



V-SERIES 20TH ANNIVERSARY DIGITAL CAMPAIGN

GEN 1



GEN 2



GEN 3



GEN 4



Buckle up for this thrill ride down memory lane.

In 2024, the iconic Cadillac V-Series performance brand celebrates 20 years. So, we spent all of 2023 stoking adrenaline with the V-Series 20th Anniversary integrated digital campaign—packing the year with 4 videos, 7 newsletters, and regular updates to a dynamic landing page which features 4 sub-page categories to support Races, Reveals, Products and Fandom.

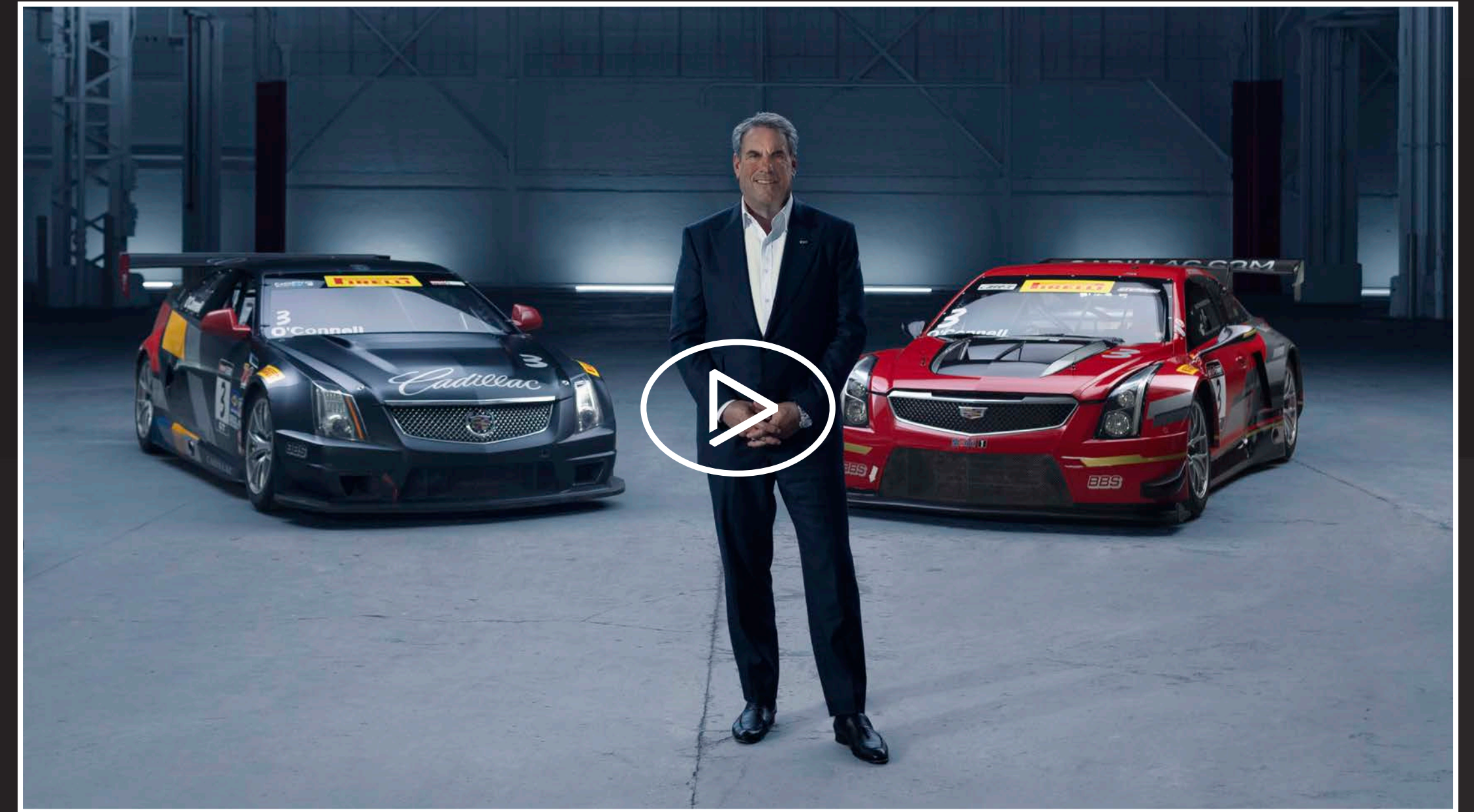
20 ANNIVERSARY

THE ROUNDTABLE

At the core of V-Series is passion. From owners, fans and, most importantly, the minds who make the machines—some of whom have been working on V-Series since it was founded in 2004.

