

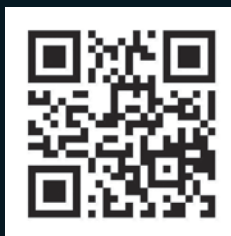


2012 CADILLAC ESCALADE



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THE BEST, BAR NONE.

Among luxury SUVs, Escalade simply has no equal. Its presence is both impressive and irresistible. Its muscle and capability are legendary. It leads the industry in innovation and technology with, among other things, the only available hybrid drive system in any full-size luxury SUV.* Then, of course, there's Escalade's extraordinarily luxurious cabin – spacious, hand-crafted, superbly comfortable and thoughtfully equipped with premium amenities. The conclusion is inescapable. For ordinary drivers, there are ordinary vehicles. For drivers who insist on the best of everything, there's Escalade.

* Based on WardsAuto.com 2012 Large Luxury SUV segment and latest competitive data available at time of printing.

At Left: Escalade Platinum, shown in Mocha Steel Metallic.



PRESENCE, POWER AND LUXURY ABOVE ALL.

When it comes to iconic style, robust performance and sheer sumptuousness, Escalade and Escalade ESV are both at the head of a very exclusive class indeed. The key differentiator is, how much space do you need? Escalade offers a stylish, well-equipped cabin with generous interior room and comfort for seven fortunate occupants – eight with the available second-row split-bench seat. Escalade ESV delivers all of that plus a longer wheelbase, even more legroom for your second- and third-row passengers and a massive 818 litres more cargo space behind the third-row seat. In fact, Escalade ESV is the largest, most spacious luxury SUV you can buy.*

* Based on WardsAuto.com 2012 Large Luxury SUV segment and latest competitive data available at time of printing.



1 Measuring a commanding 5662 mm from bumper to bumper, Escalade ESV has a presence that is at once elegant and imposing. The Escalade ESV cabin offers the most space for both passengers and cargo of any Cadillac model.



2 Escalade and Escalade ESV's standard power liftgate can be opened or closed by pressing a button on the key fob. Additional liftgate control switches are located on the instrument panel and in the cargo area.



At Right: Escalade, shown in Black Raven with available features.





MAKE 'EM GREEN WITH ENVY.

Imagine the beauty, luxury and muscular capability of Escalade, paired with exceptional fuel efficiency. That, in a nutshell, is the story of Escalade Hybrid. Thanks to Cadillac's innovative two-mode hybrid system – the only such technology available in any full-size luxury SUV* – Escalade Hybrid consumes less fuel in city driving than the sub-compact BMW 128i.** Yet this high-tech Hybrid also delivers the impressive capabilities you expect from an Escalade so you can seat up to eight passengers or tow trailers weighing as much as 2540 kg. It's a blend of efficiency, utility and exclusivity that's unmatched by any other vehicle on the road today.

* Based on WardsAuto.com 2012 Large Luxury SUV segment and latest competitive data available at time of printing.

** 2012 Escalade Hybrid and competitive fuel consumption ratings based on Natural Resources Canada's 2012 Fuel Consumption Guide. Your actual fuel consumption may vary.

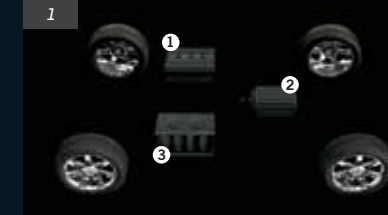


FIG. 1: AUTO STOP

While at a stop, Escalade Hybrid's engine shuts off to conserve fuel, then seamlessly restarts, if required, when you accelerate.

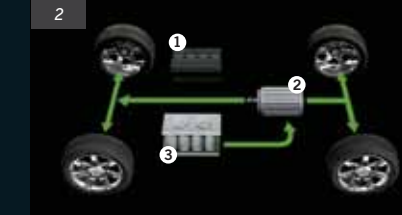


FIG. 2: ELECTRIC POWER

While driving at low speeds or in stop-and-go traffic, Escalade Hybrid may operate in zero-emission full-electric mode. It also runs solely on electric power any time the transmission is in "Reverse."

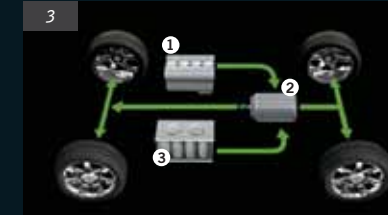


FIG. 3: HYBRID POWER

As power demands increase, the electric motors and engine may operate simultaneously to provide added performance. The additional torque provided by the electric motors also allows earlier engagement of the Active Fuel Management® system which deactivates 4 of the engine's 8 cylinders, giving you even better fuel efficiency.

