



JOB AID | CADILLAC – AN ABBREVIATED HISTORY



1902 – Cadillac Automobile Company, named after the French explorer who founded Detroit, is established after Henry Leland convinces investors not to liquidate Henry Ford's plant at Cass & Amsterdam in Detroit. Instead, he wanted to salvage the assets to manufacture automobiles using his proven single-cylinder engine. Leland fostered a spirit of innovation from the start.

Oct. 17, 1902 – First Cadillac is completed. Powered by a 10-hp, single-cylinder engine and costing \$750, the two-seat carriages sold out during its introduction at the 1903 New York Automobile Show.

1905 – Company merges with Leland & Faulconer manufacturing to create the Cadillac Motor Company. Cadillac's biggest selling point was precision manufacturing and therefore reliability.

1907 – Leland imports first set of Johansson gauges from Sweden to facilitate even more precise manufacturing of components with standardized dimensions.

1908 – Cadillac becomes the first American automaker to win Great Britain's prestigious Dewar Trophy, given to the manufacturer making the year's most significant automotive advancement. This happened after a demonstration during which three randomly selected Cadillacs were disassembled, their parts scrambled, and reassembled using only simple hand tools. An immediate 500-mile demonstration run proved the ready interchangeability of each car's 721 standardized component parts. Soon after, Cadillac adopted the slogan, "Standard of the World."

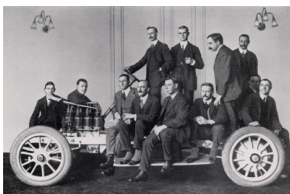
1909 – Cadillac purchased by GM to be the company's prestige division.

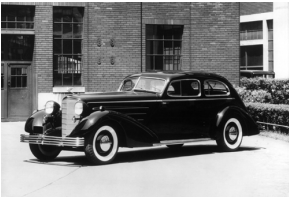
1910 – Cadillac introduces closed bodywork - called a limousine - as a standard catalog offering. Also in 1910, a Delco coil and breaker-point ignition system was first offered as a major improvement in reliability over the magneto ignition.

1912 – Cadillac wins the Dewar Trophy for a second time, making it the first car company to win the award twice. This recognition was for Cadillac's sophisticated Delco electrical system to handle self-starting ignition and lighting functions.

1915 – Cadillac unveils first mass-produced V8 engine. One significant innovation with the 70-horsepower, 314-cubic-inch (5.1 liter) L-head design was the thermostatic control of cooling-water circulation. The engine, multi-plate clutch and gearbox were combined in one bolted-together assembly.

1922 – Cadillac begins controlling the engine's fuel mixture thermostatically. With the exception of choke operation during starting, the driver was relieved of all carburetor adjustments.





1924 – Cadillac fundamentally advances V8 engine design with the incorporation of a fully counter-weighted two-plane crankshaft. All primary and secondary forces were balanced to vastly improve the smoothness of V8s in Cadillac automobiles. The introduction of lacquer paint reduced manufacturing time and improved the finish of car bodies.

1927 – Cadillac is first U.S. automotive company to hire a stylist – Harley Earl. His first design, the smaller, more maneuverable, sporty "companion car" - the LaSalle is introduced the same year.

1929 – Cadillac eliminates gear clash during shifting with the introduction of a new "Synchro-Mesh Silent-Shift" transmission. Bronze-on-steel cones matched speeds during shifting to facilitate the smooth meshing of gears.

1930 – Cadillac introduces the world's first V16 engine for passenger-car use. This engine featured overhead valves with hydraulic lash adjusters, twin carburetors, dual exhaust, and a beautifully finished exterior design. It delivered 160 horsepower from 452 cubic inches (7.4 liter).

1938 – To clear the floor and facilitate comfortable three-abreast seating in the front seat, Cadillac relocates the gear shift to the steering column. This same year, Cadillac offers the first sunroofs available in America.

1948 - The industry's first curved windshields are introduced by Cadillac and other GM models. This also marked the first use of the Harley Earl-designed tail fin.