The 4-episode V-Series 20th Anniversary video series was a dive deep into the untold stories of each V-Series generation with the engineers and experts who built it, including GM President Mark Reuss.

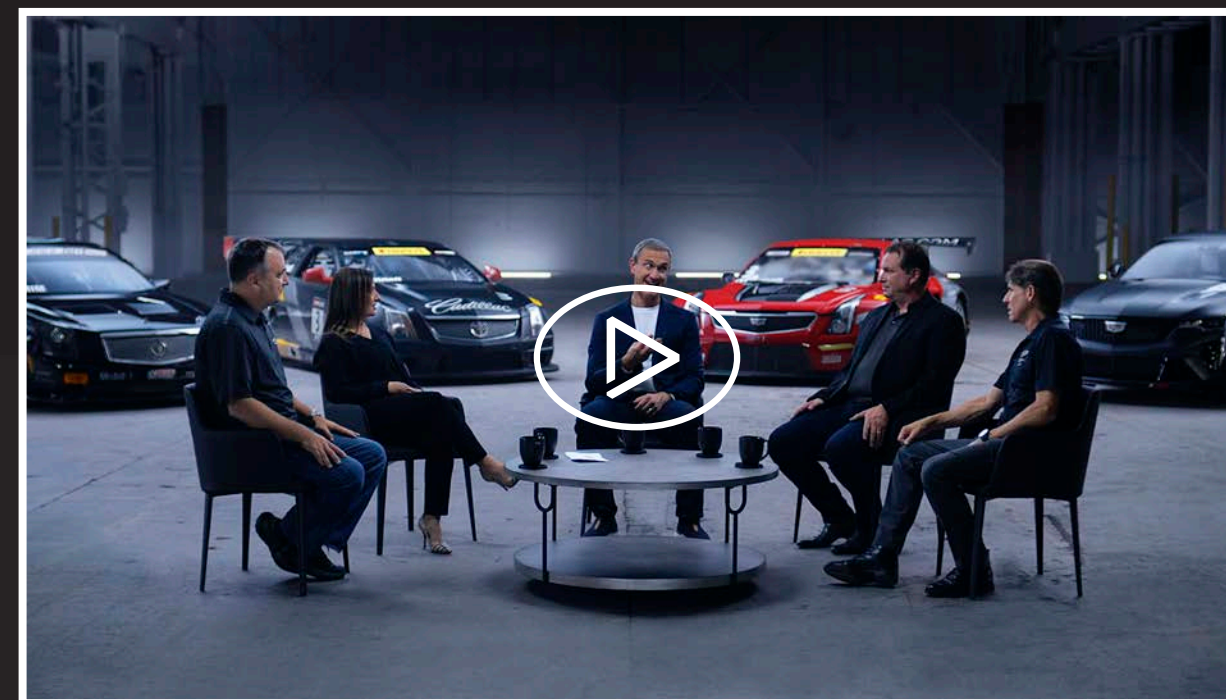
Fond memories, firsthand accounts, career-long camaraderie, and historical footage result in rich roundtable storytelling that cements Cadillac's place in the automotive performance echelon.



EPISODE 1 | GEN 1



EPISODE 2 | GEN 2



EPISODE 3 | GEN 3



EPISODE 4 | GEN 4

THE V-NEWSLETTER

Specially designed for the V-Series 20th Anniversary content cadence, our V-Newsletter kept fans informed on the races, reveals, products and fandom that comprised our jam-packed year.

Video series episode drops, new vehicle details, video game covers, Cadillac Racing results, even exclusive early access codes to shop the merchandise collection were delivered to diehards first.

APRIL



WELCOME TO THE CADILLAC V-TOUR

We're bringing you a thrilling roster of races, reveals, products and fandom designed to honor nearly 20 powerful years of V-Series. The V-Tour kicked off March 15-18, with a momentous Cadillac Racing victory at IMSA's Mobil 1 Twelve Hours of Sebring. The celebration stays in full swing with these key happenings this April.

DISCOVER THE V-TOUR



Extremely limited availability for CT4-V Blackwing and CT5-V Blackwing. Microsoft, Xbox and Forza Horizon are trademarks of the Microsoft group of companies.

FORZA HORIZON 5

Give your Forza gaming expeditions some Cadillac rumble and take our most powerful V-Series engines across the vibrant virtual landscapes of Mexico.