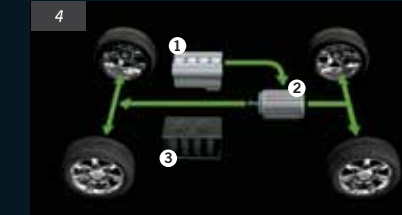


FIG. 4: ENGINE POWER

When hauling heavy loads at higher speeds, engine-only power can actually be more efficient than operating in gasoline-electric hybrid mode. When such a situation arises, Escalade Hybrid's electronic Hybrid Optimizing System can disengage the electric motors and power the vehicle exclusively with the gasoline engine.

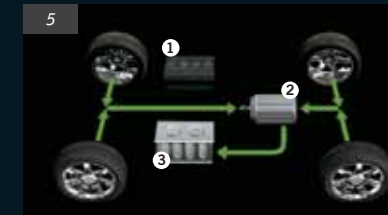


FIG. 5: REGENERATIVE BRAKING

A regenerative braking system supplements Escalade Hybrid's conventional hydraulic braking system. It captures some of the energy normally lost during braking and coasting and returns it to the 300-volt nickel-metal hydride Energy Storage System for future use.

- 1 ENGINE
- 2 TWO-MODE HYBRID TRANSMISSION
- 3 ENERGY STORAGE SYSTEM (ESS)

At Left: Escalade Hybrid Platinum, shown in White Diamond Tricoat, an extra-cost option.





ALL CADILLAC. NO COMPROMISE.

For discerning drivers who enjoy active, outdoor lifestyles, Cadillac's versatile, reconfigurable Escalade EXT is in a class by itself. One minute it's a highly refined luxury SUV with sumptuous seating for five and a massive secure covered cargo area. The next, with the standard Midgate™ behind the rear seat folded down, it's a stylish, superbly comfortable two-seat pickup truck with a 2.4-metre long cargo bed topped by a stowable three-piece rigid cover. And should you need to transport even more gear, Escalade EXT is ready for virtually any towing assignment, thanks to a standard heavy-duty trailering equipment package and a maximum trailer rating of 3402 kg.



¹ Any time you wish to reconfigure your Escalade EXT, the innovative Midgate™ can be raised or lowered in seconds. No tools are required.

At Left: Escalade EXT, shown in Black Raven with available features.





MORE THAN YOU DARED TO EXPECT.

In the Escalade cabin, the front bucket seats don't just feature fine leather seating surfaces. They're also internally heated and cooled, for true four-season comfort. The Bose® audio system is simply awesome, with ten speakers,* six separate channels and stunningly vivid sound reproduction. Your preferred positions for the power adjustable pedals, steering wheel, driver's seat and exterior mirrors can all be programmed into memory so they can be restored at the touch of a button after someone else has driven your Escalade. It all adds up to an exceptionally rewarding driving experience.

* 8-speaker audio system included on Escalade EXT.

1 For 2012, a rear vision camera is standard on every Escalade model. It adds confidence and control during parking manoeuvres or when hooking up a trailer.

2 Escalade and Escalade ESV's first two seating rows feature reclining bucket seats with supple perforated leather appointments. The second-row seats offer passengers a choice of 3 heat settings, while the front-row buckets are both heated and cooled.



DIAL UP THE STYLE.

New for 2012, the available Premium Collection Appearance Package adds an even higher level of excitement to Escalade's larger-than-life personality. Body-colour exterior accents, dual rectangular exhaust outlets and ultra-bright 22-inch aluminum wheels highlight Escalade's impressive performance capabilities. Other key features include IntelliBeam® headlights, which automatically toggle between high and low beams when appropriate during night driving, and an innovative Magnetic Ride Control® suspension that adjusts shock absorber damping up to 1000 times per second to help smooth the ride and sharpen the handling.

1 Models with the Premium Collection Appearance Package include dramatic 22-inch wheels with painted accents, shod with low-profile P285/45R22 tires.

2 The Premium Collection Appearance Package's dual rectangular stainless steel exhaust tips are the perfect complement for Escalade's powerful rear styling.

3 Choose the new Premium Collection Appearance Package and your Escalade will feature dramatic monochromatic exterior accents, including the crossbars of the distinctive Escalade grille.

