

AUTOMOTIVE

Cadillac expands exclusive Collector's Series in anniversary effort

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The 2023 Cadillac CT5-V Blackwing 120th Anniversary Edition will be limited to 120 cars. Image credit: Cadillac

By LUXURY DAILY NEWS SERVICE

U.S. automaker Cadillac is marking 120 years of the brand with a new expansion of its Collector's Series.

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To mark the occasion, the automaker is introducing the 2023 Cadillac CT5-V Blackwing 120th Anniversary Edition. The opportunity to own the first 120th Anniversary Edition raised \$250,000 at the Barrett-Jackson Palm Beach auction, where Cadillac donated the full hammer price to the SAE Foundation, an organization promoting STEM education.

"Everyone at Cadillac is thrilled with this auction result, we proudly support the SAE Foundation and are grateful to Barrett-Jackson for providing this opportunity," said Rory Harvey, vice president of [Global Cadillac](#), in a statement. "We will help create a new sustainability focused challenge for high-school students across the country, as well as provide hands-on immersive STEM learning for students in under-resourced communities."

Owning Cadillac history

Cadillac's release of the 2023 Cadillac CT5-V Blackwing 120th Anniversary Edition will be limited to 120 cars, with each vehicle marked with a number representing a year in brand history.



The first 120th Anniversary Edition raised \$250,000 at auction. Image credit: Cadillac

Other features contributing to each vehicle being one-of-one include a unique sill plate with the Cadillac Crest design from that commemorative year, a shifter medallion for cars with a manual transmission with 120th anniversary commemoration, a steering wheel plate with commemorative year, a certificate of authenticity and additional features.

"The second edition of the Collector's Series celebrates storytelling and craftsmanship for the discerning individual," said Brandon Vivian, executive chief engineer at Cadillac, in a statement. "The 120th anniversary of Cadillac is represented by unique content celebrating each individual year in the 120 years of Cadillac innovation."

Special-edition vehicles are a popular way luxury automakers mark important milestones.

In celebrating 50 years of Porsche Design this January, the German automaker crafted a commemorative model, limited to 750 vehicles. This version bears many details that serve as an ode to the designs of Ferdinand Alexander Porsche, creator of the 911, including the color of the vehicle ([see story](#)).

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