APRIL 6-12 CT5-V BLACKWING SEE DETAILS >

APRIL 20-26 CT4-V BLACKWING SEE DETAILS >

MAY



A MOMENTOUS MAY

The 20th Anniversary of V-Series celebration continues. See what's happening and what to keep an eye out for next—especially Cadillac Racing's return to the iconic 24 Hours of Le Mans after a three-decade hiatus.

DISCOVER THE V-TOUR

PRODUCTS PRODUCTS PRODUCTS



NEW V-SERIES LINEUP ARRIVALS

Your 2024 V-Series options are here—discover and discover driving new colors, 20th Anniversary content, special editions and key feature upgrades including available Super Cruise™* hands-free driver assistance technology on CT5-V Blackwing. These are the cars that make us who we are, reimagined to celebrate our milestone anniversary.

EXPLORE CT4 V-SERIES

EXPLORE CT5 V-SERIES



CALL US A COVER MODEL

Cadillac Racing steps into the spotlight on the cover of Forza Motorsport. Players can take our V-Series® race car for a spin and breathtaking virtual tracks and marvel at its agility and distinctive Cadillac design.

LEARN MORE ABOUT FORZA MOTORSPORT



WIN THE WEEKEND

Winners! Engineering Cadillac Racing's victory at the Mobil 1 Twelve Hours of Sebring was featured in the IMSA's "Win the Weekend" special. Watch Ep. 4, "Shock and Surprise at Sebring" to go behind the scenes of IMSA's "Win the Weekend" special. Check out our Grand Touring Prototype (GTP) class—and re-live the glory.

WATCH THE SERIES



AT THE TRACK

24 HOURS OF LE MANS. The world's most prestigious endurance race returns to Cadillac's home. The 2024 Cadillac Racing LMPH from Le Mans features a new design and a new name. CADILLAC RACING LIVE FROM LE MANS.

DISCOVER THE HISTORY

JUNE



HEATING UP IN JUNE

The Cadillac V-Tour returns with continued celebration this June. See how we're honoring the 20th Anniversary of V-Series—including our return to Le Mans.

DISCOVER THE V-TOUR



MONDRIAN EDITIONS DESIGNS THAT TELL A STORY

The 2024 V-Series lineup introduces three new CT4V Mondrian Editions—so limited, only 66 of each will be produced. Cadillac Designer Chuck Dennis created the story behind their design inspiration and how it represents V-Series history. Dive into the details.

DISCOVER THE MONDRIAN EDITIONS



LOOKING BACK AT LE MANS

After 20 years, Cadillac Racing marked our return to the iconic 24 Hours of Le Mans on June 10-11 with our biggest front-over. Our No. 2 V-Series® led back for the first time in Cadillac history and finished podium in 3rd, with the No. 3 just behind in 4th and the No. 311 fighting back for 30th in class. Our finish is a testament to the hard work of Cadillac Racing teams and nearly 20 years of V-Series performance.

UPCOMING

JUNE 25 IMSA® WATKINS GLEN. Cadillac Racing charges at Watkins Glen. Take the wheel on 100 laps, or watch the race from the safety of your home. LEARN MORE.

Cadillac

Facebook, Instagram, Twitter, YouTube icons.

AUGUST



THE LATEST V-TOUR ACTION

Things continue heating up this August, as we drop exclusive 20th Anniversary merchandise, reveal June 2024 Escalade V details and dive into the history of each V-Series generation.

DISCOVER THE V-TOUR

THE GENERATIONS OF V-SERIES



2024 ESCALADE V A POWERFUL CELEBRATION

First, we built an icon. Then, it earned the V-Series badge. Coming soon, the 2024 Escalade V will honor the 20th Anniversary of V-Series with fresh content including a custom grille header, wake-up animation screen, unique paddle lamp projector and special edition heritage color. Stay tuned for more details—or make your powerful statement today in the 2023 Escalade V.

EXPLORE 2023 ESCALADE V



AVAILABLE NOW BLACK DIAMOND TRICOAT

In honor of the 20th Anniversary, V-Series is bringing back the beloved Black Diamond Tricoat. Discover how this special certified paint elevates your style with an eye-catching, diamond-like sparkle. Available to order on 2024 CT4 V-Series and CT5 V-Series now—and available on the 2024 Escalade V in early fall.

