

2020 VOLUME 1

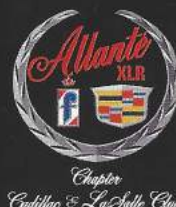
# ROADSTERS

B Y C A D I L L A C

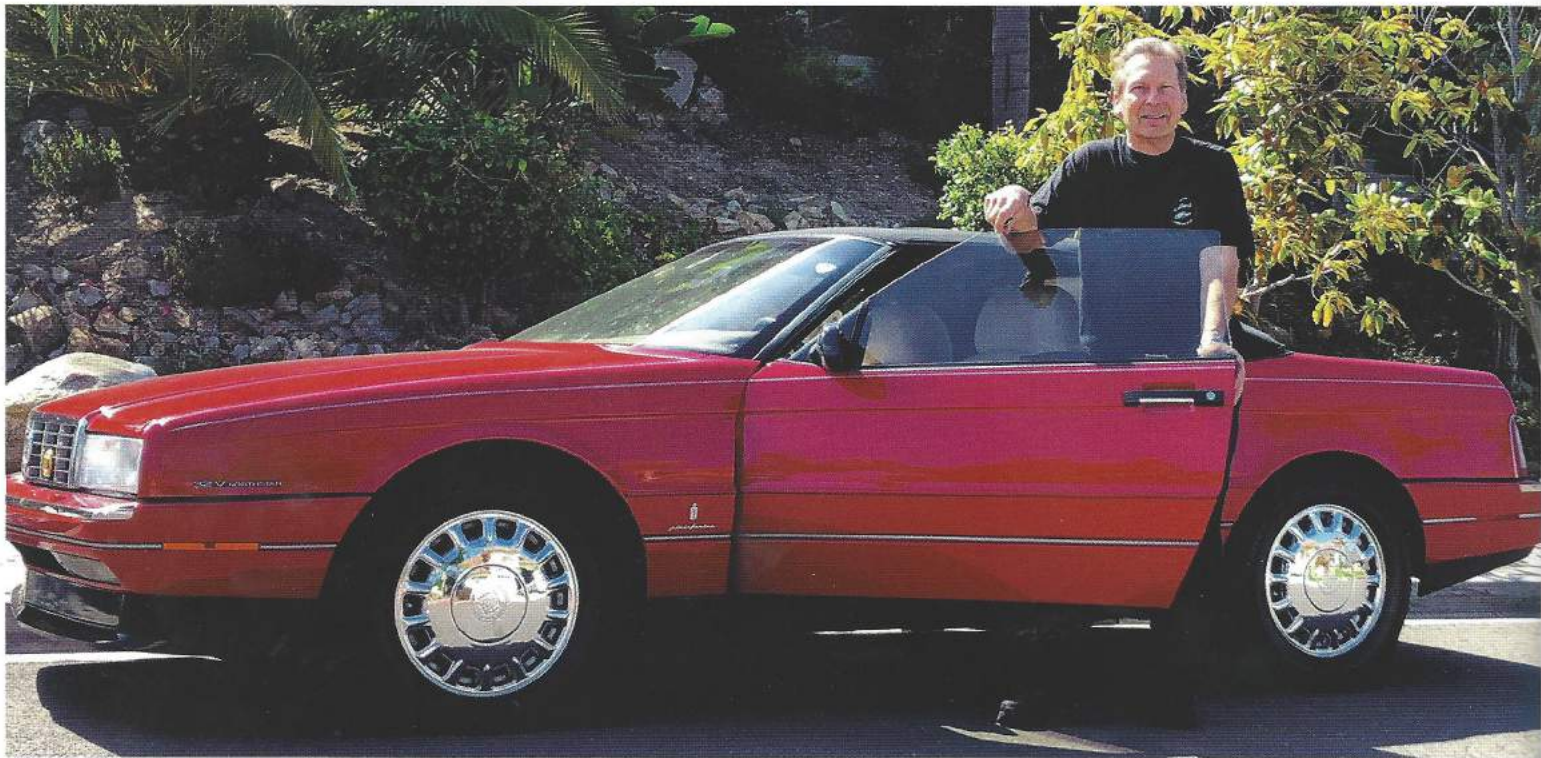
## BLACK CHERRY XLR



THE OFFICIAL MAGAZINE OF THE ALLANTÉ CLUB OF AMERICA  
AND THE ALLANTÉ XLR CHAPTER OF THE CADILLAC & LASALLE CLUB







In our life time we have never had to deal with such an invisible enemy as this virus. But as a nation and as individuals we will persevere. It is times like these where we take the time to reflect on our priorities and sometimes reset our short-term and long-term goals. These goals often reflect on family and friends. In this unique time it is a good idea to reach out and contact family and friends and see how they are doing. It is always reassuring to hear from family and friends and comfort each other in these unsettled times. Reach out to other Allanté owners whom you have met through car meets and club activities. They will be comforted to hear from you. We have become family throughout the years.

All group car activities have been cancelled for at least the next two months, but you can still get your Allanté out, shine it up and take it for a ride. No harm in getting out on the open road and enjoying some time cruising in your Allanté. It can actually be very beneficial to get out and get some fresh air and get a change of scenery.

With the extra free time many of us have due to this pandemic it might be a good time to get started on any repairs your Allanté might be needing. Put this new found time to good use and get your pride and joy in tip-top shape. This is where your club comes in handy. We are here to help you with diagnosing problems and supplying you with the parts you need to get your car in prime shape again. Feel free to call me and discuss any of your concerns. Over the years I have dealt with almost every issue that comes up with

an Allanté and I'm now even getting familiar with the XLRs. Don't hesitate to call me with your questions and concerns. My thoughts now go to club events coming up in late summer and fall. Let's hope by that time we can start getting together with club events. The Concorso Italiano takes place during "Car Week" in Monterey California on Saturday August 15th. This is a huge Italian only car show that draws over 500 Italian built cars. We usually have about 6 Allantés represented at this great event. I know Denny Backis and Johnny Monzo have a big event planned for all Allanté owners in Grand Rapids, Michigan, August 20th through the 22nd. Let's make this a great event and show up and enjoy time with our fellow Allanté owners. They are expecting over 40 Allantés.

