

Taking A Peek At Cadillac's Future: The Elmiraji Grand Coupe

Orlando Cadillac enthusiasts wait, eager to get behind the driver's seat of a new Cadillac flagship vehicle - The Elmiraji



Central Florida Cadillac - Orlando Car Dealership

ORLANDO, FL, USA, October 3, 2013

/EINPresswire.com/ -- Cadillac's new concept car, [the Elmiraj grand coupe](#) was unveiled at the

Pebble Beach Concours d'Elegance, which is

always a favorite show for luxury car followers. The Elmiraj is a 2-door concept car that hints at Cadillac's future design direction. Inspired by large Cadillac's of the past like the 67' Cadillac Eldorado, the 65 Coupe DeVille, the 1936 V16 Series 90 and the current CTS-V coupe, the Elmiraj sports modern, clean lines. It features an updated version of the Cadillac badge without the wreath that encases the emblem.

The Elmiraj is 205 inches long and features a 4.5 liter twin-turbochargd 8-cylinder engine with about 500 horsepower. The rear wheel drive concept car contains the chassis and structural elements of an ongoing Cadillac vehicle development project that is slated for future production.

According to GM CEO Dean Akerson, Cadillac will soon have a sedan bigger than the XTS, and confirmed that Cadillac is developing a super-size, rear drive sedan that will be introduced in about two years.

The Elmiraj has no chrome accents that one normally finds with luxury cars. Instead, it has polished aluminum wheels. Cadillac is looking to create vehicles of sheer beauty, elegance and presence by embracing a mid-century modern feel. According to lead exterior designer Niki Smart, the "Elmiraj is about poise and proportion. We wanted a mature statement for Cadillac, where simplicity and subtle adornments create a purposeful presence."

The debut of the Elmiraj concept car is raising speculation that GM may introduce a high-luxury model priced above the current top of the line Cadillac XTS sedan although the Emiraj's mission is more to set the stage for future interpretations of Cadillac's Art and Science philosophy of design rather than as a forecast for a production model.

The vehicle has been well received and bodes well for the future direction of Cadillac. Returning to its roots, the company is focusing on developing luxury sedans that drivers enjoy driving with lavish interiors, sparkling performance and an entertaining power-to weight ratio.

Cadillac News Source: [Orlando Cadillac Dealer](#) CentralFloridaCadillac.com

Press release courtesy of Central Florida Cadillac: <http://bit.ly/17y31vQ>

Kevin Giguere
CentralFloridaCadillac.com
407-378-6460
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/170464910>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.