



# CADILLAC “YOUR EV LIFE” CAMPAIGN



How can we elevate EV education? For Cadillac, teaching a CRM audience about living with an electric vehicle meant staying true to its luxury sensibilities while creating easily-digested, informational content.

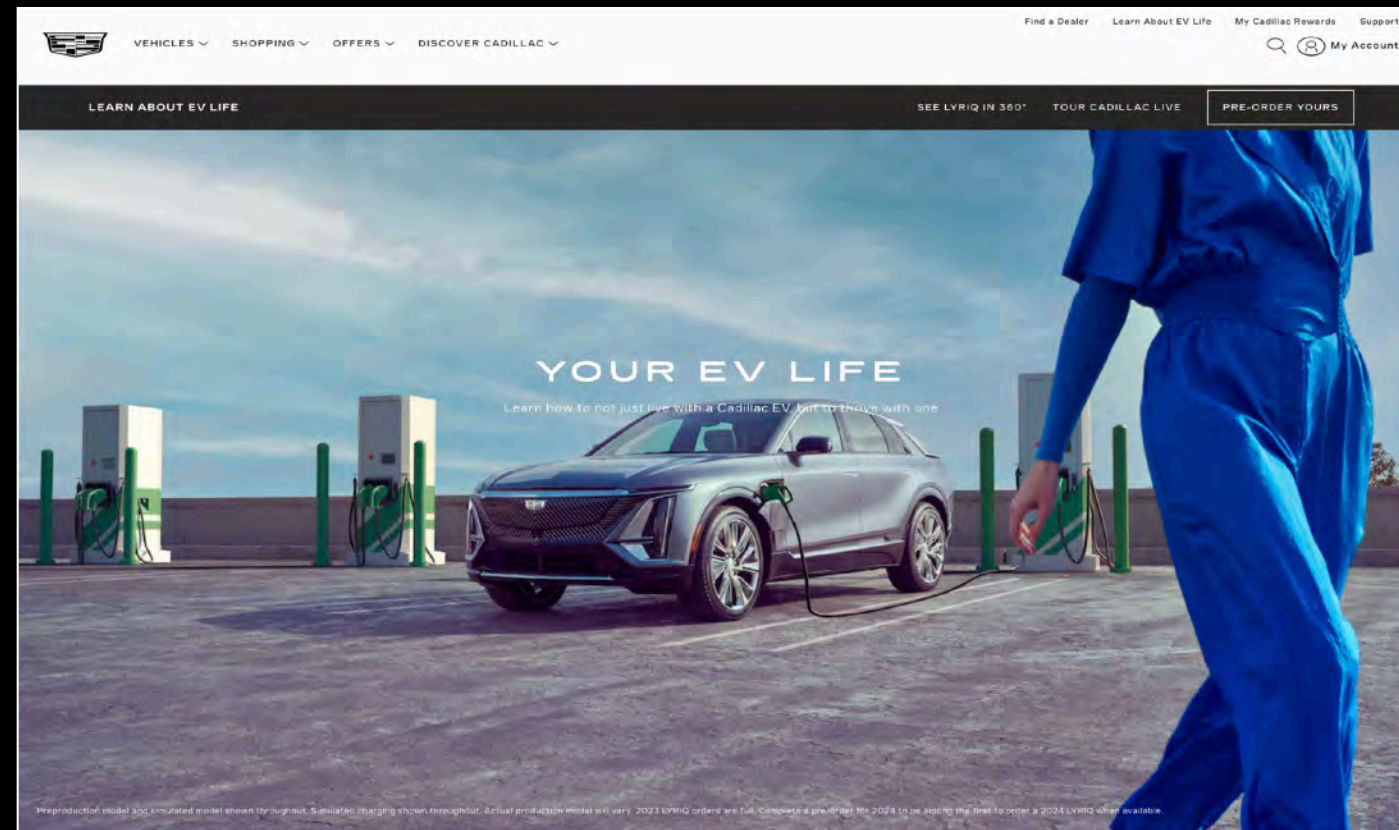


We realized our “education-meets-fashion-house” ethos through a long-form video series, a bespoke email campaign and a carefully curated landing page. Each beckoned the audience to consider their own iconic EV Life.

# CADILLAC

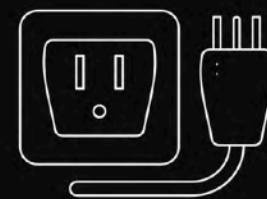
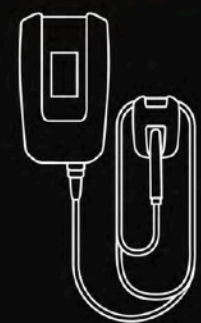


# CADILLAC "YOUR EV LIFE" LANDING PAGE



### EV LIFE AT HOME

Charging at home can be simpler than you might have imagined.



### PUBLIC CHARGING DEFINED

Level 2 and DC Fast Chargers make for convenient charging options—learn what makes them different and how to use them.

#### HOW TO FIND PUBLIC CHARGING

Find options based on the time you have and the charge you want.



#### HOW TO USE DC FAST CHARGING

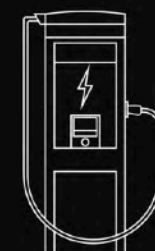
Learn how to access the fastest charge for your LYRIQ.



LEVEL 2 PUBLIC AC CHARGING



DC FAST CHARGE PUBLIC CHARGING STATIONS



### RANGE IN MOTION

Whether you want to maintain your routine or delightfully disrupt it, the Ultium battery platform helps you to drive with confidence.



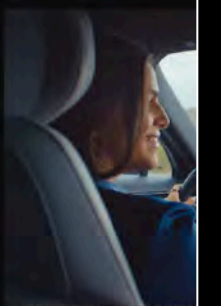
#### YOUR DAILY COMMUTE, UNCOMPROMISED.

Simple new habits keep your day-to-day effortless.



#### CITY LIVING WITHOUT LIMITS

Use public charging to your advantage.



#### ROAD TRIP REIMAGINED

Harvesting charging options.



### EV ADVANTAGES

Fewer replaceable parts and fluids means fewer things to worry about when owning an EV.



# CADILLAC "YOUR EV LIFE" EMAIL



## A BOLD NEW LIFESTYLE BECKONS

A new era is calling, and Cadillac is here to be your guide. Making the switch to an EV is easier than you may think—and it comes with countless upsides. Soon, it will feel second nature.



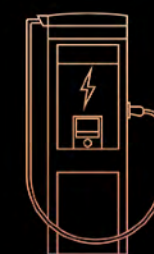
## RETHINK YOUR ROUTINE

The 2023 LYRIQ RWD offers an EPA-estimated 312 miles of range<sup>†</sup>—that can go a long way in the city. Shorter drives and frequent stops offer time to charge, whether you're plugging in at a movie or stopping for a quick bite to eat.

[WATCH VIDEO](#)



## DISCOVER THE EV DIFFERENCE



Going electric could pay off. Compare the price of electricity to the cost of gas in your area and see just how much you could save.

[EXPLORE POTENTIAL SAVINGS](#)

## GO CROSS-COUNTRY WITH GM + PILOT



Answer adventure's call. GM and Pilot Company are collaborating and will build an EV fast charging network of 2,000 charging stalls from coast to coast at Pilot and Flying J convenience centers. GM EV vehicle owners will have access to available reservations, charging discounts and more.<sup>^</sup>

[FIND OUT MORE](#)



## EXCLUSIVE CHARGING OFFER

Qmerit

OR

**EVgo**  
FAST CHARGING



# CADILLAC "YOUR EV LIFE" VIDEO

