



THE NEW CADILLAC CUSTOMER



The new Cadillac customer has a distinct mindset and can have very high standards.

They share Cadillac's "Dare Greatly" ethos – are more likely to take risks, tend to be ambitious go-getters, are innovative and think outside of the box, are willing to try new things, are comfortable being different and appreciate bold designs.

They tend to be early adopters of technology, leaders (unconcerned with what the masses are doing), self-assured, unwilling to settle, accepting of change, and liberal with finances. A small but fast-growing proportion of the new Cadillac customer cares about the environment & social causes.

THEY ARE	THEY BELIEVE IN	THEY ENJOY
Highly successful, with a strong focus on their professional careers or entrepreneurial pursuits	Personalization and customization	Movies (streaming)
Early adopters of new (consumer) technologies	Convenience – even faster, more convenient consumption enabled by online services and apps	Traveling abroad and to places less traveled
Conscious about being fit, healthy and in-shape	Continuous self-improvement	Live music
Consumers of luxury items as a reward/treat	Quantified self – full digital capture of self in daily life using tech wearables (Apple Watch, fitbit, Google Glasses, etc.)	Nightlife/going to bars
Increasingly diverse (race, gender, sexual orientation, etc.)		Driving, especially weekend excursions

When it comes to their cars:

VEHICLE MUST BE	VEHICLE EXPRESSES
Powerful, fast and sporty	Modern
Have a high level of connectivity/integration	Coolness
Thrilling and fun to drive	Joy of life
Design leadership	Good taste
Intelligent/novel technology	Success
	Dominance

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