In the mean time please follow the guidance of our national and local leaders and practice social distancing. Stay healthy and be safe.

Happy Motoring!

*Tom Rohner*

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OWNER: BILL BECKETT**

## Want to contribute an article to Roadsters Magazine?

It can be about your Allanté or about your travels in it. If you have a great tech tip, travel story or some Allanté history to share, email us at: [admin@Allanté.com](mailto:admin@Allanté.com)



SANDY PHATSENHANN



ERIC SNYDER

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A black Cadillac XLR is parked on a paved driveway in front of a large, two-story house. The house features a prominent arched entrance with a large glass door and a transom window. The house is constructed with dark stone and has a white portico with columns. The car is a sleek, dark-colored convertible with multi-spoke alloy wheels. The scene is set during the day with bright sunlight.

# BLACK CHERRY XLR

BY BILL BECKETT

First, I would like to say hello to our entire fellow Allanté/XLR owners who are a part of this Cadillac & LaSalle Club Chapter. My name is Bill Beckett and I have owned two Allanté's and currently I am the proud owner of a rare 2009 XLR V. But that is not what caused me to be writing this article. The other day I had the privilege of speaking with our President Tom Rohner. I placed a call to Tom asking if possible we could have articles concerning the XLR as well as those covering the Allanté'. His reaction was to put one together.



Let me start by giving some background on my XLR. I have been able to track down all the history on this car since the day it was built. For the year 2009, Cadillac built a total of 47 XLR's in the color Black Cherry, and a total of 9 XLR-V's in Black Cherry. This making a total of 56 cars painted in this color, which is unique to the XLR. This is a Tri Coat paint color and was only offered in 2009. The car today has 15,000 original miles. According to the VIN # this was the sixth XLR-V painted in that color.

The documentation on the development of these "Roadsters" is a very exciting read. As stated in the Cadillac Allanté' development literature "Allanté": THE NEW SPIRIT OF CADILLAC. Here also are some of the comments by Robert A. Lutz General Motors Vice Chairman, concerning the XLR, "The success of the EVOQ emboldened Cadillac management to proceed with the production plans for the XLR." While both are stimulating to drive they each have unique handling characteristics. Unfortunately, I fear we own the last of the great two seat sport cars Cadillac will be producing. I hope I am wrong! The

thing I find most interesting is the number of people seeing them today have no idea what they are or when they were built. There are two "coffee table" books that describe the development of each of these cars: (1) CADILLAC Allanté' and (2) CADILLAC XLR (John McCormick Author). I would encourage folks to purchase a copy of each.

I am amazed at the amount of mis-information printed about these cars. As Tom stated in the recent "Roadsters By Cadillac" article these cars in their day were and still are in some respects high tech cars. The local service guys in 95% of the cases have neither the equipment nor training to maintain these vehicles.

Here I believe are some interesting facts on the XLR:

THE DESIGN: Design influenced by the concept car EVOQ, which would encapsulate Cadillac's new 'Art and science' philosophy. Designer Kip Wasenko and G. M's vice president of design Wayne Cherry oversaw the development of the car and its complex folding top.

THE ENGINE: There is an excellent coverage of the Northstar engine in volume 2, 2019 "Roadsters" magazine. While this description of the Northstar Engine clearly shows how advanced the engineering was for Cadillac. The taking of the front wheel drive application was not just a simple swap of the Northstar from Front wheel drive to rear wheel drive. This involved major challenges and some major re-engineering: incorporating driver shift control, rear mounted automatic transmission, integrating variable valve timing, electronic throttle control to the engine for the first time. These are just a few of the design and engineering changes required.

The XLR has a 4.6 liter Northstar 320hp/ 310 ft.-lbs of torque, While the Supercharged XLR-V 4.4 liter Northstar 443hp/ 414 ft.-lbs torque. This is the first Cadillac engine to be supercharged.

The details associated with the rear wheel drive application are covered in detail by Northstar chief engineer John Zinser, in the Cadillac XLR , "coffee table" book covering the development of the XLR.







**PRODUCTION:** Dave Leone, chief engineer with background and involvement with Allanté' program and now in this role was a natural for leadership on the XLR program.

The foundation of the XLR starts with the Corvette (C5) chassis. The best parts of this chassis were retained and key improvements were incorporated, some of these improvements will be found in later model Corvettes. Actually the frame of the XLR is slightly longer due to the Northstar engine vs Chevrolet's V8.

**DID YOU KNOW:** That at one time aluminum was under consideration rather than the fiberglass skin? Or that at one time mid-engine was a consideration? The total production for the XLR was 16,652 and the breakdown is as follows: 14,464 XLR's and 2,188 XLR-V's. All LC3 XLR-V engines were hand built at the Wixom, Michigan Performance Build Center. The 2007-2009 carries a "Assembled With Pride By" nameplate giving the name of the person that built the engine. Note: 2006 did not have the nameplate. This name plate is found under the engine cover passenger side on front of the head.

The build rate for the XLR is another very interesting fact, which I believe speaks to effort by Cadillac to build an outstanding luxury sports car. Built on a separate line at the Corvette factory. Corvette's built at 17 jobs per hour while the XLR line ran at 3 jobs per hour.

The development of a true luxury roadster with ride quality of luxury car and performance of excellent sports car required the XLR to be one of the first cars equipped with "magnetic ride" control. This feature gives the XLR the sportiness and agility to compete all sport cars in its class. The testing at the Nurburing race circuit and the learning that came from runs on the autobahn at 155 miles per hour helped the development of the car we have today.

I hope this has provided some helpful information. I also confess that I have a 2011 CTS-V it too is an exciting car to own. When you consider that we have on the CTS-V and the XLR the same suspension you will find on the Corvette, you realize the excellent engineering incorporated in these cars. While I will admit I am known to push these cars, I have never taken either to its limit. I am aware of how fortunate we are to own these cars of real distinction and might I add great engineering quality.

There is another book that I recommend to XLR owners. This is a paperback available through Amazon. The title is long "All 2004-2009 Cadillac XLR/XLR-V Colors Codes & Quantities," It asks the question, "How Rare is Your XLR?" It is written by Robert Casey.

