



BLS

THE LUXURY PERFORMANCE SEDAN.



Cadillac

A CAR WITH SPIRIT,
VERVE AND DYNAMISM, THE ALL-NEW CADILLAC BLS.
FROM THE FIRST CONCEPTUAL SKETCH TO THE PERFECTED MODEL
DRIVEN OFF THE PRODUCTION LINE THE BLS HAS BEEN DESIGNED
TO INCREASE YOUR PULSE, TURN HEADS AND SHRINK THE DISTANCES
BETWEEN TWO PLACES.

THE BLS IS A LUXURY PERFORMANCE SEDAN WITH
POWER TO THRILL AND ALL THE QUALITY CUES THAT MAKE
OWNING A CADILLAC SPECIAL.

EMBRACE YOUR NONCONFORMIST SIDE, CHOOSE THE BLS.













DRAMATIC
PRESENCE

DRAMATIC

The BLS is a car that brushes aside all the preconceptions about American cars, and then redefines them. The BLS can reignite a passion for driving in a car world that can seem a little generic at times.

It is the latest in the new generation of cars from Cadillac. All of them are inspirational, confident and edgy. Created around the Art & Science philosophy, a place where ultra-modern styling meets cutting edge technology. Cars that will appeal to the singular minded who appreciate innovation and prestige. The BLS is all this and more. Eye-catching with its strong sculpted shape, distinct crisp lines that flow from the front, leading to angular sides, and finishing with high muscular shoulder lines and a stunning geometric rear. This is a wedge that divides the air with ease, cutting through the trite and boring.

While outside may be a world of distractions and chaos, inside is quiet yet exhilarating. Warm indulging hues and luxurious textures create a cabin that is a pleasure to travel in.

The Cadillac crest that bejewels the distinctive grille of the new BLS is a sign of a car that speaks with authority in a mediocre world, and breathes new life into a luxury mid-sized sedan segment.



GEOMETRICALLY EXQUISITE AND EMINENTLY PRACTICAL.
THIS THIN WIDE HIGH MOUNTED FEATURE IS AN ADVANCED
LED BRAKE LIGHT AND AN AERODYNAMIC FORM THAT PROVIDES
DOWNWARD THRUST, USEFUL WHEN TAKING CORNERS AT PACE.











DYNAMIC
DRIVING



DYNAMIC

If you enjoy discovering a new route home, never put up with traffic jams by taking the next exit and like a car that is athletic and responsive, then the BLS is for you.

This mid-sized sedan has been created by Cadillac not just to appeal to the European driver but also to excite him. To ensure that the BLS met these exacting standards almost all of the testing and development was done in Europe. The result is a car that responds to the diverse and varied driving experiences, with a performance that is both stimulating and exhilarating.

The reason the ride in the BLS is so inspiring is partly thanks to the sport chassis that is delightfully balanced and athletic; plus a wheelbase of 2,675 mm that gives the BLS a very confident footprint on the road. While driving you can have exceptional self-assurance as you zigzag down a tight twisty road, owing to the finely tuned suspension and steering system. The ride is comfortable while still transmitting plenty of feel for the road to the driver.

For those with a passion for performance the 2.8 T V6 255 hp Sport Luxury is available. It includes a sports-tuned chassis, 18-inch twin-spoke aluminium wheels and can be combined with 6-speed automatic with paddle shifters for a truly engaging driving experience.

The BLS, it is a car for the driven.





EXPRESSIVE
DESIGN



EXPRESSIVE

The BLS is a car with a distinct look, heroic from the front, impressive at the rear. The BLS isn't for those who are quiet and unassuming; it's a car for the bold and daring.

A wide meshed chromed grille highlights a fold line that runs up the centre of the car, which is completed at the boot with the distinguishing LED centre stop lamp. To complete the composition of this masterpiece are the Cadillac signatures; shimmering vertically stacked lights – jewel-like bi-xenon headlights at the front with low mounted fog lights and bright red carved brake lights at the rear. Strong metallic folds run from the grille and headlights the length of the bodywork with the artistic precision. Wide alloy wheels extent out to meet the wheel arches. Deep skirts, aerodynamic elements and at the rear – as a true hint of the performance capabilities of the BLS – are the wide bore twin chrome exhausts*.

