

AUTOMOTIVE

## Cadillac expands subscription service to Los Angeles, Dallas

November 13, 2017



Cadillac's XT5. Image credit: Cadillac

By STAFF REPORTS

U.S. automaker Cadillac is responding to interest in its Book by Cadillac membership plan by taking the pilot to new markets.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Originally launched earlier this year in New York, a Book by Cadillac subscription entitles enrolled consumers to borrow a car at a time from a range of models, allowing them to have a vehicle that fits their evolving needs. As affluent consumers gain comfort with the idea of sharing a car, services such as Book by Cadillac are poised to change the idea of vehicle ownership.

Pick a car

Book by Cadillac is available for a one-time initiation fee of \$500 and a monthly fee of \$1,800, which includes maintenance, registration, taxes, insurance and insurance.

Eliminating the need for long-term commitments or contracts, membership is instead on a month-to-month basis.

Consumers in New York, Dallas and Los Angeles can pick from 2017 and 2018 models with platinum and premium luxury trim, including the XT5, CT6, CT6 PLUG-IN, Escalade, ATS-V and CTS-V. The CT6, new to the Book service, features a hands-free driving experience for highway driving.



Cadillac CT6. Image credit: Cadillac

By using an application, subscribers can swap out their car up to 18 times a year. When a new car is requested,

Cadillac will send a white glove concierge service to deliver the vehicle to a desired location, such as the home or office.

Outside of the U.S., Book by Cadillac is also being piloted in Munich, Germany, with the automaker looking to grow this service to other global markets in the future.

"Since Book by Cadillac was first introduced, we've seen widespread enthusiasm and demand from consumers who are seeking ways to complement traditional methods of buying or leasing a vehicle," said Melody Lee, global director, Book by Cadillac. "Book by Cadillac has introduced entirely new customers to the brand and has been fully embraced by younger audiences as an innovative service that meets their ever-changing needs.

"Introducing the service in Los Angeles and Dallas is a natural evolution of the program," she said.

German automaker Porsche's U.S. importer is similarly tapping into the sharing economy with the launch of a subscription model of ownership for its vehicles.

Porsche Passport, available from Oct. 10 in Atlanta, allows enrolled consumers to rent up to 22 different models through a mobile app, allowing them to cater their car choice to their needs. As traditional car ownership becomes less of the norm, automakers are adapting their purchasing models to reflect consumer behavior ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.