

The Cadillac ELR is unveiled during the North American International Auto Show in Detroit.



GM introduces electric Cadillac



General Motors is trying to take the Chevrolet Volt's electric technology upscale with a new Cadillac.

The company on Tuesday introduced the ELR, which has the same battery and gas-powered generator as the Chevy version.

The new car has angular lights and fenders like other new Cadillacs, but it also has a more sloped, forward-leaning aerodynamic look. It also has a plush new interior that differentiates it from the Volt and sets the tone for future Cadillacs.

Don Butler, vice president of marketing for Cadillac, said GM isn't expecting huge sales, but that's not needed to make a luxury car a success.

AP Associated Press

UNDER THE HOOD: The ELR has a 5.5-foot-long, 435-pound T-shaped battery that can take the car about 35 miles on electricity. A 1.4-Liter onboard gasoline generator kicks in after the battery runs down, so owners don't have to worry about getting stranded when the juice runs out. The system has the equivalent of a gasoline engine's 207 horsepower. Just like the Volt, GM is putting an 8-year warranty on the battery. The generator runs on premium gas.

BRAKES: Like the Volt, designed to use braking energy to help recharge the battery, especially in city driving.

FUEL ECONOMY: Not released, but the Volt gets an estimated 98 mpg, or equivalent.

PRICE: Not released. But it will be more than the Volt, which starts at \$31,645.

Critical thinking challenge: *Would would GM make an electric Cadillac if it didn't expect to sell a lot of them?*

Define this word: *generator*

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