

Cadillac performs among the Top 3 luxury brands in the J.D. Power 2022 U.S. Automotive Performance Execution and Layout (APEAL) StudySM



Cadillac XT5 and Escalade earn second place in respective segments

In the *J.D. Power 2022 U.S. APEAL Study*, Cadillac outperforms the luxury brand average by 13 points and achieves a score of 885. Additionally, Cadillac improves by 14 points and 3 rank positions year over year among luxury brands.

At a model level, Cadillac XT5 and Escalade rank second among Midsize Premium SUVs and Large Premium SUVs, respectively. The XT5 exceeded its 2021 segment performance by a full rank position.

Cadillac's strong performance demonstrates a disciplined and sustained commitment to delivering highly appealing vehicles.

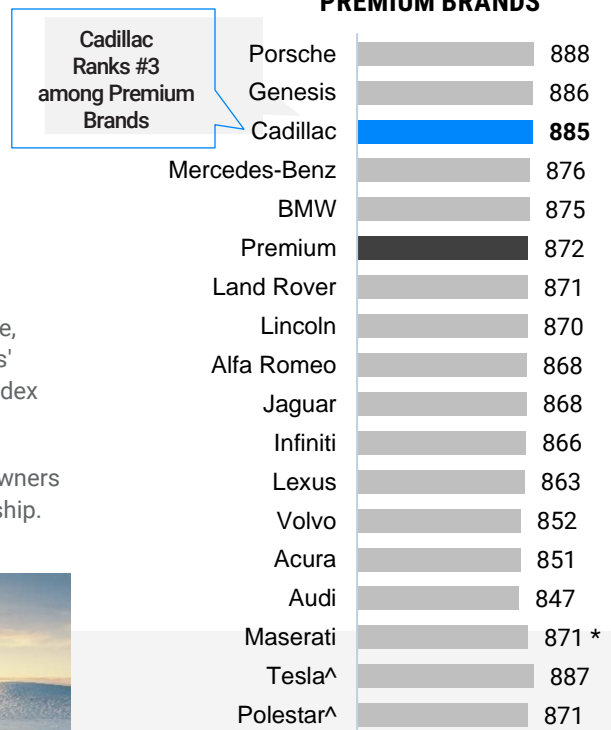
Now in its 27th year, the *J.D. Power 2022 U.S. APEAL StudySM* measures owners' emotional attachment and level of excitement toward their new vehicle. The study provides insight into experiences with design, performance, safety, usability, comfort, perceived quality, and other factors. Vehicle owners' responses about these elements are combined to create an overall APEAL index score measured on a 1,000-point scale.

The *J.D. Power 2022 U.S. APEAL Study* is based on responses from 84,165 owners of new 2022 model-year vehicles who were surveyed after 90 days of ownership.



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PREMIUM BRANDS



Source: J.D. Power 2022 U.S. Automotive Performance Execution and Layout (APEAL) StudySM
[^]Not eligible for ranking.

WE ARE HONORED THAT OUR CUSTOMERS RECOGNIZE CADILLAC'S COMMITMENT TO DELIVERING HIGHLY APPEALING VEHICLES.

RORY HARVEY
 VICE PRESIDENT GLOBAL CADILLAC

