

Cadillac

Cadillac

STS



Canada

TAKING ACTION TODAY. FOR TOMORROW.

At General Motors, our commitment to environmentally friendly transportation starts right at the top:

"What we do at General Motors profoundly affects the lives of many people. As the world's largest maker of cars and trucks, we realize our impact extends beyond those who drive our vehicles, who work here and who live in our communities. We also know that our actions today can positively affect the lives of future generations. It's a huge responsibility, but also a great opportunity. And that's why corporate responsibility is an integral part of everything we do at GM."

We're determined to be part of the solution to the environmental issues that we as a global community are facing. To that end, GM is investing billions of dollars in a broad-based advanced technology strategy to help reduce the world's dependency on oil. This includes everything from biofuels like E85 ethanol, to plug-in hybrids, to electrically driven vehicles powered by advanced batteries and hydrogen fuel cells. We've also made steady and significant progress over the past five years to reduce our own energy use, conserve natural resources and decrease greenhouse gas emissions from GM products and facilities."

Rick Wagoner

Chairman and Chief Executive Officer, General Motors

greenbydesign.gm.ca



The Drive is On





DRIVING MACHINE FOR THE DRIVEN

STS

Ah, the perks that come with achievement. The corner office. A fine Swiss watch. And, perhaps the most rewarding of them all, a great car. One that blends avant-garde style, world-class performance, intelligent luxury and – let's be straightforward here – more than a little prestige. The 2008 STS is all that and more. With a bolder style, more standard power, more technology and more refinement than ever before, STS is both a remarkable car and an unmistakable symbol of accomplishment. STS. Because success deserves a celebration.

STS

Cadillac

PERFORMANCE AND LUXURY – UNITED
FLAGSHIP

STS





The STS cockpit delights the eye with bold, powerful shapes and a clean, elegant overall design. It pleases the ear with a near-absence of road and wind noise, accented by the song of the potent, yet highly refined engine. Your sense of touch is rewarded, with finely textured surfaces and well-placed controls that operate with a clear logic and a satisfying, positive feel. The end result is a highly rewarding environment dedicated to the enjoyment of driving.

STS

STIMULATION FOR THE SENSES
CONTROL

INNER BEAUTY
AMENITIES

STS

STS's elegant interior is characterized by sweeping lines, expert craftsmanship, a tasteful and harmonious colour palette with materials of exceptional quality, including premium Milan carpeting. The result is a stylish, spacious and comprehensively equipped driving environment in which no detail has gone unconsidered. For example, the STS driver's seat is as well-suited to spirited driving on twisting two-lane roads as it is to long-distance highway cruising. The added luxury of internally heated and ventilated front seats is also available, as are seats fully trimmed in specially selected glove-soft Tuscany leather.



BOSE

The available Bose® 5.1 Studio Surround® sound system uses six separate audio channels and a total of 15 speakers delivering a true 360-degree listening experience. The result is sound quality of uncanny depth, accuracy and separation.

STS's available DVD navigation system can assist you in finding your way in unfamiliar territory.* Key features include a large, high-resolution VGA display, touch-panel control and a four-position tilt screen for easy viewing.

*At time of printing, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.



Now with 120 channels to enjoy, XM Satellite Radio™ has revolutionized mobile entertainment as we know it. XM has the largest playlist on the planet, with musical genres that span everything from decades to dance, rock to rap and country to classical. XM also broadcasts the most commercial-free music in digital quality sound, along with news, talk, comedy and sports channels – including more than 1000 NHL games – all available from coast to coast. XM Satellite Radio is standard in every 2008 STS.** Ask your sales consultant for more information.

**Includes three trial months beyond which service fees apply. Available in 10 Canadian provinces and 48 contiguous United States.

The available HUD instrumentation organizes and emphasizes data clearly and intuitively via a four-colour display. The system also allows you to adjust the positioning of the display, to ensure your personal comfort.



The available Adaptive Cruise Control system uses a sophisticated long-range radar sensor mounted behind the wreath and crest logo on STS's grille to measure the distance and relative speed of vehicles ahead.



Take the remote access fob out of your pocket or purse, press a button and your STS's engine will start from up to 60 metres away. Or leave it where it is. Your STS's doors and trunk will unlock automatically when you grasp the door handle.



Consider, if you will, three examples of Cadillac's campaign to advance the state of the automobile. First, the available Adaptive Cruise Control (ACC) system, which detects slower-moving vehicles ahead, then provides limited braking to maintain a pre-set following distance. Second, the reconfigurable Head-Up Display (HUD), which is included with the available Driver Awareness Package. It projects key information onto the inner surface of the windshield, so you can view it without taking your eyes off the road. Third is STS's remote starting system, which can start the engine and the climate control system from up to 60 metres away. These cutting-edge technologies, and many others like them, help STS achieve exceptional levels of comfort, convenience and safety.