With a drag coefficient of 0.31 the Cadillac BLS slips through the air very easily, yet its individualistic style stays with you for a long time.

*As featured on the model shown – 2.8 T V6 255 hp Sport Luxury.







A close-up, low-angle shot of a car's interior air vent. The vent is illuminated from the side, creating a strong contrast between the lit and shadowed areas. The background is dark, making the metallic and plastic textures of the vent stand out.

SOPHISTICATED
INTERIOR

SOPHISTICATED

What makes a Cadillac stand out from other cars? Apart from its distinctive styling, the answer can clearly be seen in the generous level of standard and available features in the BLS.

Refinement: As you reach forward to the three-spoke steering wheel your fingers are met by the warm touch of leather. Look further and there are the analogue dials in cool understated black and white, the only dash of colour is the red slash of the needles.

A refined touch is the chromium-framed analogue clock. This discrete chrome style cue is then picked up in the door handles, the side air vents, the central console surround and on the steering wheel. This gives a wonderful yet subtle contrast to the deep lustre of the wood that contours its way around the internal cabin space of the Cadillac BLS.



THE BLS IS FITTED WITH SPORTS DIALS VERY EASY TO READ WITH MONOTONE FACES AND BRIGHT RED NEEDLES.



THE BLS COMES WITH VARIOUS LEVELS OF TRIM FROM THE DEEP LUSTRE OF PIANO BLACK TO THE INTRICATE ABSTRACT PATTERNS OF RED WALNUT.





Control: The steering wheel is the nerve centre of the BLS; clear simple control buttons are at your command, and with the automatic transmission paddle shifters are fitted. It remotely directs the in-car entertainment, the car's on-board computer, the optional DVD satellite navigation and if you have a bluetooth enabled mobile phone you can also answer it from the steering wheel.

Being comfortable yet alert at the wheel of the BLS is achieved with ease. The seats are firm and supportive with 8-way power adjustment and memory. Even the armrest is adjustable. For the perfect environment the BLS features state-of-the-art dual zone air-conditioning, so advanced it detects a change in temperature before the passengers do. The climate in the car, once it is set, always stays the same.



WHEN DRIVING A BLS, CONTROLLING A LOT OF THE CAR'S FUNCTIONS IS EASY THANKS TO THE REMOTE CONTROLS NEATLY INTEGRATED INTO THE STEERING WHEEL. THIS MAKES CONCENTRATING ON THE ROAD AND OPERATING THE IN-CAR FUNCTIONS SIMPLER AND SAFER.



A PERFECT EXAMPLE OF PERFORMANCE AND LUXURY, THE BLS PROVIDES DRIVING COMFORT WITH SUPPLE YET FIRM SEATING THAT CAN BE ADJUSTED TO MEET ANY DRIVER'S EXACTING REQUIREMENTS.

Infotainment: To give acoustic pleasure and directional information as you drive, the BLS can be fitted with an “infotainment” unit. This audio system is from the renowned sound specialists Bose®. It can play 6 CDs (or MP3 music through a special input) with exceptional clarity. Thanks to nine speakers using Neodymium technology combined with the car’s high-tech sound dampening, the interior is perfect for a moment of quietness or rock concert sound. The optional DVD navigation has voice guidance and is operated through a colour touch screen.

So sit back and enjoy the drive, you’re in a world of your own making.