My hope is that we will see more information on the XLR as well as photos not to replace any effort on the Allanté' but adding to the over all coverage of Cadillac's Roadsters.

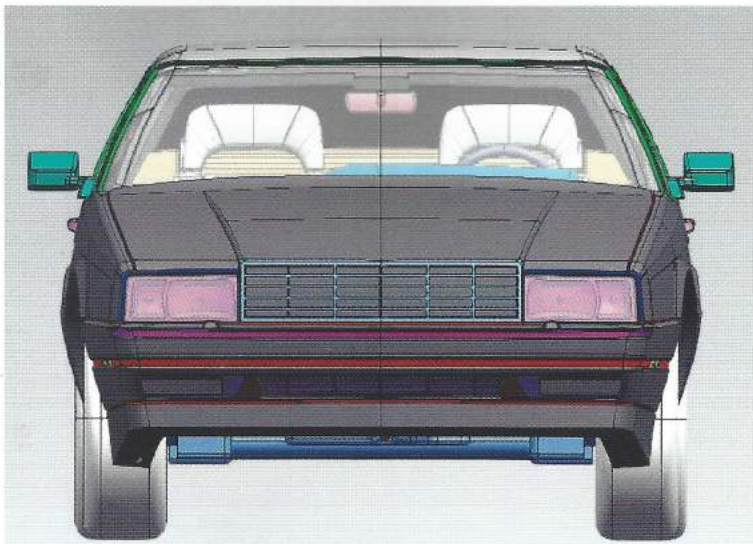


## DEVELOPMENT OF 1:24 SCALE 1987-1992 ALLANTÉ

SOME OF YOU HAVE EMAILED AUTOMODELLO IN THE PAST ASKING FOR SOME UPDATES AND DEVELOPMENT PHOTOS SHOWING THE PROGRESS ON OUR ALLANTÉ MODEL. HERE IS A BRIEF ACCOUNT OF THE EARLY PART OF DEVELOPMENT ON OUR 1:24 SCALE 1987-1992 CADILLAC ALLANTÉ.

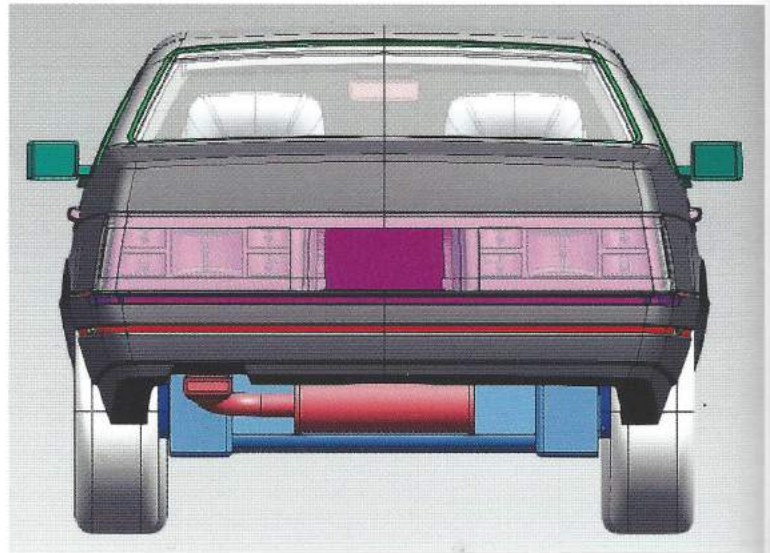






ing sticks to provide reference points for dimensioning to aid in the preparation of CAD drawings along with exterior and interior dimensions. In all, over 450 photos were taken while documenting the Allanté. As is often the case, once our photos are reviewed we have to make another trip to capture details missed in the first shoot. Upon return to Chicago, I was able to gain introduction to a member of the Chicago Allanté Club, who introduced me to gentleman in Wisconsin who owns 3 Allantés. He was very helpful, allowing us to take additional photos we needed showing a detached

In December 2019, Automodello began planning with GM for access to the GM Heritage Center's Cadillac Allanté. A visit was scheduled in late January to photograph two cars; the Allanté and the 1969 Chevrolet Kingswood Estate with Dual-Action Tailgate. Both cars were delivered from the Heritage's off-site storage, detailed and prepared for our shoot. After the two cars braved snow-covered roads, I then arrived at GM ready to photograph the cars. Documentation photography is very different from art photography. Images have to be accurate and clear. We use measur-



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**1987 - 1992** 1:24 SCALE

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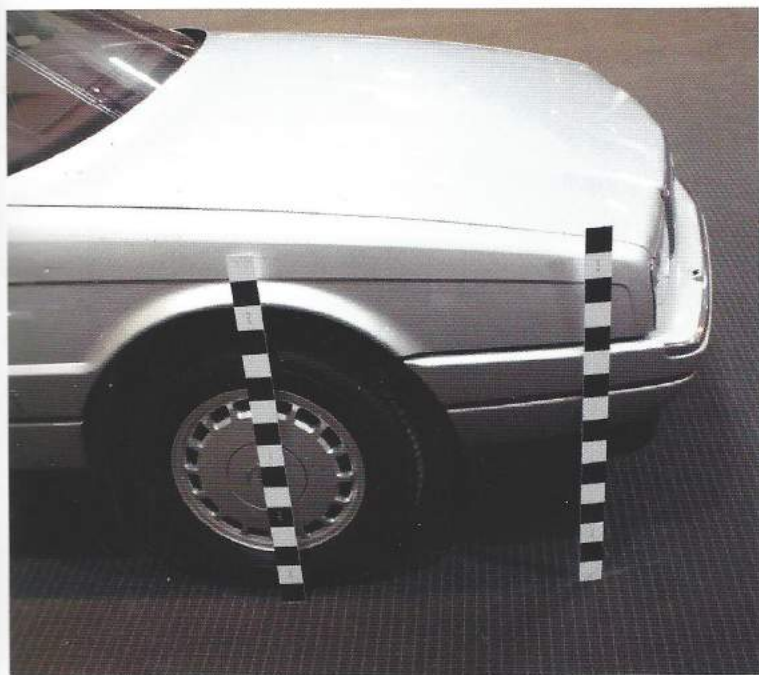
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Cadillac and GM trade dress used with permission to Diecastm, LLC dba Automodello™



hardtop which couldn't be done during the Heritage shoot due to time allotted, and, the soft top erected and in the down position. Further having the top down enabled me to get better detail shots of the interior along with additional insight from the owner.

