

# **August 16, 2002: 2004 Cadillac XLR To Be Featured Vehicle In Neiman Marcus Christmas Book**

---

**FOR RELEASE:** August 16, 2002

**CONTACT(S):**

Leslie Rajewski, Cadillac Communications

Kellie Patrick, Neiman Marcus Direct Media & Public Relations

## **2004 Cadillac XLR To Be Featured Vehicle In Neiman Marcus Christmas Book**

**PEBBLE BEACH, CA** - This fall, 99 holiday shoppers can be the first to purchase the anxiously awaited 2004 Cadillac XLR, when the new luxury roadster debuts in the internationally renowned 2002 Neiman Marcus Christmas Book.

The retailer's annual holiday catalog mails to millions of customers Sept. 30, and the Neiman Marcus Cadillac XLR will go on sale Oct. 15 at 9:00 am PT. "The XLR and the Neiman Marcus Christmas Book are a perfect match," said Jay Spenchian, Cadillac XLR marketing director. "The Neiman Marcus consumer appreciates the finer things in life. Owning a Neiman Marcus Edition Cadillac XLR certainly qualifies."

The Neiman Marcus XLR features an exclusive Ultra Violet exterior hue, exclusive, two-tone shale and ebony interior, an engraved, numbered sill plate, wood and leather steering wheel, head up display, adaptive cruise control and polished wheels. The MSRP is \$85,000.

"We're thrilled to have the Cadillac XLR as our featured vehicle in the 2002

Christmas Book," said Karen Katz, president and CEO of Neiman Marcus Direct. "Our tradition is to include a sophisticated, stylish, must-have car each year, and we expect it will be a very popular offering this holiday season."

Cadillac will produce 101 NM XLR Edition vehicles and will offer 99 through the catalog. The other two will be earmarked to benefit worthy charities.

This fall, an auction will take place to benefit St. Jude's Children's Research Hospital. In addition, the Women's Committee for Hospice Care will raffle 2000 tickets at \$100 each, with funds benefiting Michigan Hospice Care.

On October 15, to inquire about purchasing the NM XLR Edition, potential customers can call 1-866-XLR-2004 to obtain a tracking number verifying they are one of the first 99 callers. Prospects will be directed to the nearest authorized NM Edition XLR dealer, where they will submit a \$7,500 deposit and complete a sales agreement with an authorized NM XLR dealer. The NM XLRs will be delivered to customers during the summer of 2003.

Formerly known as the Evoq concept roadster, the production XLR debuted to media at the 2002 North American International Auto Show to rave reviews. With dramatic styling, innovative technology, a fully retractable hardtop and the first application of a high output 4.6L Northstar V8 engine in a rear-wheel-drive chassis layout, it is a fitting Cadillac flagship. The engine mates to a standard electronic five-speed automatic transmission, in a trans-axle configuration. Developed on GM's next-generation performance car architecture, the XLR will provide the open-air driving enjoyment of a roadster with all the comfort and security of a coupe.

The XLR is the latest in a long string of highly coveted vehicles to appear in the catalog. Former Neiman Marcus Edition Vehicles have included a 1995 BMW Z3 James Bond Edition, a 1997 Sony Suburban, 1998 Audi TT, 1999 BMW X5, 2000 Ford Thunderbird and 2001 Lexus SC430.

Cadillac is a division of General Motors (NYSE: GM). GM, the world's largest

vehicle manufacturer, designs, builds and markets cars and trucks worldwide, and has been the global automotive sales leader since 1931. More information on GM can be found at [www.gm.com](http://www.gm.com).

Online URL:

<https://www.xlr-net.com/knowledgebase/article/august-16-2002-2004-cadillac-xlr-to-be-featured-vehicle-in-neiman-marcus-christmas-book-43.html>