At Left: Escalade, shown in Black Raven with available Premium Collection Appearance Package.



1



2



3



IT DOESN'T GET BETTER THAN THIS.

Escalade Platinum, Escalade Hybrid Platinum and Escalade ESV Platinum were created for those who believe that, where luxury is concerned, more is definitely better. As you open the doors, assist steps power into place to ease your entry or exit. Should a passenger wish to ride in the rear seating row, a power release for the fold-and-tumble second-row seats facilitates their access. Even the cupholders have their story. They're designed to warm or chill your favourite beverage, as you desire. In other words, everything has been attended to, down to the smallest detail.

1 The first- and second-row seats in Platinum models feature the high-end luxury of supple Tehāma aniline leather seating surfaces. The third-row seating areas are upholstered in supple Nuance leather.

2 Platinum models are immediately identifiable by their unique Platinum front fascia and grille styling. Advanced LED headlights are also included.

3 Every Platinum model comes with a rear DVD entertainment system that includes a pair of screens located in the front-row head restraints and another pair mounted on the roof.



IT ONLY SEEMS LIKE MAGIC.

Escalade's uncanny performance, assurance and refinement all derive from some of the most sophisticated technology the automotive industry has to offer. The 403-horsepower V8, for example, features Variable Valve Timing (VVT) and Active Fuel Management® systems which help to optimize efficiency in a wide variety of operating conditions. Other advanced systems, including full-function traction control, anti-lock brakes, StabiliTrak® electronic stability control and a standard full-time All-Wheel-Drive (AWD) system, help to optimize traction and keep you in control in slippery conditions.



1

1 Escalade, Escalade ESV and Escalade EXT are powered by a 6.2L V8 that generates 403 hp and 417 lb.-ft. of torque. It's teamed with a 6-speed automatic transmission and standard All-Wheel Drive (AWD).



2

2 When hauling heavy loads or towing a trailer, the Tow/Haul mode integrated into Escalade's transmission helps improve performance and eliminate unnecessary shifts.



3

3 Sophisticated suspension geometry and Road-Sensing Suspension technology are standard equipment. Hybrid and Platinum models feature Cadillac's pioneering Magnetic Ride Control® suspension.



At Right: Escalade ESV, shown in Black Raven with available Premium Collection Appearance Package and available features.



PEACE OF MIND IS THE ULTIMATE LUXURY.

At the wheel of a new Escalade you can feel confident that your Cadillac has been comprehensively designed and equipped to protect you and your passengers. Escalade's surprisingly easy, agile handling and full range of crash-avoidance technologies help to keep you out of danger. Should a collision prove to be unavoidable, the rigid steel body structure, front and side airbags and many other occupant protection features all help reduce your risk of injury. Escalade is also the only full-size luxury SUV* with OnStar®, which can automatically dispatch emergency services to your exact location after a collision has taken place.**

*Based on WardsAuto.com 2012 Large Luxury SUV segment and latest competitive data available at time of printing.

** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar® acts as a link to existing emergency service providers.



1 Any time a vehicle is driving in your "blind spot" in the lane next to you, the available Side Blind Zone Alert system will signal you by displaying an icon in the exterior rear-view mirror.

ONSTAR®: DRIVE CONNECTED.

Among the many powerful reasons for choosing Escalade over a competitive luxury SUV, OnStar® is one of the very best. OnStar® is standard on every Escalade model with 1 year of the Directions & Connections Plan featuring Turn-by-Turn Navigation** and the OnStar RemoteLink™ mobile app. Described below are just some of the remarkable services that OnStar® can perform to enhance your safety, security and convenience.

STOLEN VEHICLE ASSISTANCE

In the unlikely event that your Escalade should be stolen, OnStar® can help recover it. Using GPS technology, OnStar® can locate your vehicle and track its movements. OnStar® can relay that information to authorities who can use it to recover your Escalade quickly and safely.

REMOTE VEHICLE DIAGNOSTICS

OnStar® can provide you with the information you need to keep your new Escalade in top condition. Every month, the system can run a series of diagnostic and maintenance checks and send you a comprehensive report via email.

TURN-BY-TURN NAVIGATION

When it comes to user-friendliness, OnStar®'s Turn-by-Turn Navigation has no equal. By pressing a single button, you make a voice connection to an OnStar® Advisor and tell him or her where you want to go. Within seconds, clear, audible directions are downloaded to your Escalade. Turn-by-Turn Navigation will even help get you back on track automatically if you take a wrong turn.

