

AUTOMOTIVE

Cadillac highlights future EV in cinematic Super Bowl spotlight

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Timothee Chalamet and Winona Ryder in the "Scissorhands Free" campaign. Image credit: Cadillac

By LUXURY DAILY NEWS SERVICE

U.S. automaker Cadillac has teased its electric ambitions in its Super Bowl campaign featuring the upcoming Lyriq SUV.

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Inspired by the 1990 film *Edward Scissorhands*, the campaign stars actors Timothee Chalamet and Winona Ryder. Cadillac joins other luxury automakers including Audi that have used the Super Bowl as a launchpad for electric vehicles.

Electric storytelling

Ms. Ryder serves as the campaign's narrator in her reprisal of the role of Kim Boggs. She is now a single mother to Edgar Scissorhands, portrayed by Mr. Chalamet.

With scissor blades for hands, Edgar is seen trying to be a normal young adult. He takes the bus to class, where he accidentally cuts the signal cord; works at a sandwich shop and plays a short-lived game of catch with friends.

Unable to drive safely because of his scissorhands, Edgar has to continue to rely on rides from his mom and public transit to get around.

The Cadillac Lyriq is an all-electric SUV debuting in 2022

One evening, his mom sees him playing a driving game with a virtual reality headset, his blades reaching out as if holding an invisible steering wheel. The moment sparks an idea for Kim, who is sympathetic to her son's struggles.

Kim then surprises Edgar with an all-electric Cadillac Lyriq charging in the driveway of their pastel-colored home. With his mother's encouragement, Edgar steps into the driver's seat.

Once on the highway, Edgar initiates hands-free cruise control and in Kim's words, "drives off into the sunset."

The Lyriq is scheduled to become available in the first half of 2022. It is the first fully-electric Cadillac sport utility vehicle and is expected to have a price tag of about \$60,000.

In addition to the hands-free driver assistance feature showcased in the campaign, the Lyriq is expected to have rear-wheel- and all-wheel-drive variants; a large, curved LED display and a range of 300 miles.

Cadillac, the luxury division of General Motors Company, is joining other automakers in emphasizing EV.

Luxury automakers are pushing ahead with electrification efforts, as consumer interest builds and many governments pursue restrictions on traditional combustion engines. In recent years, affluent consumers have been hesitant about EVs and automakers have emphasized education about electrification in their marketing ([see story](#)).

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