From both sets of shots, photos went to our Design and Development Director Raffi Minasian, who has developed our entire line of Automodello models since inception. Raffi is well known within the model industry as he was Design Director for The Franklin Mint for many years through



their heyday in the 1990's. He has shown a car of his own design in the Peterson Museum, is a professor of Industrial Design at the California College of Art in San Francisco, and has been a judge at many concours around the country, including Pebble Beach. His work begins by evaluating the 600+ images from both shoots and then transforming them into CAD layouts, working closely with pattern makers to create the prototypes that will be approved by GM for authenticity and accuracy. The CAD drawings you are seeing here are early in development. Some of you sharp-eyed Allanté owners will notice some details are missing or more accurately lacking. These will be added after tooling is completed using different processes including photo etching, hot stamped chrome, decals, and other methods.

With regard to this model's release, there are currently Standard and Homage editions, and, all editions will include body-colored hardtop plus black convertible top. The two Standard Editions are 150 pieces (units) each in 24C020 Red and 24C022 Pearl White. The Homage Edition is 24 pieces in 24C025 Black. Automodello will add another Homage Edition if demand warrants it in an original Factory color. If you'd like to press for this, please send an email to [automodellostore@gmail.com](mailto:automodellostore@gmail.com). The images currently shown on Automodello.com are stock photo and will be replaced only when the models are available. The deadline for submission is May 21st, 2020.







## It's not just the car... it's the people.

While this magazine comes out in April, I'm writing this in late February, so no idea yet what the Midwest Spring will be like. Our Spring Opener is April 19 at Lake Lawn Resort - Delavan, WI. Our cars are not out yet due to salt on the roads. We have a new Board for 2020-2021 and the officers are listed below. One change we hope to make this year is to televise our meetings to enable those that want to, can watch and participate from home. We will do a dry run at the March 7 meeting with the thought of opening the meeting to everyone April 4. Our events are still being developed so - keep an eye on our web-site.

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## Don't Blow Your Top, But There Isn't Going to be a Recall

By Andrew R. Timms

After WTLV-WJXX reported two incidents of the XLR's fiberglass roof cover coming off, the National Highway Traffic Safety Administration (NHTSA) got involved.

In one instance a Tallahassee firefighter was driving his black / black 2005 XLR on I-75, when he heard a loud noise. "It sounded like someone walked up and just hit the top of my car." "Instantly it was like all the windows were rolled down. That's what it sounds like."

Another instance, in Georgia, took place months earlier while the driver was making a right turn in local traffic. Coincidentally, the XLR in that situation was also a black 2005.

The NHTSA has received 24 complaints regarding the 2004 XLR and 25 for the 2005. While both include complaints about the roof detaching, the overwhelming majority of the complaints for the 2005 model year have to do with the roof.

To be sure, it is only the top panel

which is coming off, not the entire electric roof assembly. The top panel which is fastened with adhesive. And, having that panel come undone on the highway has the potential to cause an accident for other vehicles nearby. It is fortunate that there wasn't an injury or any collateral damage in either of these cases.

Car Complaints reports that General Motors has identified an oxide layer on the magnesium framework of the roof as a cause for some of the panel separations. WTLV-WJXX, also known as First Coast News, cited a Cadillac Service Manager as telling them the adhesive is affected by the warmer weather. This helps explain, though not excuse, why these particular stories of damage occurred in Florida and Georgia.

According to the web site GMAuthority.com, the 2005 Chevrolet Corvette had a similar problem, and was recalled in 2009. "However, it [GM] made no recalls for the Cadillac

XLR, which shares the Corvette architecture. A spokesperson for GM did say that the "roofs for the Corvette and XLR use different technologies, so it is important to understand what is happening with the XLR."

In the end, the NHTSA's recent concluded investigation did not find a recall of XLR's to be justified. A GMAuthority.com writes, "The agency has elected not to recall the vehicle, though, as the detachments happened more than 10 years after the vehicle were sold. It also noted that the failure rate of the roof is low and the separation incidents are sporadic in nature."

The Floridian firefighter was quoted as saying he was given \$3000 to replace his roof, which was destroyed. Is there anything which can prevent this damage?

Which tips or tricks do you have to share with your fellow XLR enthusiasts? E-mail them to AllantéXLRChicagoland@Gmail.com



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# Back. It. Up. \$3K for a Taillight?

By Andrew R. Timms

When most of us purchase an out-of-production vehicle, we expect to encounter some little hassles along the way. For example, a make-do harness for this, a reconditioned part for that.

No big deal; Right? Having our special car makes it worthwhile. Sometimes we even take pride in our workarounds.

Well, maybe minds will be changed by this news about XLR's: Replacing a taillight can run up to \$3000. Some of us have bought entire vehicles for that amount.

As XLR's are aging, an egregious design flaw is becoming more evident. Their LED taillights are failing.

These lights were made with printed circuit boards and LED strips, both of which become fragile with age. (It is my guess that being out in the elements, particularly in heat, doesn't help either of these things.) According to Jason Torchinsky's arti-

cle on the web site Jalopnik, if you do attempt to tinker with the circuit board, you'll find it has a coating. This coating hinders the repair / replace process. The LED's themselves are non-removable. Removing the lens requires heating up glue which holds it to the body, because there are no internal screws or fasteners keeping the assembly in place. What's more, as you might expect for a car which has not been made in 11 years, General Motors is no longer making these parts.

To compound the physical parts degrading with time, the wiring for them complicates the matter. It isn't a simple 12v feed to the lamps. There is a connector which appears to send signals to the circuit board, so that this simple processor can execute the correct function, such as illuminating the lamps for braking or for turning.

What makes this really sad? The entire rest of the automobile can be in fine shape and with even one failed taillight the entire vehicle is incapacitated. It should stay off the road, in

the interests of compliance with the law and of public safety.

The web site GMAuthority.com says that they found a repair service on eBay. This firm is "only" charging \$550 per light to repair it. In order to use their service, the light must be removed, sent to the repair company, and then returned and reinstalled. There was no indication as to how long customers should expect to wait for the light or lights to be returned.

