

THE TARGET MARKET

- The key Cimarron target group consists of younger affluents ... highly educated men and women between the ages of 25 and 44 ... with household incomes over \$35,000.
- Between now and 1990, this will be the fastest growing segment of America's affluent households ... and their age group will become the largest segment of the total population.
- Within the last five years, the Cimarron target group has bought nearly two million medium priced luxury imports. Cimarron represents the first real domestic competition.
- Cimarron has the features these prospects demand ... European-type styling ... excellent fuel efficiency ... precision handling ... tangible quality and extraordinary value.
- The car's international size and four-passenger capacity is ideally suited for these prospects who tend to have small families.
- With Cimarron, we will be able to "step up" buyers to the smaller Cadillacs of the future.

OTHER TARGET GROUPS

- Present Cadillac and other luxury car owners who need a second car.
- Women will choose Cimarron for its ease of maneuverability and international styling. Women make up an ever-increasing share of the new market.
- Present full-size luxury car owners may want to move into Cimarron.
- Retirees will be pleased that Cimarron offers the luxury of a Cadillac at a price they can afford.
- Energy-minded people will be satisfied with Cimarron's outstanding fuel efficiency.
- Cimarron's economical price will enable more people than ever before to take their first step up to a Cadillac.

TARGET MARKET CHARACTERISTICS

- Knowledgeable, opinionated, non-traditional.
- Not loyal to brands.
- Concerned with efficiency and miles per gallon, but as much with depletion of the resource as with cost.
- Concerned with function—size, design, mechanical, comfort and convenience features.
- Want "distinctive styling," but distinct *from the traditional*—not necessarily different from their peers.
- Want responsive handling, precise control, a more firm feel of the road.
- Willing to pay for quality in products or services, but have a well-developed sense of getting what they pay for.
- Perceive the foreign cars they buy to be superior in durability and dependability. (What they really mean is quality and reliability, traditional strengths of American-made products in general and Cadillac in particular; yet this market's perception is often just the opposite.)
- While their image of "status and prestige" is somewhat different from the traditional expression, they still want it.