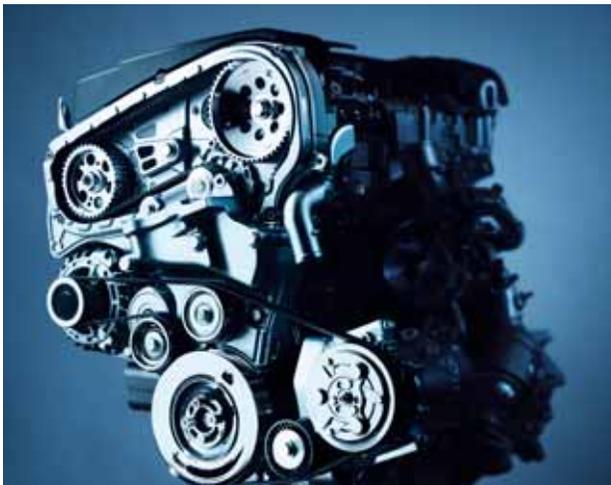
V6 turbo

INNOVATIVE
TECHNOLOGY

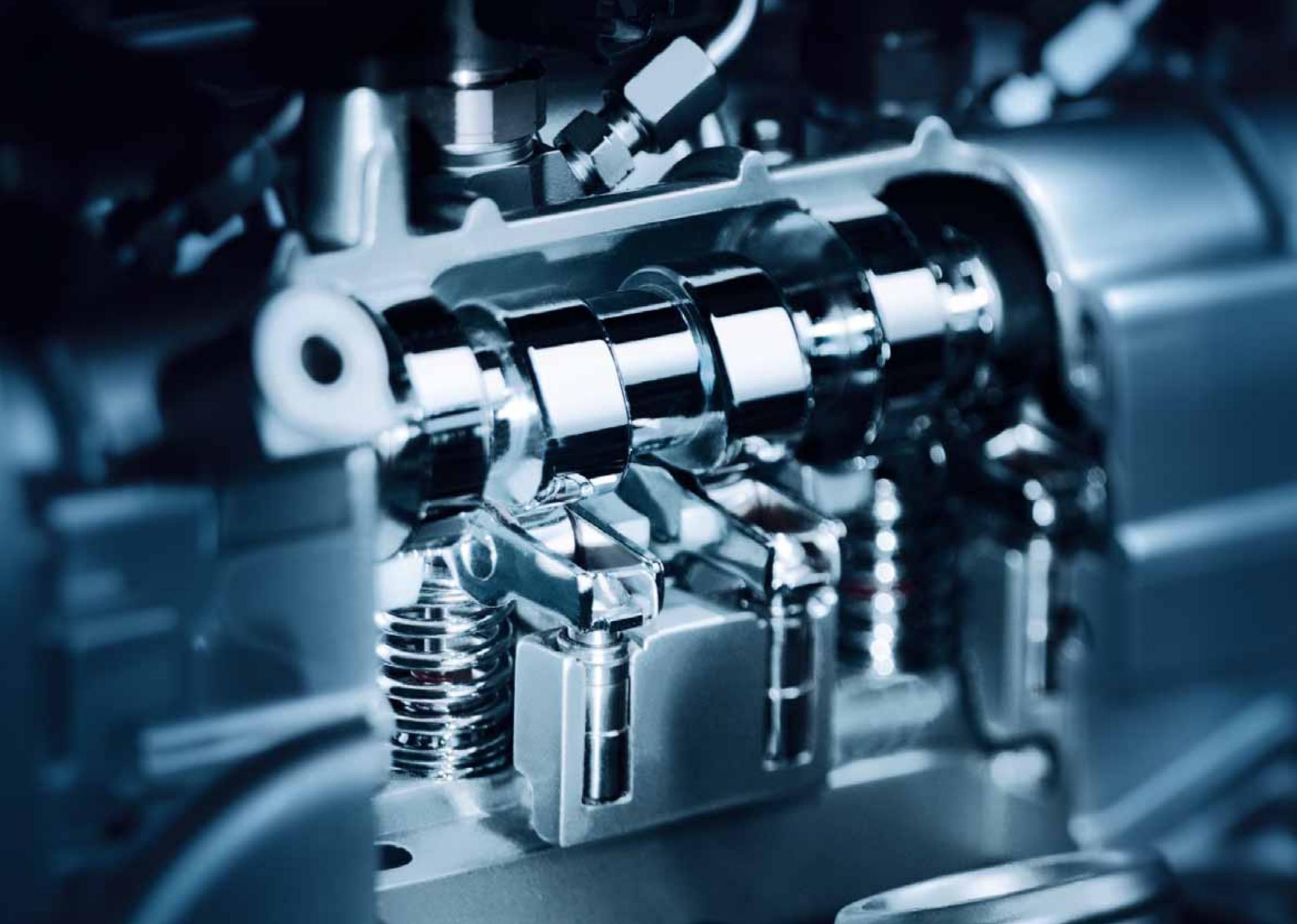
INNOVATIVE

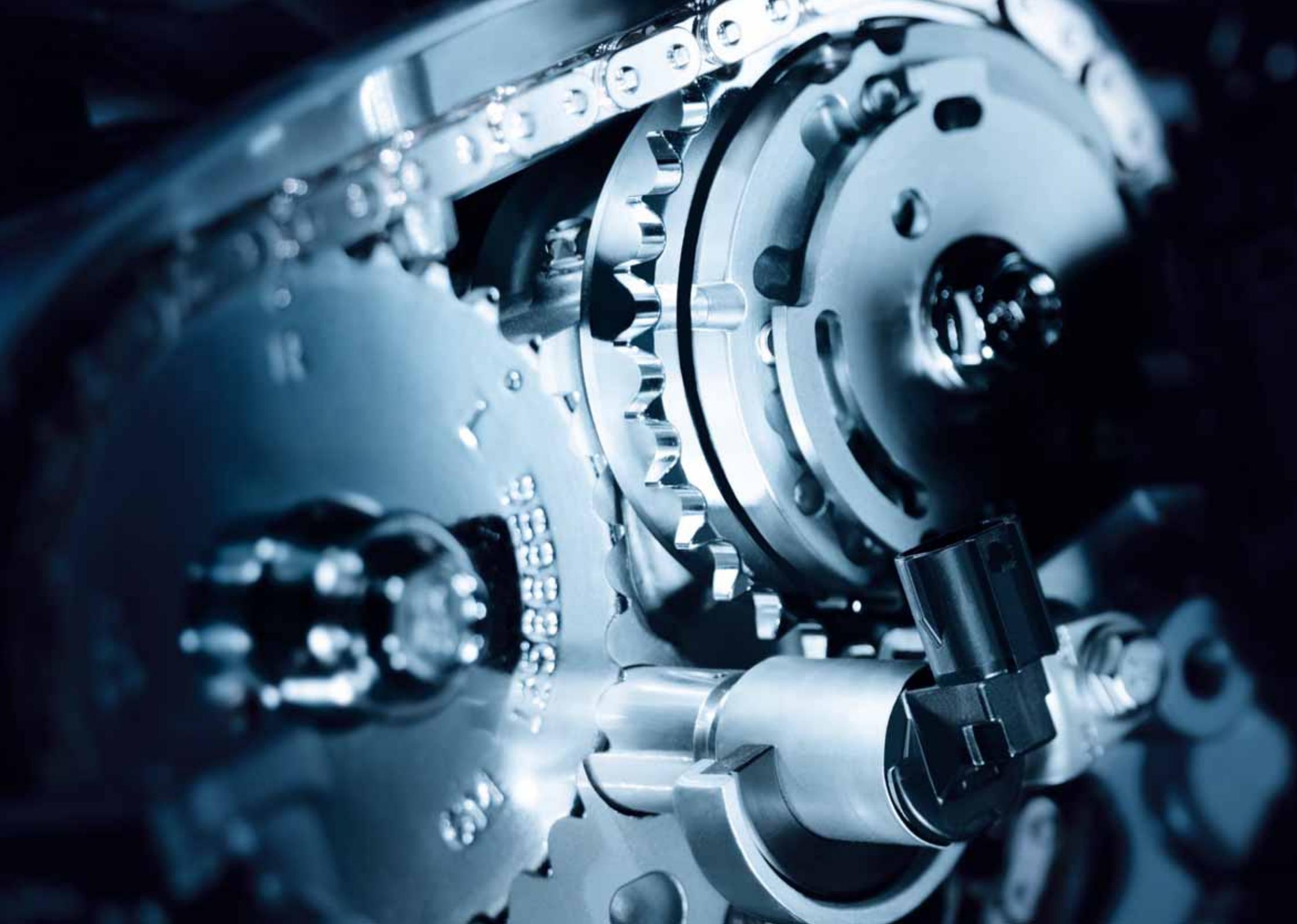
At the heart of the BLS is an engine that will deliver the excitement that can take your breath away, or leave you in awe with its smooth transfer of power. For the first time a Cadillac is being launched with a spirited common-rail diesel engine in tune with European driving needs and a choice of three petrol power trains. All these engines are fitted with turbochargers highlighting the sports performance attitude of the Cadillac BLS.

Diesel: The 1.9 litre all-aluminium four-cylinder turbo engine produces 150 hp (110 kW) at 4,000 min⁻¹ and 320 Nm at 2,000–2,750 min⁻¹. This is an engine that delivers on both driving performance and fuel economy. Thanks to the most high-tech common-rail injection system the BLS serves up a thrilling and dynamic performance on the road and gets almost 1,000 km on one tank of fuel (58 litres).