Perhaps some entrepreneurial soul will take up the recommendation from the web site Hackaday.com, which suggests this is an opportunity "for an enterprising hacker to make a killing on a repair kit for owners faced with a three-grand bill." [sic]

In the meantime, keep an eye on this magazine. Perhaps one day there will be an article with specific technical tips and guidance for the XLR taillight.

One more thing: Be careful backing up.



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# 1993 Allanté Wheels

By Nort Baum

In 1993 the Cadillac Allanté offered two comparable wheel styles. The standard wheel was painted silver. Another was chrome and an extra cost option. These wheels were similar but not identical.

Both wheels had 14 holes around the perimeter and what's commonly referred to as an arrowhead design between.

There was one major difference between the two wheels other than the chrome plating. The area around the arrowhead and hole was recessed on the chrome wheel. This recess on the chrome wheel was painted a silver color. There are painted wheels in the marketplace that have been chromed to look like the real 93



option. These are not correct for 1993 Allanté.

## Center caps

There are two versions of the chrome wheel center cap that we commonly see. The first is an all-steel center cap. This cap sits flatter in the wheel when installed and I believe it to be the correct center cap for the '93 chrome wheel. If you know what to look for you can easily distinguish these center caps from the later production plastic ones while on the car.

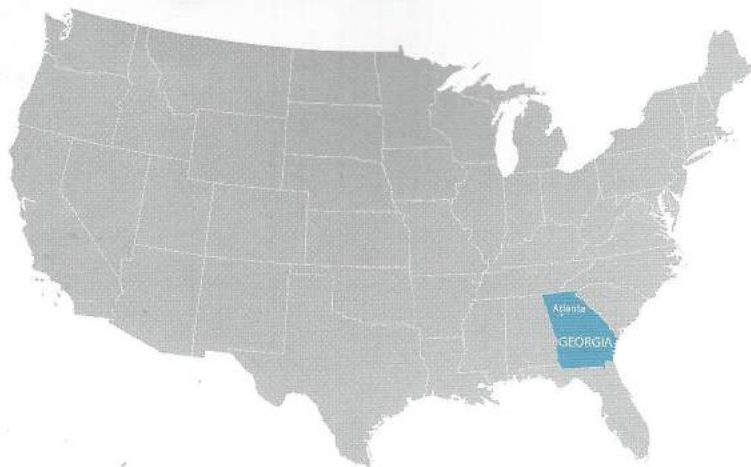
The second version which was later production and used on many other Cadillac chrome wheels had plastic parts with a light duty chrome plated steel face. The center caps on all the painted wheels were of a total plastic design.

To the best of my knowledge the only car that Cadillac installed the painted version of the '93 wheel was the '93 Allanté. The chrome wheel for the Allanté was only used on the Allanté. The Deville, Eldorado and Seville were definitely different with no arrows, but blunt ends. The build sheets in the trunk of your Allanté tell what wheel was installed at the factory. The RPO code for painted wheels is PF3 the code for chrome is QB9.

One interesting note. In 2002 I located in Toronto the company that did the chrome plating on the optional chrome Allanté wheels. They had in stock 100 NOS chrome Allanté wheels. They could not sell them to me because they were required by GM to keep them for 10 years. In early 2004 I called them again to see if I could buy them only to find out they were sent back to the wheel manufacturer and were melted down!







# ATLANTA Allanté CAR CLUB

## ANOTHER CADILLAC ROADSTER - THE ELECTRIC LUXURY ROADSTER (ELR)

BY RUSSELL VOPELAK

**T**he Cadillac ELR is a two-door luxury, plug-in hybrid compact coupe manufactured for model years 2014 and 2016. The 2014 production model MSRP listed for \$75,000, which was \$35,000 more than the Volt whose basic power train it shared.

The production 2014 model incorporated a version of the Voltec propulsion system includes a 119-135 kilowatt electric motor, a four-cylinder engine-generator and a 16.5 kWh lithium-ion battery pack. The ELR has an official all-electric range of 27 miles and total range of 340 miles (rated by the EPA). Charging times are 12-18 hours using the 120 volt travel charger and about 5 hours using a 240 volt charging station. (We installed a 220 volt plug in in our garage and full charging time is about 6 hrs.)

Top speed of the ELR is 106 mph, with acceleration from 0-60 in 7.8 seconds in the Extended range Mode. Regenerative braking is controlled by steering wheel-mounted paddles. Typical Cadillac luxury features (LED lighting, Bose 10-speaker sound system, hand-cut-and-sewn interior with leather seating and suede headliner) are standard. Naturally at additional cost, you could add range adaptive cruise control, collision-imminent braking, the side blind zone assists, etc.

Cadillac skipped the 2015 model year due to poor sales and offered the 2016 ELR at MSRP \$10 grand less. The total system horsepower was raised from 217 to 233 and peak torque increased from 295- 373 lb-ft, improving the 0-60 time to 6.3 seconds. The 2016 model included multiple improvements to strut technology, adaptive suspension to match increased stiffness and recalibrated steering. Brakes were also upgraded. Previously optional blind-spot monitoring, rear cross traffic alert, and lane-change alert were now included in the 2016 ELR. A 4G LTE onboard data connection with Wi-Fi hotspot became standard on the 2016.

The ELR has 4 driving modes: tour, hold (save energy currently stored in battery), mountain, and sport, which we are still exploring. Our 2016 ELR is pictured in the Stellar Black Metallic paint with 32,000 miles. Average fuel economy (lifetime fuel average) is 96.7 miles per gallon (includes a lot of electric powered miles).

