

AUTOMOTIVE

## Cadillac launches subscription service for commitment-averse buyers

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2017 Cadillac Escalade

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By STAFF REPORTS

U.S. automaker Cadillac is rolling out a monthly subscription option for car shoppers, taking car buying outside of the traditional purchase, financing or leasing model.

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Book by Cadillac gives subscribers access to a range of vehicles for a flat fee of \$1,500, allowing them to swap out their car for particular uses or needs. Other categories in the luxury sector have discovered interest in subscription ownership, but Cadillac claims the spot as the first luxury automaker to test out this model.

A car for every purpose

Book is a response to consumers' varied lifestyles. For instance, one may want an SUV for navigating winter roads, but may want to trade it in for a sportier sedan once summer arrives.

Making the transition between vehicles seamless, Cadillac's service is tied to a mobile application. After requesting models, subscribers will have their vehicles delivered and exchanged at their doorstep by white glove service.

All of the detailing, maintenance and insurance is taken care of by Cadillac. Membership is on a month-to-month basis, requiring no long-term commitment, and the flat fee covers taxes and insurance.

In the subscription plan, there is no limit on mileage, making the experience closer to car ownership.

Among the Cadillac vehicles available are the XT5, CT6, Escalade and V Series.



### *Cadillac XT5*

On the dedicated Web site for Book by Cadillac, the automaker says the service is "for those who value experience over possession."

Eleven James, a membership-based horology club, is restructuring the traditional in-store experience by altering how consumers interact with watchmakers before the point of sale is finalized.

With a monthly membership fee beginning at \$149, Eleven James also opens up the watch industry to consumers who may be horology enthusiasts, but are priced out of the joys of ownership or those looking to add more variety to their collection. Basic members can borrow a timepiece worth an average of \$5,000 or more for a four-month period, while the highest membership tier allows for up to six different watches per year worth an average of \$40,000 ([see story](#)).

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