HANDS-FREE CALLING

OnStar®'s built-in wireless calling feature helps you make mobile calls legally and conveniently. It also provides a clear and reliable connection, even in areas where cellular reception is limited.

AUTOMATIC CRASH RESPONSE

Any time integrated crash sensors indicate that a collision has taken place, the vehicle immediately sends that information to the OnStar® Centre. An OnStar® Advisor will call immediately to see if you need help. If you're unable to respond, the Advisor can determine your exact location via GPS and dispatch emergency services.**

ONSTAR REMOTE LINK™

A new feature for 2012, the OnStar RemoteLink™ mobile app makes it easy to connect to OnStar®, even when you're not in your car. OnStar RemoteLink™ allows you to perform a series of functions remotely from your iPhone® or select Android™ devices. Once you download and register the app at onstar.ca, you can access all the following functions regardless of where you may happen to be:

- Lock/unlock your doors
- Start your engine remotely (if so equipped)
- Activate your horn and lights to help you find your vehicle
- View real-time fuel information (range to empty, fuel remaining, current fuel consumption and lifetime fuel consumption)
- Check your tire pressure and remaining oil life
- Access your OnStar® account information
- Contact an OnStar® Advisor, Roadside Assistance or your preferred Cadillac dealer.



CADILLAC SHIELD: THE NEW STANDARD OF LUXURY OWNERSHIP

At Cadillac, we believe our owners deserve the very best. That's why when we set out to create the ultimate customer experience, designing and engineering great vehicles was just the beginning; we were also looking to create an experience comparable with those provided by the world's greatest luxury brands. Every vehicle we sell is backed by the Cadillac Shield, the most comprehensive suite of owner benefits offered by any luxury automotive brand in the world. From innovations like Remote Vehicle Diagnostics and advanced mobile apps to the extraordinary value of our no-charge Premium Care Maintenance Program, Cadillac Shield sets a new standard of luxury ownership.



CADILLAC WARRANTY

Every Cadillac is covered by a 4-year/80,000 km Limited Warranty* which covers repairs on your entire vehicle, including parts and labour, to correct problems in materials and workmanship. A 5-year/160,000 km Powertrain Component Limited Warranty* is also included that covers select powertrain components as well as an 8-year/160,000 km Hybrid Component Limited Warranty* which covers specific hybrid components on Escalade Hybrid.



PREMIUM CARE MAINTENANCE

Standard on every new Cadillac is the no-charge Cadillac Premium Care Maintenance Program, which covers select required maintenance services during the first 4 years or 80,000 km of ownership.*



ROADSIDE ASSISTANCE

Any time you require assistance during the 5-year/160,000 km Powertrain Component Limited Warranty period,* regardless of where you may be in Canada or the contiguous United States, Roadside Assistance is at your disposal 24 hours a day, 7 days a week, 365 days a year.



COURTESY TRANSPORTATION

Whenever your Cadillac requires scheduled maintenance or warranty repair service during the warranty period, your dealer will provide you with shuttle transportation for daily service or an alternate car (or reimbursement for rental or other transportation expenses) for overnight service.

* Whichever comes first, fully transferable. See dealer for complete details.

** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar® acts as a link to existing emergency service providers.



SECURITY BY ONSTAR

In the unlikely event that your Cadillac is stolen, OnStar® can locate it via GPS. An Advisor can then send a Stolen Vehicle Slowdown® or Remote Ignition Block signal (working in conjunction with police) to help authorities safely recover your vehicle.**



NAVIGATION BY ONSTAR

Just push the OnStar® button and ask the Advisor for directions to your destination. OnStar® will download directions to your Cadillac and a voice will call out every turn.**



DIAGNOSTICS BY ONSTAR

With best-in-class diagnostics from OnStar® you can run regular remote checks on an extensive variety of vehicle systems. You can also receive updates via email or the OnStar RemoteLink™ app for iPhone® or select Android™ phones.**



CONNECTIONS BY ONSTAR

With the OnStar RemoteLink™ app, you can access and control select vehicle information and features from anywhere you have mobile phone service.**



EMERGENCY BY ONSTAR

In the unfortunate event of a crash, OnStar® can automatically dispatch emergency services to your exact location, even if you're unable to respond to calls or request assistance.**

ACQUISITION OPTIONS

In addition to the many exclusive privileges of Cadillac ownership, General Motors of Canada has created a range of supplementary support programs to enhance your ownership experience. Some of these programs assist you in purchasing the Cadillac of your choice. Others help protect you and your new Cadillac over the long term.