What do we like about the car? A lot: I like the styling, the performance, ride comfort and the regenerative braking system (the brakes should last a lifetime). Paula thinks the styling has beautiful flowing lines. The interior is like an aircraft cockpit; seating is luxurious and easy to adjust. And, compared to the Al- (continued on page 17)



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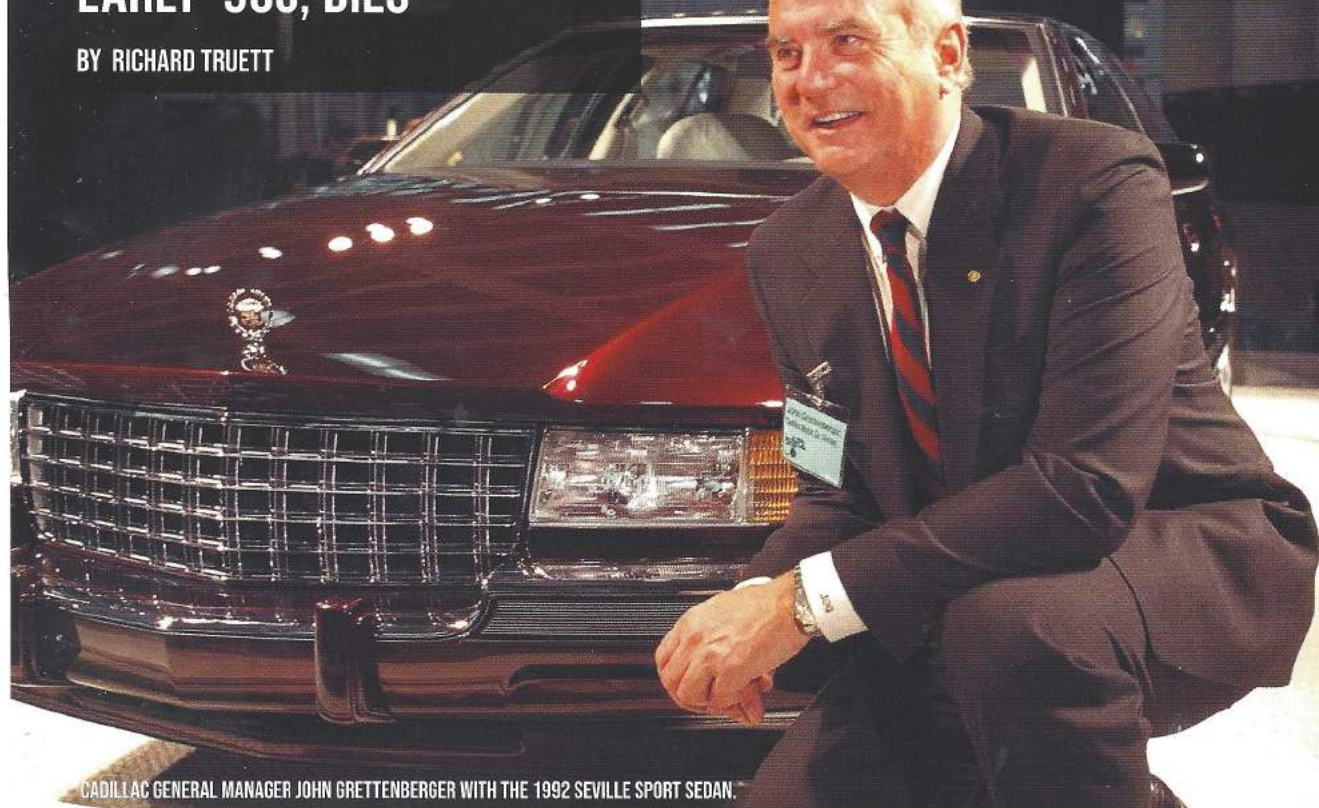


2018 ESCALADE



# JOHN GRETENBERGER, WHO RETUNED CADILLAC IN '80S, EARLY '90S, DIES

BY RICHARD TRUETT



CADILLAC GENERAL MANAGER JOHN GRETENBERGER WITH THE 1992 SEVILLE SPORT SEDAN.

When John Grettenberger arrived as Cadillac's general manager in 1984, the General Motors luxury division — the nation's top luxury marque for years — was still selling a lot of cars, but the brand was at death's door.

Cadillac was reeling from major technical and marketing disasters that had tarnished the brand's quality and longtime sterling image.

Failed diesel engines and severe technical problems with Cadillac's V-8-6-4 engine, with cylinder deactivation to boost fuel economy — coupled with stodgy designs — prompted luxury buyers to shop elsewhere. The compact Chevrolet Cavalier-based Cimarron, introduced in 1982, hurt the brand even more when it became the butt of jokes.

German stalwarts Mercedes-Benz and BMW — with

their taut suspensions, powerful and sophisticated overhead-cam engines, floor shifters and class-leading safety equipment — were poaching Cadillac customers in droves. And there was a new juggernaut, Japanese luxury brands from the likes of Toyota, Nissan and Honda, just around the corner.

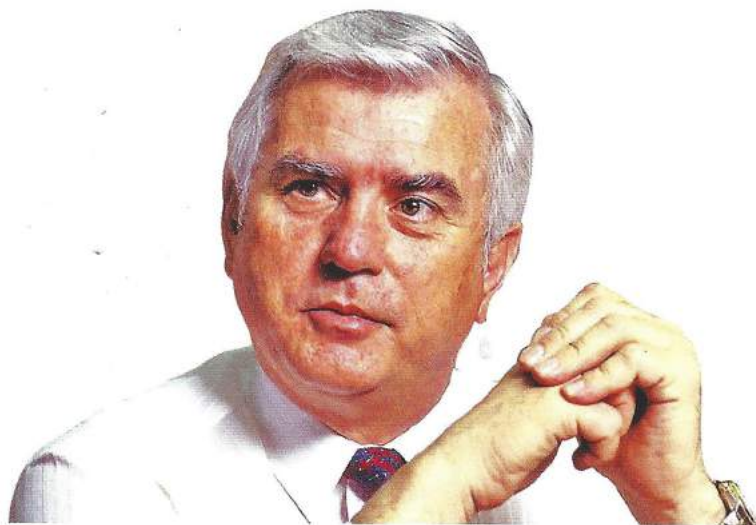
Thirteen years later when Grettenberger, who died March 17th, 2020, at age 82 in Lansing, Mich., retired, Cadillac's image had been rebuilt. And a seed he planted, the Cadillac Escalade SUV that debuted in 1998, has grown to become one of, if not the, most profitable and important nameplates in GM's lineup today.

