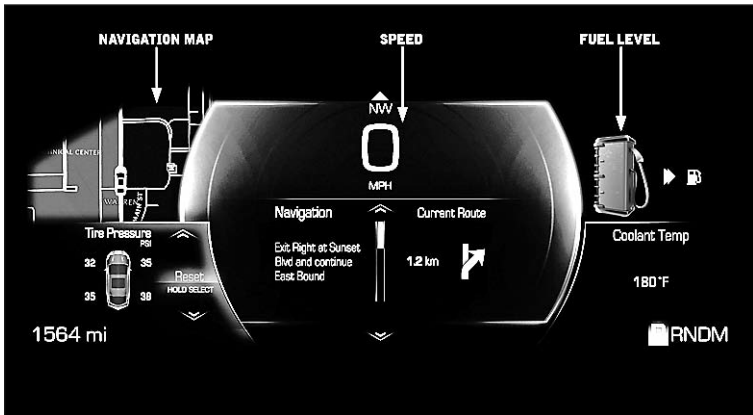
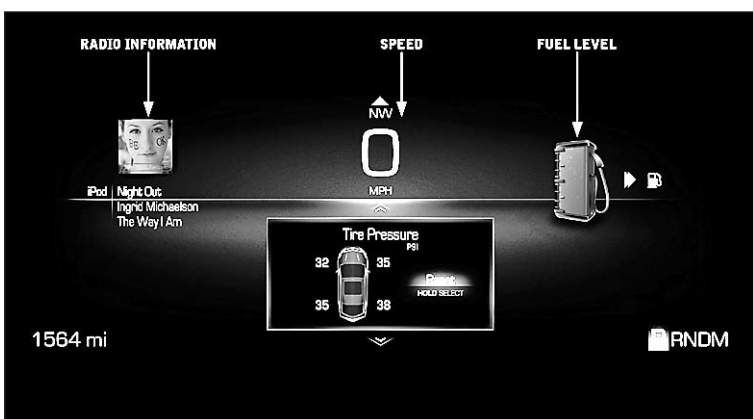


XTS Balanced Display



XTS Enhanced Display



XTS Simple display

XTS Drivers Create Their Own Dashboard

by Irena Granaas

Getting a restaurant to customize your hamburger is easy, but what about personalizing your car's gauge cluster appearance?

Enter the new Cadillac XTS, offering a cutting-edge, industry exclusive feature giving drivers a choice among four basic cluster layouts. The Detroit-based luxury car brand powers the feature through its CUE in-vehicle application for connectivity and control. The user-selectable gauge cluster formats are included on the 2013 Cadillac XTS Premium and Platinum trim levels, which start at \$54,505 and \$59,080, respectively.

Instead of traditional, fixed analog dials, the feature uses a 12.3-inch LCD screen to display one of four available basic cluster designs controlled by a multi-directional switch on the steering wheel.

"We spent time with owners of all kinds of vehicles to learn how they used the radio, navigation, phone settings and user connectivity features," said Scott Martin, senior creative designer in charge of building the digital cluster layouts. "Most drivers fell into one of four different categories in terms of the amount of information they want to see at any given time, so we built the XTS gauge cluster layouts to appeal to any one of those drivers."

Jordana Strosberg of Cadillac Communications said the cluster display feature is user-friendly and easy on the eyes. Each cluster layout lets users view more information with a "screen within a screen" feature, which consists of a smaller display in the center of the speedometer and tachometer images, which lets users follow navigation information and operate the radio, for example.

"It is definitely easy to use ...

For me, I like the personalization, because for me, I love being able to know what's on my radio station right away, so it's nice not to have to take your eye away while you're checking your speedometer, and I also use my nav system a lot, so having those two features available with my speedometer in one place is something I personally appreciated very much," she said.

Strosberg added that regardless of which display users select, "It's clean and very easy for the eye to go to exactly what the driver is looking for ... They're very cleanly designed, they're full color, which is great and it's easy to look at and easy to get the information you need."

Drivers can choose one of the following gauge cluster formats:

- The "Balanced" display is the default design. It gives the driver a traditional layout, while allowing the user to customize the size and graphic quality of the display. This layout features three "zones" across the screen, featuring a speedometer, tachometer, fuel level, radio sta-

tions and outside temperature.

- The "Performance" layout caters to the enthusiast who want to monitor the car itself, displaying a large speedometer to the right, and a tachometer on the left. The driver can still modify it by adding details such as tire pressure and fuel consumption information.

- The "Enhanced" display option is designed with the extremely connected, digitally enabled customer. Its Web-inspired design includes a navigation map on the left and to the right, digital speed and fuel readings. The driver can pull up and scroll through all the information pages with the touch of a button.

- The "Simple" cluster is the preferred choice for drivers who want a minimal, simplified display focusing on speed, fuel and audio. The driver can access additional information at any time.

Strosberg said including features like this all-digital, user-programmable cluster display is part of the continuing renaissance of the Cadillac brand launched in recent years.

Donors Helping Science Center

Reopen its Doors

CONTINUED FROM PAGE 1

spend time together having fun, interacting with exhibits and learning while on holiday break and in the coming year."

Stephens credited the support of the community of Michigan in general and the donations, totaling \$5 million, of more than 25 organizations for helping open the doors of the center.

The center would not be able to reopen its doors without their generous help, Stephens said.

In September, the General Motors Foundation announced that it was donating \$1 million to the Center, continuing a long association.

In 2011, the Foundation donated a Compressed Natural Gas (CNG) van to the Center. The donation was part of the Foundation's \$1.4 million, multi-year pledge in support of the "On the Road with General Motors" exhibit at the Science Center.

The Ford Fund has made a \$400,000 contribution to the Science Center.

"One of the major priorities for Ford Fund's ongoing engagement with the Detroit community is in the area of education," said Jim Vella, president, Ford Motor Company Fund and Community Services. "We know that a community's future rests in the educational opportunities provided for its youth, and that is a vision shared with the Michigan Science Center."

The Chrysler Foundation, gave the Center \$50,000.

"We are excited to continue our long-standing relationship with the Michigan Science Center and to help it provide children and their families with opportunities to explore science in a fun, dynamic learning environment," said Scott Kunselman, senior v.p. - purchasing and supplier quality, Chrysler Group.

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