STS

PUSHING THE ENVELOPE
INNOVATION

STS

WHERE POWER AND PRECISION INTERSECT POTENT

The new STS V6 engine represents Cadillac's first-ever use of direct injection in a production gasoline engine. The benefits of this advanced technology include increases in both power and fuel efficiency along with improved emissions performance.



Among the Northstar V8's many high-tech features is an extremely powerful, state-of-the-art Engine Control Module (ECM). It includes a 16-bit, 24 MHz dual micro-processor, high memory capacity and a redundant safety processor that acts as a backup for the electronic throttle control. A separate transmission control module manages gear changes, with inputs from the ECM.



All STS's feature a standard 6-speed automatic transmission with Driver Shift Control which offers the precision of a manual gearbox without sacrificing the convenience of an automatic. With the transmission in Sport mode, you can shift up or down a gear instantaneously, with just a nudge of the shift lever.



To assure the highest possible level of quality, the 6-speed automatic transmissions destined for STS are hand assembled in a "clean room" environment.

For 2008, STS V6 models are powered by a new direct injection 3.6-litre DOHC V6 VVT engine – one of the industry's most advanced technologies. The results are impressive, to say the least: 302 horsepower and 272 pounds-feet of torque, along with improved fuel efficiency compared with the previous STS V6. For an even higher level of exhilaration, V8 models feature a second-generation 4.6-litre VVT Northstar under the hood tuned to produce 320 horsepower and 315 pounds-feet of torque. Both engines are teamed with an electronically controlled six-speed automatic transmission with a host of leading-edge features, including Sport mode, Driver Shift Control, engine braking in all forward gears and Performance Algorithm Liftfoot (PAL).

PERFORMANCE FOR THE REAL WORLD
TECHNOLOGY

STS

In the real world, road surfaces are less than perfect and traction is frequently compromised. STS compensates with advanced technologies that smooth your ride and increase your control. Take the available performance-oriented All-Wheel-Drive (AWD) system, for example. With normal traction, carving through "s" curves with all four wheels powering you forward, it delivers a sensation akin to being on rails. The AWD system's benefits are even greater in low-traction situations, of course, as it automatically redistributes power to help you maintain momentum and control. Also available is a sophisticated Magnetic Ride Control® suspension system, which reads road and driving conditions and reacts by adjusting shock absorber damping up to 1000 times per second.

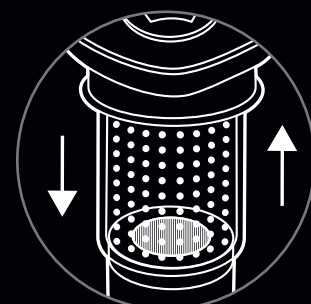


MAGNETIC RIDE CONTROL

The available Magnetic Ride Control suspension features shock absorbers filled with metal particles and a special fluid that stiffens automatically when exposed to a magnetic field.



