



For release: **Wednesday, August 11, 2010**

DIMMITT AND DEW CADILLAC UNVEILS ALL-NEW 2011 CADILLAC CTS COUPE

St. Petersburg, FL – Dew Cadillac will showcase **August 18th** the all-new 2011 Cadillac CTS Coupe to local customers as part of CTS Coupe Premiere Week. Dimmitt Cadillac will showcase Thursday August 19th. Both events will be from 5:00pm – 8:00pm.

The CTS Coupe, which recently began arriving at U.S. dealerships, is one of the most anticipated new vehicles for the 2011 model year. The CTS Coupe represents the new focal point for Cadillac in terms of design and performance. Almost 300 dealers will host special events for CTS Coupe Premiere Week.

Dimmitt and Dew Cadillac will host an unveiling party that includes exquisite food, beer and wine by Grill Smith and live music by Contemporary Jazz Artist Fernando Diaz (formally of Miami Sound Machine). Those interested in attending or taking an exclusive test drive should contact the Red Frog Marketing, Agency of Record, for more information.

"We are very excited about the CTS Coupe addition to our line up! The public has responded with a lot of enthusiasm. This is truly a world class coupe with an edgy design. It's quickly becoming a 'must have' for the style conscious as well as the driving enthusiasts who crave an exceptional driving experience. We couldn't be more pleased with Cadillac's new direction," said Paul Livernois, Dimmitt Cadillac Sales Manager.

The CTS Coupe has a starting price of \$38,990 and comes standard with a 3.6L Direct Injection V6 engine that produces 304 horsepower, six-speed auto tap up/down shifting, rear-park assist and Bose audio. A high-performance CTS-V Coupe model also is available with a 6.2L Supercharged V8 that produces 556 horsepower, dual-mode magnetic ride control suspension and Brembo brakes

The CTS Coupe extends the CTS line, which has been named to Car and Driver's 10 Best list for three straight years. It shares design cues with the CTS Sport Sedan, but the CTS Coupe has a wider track, lower roofline and shorter length, giving it an aggressive stance and sleek, athletic profile. Autoblog described the CTS Coupe as "audacity in motion." Autoweek called it "simply stunning."

###

Contact:

Leah Weinbaum

Senior Account Executive

Red Frog Marketing

O 727-489-2332

C 904-887-1338

Leah@getyourfrogon.com

Dew Cadillac

3333 Gandy Boulevard Pinellas Park, FL 33781-2655

Dimmitt Cadillac

25191 US Highway 19 N

Clearwater, FL 33763