DISCOVER THE HISTORY

SEPTEMBER



THE V-TOUR CELEBRATION CONTINUES

This month, we're taking our fans to share their V-Series love and setting our sights on Rolex Le Mans. Plus, a chance to win a trip to Spring Mountain.

DISCOVER THE V-TOUR



CONNECT WITH YOUR CREW

If there is a V-Series in your driveway, there is a V-Series in your camera roll. Share your favorite photos using #MyVSeries for a chance to be highlighted on @CadillacVseries on Instagram.

VISIT @CADILLACVSERIES



CAST YOUR VOTE

What is your favorite generation of V-Series? Make your selection below—and stay tuned in the coming months to go behind the scenes of each generation.



CELEBRATE IN STYLE

Shop the 20th Anniversary of V-Series merchandise collection and be the envy among fellow enthusiasts when you score from this limited-edition drop. Show off your performance passion with gear including watches, T-shirts honoring the generations of V-Series and more.

SHOP 20TH ANNIVERSARY MERCH

OCTOBER



OCTOBER V-TOUR HIGHLIGHTS

This month, watch the first two episodes of the V-Series 20th Anniversary video series—where the brilliant experts behind V-Series split the secrets behind the performance sub-brand's creation. Plus, stop the latest merch and race with the V-Series in the new Forza Motorsport video game.

DISCOVER THE V-TOUR



EPISODE 1 | GEN 1

Hear how it all started from the minds that brought Cadillac V-Series to life, including old friends like Rocco. Experts from behind the first generation discuss its racing origins, the trials and tribulations of track testing, and their favorite memories.

WATCH THE VIDEO



EPISODE 2 | GEN 2

Discover the passion and creation of V-Series as the team of engineers share the untold stories of the second generation—including testing and developing at the famous Nürburgring.

WATCH THE VIDEO



NOW AVAILABLE FORZA MOTORSPORT

Ready to race for yourself? Get behind the wheel of the iconic Cadillac V-Series in the new available Forza Motorsport. More than good looks, the V-Series® Open Car will wow you with its triple-segmented agility and competitive edge. Enjoy single-player career mode or multiplayer races on professional tracks, including world-famous locations. Take your turn as a Cadillac Racing driver!

LEARN MORE



LATEST MERCH SHOP FRESH STYLES

Those who crave the ultra-high performance of V-Series Blackwing will find a dose of adrenaline in our new 20th Anniversary of V-Series merchandise styles. Shop wearables that show off your love of horsepower. From classic cuff ties to your new go-to tee.

SHOP V-SERIES MERCHANDISE

NOVEMBER



NEW IN NOVEMBER

Watch Episodes 3 and 4 of the V-Series 20th Anniversary video series—where the longtime innovators of the V-Series brand share stories behind the performance brand's track capability, expansion and evolution. Then discover a massive victory for Cadillac Racing and shop new merch.

DISCOVER THE V-TOUR



EPISODE 3 | GEN 3

Hear how the all-new architecture of the third generation allowed for increased track capability straight from the factory. Plus a few fun memories from the minds behind the machines.

WATCH THE VIDEO



EPISODE 4 | GEN 4

Discover how the fourth generation-empowered V-Series offerings took Cadillac high performance and high performance to the next level. Learn the luxury details throughout. Learn about the ultimate evolution of V-Series in the exciting new iterations of our video series.

WATCH THE VIDEO



2023 IMSA® GTP CHAMPIONS

Two decades of refined V-Series excellence has led to the 2023 Cadillac Racing secured six Grand Touring Prototype (GTP) titles in the 2023 IMSA WeatherTech SportsCar Championship season. This marks the fourth Manufacturer Championship and fifth IMSA McLaren® Endurance Cup title since 2017.

FIND OUT MORE



FIND A DEALER V-SERIES CERTIFIED

You know horsepower is a lifestyle—and so do our dealers with V-Series Certified Staff. All their adventures, staff have completed the enhanced training to sell, service and support Cadillac V-Series vehicles. They share in your obsession with performance, and their expertise is at your command. Use the filter in our Locate a Dealer tool to find a dealer with V-Series Certified Staff near you.

LOCATE V-CERTIFIED STAFF

MAIN PAGE



THE WEBSITE

We built a website to support it all, in great breadth and depth—and updated it almost monthly to maintain news flow. Our main landing page housed the video series, as well as an interactive generational timeline with historical storytelling.

Sub-pages for Races, Reveals, Products and Fandom acted as a destination for further detail—including an editorial piece on the inspiration behind the CT4-V Blackwing Mondrian Editions based on an interview with a Cadillac Designer.