FLEXIBLE RIDE
LESS FLUID RESISTANCE



PERFORMANCE RIDE
MOST FLUID RESISTANCE

SEE AND BE SEEN
VISIONARY

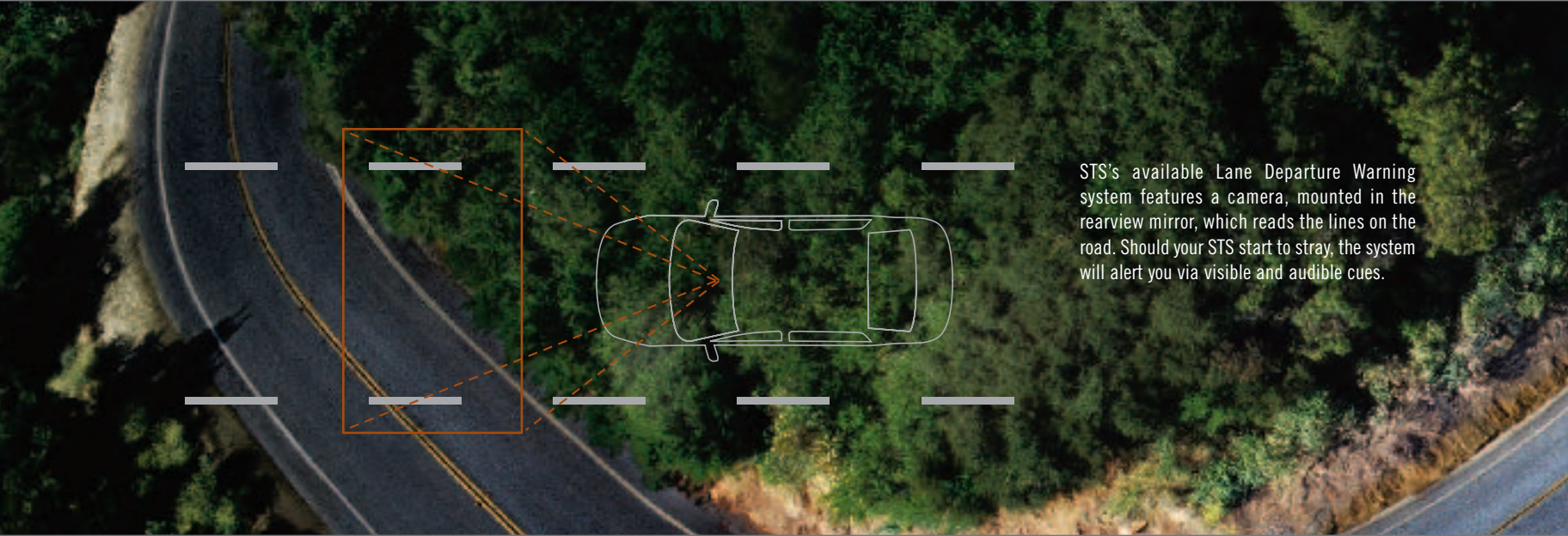
STS

In STS, high-tech systems help assure your complete awareness of traffic and hazards nearby. Ultrasonic rear parking assist alerts you to objects behind the car when the transmission is in "Reverse". Fog lights and projector-beam headlights are standard equipment. Xenon High-Intensity Discharge (HID) headlights are also available, as is an IntelliBeam™ system that automatically switches between high and low beams, when appropriate, during night driving. New for 2008 is an available Lane Departure Warning system that alerts you if you stray out of your chosen lane on the highway. Also new this year is available Side Blind Zone Alert, which illuminates an indicator in the side mirror whenever another vehicle enters your "blind spot".



With OnStar® and one year of the Directions & Connections Plan including Turn-by-Turn Navigation,* STS links you directly to the world's most comprehensive in-vehicle security, communications and diagnostics system.**

*Turn-by-Turn availability impacted by some geographic/cellular limitations, advisor-assisted routing available.
**OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. OnStar Hands-Free Calling requires a Hands-Free enabled vehicle, prepaid minutes or enrollment in a shared minutes plan and existing OnStar service contract. Subscription Service Agreement required.



STS's available Lane Departure Warning system features a camera, mounted in the rearview mirror, which reads the lines on the road. Should your STS start to stray, the system will alert you via visible and audible cues.

