

# Cadillac to Entice Potential CTS and SRX Buyers With a Unique 'Take a Look, Take a Test Drive ... the Valet Is on US' Idea

New Campaign  
Launches April  
2nd

LOS ANGELES,  
April 1, 2011 —  
Take a Look,  
Take a Test  
Drive ... the



Valet Is on US! Cadillac has developed a new approach to customer outreach. Through their new grassroots marketing push, Cadillac says THANK YOU to their current customers as well as future Cadillac CTS and SRX owners with a free valet parking service campaign.

This weekend (4/2) from 5pm-11pm at Mastro's Restaurant in Costa Mesa, Calif.; The Stinking Rose in Beverly Hills; Sushi Roku in Pasadena; and Ruth's Chris in Woodland Hills, patrons will enjoy their evening out just that much more. The Southern California Cadillac Dealers Association will launch their new complimentary valet parking initiative. The message is simple, "Take a look at our new CTS and SRX, enjoy the complimentary parking perk and come take a test drive at a nearby dealership."

Tustin Cadillac, Martin Cadillac, Bewley Allen Cadillac and Woodland Hills Cadillac will be those dealerships sponsoring the grassroots marketing approach this weekend as the campaign continues through April into May.

Designed to deliver a message straight to the consumer, each weekend, at upscale restaurants throughout the greater Los Angeles and Orange County area, as guests visit select locations, a 2011 CTS or SRX is strategically parked near the entrance of each eatery. As happy restaurant-goers exit and proceed to the valet area to pick up their own automobile, they are greeted by a Cadillac representative and hand-delivered an embossed card/invitation. The card reads, "Your Valet Service Tonight Has Been Provided Compliments of the Southern California Cadillac Dealers." The card also includes the location of the nearest Cadillac dealership and an invitation to test drive the new CTS and SRX.

Vice President of Los Angeles-based Garrett Associates (<http://www.btccampaign.com>), Tom Garrett, has been the pioneer of this fresh concept. Garrett says, "This unique program is designed to direct ad budget dollars away from traditional media and positions it directly in the hands of potential Cadillac CTS and SRX customers." The goal is simple: to expand awareness for the 2011 Cadillac CTS and SRX by giving a valuable service DIRECTLY to people who love and drive luxury cars.

Garrett concludes, "Our stated goal is to make a direct connection between the Cadillac brand and new and return customers. By displaying the new CTS and SRX on-site, giving people the free valet perk and inviting them to visit their local Cadillac dealer, we plan to cultivate new buyers and bring people into the showrooms across Southern California."

Images: <http://www.ereleases.com/pic/2010-Cadillac-SRX.jpg>  
<http://www.ereleases.com/pic/2011-Cadillac-CTS.jpg>

<http://www.btccampaign.com>

Visit <http://www.socalcadillac.net/> to see more about the Cadillac CTS.

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