THE 1.9 LITRE TURBO DIESEL HAS ALL THE PRACTICAL ASPECTS OF A DIESEL ENGINE WITHOUT ANY LOSS OF FORM. THIS POWER TRAIN IS CAPABLE OF AGGRESSIVE ACCELERATION UP TO A TOP SPEED OF 210 KM/H DUE TO 320 NM OF TORQUE. ALL WHILE MAINTAINING HIGH FUEL EFFICIENCY AND LOW EMISSIONS THANKS TO A HIGH-TECH PARTICLE FILTER – WHO SAID YOU CAN'T HAVE THE BEST OF BOTH WORLDS.





Petrol: The 2.0 litre all-aluminium four-cylinder turbo engine has two variants. The first delivering 175 hp (129 kW) at 5,500 min⁻¹ and 265 Nm of torque at 2,500 min⁻¹; the second pushes out 210 hp (154 kW) at 5,300 min⁻¹ and 300 Nm at 2,500 min⁻¹. Both engines have generous reserves of power, even at low revs, giving the driver the acceleration he needs in any situation.

Finally, there is a 2.8 litre V6 aluminium turbo engine that pumps out 255 hp (188 kW) at 5,500 min⁻¹ and releases 350 Nm at 1,800–4,500 min⁻¹. The prominent feature of this powerhouse is the twin-scroll turbocharger, which responds faster and produces “boost” quicker than single turbochargers.

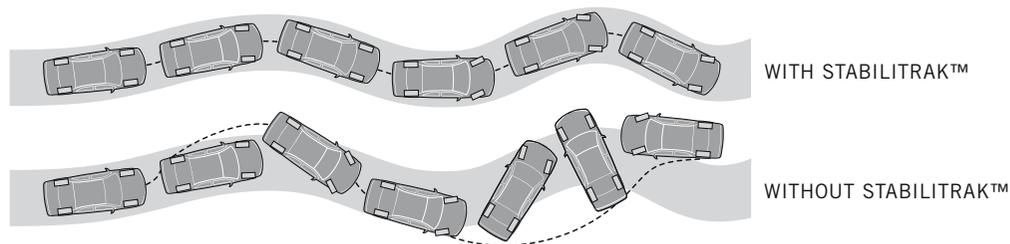
THIS 2.8 LITRE V6 DELIVERS INCREDIBLY RESPONSIVE ACCELERATION. WITH CONSUMMATE EASE THE BLS SHIFTS FROM 0 TO 100 KPH IN 6.7 SECONDS. THIS IS DUE TO THE ENGINE'S 255 HP AND THE WATER-COOLED TURBOCHARGER. DEFINITELY NOT FOR THE FAINT HEARTED.



SAFETY

Cadillac has always been an authority in the development and application of automotive technology. So it makes the BLS especially reassuring to drive knowing it is equipped with the world's most advanced safety features.

Integrated into the BLS are the latest versions of ABS and Traction Control System (TCS), plus Mechanical Brake Assist (MBA). Then to improve the car's responsiveness even more the BLS has Cornering Brake Control (CBC), which enhances braking whilst cornering by assessing the braking requirements of each wheel individually. Also available is StabiliTrak™, helping the driver to maintain his intended direction. Sensors assess accelerator, brake, lateral and vertical movement as well as steering wheel data to understand the line the driver wishes to hold. If needed StabiliTrak™ will subtly compensate the handling of the BLS by automatically braking the individual wheels required to keep the BLS on its path. All very heartening.



A steel safety cage of unquestionable strength surrounds the passengers, with deformable body sections to absorb and spread the impact. Within the BLS six airbags provide further protection; two at the front, two at the sides and two curtain airbags.

In addition, ingenious “active headrests” on the front seats minimise neck injuries by reducing movement of the head in a collision from the rear. The 3-point seatbelts have pretensioners and force limiters to keep the passengers securely in their seats and reduce the amount of stress from a sudden force.

Cadillac has always understood the relationship between a car that reacts well in testing situations and a driver enjoying a spirited journey.