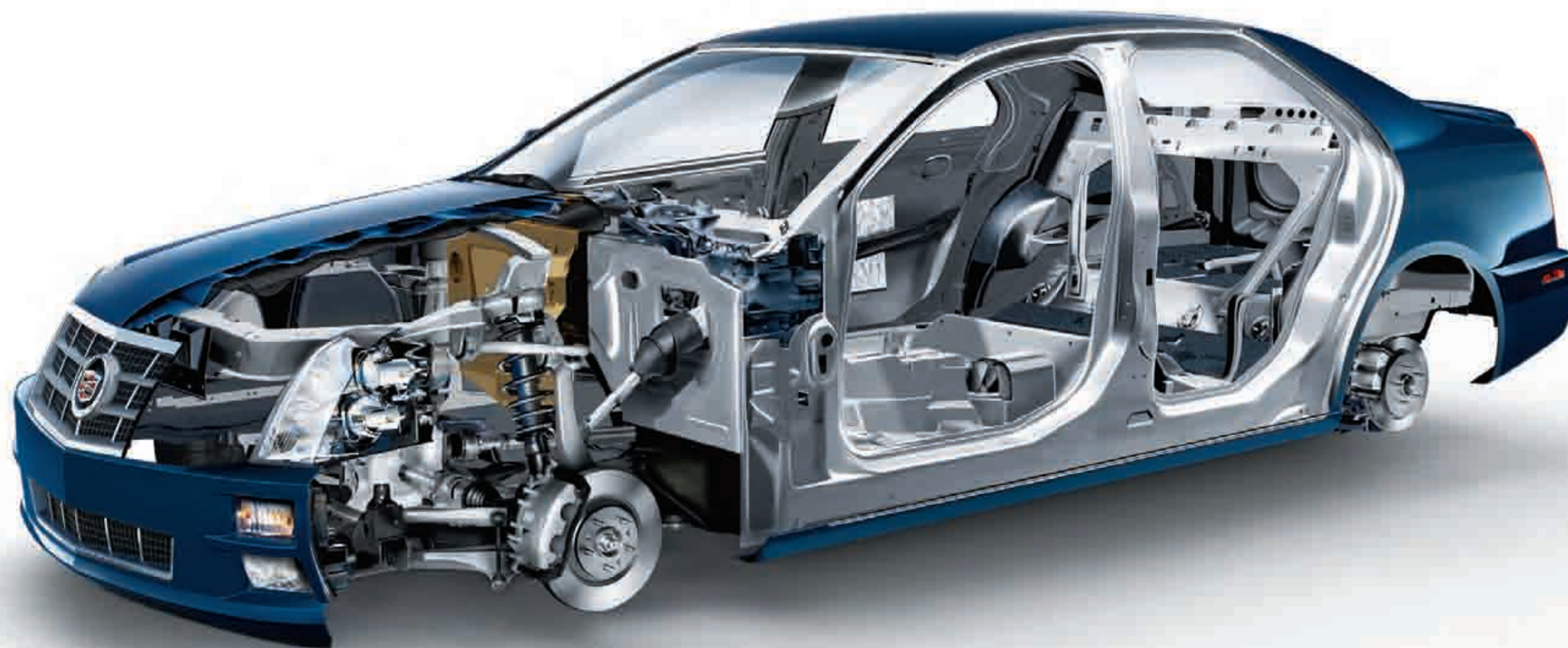


IT'S THERE FOR YOU
GUARDIAN

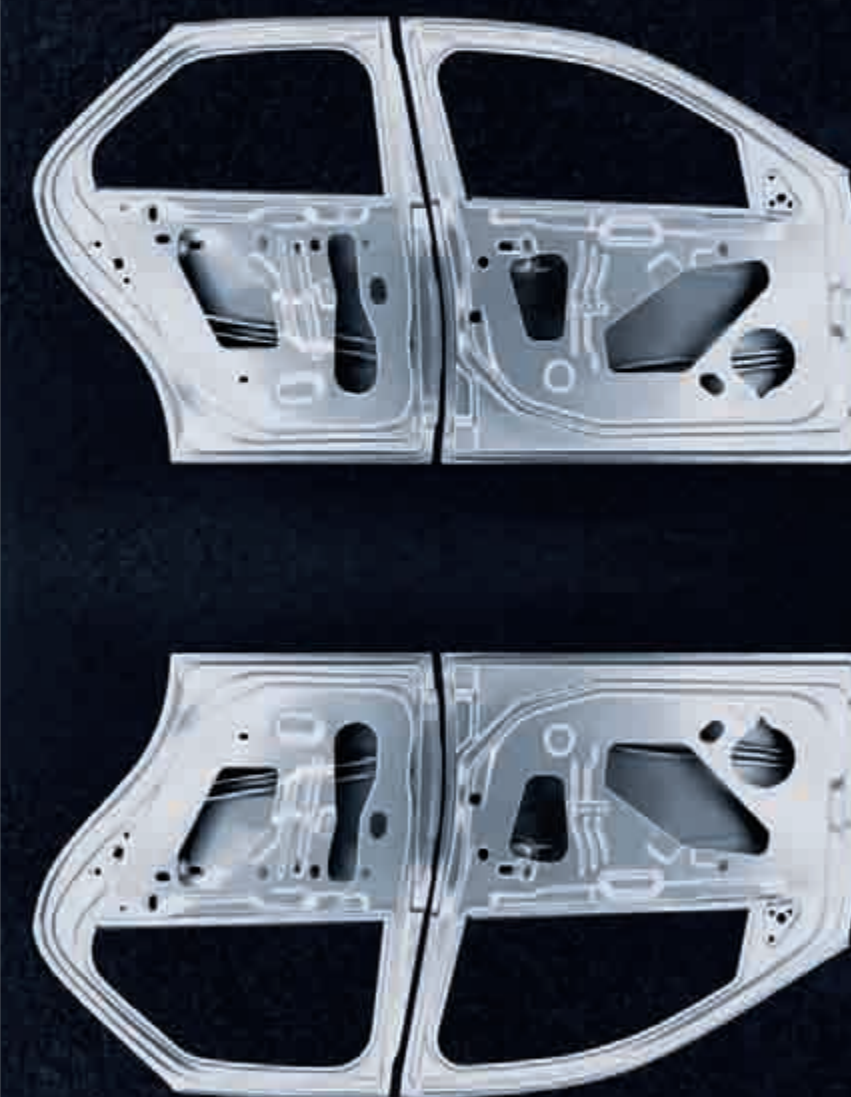
STS



An overriding concern with safety is apparent throughout STS. Countless standard and available systems, including StabiliTrak™, traction control, Side Blind Zone Alert and others, are designed to help you stay aware of your situation and act decisively to avoid danger. Still more features come to your aid should a collision prove inevitable. Crush zones at the front and rear of the vehicle, for instance, help to absorb crash energy before it can reach the passenger compartment. STS also includes six standard air bags, including side head curtain air bags that protect both front and rear outboard occupants in the event of a side impact.