Yet when Grettenberger stepped down in 1997, it also marked the last year Cadillac was the nation's top-selling luxury brand, after decades on top. The U.S. luxury car market nearly doubled during the 80's, but Cadillac



deliveries grew only slightly. Moreover, the division's share of U.S. luxury sales sank to 27 percent in 1990 from 40 percent in 1980, and from more than 60 percent in 1970.

While GM executives are now retooling Cadillac yet again for a



new era — electrification — it is Grettenberger who gets credit for the brand's original turnaround.

While he wasn't the embodiment of the old-fashioned, all-powerful GM division general manager, in 2014, when yet another executive was named to steer the brand, *Automotive News* and others called Grettenberger the last pure general manager of Cadillac.

### Wide authority

As a GM vice president in those days, Grettenberger had wide power and responsibility for sales, marketing, product planning and the factories that built Cadillac's cars. He made shoring up Cadillac's quality one of his first priorities.

Just three years after he took over, Cadillac's fortunes were changing. In 1990, Cadillac won the Malcolm Baldrige National Quality Award — the only automaker to ever win the prestigious honor. New products and new engines were on the way, and Grettenberger began lobbying GM directors to approve bold plans for an ultraluxury SUV to take

on Range Rover and other upscale off-road vehicles.

Grettenberger looked the part of a Cadillac man. He was tall and slim, with striking grayish-blond hair, and a complete gentleman, recalled Vince Muniga, who helped lead Cadillac

communications during most of Grettenberger's 13-year tenure.

"I can't think of anyone who personified Cadillac like he did. He looked like a Cadillac owner," Muniga told *Automotive News*. "He just looked the part, very Cary Grant-esque. And

he was ... a true leader. He never had to ask you to do anything because you felt like you wanted to do something for John Grettenberger."

### Michigan roots

John O. Grettenberger Sr. was born in Okemos, Mich., in 1937 and graduated from the University of Michigan, was an officer in the Navy for three years and then, in 1962, began his GM career as a clerk in Oldsmobile's Los Angeles office. He later held numerous sales posts.

His career took off in 1972 after he earned a master's degree in management.

He served as a marketing consultant to Isuzu in Japan in the early days of GM's involvement with the Japanese automaker, then moved to Europe where he became a member of Opel's board.

In 1984, he was handed the reins of Cadillac — one of the biggest messes in GM's history.

Three years after Grettenberger arrived, a new kind of Cadillac, a two-seat roadster, the Allanté, started to change people's perceptions of what a Cadillac could be. The car's body was made in Italy by Pininfarina and shipped to Detroit on specially equipped 747s as part of what GM called the world's longest production line. Each plane in the "Allanté Air Bridge" that landed in Detroit contained 56 bodies that were then transported to Cadillac's Detroit-Hamtramck Assembly plant for installation of the powertrain and other parts.

Cadillac sold about 21,000 Allantés from 1987 to 1993. Though the car had a few technical glitches, it did accomplish a key mission: Give Cadillac a nameplate to compete with Mercedes and Jaguar convertibles.

"He brought the Allanté on, and it generated about 40 percent of all the press for Cadillac," Muniga said. "People loved driving that car."

### Seville STS

But it was the 1992 model year that saw Cadillac introduce the European-inspired Seville STS sports sedan and





Eldorado Touring Coupe. The brand began getting real traction in the market with cars that appealed to younger buyers. The following year, Cadillac introduced the Northstar V-8, the company's four-cam, 32-valve aluminum V-8 engine.

But a small sport sedan Cadillac introduced in the mid-1990s, the Catera, a rebadged Opel Omega MV6 and targeted at younger buyers, fell short of expectations.

Still, Grettenberger noticed consumers were spending more and more on pickups and SUVs, and he wanted Cadillac to lead the way for American manufacturers.

In 1987, several years after Grettenberger arrived at Cadillac from a European tour of duty, British Leyland's Range Rover was finally introduced in North America. The vehicle, lauded as the first true luxury SUV, was introduced

in 1970 and was a massive success in Europe. But it was never offered in North America because British Leyland did not have the production capacity to meet expected demand.

Muniga recalls Grettenberger's product planners fighting for a Cadillac SUV years before Ford beat GM to the market with the 1998 Lincoln Navigator.

"In 1992 or 1993, I was asked to go into a staff meeting. They had proposed [an SUV] for Cadillac. There was a lot of conversation about it. We saw where the market was headed, but you still had the traditional Cadillac buyer," Muniga said. "There was a lot of discussion about whether the traditional Cadillac buyer would accept this. On the other side of the fence, we had to get younger people in our vehicles."

GM, beset with a host of financial, quality, manufacturing and other

problems at the time, did not approve Cadillac's request for an SUV.

In 1997, as Grettenberger was retiring, Lincoln introduced the Navigator and it became a big hit for Cadillac's biggest rival. That's when GM's board finally approved a Cadillac-badged SUV. In just seven months, the Escalade, a barely disguised GMC Yukon Denali, appeared in Cadillac showrooms.

After Grettenberger's retirement, he returned to Lansing and worked in his family's oil business and, in later years, served on the boards of directors for several companies.

Services for Grettenberger, who died of cancer, are not going to be held because of the coronavirus pandemic, his family said. A celebration of life will be scheduled at a later date.

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(continued from page 14)

lanté', (as I've been told) the ELR is easier to get in and out for the ladies and it has a huge trunk for their shopping. There's great leg room even though you are seated in a cockpit type cabin. Its quiet and smooth driving. Paula thinks it's a great little car (but she prefers her Escalade).

The negative side: the gas engine powering the generating system can be a little noisy (turn the radio volume up a little). Cadillac says the ELR is a four-seater. If you are a tiny and agile person, yes you can sit in the back. Paula says it is great seating for our Sheltie and her purse.

It is a very updated and impressive car, enjoyable and fun to drive. It is another Cadillac Roadster. (Note: it is a compact coupe, but is named, Cadillac electric Luxury Roadster).

Total production in 2014 was 2413 cars. In 2016, Cadillac produced 545 for a total production of 2958. Once again, Cadillac ceased production rather than continuing and improving on a great car.