Parking assist: Sensors placed at the rear of the car judge the distance between the BLS and any stationary object enabling the driver to manoeuvre with extreme accuracy. If something is too close then an audible warning alerts the driver. (Standard with the Visibility Package.)

Rain sensor: The windscreen wipers on the BLS start working the moment rain starts to fall. Raindrops disrupting the invisible infrared beams that cross the windscreen trigger the automatic activation. (Standard with Elegance, Sport and Sport Luxury.)

Self-dimming rear-view mirror: The rear-view mirror responds to the intensity of light that is reflected in it. Sensors measure levels of light hitting the mirror, and if the car behind is going to distract the driver then the mirror's reflectivity is automatically dimmed to maintain optimum visibility for the driver. (Standard with the Visibility Package.)

THE BLS PROVIDES "ACTIVE HEADRESTS" ON BOTH FRONT SEATS AS STANDARD. THESE DRAMATICALLY REDUCE THE INCIDENCE OF WHIPLASH WHEN THE CAR IS INVOLVED IN A COLLISION FROM THE REAR. THIS IS ACHIEVED BY REDUCING THE DISTANCE THE HEAD TRAVELS BACK.





ACCESSORIES

These accessories have been exclusively designed for the Cadillac BLS. Manufactured from the finest materials they have been specially created to get maximum enjoyment out of your BLS.

If you are interested in the accessories for your BLS or have any queries please contact your nearest distributor, or visit our website www.cadillac.com



SPORT EXHAUST



UTILITY BARS



BIKE CARRIER



DISTINCTIVE WHEELS FROM 16" TO 18"

INGENUITY

Cadillac has been building cars since 1902 and in that time has been a leading innovator playing a significant role in automotive advancement. Inspired design and technical improvements have maintained Cadillac as one of the world's great car makers.

In over 100 years Cadillac's list of innovations is exemplary. The first fully automatic transmission, the first closed engine cooling system, the first automatic climate control system and an industry first "Twilight Sentinel", which automatically switched the car's headlights off and on depending on light conditions. These are just a few of many, for Cadillac is a company always dedicated to excellence. That's why they entered the Royal Automobile Club competition – the Dewar Trophy. A formidable test held in England in 1908, 3 Cadillac's were dismantled until they were just a random pile of nuts, bolts and parts. The true test of the car's quality was being able to not just reassemble them from 721 parts, but then drive all three over a 500 mile rally, which they finished without a hitch. Cadillac is the only car maker to have won this European trophy twice.







Height: 1471 mm

ENGINE AND TRANSMISSION	2.0 T 175 HP	2.0 T 210 HP	2.8 T V6 255 HP	1.9 D 150 HP
Number of cylinders	4	4	6	4
Displacement (cm ³)	1998	1998	2792	1910
Bore x stroke (mm)	86 x 86	86 x 86	89 x 74.8	82 x 90.4
Number of valves	16	16	24	16
Camshaft location	DOHC	DOHC	DOHC	DOHC
Fuel type	Unleaded (min. 95 RON)	Unleaded (min. 95 RON)	Unleaded (min. 95 RON)	Diesel
Powered axles	FWD	FWD	FWD	FWD
Transmission	6-speed manual	6-speed manual	6-speed manual	6-speed manual
Transmission with Driver Shift Control (option)	5-speed automatic	5-speed automatic	6-speed automatic	6-speed automatic

PERFORMANCE

Performance (kW/hp/min ⁻¹)	129/175/5500	154/210/5300	188/255/5500	110/150/4000
Max. torque (Nm/min ⁻¹)	265/2500	300/2500	350/1800-4500	320/2000-2750
Top speed (km/h) – manual/auto.	220/220	235/230	250/245	210/210
Acceleration 0–100 km/h (s) – manual/auto.	8.5/9.7	7.7/8.8	6.7/7.5	9.5/11.0
Fuel consumption (l/100 km urban/extra-urban/combined) ¹ – manual/auto.	11.5/6.4/8.3–12.9/6.7/9.0	12.0/6.4/8.5–13.7/6.5/9.1	15.4/7.1/10.2–16.9/7.2/10.8	8.1/4.9/6.1–9.9/5.6/7.2
CO ₂ emission combined (g/km) ¹ – manual/auto.	197/216	202/218	245/259	164/194

