



The Cadillac company was founded in 1902 and since then has established a brand image symbolising prestigious and highly desirable luxury cars. In 1908, the founders passion for precision engineering led to a test being conducted in which three Cadillac cars were disassembled, the resulting components were re-arranged and then re-assembled into three fully working cars. Thus the slogan '*Standard of the World*' was born.

Cadillac became part of the General Motors group in 1909 and this almost certainly saved the make from bankruptcy during the Great Depression of the 1930's when ownership of large expensive cars was not easily affordable and certainly undesirable. Despite experiments with 12-cylinder and even 16-cylinder engines, continuing advances in technology meant that the V-8 became a reliable and relatively cheap alternative to the highly expensive larger engine equipped models by the late 1930's.

Despite a halt in production in World War II, the body work designers such as Fisher, Fleetwood and Earl started to put forward designs such as the tail fin which became a styling hallmark. The Eldorado series was launched as part of the company's 1952 golden anniversary. During the last 100 years, Cadillac has grown up with America, symbolising the changes that have come with each new era and Cadillacs have won a place in the heart of the true car enthusiast.



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