CATEGORY NAVIGATION



THE WEBSITE

MAIN PAGE

20TH ANNIVERSARY

V-SERIES 20TH ANNIVERSARY THE LEGENDARY STORIES

To celebrate 20 years of V-Series, we're taking you behind the scenes of each generation's development with the minds who made the magic, including GM President Mark Reuss.

EPISODE 1: GEN 1

How the team's performance on track and in the wind tunnel paved the way for the "Under 5 Seconds Club".

EPISODE 2: GEN 2

How the team's performance on track and in the wind tunnel paved the way for the "Under 5 Seconds Club".

EPISODE 3: GEN 3

How the team's performance on track and in the wind tunnel paved the way for the "Under 5 Seconds Club".

FOUR GENERATIONS OF V-FAMILY

In honor of the 20th Anniversary, we're giving you the backstory of each V-Series generation. Explore the stories below to learn more.

- GEN 1 (EST. 2004) UNDER 5 SECONDS CLUB
- GEN 2 (EST. 2009) THE RECORD BREAKER
- GEN 3 (EST. 2016) TRACK CAPABLE FROM THE FACTORY
- GEN 4 (EST. 2019) EXPANSION AND ELEVATION

DISCOVER MORE

RACES SUBPAGE

20TH ANNIVERSARY OF V-SERIES IT ALL STARTS ON THE TRACK

V-Series is built for the racetrack. From the 2004 Anniversary, and the discovery and performance that inspired our brand, to being the ultimate Ford Cadillac Racing team.

DISCOVER THE RACES THAT DEFINE THE 20TH ANNIVERSARY OF V-SERIES

- JUNE 10-17, 2004: 24 HOURS OF LE MANS
- MAY 14, 2005: BRISTOL "SPLIT-TEST" LAPPING TEST
- MAY 16, 2005: BRISTOL "SPLIT-TEST" LAPPING TEST
- APRIL 16, 2005: THE WEC 1000 MILE
- MARCH 16, 2005: WEC 1000 MILE: 17 HOURS OF SEBRING

UPCOMING RACES

Stay on the edge of your seat. Here are 3 V-Series races down the road.

- IMSA® Rolex 24 AT DAYTONA JANUARY 27-28, 2024
- WEC GATLIN 1812 KM SEPTEMBER 1, 2024
- IMSA® Mobil 1 Twelve Hours of Sebring MARCH 16, 2024

SHARE IN THE LEGACY

Explore the cars, races and times that earned Cadillac Racing its stripes and ultimately inspired the hair-raising performance of every V-Series vehicle.

DISCOVER MORE

REVEALS SUBPAGE

20TH ANNIVERSARY OF V-SERIES HEART-RACING REVEALS

A major anniversary deserves only the most exciting reveals—our best from the V-Series lineup.

INTRODUCING THE 2025 CT5 V-SERIES

The 2025 Cadillac CT5 and CT5-V Blackwing have been revealed. From a striking new front end and range to the 33-hp digital 1.5T engine, you won't want to miss any new details from this powerful duo.

BLACK RAVEN BLACK DIAMOND TRICOAT

DIAMOND-LIKE DETAILS

Does that summer look familiar? V-Series enthusiasts may recognize the Black Diamond Tricoat paint, which first debuted on the previous generation CT5 in 2019 in honor of the 20th Anniversary of V-Series. It's beloved look is back.

THE INSIDE STORY OF THE MONDRIAN

"You recognize the badge, but do you understand the meaning within the Mondrian?"

ARRIVAL IMPACT

DISCOVER MORE

PRODUCTS SUBPAGE

20TH ANNIVERSARY OF V-SERIES NEW STYLES FOR THE SPIRITED

The 2024 V-Series team brings two styles of distinctive style. Discover the new V-Series inspired content in the brand's look. Now turn your passion into new inspired style.

CT5 V-SERIES FEEL ALIVE

CT5 V-SERIES INDUCE ENVY

DISCOVER MORE

FANDOM SUBPAGE

20TH ANNIVERSARY OF V-SERIES FOR THE FANS

This celebration is for those with V-Series in their veins. Discover the fun that lasts 20 years.

CELEBRATE IN STYLE

SHOW US YOUR RIDE

YOUR NEW FORZA COVER CAR

FORZA MOTORSPORT

WIN THE WEEKEND DOUBLES

DISCOVER MORE