PURCHASING:

- Purchase Financing or Leasing – on-the-spot financing at your GM dealership†
- The GM Card – GM cardholders may redeem up to \$3500 GM Card® Earnings (subject to Vehicle Redemption Allowances) toward the Total Purchase Price on eligible new GM vehicles.†† For full program details please visit thegmcard.ca

† Subject to eligibility. †† Program subject to change.

ADDITIONAL OWNERSHIP PROGRAMS:

- GM Protection Plan (GMPP) – the only extended service plan backed by the resources and commitment of General Motors. GMPP may be purchased at the time of sale or subsequently during the New Vehicle Limited Warranty period.‡

‡ Conditions and limitations apply.

INFORMATION RESOURCES:

You can obtain more information about Cadillac vehicles and programs from your Cadillac dealer, or at these information centres:

- The Cadillac website at cadillac.ca
- The Cadillac Contact Centre at 1-888-446-2000 (1-800-263-3830 for TDD users).

A WORD ABOUT THIS BROCHURE

Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colours, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this brochure and other printed materials provided at the dealership or affixed to vehicles are approximates based upon design and engineering drawings and prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of printing, please check with your Cadillac dealer for complete details. General Motors of Canada Limited reserves the right to lengthen or shorten the model year for any product, for any reason, or to start and end model years at different times.

A WORD ABOUT ASSEMBLY

Cadillac vehicles are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in Cadillac vehicles. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

A WORD ABOUT CORROSION

Cadillacs are designed and built to resist corrosion. All body sheet metal components are warranted against rust-through corrosion for 6 years. There is no deductible for rust-through repairs. Application of additional rust-inhibiting materials is not required under the corrosion coverage and none is recommended.

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INTERIOR FABRIC COLOURS

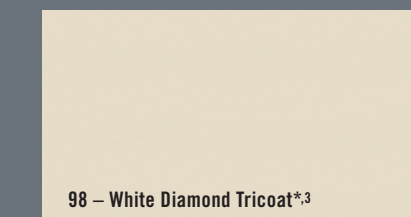
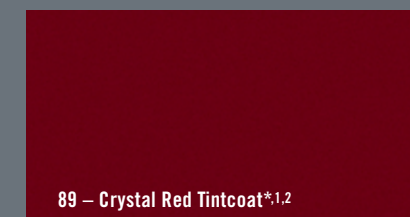
NUANCE LEATHER



TEHĀMA ANILINE LEATHER



EXTERIOR COLOURS



Exterior colours may be subject to change during the 2012 model year. Please check with your sales consultant or visit cadillac.ca for latest colour availability on Escalade. The exterior and interior colours in this brochure are as close to the actual vehicle production colours as the printing process allows. For more accurate colour samples, ask your Cadillac sales consultant to see the dealer showroom vehicle colour display.



EXTERIOR/INTERIOR COLOUR COMPATIBILITY

EXTERIOR COLOURS	INTERIOR COLOURS	Ebony with Ebony Accents	Cashmere with Cocoa Accents	Cocoa with Light Linen Accents¹
41 – Black Raven		•	•	•
51 – Gold Mist Metallic¹		•	•	•
58 – Black Ice Metallic*¹		•	•	•
89 – Crystal Red Tintcoat*¹,²		•	•	•
98 – White Diamond Tricoat*³		•	•	•
GAN – Radiant Silver Metallic		•	•	•
GHA – Mocha Steel Metallic¹		•	•	•
GTS – Xenon Blue Metallic¹		•	•	•

* Available at extra cost.
 1 – Not available on Escalade EXT.
 2 – Tintcoat is a premium two-layer paint application with the addition of a tinted clearcoat, lending the finish an extra depth and brightness.
 3 – Tricoat is a meticulous three-layer process that results in a dramatic hue-shifting colour reminiscent of a show-car finish.

WHEELS



- A – 18" x 8" 7-spoke machined aluminum wheels (PW2)
- B – 22" x 9" 7-spoke chromed aluminum wheels (P56)
- C – 22" x 9" multi-spoke chromed aluminum wheels (S85)
- D – 22" x 9" 7-spoke ultra-bright machined-finish aluminum wheels with painted accents (Q7L)