1949 – Cadillac initiates the '50s-era horsepower war with the introduction of a modern overhead-valve V8 rated at 160 horsepower. The 331-cubic-inch (5.4 liter) engine featured high compression, a short stroke and lightweight construction. The first Cadillac Coupe de Ville introduced the two-door hardtop body style.

1954 – Three safety innovations by Cadillac are an "autronic eye" which automatically dimmed the headlamps, a one-touch system for washing and wiping the windshield, and a padded instrument panel cover.

1957 – Cadillac's ultra-luxurious Eldorado Brougham includes the quad headlamp system, a brushed stainless-steel roof panel, a power seat with memory, automatic door locks, "wide oval" (low profile) tires, forged-aluminum wheels and air suspension. One feature common with mainstream Cadillac models was a foot-operated parking brake that automatically released when the transmission was shifted into gear.



● **1959** – Low-pressure freon-filled shock absorbers improve Cadillac's ride quality.

● **1964** – Comfort control is introduced by Cadillac to provide customers with the auto industry's first thermostatically regulated heating, ventilating and air conditioning system.

● **1965** – The introduction of Delco Superlift rear shock absorbers provides automatic load-leveling capability. A tilt and telescoping steering wheel adjustment is also added to Cadillac models.

● **1966** – Variable-ratio power steering permits quick parking maneuvers with a slower ratio for more stable highway control. Electric seat warmers and a stereo radio are added as optional equipment.

● **1969** – With the U.S. industry's first closed cooling system, engine coolant lost as a result of momentary overheating was automatically captured and returned to the radiator.

● **1971** – Computerized anti-lock rear brakes are introduced as optional equipment.

● **1974** – Along with Buick and Oldsmobile, Cadillac pioneered the use of an air cushion restraint (airbag) system to protect the driver in the event of a frontal collision.

● **1975** – Cadillac is the first U.S. manufacturer to use electronic fuel injection.

● **1978** – Digital electronics are programmed by Cadillac to operate a Seville trip computer. Two years later, integrated circuits took command of fuel injection, ignition and vehicle diagnostics.

● **1985** – Cadillac introduces America's first transverse-V8, front-wheel-drive automobile. Another advanced feature in the new DeVille line is a viscous-damped, torque-converter clutch.

● **1990** – Cadillac Allanté becomes the first front-wheel-drive vehicle with electronic traction control.

● **1992** – The Northstar engine, a 4.6-liter, 32-valve V8 is introduced as the first step in what eventually became the Northstar System.



2002 – Cadillac becomes the first automaker in the world to offer XM Satellite Radio as a factory-installed option. Also in 2002, Seville receives the MagneRide system, a magnetic-fluid-based variable damping system that provides superior handling, control and ride quality on the roughest road surfaces.

2003 – The all-new CTS represents the first 100 percent application of Cadillac's "art and science" approach - bold, breakthrough designs coupled with innovative technologies. The CTS is a driver's car - marking Cadillac's return to RWD and manual transmission (the first Cadillac with a manual since 1988).

2004 – Cadillac launches the CTS-V, it's first high-performance luxury sedan.

2006 – HotShot is the first heated windshield washing system and available on the Cadillac DTS.

2008 – Cadillac is first to market with lane departure warning and blind spot detection on DTS.

2015 – Cadillac New York Headquarters opens in SoHo, creating a distinct and focused organization in the heart of the global landscape.

2016 – Cadillac makes another industry first with the Rear Camera Mirror on the all-new CT6 prestige sedan. The streaming video mirror improves field of vision by an estimated 300 percent, or roughly four times greater than a standard rearview mirror. The high-resolution streaming video function will remove obstructions of passengers, headrests and the vehicle's roof and rear pillars.

2016 - Cadillac House, a physical manifestation of the brand's cultural world, located on the ground floor of the company's global headquarters in New York City, opens. The permanent space serves as a rotating location for events, vehicle exhibitions and collaborative partnerships with pioneering organizations.

2017 – Cadillac introduces Super Cruise™, the first true hands-free driving system for limited access highways. Unlike other driver assistance systems, Super Cruise utilizes two advanced technology systems — a driver attention system and precision LiDAR map data — to ensure safe and confident vehicle operation.