# ALLANTÉS FOR SALE

Date	Yr	Exterior	Interior	Mileage	Description	Name	Phone	Email	Location
4-15-20	93	Black	Black	76K	Stunning Black on Black with the factory Hardtop. Paint is flawless. Always Cal. car. Digital dash with beautiful wood overlays. Brand new Vogue Tires with new Vogue Chrome wheels. Lots of extras and documentation \$15,000	Morgan	323-353-7733	iiisamuel@att.net	Los Angeles, CA
3-31-20	93	Polo White	Maroon	43K	Like new Maroon convertible top. Rust free So. Cal car. Chrome Factory Wheels with good tires. Two owner car. Everything works perfect & air blows cold. Paint is stunning with no door ding or paint chips. Owners manual & original window sticker \$9,999 OBO	Tom Rohner	619-807-8770	trohner@san.rr.com	San Diego, CA
3-18-20	93	Polo Green	Neutral	27K	Very nice 2 owner car. Perfect body and paint, like new in every way. Factory Chrome wheels. No hardtop. \$15,600 Reduced \$14,400 OBO	Mac Daley	865-300-3547	camyelad@gmail.com	Knoxville, TN
2-26-20	93	Arctic White	Black	86K	Original So. Cal. rust free car. Chrome Wheels with good tires. Very quite and smooth ride. Everything works including the AC blows cold. Top looks new. Serviced by Tom Rohner \$6,500 OBO	Tom Rohner	619-807-8770	trohner@san.rr.com	San Diego, CA
1-21-20	90.5	Red	Black	51K	This low mileage beauty is in great shape. Everything works as it should including the factory air which blows cold. Factory Chrome Wheels with good tires. Priced to sell \$5,500	Mike Powers	720-234-9823	mpow49@yahoo.com	Phoenix, AZ
1-14-20	91	Arctic White	Neutral	78K	Car runs real good and paint is good. Interior has no issues. Standard wheels with good tires. AC not working. Selling for only \$3,000	Donald Hartman	904-253-2720	thetresureboxgcs@gmail.com	Green Coast Springs, FL
1-14-20	88	Pearl White	Maroon	24K	Very original with all the extras, including upgraded Cadillac Chrome Wheels w/gold striped tires & original wheels. Has hardtop and like new convertible top. \$14,500 OBO w/many extras.	Jack & Yvonne Bazik	206-799-9266	ymsb@comcast.net	Kent, WA 98032
1-13-20	E90	Pearl White	Maroon	81K	Third owner past 20 years. California car, no rust. runs good, A/C blows cold, brake work recently all done. Stock wheels, good tires, digital dash, no hardtop. \$5,500 OBO	Floyd Weber	805-320-4554	fwweber@aol.com	Ventura, CA 93010
1-13-20	92	Pearl White	Maroon	93K	Nice clean well maintained car. A real "Show Stopper" with after market Chrome Wheels. Everything works including AC blows cold! Priced to sell at \$5,995	Andy Cohen	518-434-2009	andy_c@12204@yahoo.com	Menando, NY 12204
1-13-20	93	Pearl White	Neutral	60K	Perfect car! Always garaged, excellent running, tires perfect. Great paint, digital dash, Mechanical Warranty. <b>Reduced To \$9,000</b>	Mark Haeger	630-699-4223	mugseymalone09@gmail.com	Clearwater Beach, FL
12-23-19	90.5	Red	Black	51K	This low mileage beauty is in great shape. Everything works as it should including the factory air which blows cold. Factory Chrome Wheels with good tires. Priced to sell \$5,500	Mike Powers	720-234-9823	mpow49@yahoo.com	Phoenix, AZ 85225
10-8-19	93	Red	Neutral	93K	Car runs great! Top in perfect condition, body is good with no damage. Asking only \$5,000 for a quick sale. 505-410-2881	Jake Brunton	505-281-2449	charlesfleetservice@gmail.com	Tigeras, NM 87059
10-4-19	91	Light Gold Metallic	Neutral	18K	One owner car, never spent one night outside. Have all records including window sticker & purchase contract. \$15,500	Ron Radachy	213-718-4101	ron@oasisofhollywood.org	Burbank, CA
9-24-19	92	Arctic White	Black	79K	Real nice So. CA car. Body and interior real nice. No hardtop, new soft top. Second owner with all records. A/C blows cold. Was wifes car. \$5,000 OBO 909-796-2731	James Schroeder	909-435-1299	jsjames57@gmail.com	Los Angeles 92354
8-28-19	93	Pearl White	Charcoal	100K	This 93 runs just great and looks great! Has a few issues for the guy who can do a little fixen. This car comes with two 90 parts cars. First \$3,000 takes all three. H 520-743-8401	Roger Steilen	520-743-8401	azpiccars@aol.com	Tucson, AZ
6-9-19	93	Black	Black	34K	One of a kind Modified Allanté. 1st Place at Cadillac meet Gilmore Museum. Many modifications, upgraded interior, dual exhaust, heated seats, custom rear spoiler. \$28,000 OBO	Terry Bressler	847-267-9300	terry@specialsalesusa.com	Chicago, IL



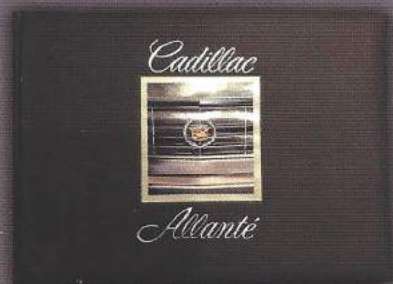
## ALLANTÉS FOR SALE

4-10-20	92	Beige	Neutral	63K	Digital Dash — 7/91 Build Date — 105 made in this color combination. Car is in excellent condition. \$8,500	Tom Vilter	262-966-1991	grannyclown@aol.com	Oconomowoc, WI 63066
4-10-20	93	Pearl White	Maroon	45K	Red top, Digital Dash, Build Date 8/92. 117 made in this color combination. In very nice condition. \$9,000	Tom Vilter	262-966-1991	grannyclown@aol.com	Oconomowoc, WI 63066
4-10-20	93	Polo Green	Neutral	37K	Digital Dash Build date 6/93. Has all V4J modifications. 69 made in this color combination. Condition you would expect with this low mileage. \$9,500	Tom Vilter	262-966-1991	grannyclown@aol.com	Oconomowoc, WI 63066

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