To help prevent intrusion into the passenger compartment in a crash, STS's doors are braced with integral ultra-high-strength steel beams.



STS

LUXURY TO THE MAX
PLATINUM



For those who insist on the highest possible level of luxury, Cadillac introduces the new-for-2008 STS Platinum Edition. Available on both V6 and V8 models, the Platinum Edition is instantly recognizable by its exclusive grille treatment, chrome-finished 18-inch wheels and chrome exterior door handles. Inside, the cabin features numerous luxurious appointments: leather-wrapped interior, Tuscany full leather seats, and genuine Olive Ash burlwood accents on the doors, console and instrument panel. For an added thoughtful touch, both the steering wheel and the transmission shifter are heated, for an extra measure of comfort in cold weather.

STS

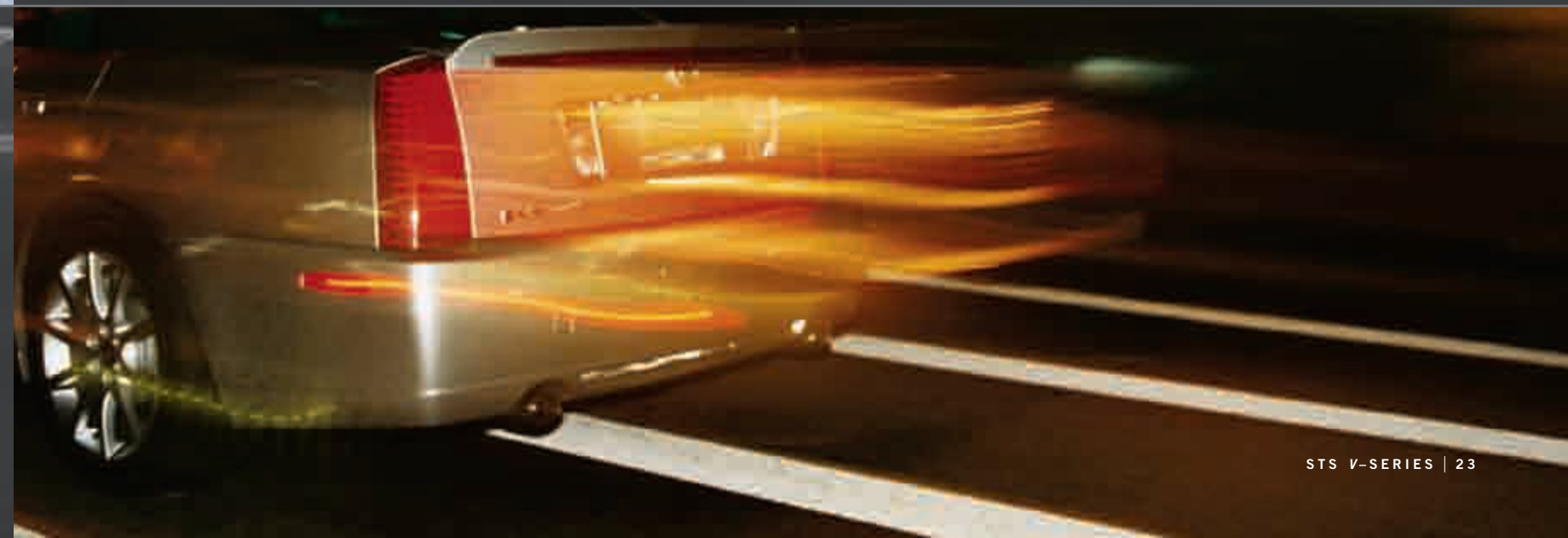
PERFORMANCE TO THE POWER OF V

STS-V



Germany's legendary Nürburgring has 177 curves and no two are alike. It was here that Cadillac's engineers tested and perfected STS-V's acceleration, handling and braking characteristics.

Part of Cadillac's awesome V-Series, STS-V will forever change your idea of what a luxury sedan can be. STS-V combines the refinement and sophistication of STS with some of the most serious performance hardware available. The highlights include an intercooled supercharged Northstar V8 engine with 469 horsepower, more horsepower than any production Cadillac has ever had, a six-speed automatic transmission with Driver Shift Control, massive Brembo® brakes, a high-performance-tuned suspension and a four-mode StabiliTrak system that allows a higher level of driver control. Created for drivers who believe performance is the ultimate luxury, STS-V delivers an unmatched driving experience. STS-V. You've never seen a Cadillac like this before.