WHEELS

Rim size (inch) (option)	16 x 6,5 (17 x 7,0)	17 x 7,5 (17 x 7,0)	17 x 7,5 (18 x 7,5)	16 x 6,5 (17 x 7,0; 17 x 7,5; 18 x 7,5)
Tyre size (option)	215/55 R 16 (225/45 R 17)	235/45 R 17 (225/45 R 17)	235/45 R 17 (225/45 R 18)	215/55 R 16 (225/45 R 17; 235/45 R 17; 225/45 R 18)

DIMENSIONS

Overall length (mm)	4680	4680	4680	4680
Overall width, excl./incl. mirrors (mm)	1752/2038	1752/2038	1752/2038	1752/2038
Overall height (mm)	1471	1471	1471	1471
Wheelbase (mm)	2675	2675	2675	2675
Axle track front/rear (mm)	1524/1506	1524/1506	1524/1506	1524/1506
Headroom front/rear (mm)	988/935	988/935	988/935	988/935
Legroom front/rear (mm)	1053/892	1053/892	1053/892	1053/892
Shoulderroom front/rear (mm)	1414/1402	1414/1402	1414/1402	1414/1402
Hiproom front/rear (mm)	1382/1398	1382/1398	1382/1398	1382/1398
Cargo volume (l)	425	425	425	425
Fuel tank volume (l)	58	58	58	58
Turning circle kerb to kerb (m)	10,8	10,8	10,8	10,8

MASSES

Curb mass (kg) ^{2,3} – manual/auto.	1460/1480	1485/1505	1560/1585	1510/1535
Max. permissible mass (kg) – manual/auto.	1990/2010	2000/2020	2070/2100	2050/2070
Max. permissible mass of trailer (kg) – braked	1600	1600	1600	1600
Max. permissible mass of trailer (kg) – unbraked	750	750	750	750
Max. permissible mass of combination (kg) – braked – manual/auto.	3590/3610	3600/3620	3670/3700	3650/3670
Max. vertical load on coupling point (kg)	75	75	75	75
Max. permissible roof load (kg)	100	100	100	100
Max. payload (kg) ⁴ – manual/auto.	385/385	370/370	365/370	395/390

¹In accordance with 1999/100/EC (petrol), 2004/3 (diesel). (Optional equipment, maintenance, driving behaviour, road and weather conditions may affect the official results.)

²Minimum kerb mass. Figures in accordance with EC Directive. Kerb mass condition is without driver and including coolant, oils, fuel, spare wheel and tools.

³Based on the minimum mass in running order minus 75 kg.

⁴If kerb mass increases, consequently payload will decrease inversely proportional.

MECHANICAL	BUSINESS	ELEGANCE	SPORT	SPORT LUXURY
2.0 T 175 hp 6-speed manual	•	•	•	–
2.0 T 175 hp 5-speed automatic with paddle shift	○	○	○	–
2.0 T 210 hp 6-speed manual	–	•	•	–
2.0 T 210 hp 5-speed automatic with paddle shift	–	○	○	–
2.8 T V6 255 hp 6-speed manual	–	•	•	•
2.8 T V6 255 hp 6-speed automatic with paddle shift	–	○	○	○
1.9 D 150 hp 6-speed manual	•	•	•	•
1.9 D 150 hp 6-speed automatic with paddle shift	○	○	○	○
Anti-lock Braking System (ABS)	•	•	•	•
Traction Control	•	•	•	•

INTERIOR

Digital Information Center	•	•	•	•
Power windows front and rear	•	•	•	•
Airbags, frontal and side-impact, for driver and front passenger, head curtain for front and outboard rear passengers	•	•	•	•
Adjustable centre armrest front	•	•	•	•
Centre armrest rear	•	•	•	•
Climate control	•	–	–	–
Dual-zone automatic climate control	–	•	•	•
Cup holders, 2 fixed in front console	•	–	–	–
Cup holders, 4 total, 2 front and 2 additional retractable in rear seat	–	•	•	•
Cruise control	•	•	•	•
Power door locks	•	•	•	•
Child security door locks rear	•	•	•	•
Active front seat head restraints to prevent whiplash	•	•	•	•
8-way power adjustable driver's seat	–	•	•	•
Sound system, AM/FM stereo with monochrome graphic display, CD player, 7-speaker system and MP3/auxiliary inlet	•	•	•	•
Telescopic adjustment steering wheel	•	•	•	•
Steering wheel controls for sound system and cruise control, includes Driver Information Center toggle switches	•	•	•	•
Leather-wrapped steering wheel	•	•	•	•
Piano Black decor trim	•	–	–	–
Aluminium interior	–	–	•	–
Red walnut veneer decor trim	–	•	–	•
60/40 split folding rear seat	•	•	•	•

