

## Dodge Reunites 'Scat Pack' from the 1960s with 3 Versions

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stage kits allows Dodge enthusiasts to extract the maximum performance from their vehicles without the fear and guesswork typically associated with modifying late-model vehicles."

Scat Package 1, 2 and 3 kits will be made available for the 2014 Dodge Challenger, Charger and Dart, all at a cost-effective price, allowing enthusiasts to step up performance at their own pace, Caporali said. Each Scat Package kit includes a numbered hard badge associated with its performance

stage, so enthusiasts can proudly display the emblem on their vehicle as a badge of honor.

"The new Scat Package kits reinforce our commitment to the performance arena," said Pietro Gorlier, president and CEO of Mopar, Chrysler's service, parts and customer-care brand. "With multiple kits available, we can suit the performance upgrade needs of our owners."

The Scat Package performance upgrade kits will be available in the Spring of 2014, Caporali said.

2014 Dodge Challenger's Scat Package 1 achieves a significant

horsepower boost through three modifications, including a Mopar cold-air intake to provide increased air-flow into the engine, Mopar scat-back exhaust to free up downstream airflow, and an all-new performance-calibrated engine controller, optimized to the 5.7-liter HEMI engine, Caporali said.

Scat Package 2 adds approximately double the horsepower and is geared toward the performance enthusiast looking for that competitive edge, Caporali said. In addition to a customized, optimized performance calibration feature tailored for Scat

Package 2, a new Mopar performance camshaft works in conjunction with the components of the Scat Package 1 kit to take advantage of improved engine breathing and deliver that additional acceleration advantage.

Caporali said Scat Package 3 takes aim squarely at the competitive enthusiast who is looking for extreme performance and ultimate bragging rights. Gains of more than three times that of Scat Package 1 are realized with the customized, optimized performance calibration tailored for Scat Package 3, said Caporali.



The 1968 Scat Pack: The performance cars from Dodge are identified by their bumblebee stripes. From top to bottom: Dodge Dart GTs, Dodge Coronet R/T and the Dodge Charger R/T.



The 2014 Scat Package 3, from left: Dodge Dart GT, Dodge Challenger R/T and Dodge Charger R/T.



Uwe Ellinghaus

## Cadillac Names Ellinghaus Head Of Marketing

Cadillac has named Uwe Ellinghaus chief marketing officer, Global Cadillac.

In his new position, Ellinghaus will lead global strategic marketing and brand building. His appointment is effective Jan. 1, 2014.

"The addition of Uwe is another important step in the global growth of Cadillac and our leadership team," said Bob Ferguson, General Motors senior vice president, Global Cadillac.

"Cadillac today is the fastest-growing full-line luxury auto brand, driven by new products that are attracting new buyers to Cadillac. Uwe's expertise in marketing and luxury brand building will help us extend our growth globally."

Ellinghaus, 44, was most recently executive vice president, Marketing and Sales at Montblanc International, a luxury design and accessory brand, in Hamburg, Germany.

He served in a number of marketing leadership positions at BMW AG, from 1998 to 2012.

From 2010 to 2012, he was BMW's chief marketing officer, responsible for the BMW brand's strategy, and marketing services for its MINI and Rolls-Royce brands.

"Cadillac has always had great heritage, brand character and worldwide recognition," said Ellinghaus.

"Now Cadillac has a new momentum and energy, embodied in its new products. This creates a unique opportunity to build the brand globally."

## New 2014 Cadillac CTS Crowned Motor Trend Magazine's Car of the Year

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ed. Out of 22 contending 2014 models, *Motor Trend's* judges picked seven Car of the Year finalists, in addition to the Cadillac CTS:

- BMW 4 Series;
- Mazda3;
- Chevrolet Corvette;
- Mazda6;
- Jaguar F-Type;
- Mercedes-Benz S-Class;
- Kia Forte.

Each finalist is then driven on a real-world road loop that provides a range of surfaces and traffic conditions to evaluate ride and handling, engine and transmission smoothness and responsiveness, wind and road noise, and ergonomics.

In the final phase of Car of the Year, *Motor Trend* judges debate and evaluate each vehicle against the award's six key criteria.

After 10 full days of testing, driving and deliberating, *Motor Trend* selected the CTS as its Car of the Year for the second time in six years. The sedan ascends into the heart of the midsize luxury market with expanded performance, elevated luxury and sophisticated technology.

In its public announcement, *Motor Trend* editors stated that the CTS "beat out 21 other vehicles in almost two weeks of testing. So, how'd the Caddy drive away with the award? By excelling in all six of our Car of the Year criteria: Advancement in De-

sign, Engineering Excellence, Efficiency, Safety, Value, and Performance of Intended Function.

"The 2014 CTS is the second CTS to get the Car of the Year nod, with the last-generation model driving home with the Golden Calipers in 2008. The 2014 CTS faced stiff competition, with the BMW 5 Series and Mercedes-Benz E-Class also 2014 Car of the Year contenders.

"Cadillac's Art and Science design language – deemed dead by critics well into the first-generation CTS' production run – continues to be as relevant as ever, and we expect the new car's design to stay contemporary well into the future.

"As for Engineering Excellence, the 2014 CTS shows just what

Cadillac's engineers are capable of when given the resources to develop a chassis of their own. Riding on the Alpha platform that debuted on last year's ATS, the CTS rides on a composed and tossable chassis that's significantly lighter than its segment rivals, which also helps give it the edge in efficiency.

"Further helping the efficiency and engineering excellence arguments are the CTS' three available powertrains: a 2.0-liter turbocharged I-4, a 3.6-liter V6, and a twin-turbo 3.6-liter V6. While the turbo-four uses a six-speed automatic, the V6s get a new eight-speed automatic transmission. Cadillac also offers the CTS in rear- or all-wheel drive."

"The all-new 2014 Cadillac CTS sedan delivers crafted design,

thrilling performance and sophisticated technology," said Bob Ferguson, General Motors senior vice president of Global Cadillac. "With Cadillac growing globally, driven by rising product credibility, the new CTS elevates the brand to a new level."

The 2014 CTS is also the first Cadillac vehicle to receive the brand's eight-speed automatic, Ferguson said. Pricing starts at \$46,025, including a \$925 destination charge.

Since the first *Motor Trend* Car of the Year was awarded to the Cadillac brand in 1949, Cadillac has won the title three additional times – for the full brand again in 1952, with the 1992 Seville Touring Sedan, and with the second-generation CTS sedan in 2008.



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