STS

THE EXTREME STS EXCLUSIVE



ABOVE: Equipped with an intercooled roots-type supercharger which forces air into the cylinders with up to 12 psi of boost, STS-V's hand-assembled engine generates an awe-inspiring 469 horsepower and 439 pounds-feet of torque.

BELOW: A key element in STS-V's excellent performance is Cadillac's 6-speed automatic transmission. In Sport mode, its Driver Shift Control feature allows clutchless manual shifting through all 6 gears.



BELOW: The STS-V chassis is completely revised for razor-sharp handling. Key elements include a ZF performance steering gear, Sachs monotube shocks, higher-rate springs, larger stabilizer bars and a high-capacity steering cooler.

For a car of its performance potential, STS-V is astoundingly refined and luxurious. Virtually every amenity imaginable is present and accounted for. Hand-wrapped leather seating surfaces abound. Black Olive Ash burlwood and kinetic-finished aluminum trim elements dress up the decor. Sueded fabric inserts on the seat cushions and lower seatbacks help to keep you firmly planted, even during enthusiastic driving. If you wish, you can add the drama of Tango Red accents on the seat inserts, doors, instrument panel and centre armrest. They're the perfect way to emphasize your STS-V's high-performance character.



THE NEXT STEP ACCESSORIES

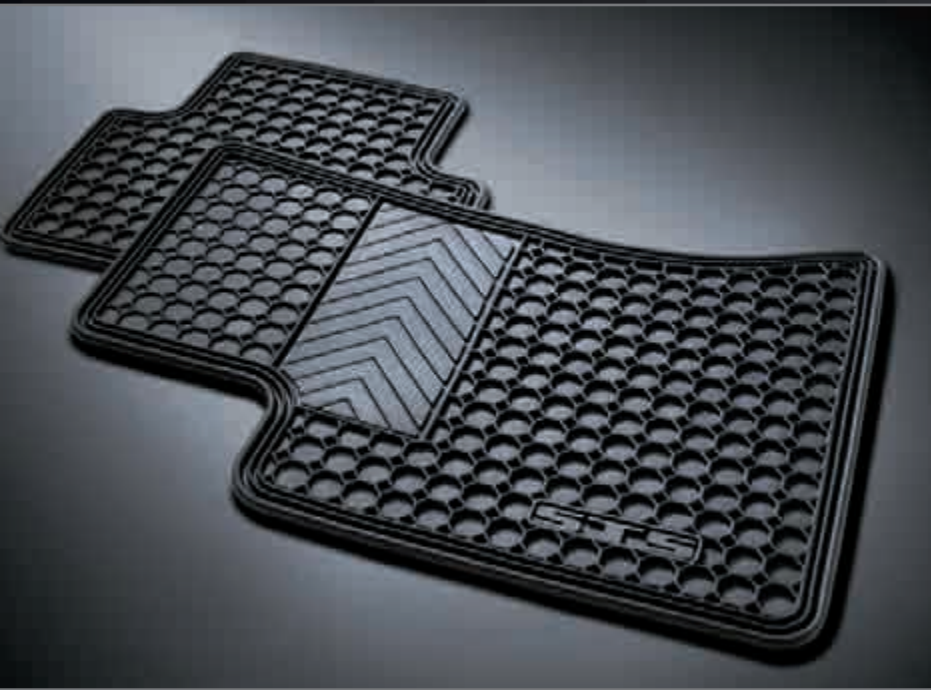
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Show your unique personality and endow your STS with an even higher level of style and functionality by adding carefully chosen quality accessories. Genuine GM Accessories are designed especially for your STS and engineered to the highest standards, ensuring excellent fit, finish and functionality. They're covered under the 4-year/80,000-km Cadillac Limited Warranty.* They can also be included in your new-vehicle lease or finance agreement through GMAC. Ask your dealer for a complete list of the GM Accessories available for STS. Or visit gm.ca

*Whichever comes first, when permanently installed by the dealer at the time you purchase or lease your new vehicle.



▲ A perfect complement to the available clear tail light lenses is this clear centre high-mounted stop light. It illuminates in red when you touch the brakes.



▲ A range of quality floor mats is available for STS. The all-weather mats shown are designed to protect your carpets from mud, slush and salt.



▲ This head restraint-mounted DVD entertainment system features two 178 mm (7 in.) colour monitors, two DVD/CD/MP3 players, two wireless headphones and a single remote control.



▲ Clear tail light lenses and bulbs add a custom touch to your STS's rear styling. When illuminated, the lights show up as bright red.

