LEASE ARTWORK

XXXX MODEL TRIM NAME GOES HERE
ULTRA-LOW MILEAGE LEASE FOR WELL-QUALIFIED LESSEES
\$XXX PER MONTH²
XX MONTHS
\$X,XXX
DUE AT SIGNING
AFTER ALL OFFERS

No security deposit required. Tax, title, license extra.
Mileage charge of \$.25 per mile over XX,XXX miles.

¹ Monthly payment is \$XX.XX for every \$1,000 financed. Example down payment for the XXX is X%. Some customers will not qualify. Not available with some other offers. Take delivery by XX/XX/XX.

² Payments for a XXXX (Vehicle) (Trim) with an MSRP of \$XX,XXX. XX monthly payments total \$XX,XXX. Option to purchase at lease end for an amount to be determined at lease signing. GM Financial must

APPROVED MSRP ARTWORK

XXXX MODEL
MSRP STARTING AT
\$XX,XXX

Tax, title, license and dealer fees extra.
See dealer for details.

APPROVED CASH ALLOWANCE ARTWORK

XXXX MODEL
\$X,XXX
TOTAL CASH ALLOWANCE ON
SELECT VEHICLES IN STOCK³

approve lease. Take delivery by XX/XX/XX. Mileage charge of \$.25/mile over XX,XXX miles. Lessee pays for maintenance, excess wear and a disposition fee of \$595 or less at end of lease. Not available with some other offers.

³ Click for vehicle eligibility. Not available with some other offers. Take delivery by XX/XX/XX.

ADDITIONAL GUIDELINES

PAID SOCIAL

Facebook Best Practices

DESIGN REQUIREMENTS

The requirements on this page are for Paid Facebook posts only. Outside of this area, the only mandatory requirement for other social media is to never use an unapproved, old Cadillac logo.

Use these guidelines to design an ad that looks good everywhere it appears on Facebook. The recommended image size ensures your image always looks high quality. The recommended text length is how many characters of ad copy could be displayed on smaller screens.

- Recommended image size: 1,200 x 628 pixels
- Image ratio: 1.9:1
- Headline: 25 characters
- Text: 90 characters
 - Copy should be brief and speak to the image or site destination in an accurate manner. Keep hashtags to a maximum of two on a single post.
- Link description: 30 characters
- Optional Call-to-Action button should be “Shop Now” or “Learn More”
- Your image should include minimal text. See how the amount of text in your ad image will impact the reach of your ad.

DESKTOP EXAMPLE

DEALER LOGO

Individual dealership logo should be placed in this area.

IMAGE

Images must comply with photography guidelines on pages 58-59.

HEADLINE / SUBHEAD

RECOMMENDED MESSAGING FOCUS

- DEALER AWARENESS
- NAMEPLATE / OFFER AWARENESS
- PROGRAM AWARENESS

The desktop view of the Facebook ad shows the Cadillac logo and 'Cadillac Dealer' name at the top left, with a 'Sponsored' label. A 'Like Page' button is at the top right. The main text reads: 'Exceptional Service. Attractive Offers. A truly remarkable experience. Visit [Cadillac Dealer] at 123 Dealership Blvd. Anytown, USA 12345.' Below this is a large image of a white Cadillac sedan parked in front of a building. Underneath the image is the headline 'Enjoy an unrivaled experience' and the sub-headline 'At [Cadillac Dealer], our exceptional heritage is a reflection of extraordinary service, comfort and style.' A 'Contact Us' button is on the right. At the bottom, it shows 'www.CADILLACDEALER.COM', '2.6K' likes, '50 Comments', and '5 Shares', along with 'Like', 'Comment', and 'Share' buttons.

MOBILE EXAMPLE

IMAGE

Images must comply with photography guidelines on pages 58-59.

The mobile view of the Facebook ad shows the Cadillac logo and 'Cadillac Dealer' name at the top left, with a 'Sponsored' label. The main text reads: 'Exceptional Service. Attractive Offers. A truly remarkable experience. Visit [Cadillac Dealer] at 123 Dealership Blvd. Anytown, USA 12345.' Below this is a large image of a white Cadillac sedan parked in front of a building. Underneath the image is the headline 'Enjoy an unrivaled experience' and the sub-headline 'At [Cadillac Dealer], our exceptional heritage is a reflection of extraordinary service, comfort and style.' A 'Contact Us' button is on the right. At the bottom, it shows 'www.CadillacDealer.com', '2.6K' likes, '50 Comments', and '5 Shares', along with 'Like', 'Comment', and 'Share' buttons.