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SUCCESS MEET SUCCESS

Cadillac and Batsetsane Kumalo

AN ICON OF SUCCESS

General Motors South Africa recently appointed, Batsetsane Kumalo as brand ambassador for Cadillac. Arguably one of the country's most influential women, Batsetsane is the classic personification of accomplishment and class. This fabulously talented dynamo embodies the Cadillac brand character perfectly – success, achievement, status, not to mention beauty and grace.

BORN FOR ACHIEVEMENT

Born Batsetsana Julia Makgalemele, and affectionately known as Bassie, the new Cadillac brand ambassador appears to have been born for the limelight. Voted 74th in the Top 100 Great South Africans in 2004, her first brush with fame came when she won the Miss South Africa beauty title in 1994. Only the second black woman to ever win the top title in the formerly all-white national beauty pageant, Bassie gained the favour and respect of a nation during her reign, spending much time and energy on community upliftment projects and fundraising efforts, and received special awards of from Operation Hunger and the Cancer Association of South Africa.

As ambassador for the new democratic South Africa, Bassie sparkled. The year of her reign saw three significant appointments that were to shape her continued success: the face of Revlon Realistic Hair for Sub-Saharan Africa and the international market; presenter on the popular South African lifestyle magazine programme, Top Billing; and beauty editor of *Drum* magazine. These accomplishments were further cemented when she, together with a partner, established the successful Tswelopele Productions (who are responsible for the production of Top Billing on SABC), which later merged with Union Alliance Media and listed on the JSE Securities, making Bassie one of the youngest black women directors in the country. Bassie's star has risen and her new Cadillac SRX complements this postcard for success.

A TRADITION OF ACCLAIM

Like Bassie, the Cadillac SRX is accustomed to the limelight. Similarly, both car and ambassador are at home with acclaim. The SRX follows a long tradition in iconic Cadillac cars and has attracted some of the most coveted motoring awards in its class. As a winner of several SUV awards it boasts, among others, *Car & Driver's* Best Luxury SUV for three years running, not to mention *Consumer Guide's* Best Buy from 2005 to 2007, inclusive. Place these awards against the backdrop that is the growing South African SUV market, and the only conceivable outcome is runaway popularity.

POWER TO SAVOUR

Equipped with a 3.6-litre V6 VVT engine the Cadillac SRX delivers a power output of 190kW at 6500rpm and torque of 342Nm at 2800rpm, while drive to all four wheels is provided by a 5-speed automatic transmission with Driver Shift Control. At a highly competitive selling price of R445 500, comparatively kitted SUV models might have to up step aside for and leave the limelight to the SRX.

SAFETY EXCELLENCE

As is its legacy, Cadillac's standard for safety is beyond approach – and the mighty SRX is no different. The comprehensive safety package includes standard full-time all-wheel drive, advanced traction features, high-riding visibility and flexible utility. These features not only boost driver confidence but also support the driver's natural reflexes, making for safer journeys – whatever the terrain. Front, side and head curtain airbags mean that, for Cadillac SRX drivers, peace of mind comes easy

Luxury and comfort go hand-in-hand on the 7-seater SRX. Its seating configuration comprises three rows of seats with a power-folding third row that stows flat at the mere touch of a button, should extra storage space be required. All seats boast full leather hand-stitched trim while both the driver and front passenger seats are power adjustable. Other features that make journeys more enjoyable include dual zone automatic climate control, electric windows, a state-of-the-art audio system with eight Bose speakers, rear park assist and mounted audio controls on the steering wheel.

PRESENCE COMES STANDARD

Some say Cadillac SRX brings a refreshingly different look to a market filled with similarly styled choices. Others find comfort in the familiar – in this case the Cadillac trademark brand crest which graces the v-shaped chrome grille. Exterior contours are angular and sharply defined. Light fittings both in the front and rear are big and bold with sharp vertical lines echoed throughout. Fulfilling the brand's performance luxury promise is an equally elegant interior with seating that boasts a hand-stitched leather finish, wooden trim, leather steering wheel and centered classic analogue clock.

RESERVE YOUR PIECE OF MOTORING EXCELLENCE

With Cadillac's return to our local market during March and Batsetsane Kumalo's appointment as Cadillac brand ambassador, GM has given South African motoring enthusiasts the perfect alternative to the existing premium brands. Besides purchasing a quality product, new Cadillac owners will also be buying into an established global brand

that has been around for more than a century. Currently Cadillac offers a choice of the luxury SUV SRX and three medium sedan Cadillac BLS models. The flagship sedan STS will be launched later this year with more models that are sure to follow. To find out more about any of the Cadillac models, phone 0800 CADILLAC or visit www.cadillac.co.za