



News

GM Communications
Detroit, Michigan, USA
media.gm.com

For Immediate Release

Cadillac BLS Offers Large Choice of Body Styles, Trim Levels, Engines and Transmissions

- **First station wagon in Cadillac's history**
- **2.0L bio-ethanol fuel option with 200 hp (147 kW)**
- **Two-stage turbo diesel engine with 180 hp (132 kW)**
- **StabiliTrak standard on all trim levels**

GENEVA – The 2008 Cadillac BLS family offers a wide variety for luxury customers, including the first wagon bodystyle in Cadillac's history. A new FLEXFUEL bio-ethanol engine, powerful turbo diesel engines and turbo-charged gasoline engines also demonstrate Cadillac's commitment to continued growth in the European market.

The BLS sedan and wagon are offered with a choice of two direct-injected, common rail turbo-diesel engines that are fitted with a maintenance-free diesel particulate filter. Top of the diesel line is the new 180 hp (132 kW) engine with either a six-speed manual transmission or six-speed automatic transmission. The two-stage turbo-diesel engine delivers 400 Nm of maximum torque, giving the BLS a top speed of 220 km/h and 0-100 km/h (0-62 mph) acceleration in 8.7 seconds.

The BLS wagon and sedan are also the first Cadillac models to be offered in Europe with the option of a low-emission, bio-ethanol FLEXPOWER engine, which runs on E85 bio-ethanol, unleaded gasoline or any combination of both fuels. Like the three turbocharged gasoline engines and the two turbo-diesels, the 200 hp (147 kW) FLEXPOWER engine offers the dynamic performance customers have come to expect from Cadillac.

Exterior: expressive design and Wagon versatility

As the first station wagon in Cadillac's 106-year history, the BLS Wagon marks a milestone for the brand. Clear, crisp and sharply defined contours, characteristic Cadillac design features and a striking wedge shape that is emphasized by the tapered lines of the side windows all make the Cadillac BLS Wagon an appealing entry in the midsize station wagon segment.

"The BLS Wagon is an appealing addition to the Cadillac portfolio for customers seeking dramatically designed luxury vehicles that offer versatility and performance along with outstanding ride and handling," said Cadillac General Manager Jim Taylor. "We think it will do well in many European markets where consumers desire a high degree of versatility and functionality in their vehicles."

From the front bumper and Cadillac hallmark V-shaped chrome-plated grille, to the trademark vertical tail lamps with the latest LED technology and rear bumper, the Cadillac BLS Wagon measures 4,716 mm, compared with 4,680 mm for the BLS sedan. At 2,038 mm wide (including exterior rear view mirrors) and 1,543 mm in height (including roof rails and roof antenna), the BLS Wagon combines a compact, sporty shape with a high degree of versatility and functionality.

The BLS sedan and wagon also feature jewel-like headlamps, fog lamps integrated into the body-color front bumper and a wide air intake below the grille. A narrow chrome strip runs along the side windows.

Interior: luxurious atmosphere and state-of-the-art infotainment systems

The Cadillac BLS Wagon offers plenty of interior space to support a wide variety of luxury and leisure interests. With the rear seats in use, the boot measures 419 liters loading space, with an additional 12 liters below the floor. With the rear seats folded down, the total amount adds up to 1,285 liters of flexible and versatile cargo space.

Wagon-only equipment consists of silver roof rails, dark tinted glass rearward of the B-pillar, a tailgate opening with a chrome sill plate, a cargo cover, cargo net and chrome cargo hooks.

The interior of both the BLS sedan and Wagon is highlighted by a three-spoke, leather-wrapped steering wheel and an analog clock in the center stack. The circular instruments have

white numerals and red needles on a black background. Optional refinements include leather seating surfaces and heated seats.

Four trim levels are available: Business, Elegance, Sport and Sport Luxury. The standard Business trim level offers 16-inch alloy wheels, Cadillac's StabiliTrak electronic stability program, front, side and head curtain airbags, driver trip computer, three-spoke leather steering wheel with control buttons, cruise control, air conditioning, a seven-speaker audio system with CD player and "Piano Black" interior decor trim.

The intermediate trim level, Elegance, features additional standard equipment, including, wipers with rain sensors, eight-way power seats, dual-zone climate control and 17-inch alloy wheels. Red walnut wood veneer trim enhances the interior decor.

The Cadillac BLS Sport adds 18-inch wheels and a lowered sports suspension for the front MacPherson struts and four-link rear axle. The chassis tuning ensures dynamic handling performance without compromising comfort. The BLS Sport interior is highlighted by the use of stylish aluminum trim instead of wood and the circular instruments have white numerals and red needles on a black background.

The Sport Luxury level is available in combination with the 2.8 V6 engine and the 1.9 Turbodiesel engine. In addition to the Sport content, it includes Bi-Xenon headlamps, heated and electrically adjustable leather seats with memory function and wood trim, instead of aluminum trim.

The popular Prestige Package, applicable to both sedan and Wagon, includes leather seat upholstery, a Bose sound system, DVD navigation system and wood interior trim option on BLS Business.

The high-quality audio system from premium American audio company Bose is combined with a **Centerpoint**[®] simulated surround sound and additional rear-door speakers. The DVD navigation system with touch-screen operation also includes Bulgaria, Croatia, Estonia, Greece, Hungary, Latvia, Lithuania, Poland, Romania, Slovakia and Slovenia.

Engines: three gasoline, two turbo-diesel and one bio-ethanol engine

The front-wheel-drive BLS sedan and Wagon are offered with a large range of power units, giving consumers the choice of two turbo-diesel, a turbocharged bio-ethanol and three

turbocharged gasoline engines. The 1.9L four-cylinder with common rail direct-injection technology develops 150 hp (110 kW). In addition, a new, powerful 1.9L four-cylinder two stage turbo-diesel engine with common-rail direct-injection delivers 180 hp (132 kW) and 400 Nm of maximum torque.

The gasoline engine offerings — all turbocharged — include two, 2.0L four-cylinder versions (175 hp / 120 kW and 210 hp /154 kW) and a high-tech, 2.8L six-cylinder engine at 255 hp (188 kW), which features a twin-scroll turbocharger and variable phasing of the intake camshafts. The 2.0L four-cylinder turbo-charged bio-ethanol engine FLEXPOWER develops 200 hp (147 kW). The BLS offers a six-speed manual transmission and five- or six-speed automatic transmissions, depending on the engine.

StabiliTrak: standard

All BLS models have StabiliTrak electronic stability control as standard. Model year 2008 also brings Tire Pressure Monitoring as standard equipment on the Sport and Sport Luxury trim levels.

#

Contacts:

Dick P. Braakhekke
Cadillac, Corvette and HUMMER Europe Public Relations
Phone: +31 (0) 346-258-627
E-mail: dbraakhekke@cch-europe.com

Klaus-Peter Martin
GM Global Product Communications
Phone: +1-313-665-3168
E-mail klaus-peter.martin@gm.com

Dayna Hart
GM Global Product Communications
Phone: +1-313-667-0092
E-mail: dayna.hart@gm.com