CADILLAC OWNER PRIVILEGES

By choosing to drive a new 2008 STS, you automatically enter a world of elite owner privileges, thanks to a host of programs that will enhance your safety and convenience and reduce your overall cost of ownership. For the first 4 years or 80,000 km of ownership*, Cadillac No-Charge Scheduled Maintenance will cover all regularly scheduled maintenance required by your STS. During the same period, the Cadillac Limited Warranty will cover all parts and labour costs* that may be incurred to correct defects in material or workmanship. You are also covered by GM's Powertrain Limited Warranty, which is in effect for the first 5 years or 160,000 km of ownership.** While the Powertrain Limited Warranty is in effect, you enjoy the support of Cadillac Roadside Service* throughout Canada and the United States should you require towing, fuel delivery, a jump start or help with a flat tire or lock-out situation. In addition, Alternative Transportation* provides you with shuttle transportation for daily service and an alternate car (or reimbursement for rental or other transportation expenses) for overnight service, whenever your STS requires scheduled maintenance or repairs covered under the Cadillac Limited Warranty. Other Cadillac owner privileges include Trip Planning* assistance and Trip Interruption Protection,* and you may be reimbursed by General Motors of Canada for reasonable hotel, meal and alternative transportation expenses incurred should your trip be interrupted by a repair covered under the Cadillac Limited Warranty. See your Cadillac dealer for complete details on all Cadillac Owner Privileges.

*Program in effect for the first 4 years or 80,000 km (whichever comes first) of ownership. Conditions and limitations apply.

**Whichever comes first, conditions and limitations apply.

ACQUISITION OPTIONS

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

Purchasing & Leasing:

- **GMAC Express Credit Application** – a convenient way to get pre-approved credit towards the purchase or lease of your next GM vehicle
- **GMAC Purchase Financing** – on-the-spot financing at your GM dealership†
- **GMAC SMARTLEASE®** – a smart alternative to traditional financing†
- **GMAC SMARTWEAR™** – worry-free leasing protecting you against unexpected excess wear costs. Must be purchased when signing a GMAC SMARTLEASE agreement††
- **The GM Card** – eligible cardholders may be able to redeem up to \$3500 in GM Card® Earnings toward the total purchase price or lease down payment on selected vehicles.†† For more information on The GM Card please call 1-800-461-3279.

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 your sale or lease, or subsequently during the Cadillac Limited Warranty period.††

†Subject to eligibility. ††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 GM website at gm.ca
- The Cadillac Contact Centre at 1-888-446-2000 or (1-800-263-3830 for TDD users)
- For more information about GMAC visit gmac.ca or call 1-800-616-4622.

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 the 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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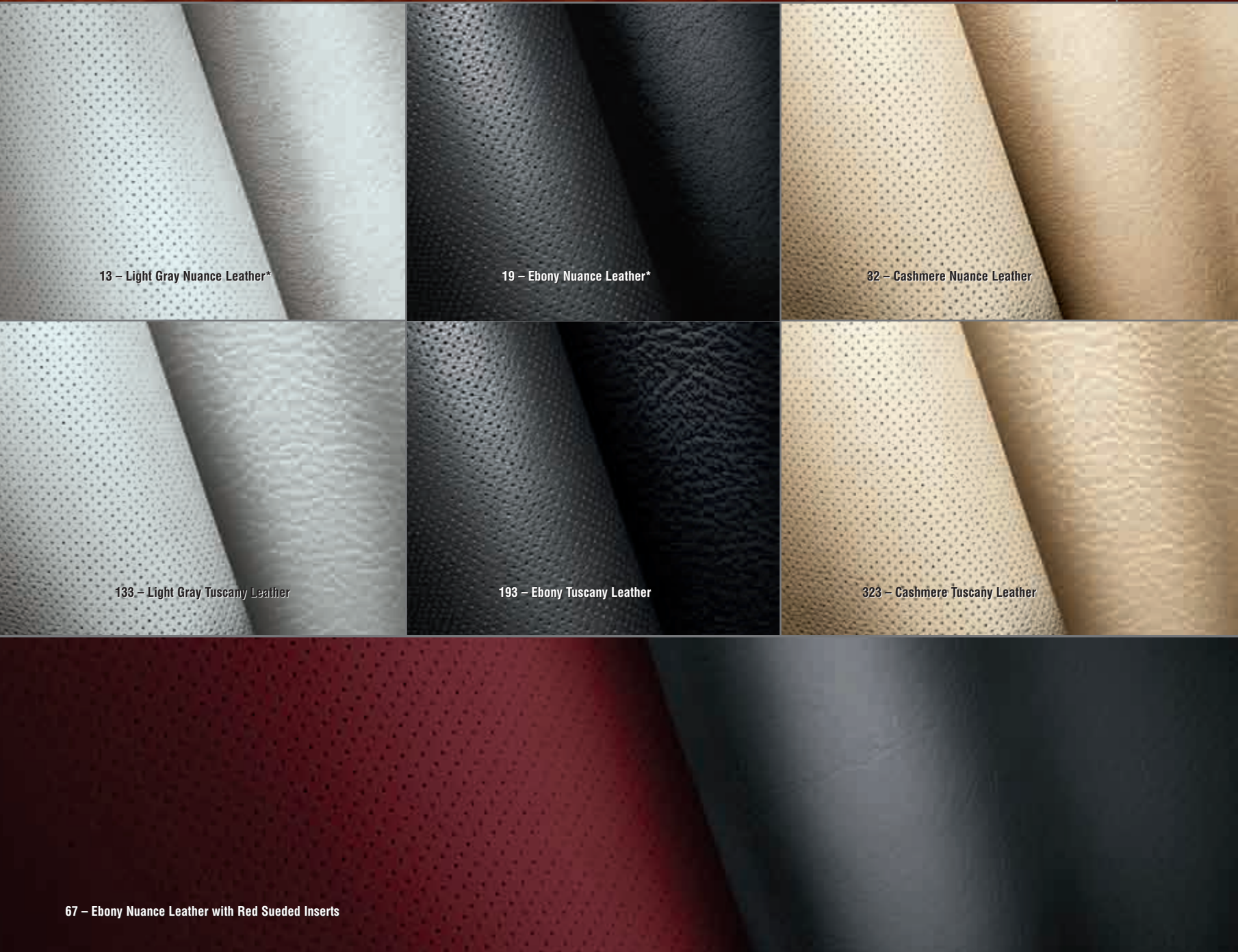
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INTERIOR COLOURS 2008

