



THE CURRENT CADILLAC CUSTOMER



Cadillac drivers today have a strong sense of pride and family is central to their identity. They value education and hard work and have successful professional careers to show for it. They lead social and active lifestyles outside of work be it with favorite leisure activities or time with family. For some, they are beginning to enjoy a retirement lifestyle that their hard work has afforded.

PRINCIPLES	LEISURE ACTIVITIES/HOBBIES	VEHICLE DEMANDS
Tradition	Travel	Sophistication
Family	Golf	Quality
American values	Fitness	Safety
Respect	Reading	Comfort
Pride	Gardening	Value
Education	Boating/Fishing	Service
Hard work		

In terms of vehicles, Cadillac drivers have a discerning eye for design, workmanship and luxurious details. Their vehicle is a reward for their hard work, as well as an investment and they need to feel confident in the value of their vehicle choice.

A focus on leisure activities and family means they also need a vehicle that keeps them connected and also provides space and comfort for both themselves and their passengers. Customer service that goes above and beyond is paramount to engendering their loyalty.