EXTERIOR	BUSINESS	ELEGANCE	SPORT	SPORT LUXURY
Front fog lamps	–	•	•	•
Rainsense automatic windscreen wipers	–	•	•	•
Outside rear-view mirrors, power adjusting, heated	•	•	•	•
Wheels, 16" aluminium, 7-spoke	•	–	–	–
Tyres, 215/55 R16	•	–	–	–
Wheels, 17" aluminium, 7-spoke	–	•	–	–
Tyres, 235/45 R17	–	•	–	–

OPTIONS

Wheels, 17" aluminium, 7-twin-spoke with tyres, 225/45 R17	○	○	–	–
Handling Package Sports chassis, lowered, tuned for handling, tyres 225/45 R18 and wheels 18" aluminium, 7-twin-spoke	–	○	•	•
Visibility Package Electrochromic inside rear-view mirror (light-sensitive, auto dimming), outside rear-view mirrors, power folding and auto dimming, drivers and passengers side and rear parking assist	–	○	○	○
Exclusive Package Memory package, presets for 3 drivers, includes 8-way power driver's seat and driver personalization functions, 8-way power adjustable passenger seat, leather seating surfaces and heated front seats with 3-position controls	–	○	○	•
Power glass sunroof	○	○	○	○
Parking assist	○	○	○	○
Leather seating surfaces and wood package	○	–	–	•
Leather seating surfaces	–	○	○	–
Theft-deterrent alarm system	○	○	○	○
Sound system, AM/FM stereo with monochrome graphic display, 6-disc CD changer, Bose® 9-speaker system, RDS and MP3/auxiliary inlet	○	○	○	○
DVD navigation system with single CD player	○	○	○	○
DVD navigation system with single CD player and Bose® 9-speaker system	–	○	○	○
Universal hands free adapter (includes Bluetooth capability)	○	○	○	○
StabiliTrak™, vehicle stability enhancement system	○ ¹	•	•	•
Bi-Xenon HID headlamps	–	○	○	•
Rear centre headrest	○	•	•	•
Metallic paint	○	○	○	○

¹ Please check availability with your local price list.

• standard ○ optional – not available

BLS COLOUR COMBINATIONS INTERIOR/EXTERIOR

COLOURS EXTERIOR	COLOURS INTERIOR			
	Leather Ebony	Leather Parchment	Woven Cloth Ebony	Woven Cloth Parchment
2QU Black	●	●	●	●
3YU Titan Gray Metallic	●	●	●	●
1IU Chili Red Metallic	●	●	●	●
1CU Silver Metallic	●	●	●	●
1OU Parchment Silver Metallic	●	●	●	●
1XU Nocturne Blue Metallic	●	●	●	●
4NU Amethyst Metallic	●	●	●	●

EXTERIOR



2QU Black



3YU Titan Gray Metallic



1IU Chili Red Metallic



1CU Silver Metallic



10U Parchment Silver Metallic



1XU Nocturne Blue Metallic



4NU Amethyst Metallic

INTERIOR



Leather Ebony



Woven Cloth Ebony



Leather Parchment



Woven Cloth Parchment

Every Cadillac carries a 3-year or 100,000 km (whichever comes first) warranty plus a 6-year anticorrosion guarantee. Cadillac Assistance gives you reassurance for a period of 36 months starting on the date of registration, 24 hours a day, 365 days a year. Some illustrations in this brochure feature special equipment. Errors and alterations accepted. All information correct at the time of publication. We reserve the right to make changes in design and equipment. The colours printed in the brochure only approximate actual colours. Illustrated optional equipment is available at extra charge. Availability, technical features and equipment provided on our vehicles can vary from one market to another and may change without prior notice. Information on recycling design, recycling End of Life Vehicles (ELV) and the return locations of ELVs can be found on the website www.cadillac.com. For precise information on the equipment provided on our vehicles, please contact your Cadillac distributor.



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