STS



EXTERIOR COLOURS 2008

STS

The exterior 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.
**Available at extra cost.



EXTERIOR/INTERIOR COLOUR COMPATIBILITY

Exterior Colours	Interior Colours	Light Gray ^{4,*}	Ebony [*]	Cashmere ⁵	Ebony with Red Inserts ^{6,*}
12 - Black Cherry		•	•	•	
25 - Blue Chip		•	•	•	
30 - Thunder Gray ChromaFlair ^{1,**}		•	•	•	•
41 - Black Raven		•	•	•	•
51 - Gold Mist		•	•	•	
53 - Radiant Bronze		•	•	•	
54 - Cognac Frost Tricoat ^{2,**,†}		•	•	•	
67 - Light Platinum		•	•	•	•
78 - Sunset Blue		•	•	•	
89 - Crystal Red Tintcoat ^{3,**}		•	•	•	
98 - White Diamond Tricoat ^{2,**}		•	•	•	

*STS-V includes sueded fabric inserts. **Available at extra cost. † - Available on Platinum Edition only, interim availability.
1 - ChromaFlair® uses advanced light-interference technology and prismatic metallic pigments to create an intense, deeply lustrous colour. 2 - Tricoat is a meticulous three-layer process that results in a dramatic hue-shifting colour reminiscent of a show-car finish. 3 - Tintcoat is a premium two-layer paint application with the addition of a tinted clearcoat, lending the finish an extra depth and brightness. 4 - Not available on Platinum Edition. 5 - Not available on STS-V. Available on Platinum Edition with choice of Cocoa or Ebony accents. 6 - Available on STS-V only.

WHEELS

- A - 7-spoke 17" x 7.5" painted aluminum finish, fitted with P235/50R17 Michelin Pilot V-rated all-season performance tires
- B - 7-spoke 18" x 8.5" flanged, chrome aluminum finish, fitted with P255/45R18 Michelin Pilot Sport W-rated summer performance tires
- C - 7-spoke 17" x 7.5" polished aluminum finish, fitted with P235/50R17 Michelin Pilot V-rated all-season performance tires
- (not shown) 7-spoke 18" x 8.0" polished aluminum finish, fitted with P235/50R18 (front) and P255/45R18 (rear) Michelin Pilot W-rated all-season performance tires
- (not shown) 7-spoke 18" x 8.0" chrome aluminum finish, fitted with P235/50R18 (front) and P255/45R18 (rear) Michelin Pilot W-rated all-season performance tires
- (not shown) 10-spoke 18" x 8.5" (front) & 19" x 9.5" (rear) aluminum pearl nickel painted finish with P255/45R18 (front) and P275/40R19 (rear) Pirelli Y-rated extended mobility summer performance tires

