

Cadillac



Owners Club of Great Britain



I'm having such a good time,



Don't Stop me now!

Pete and Crew in Engine No: 1365 at the Hawth Theatre Roundabout after the compulsory pit-stop—Brighton here we come!



I'm having a ball



A Happy 'Cadilac-in' New Year to you all

Standard of the World

January-February 2025

Cadillac Owners Club of Great Britain

Club website (with International links): www.cocgb.co.uk Facebook—Cadillac Owners Club of Great Britain Follow us on Twitter @cadillac_of

Affiliated to the Cadillac-LaBalle Club of America

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Club News

Not from the Chairman

ANNOUNCEMENT

For personal reasons (none of them club related), Graham has stepped down from his role as Chairman and also as Southern Rep. The committee thanks him for his past commitment to the club and wishes him and Mel all the best. We look forward to seeing them and their '49 Coupe deVille at future events.

That does mean the positions of Chairman, Southern Rep and Agreed Insurance Valuations are currently vacant.

Phil

Rod Bevan



Treasurer/Membership

Welcome to our new members

A very warm welcome to our new members, Antony Elkins of Kent with a 1953 White Convertible and Darren Buchanan of Oxon with a Black 1963 Fleetwood.

Happy New Year

A new year to build up the interest in some shows and driving our cars. Let us know of any shows in your area to include on the magazine show list. Certainly looking forward to the spring and summer.

Memberships and renewals

Member renewals are included in the magazine when that time approaches. Non-renewals will be reminded by email, followed by a final reminder letter.

In accordance with data protection rules (GDPR) non-paid-up members will be removed from the database four months after the renewal date together with access to the club Facebook page. Please include your member number when renewing by Bank Transfer.

Many thanks and a happy new year.

Rod

Phil HoleEditor



So, here we are on the flip-side in '25 and Gracie and I are still here. Who groaned? Come on own up... On second thoughts, better not in case we are outnumbered.

It was quite a busy end of year for some club members, Pete Wood on his 3rd London to Brighton Run in Engine No 1365 (see front cover) and Graham & Mel Howard-Wall at the NEC with their '49 Coupe deVille.

So, what's in store for this year? The fact of the matter is I don't know. I know what I'm doing—that came as a surprise to you didn't it, but what about you? Whatever it is, I hope it all goes well for you and if it's vaguely car or club related, we'd love to hear about it.

The UK's premier Cadillac magazine needs a bit more input from members. Fortunately we do have our gallant band of regular contributors, without whom, there would be many blank pages and a set of crayons. so feel free to join in, even if it's just a photo of your Cadillac. Here's one from new member Darren Buchanan... Thanks Darren, great car...



I travelled up to Leamington Spa on the 27th December, it was misty / foggy all the way and the number of cars with just their Day Running Lights on, or worse, no lights at all was worrying, especially when they are passing you. I also followed an electric Lexus for nearly 20 miles up the Fosse Way and it was obvious it was on 'Auto Headlight' setting, the rear lights switched on and off like they were transmitting morse code. Sensitivity issues I think—well, we all suffer from that now and again.

Whilst I'm ranting (I quite enjoy it really), here's another... People who flash their lights at you at night to thank you for giving way and blind you with their LED full beams. I'd rather they didn't bother and left my retinas unscathed.

There's been a lot recently in the press / motoring magazines regarding EVs and the fact the appetite for them isn't quite as voracious as our politicians had hoped and it's not just here. Could be that all the people that wanted them have one and given their woeful depreciation the old idea of updating a car every 2-3 years may have gone out the window. There's also the possibility they don't suit everyone. Whilst they are ideal in cities lowering emissions and improved air quality, you do need a parking space rather than a parking permit, catch 22 springs to mind.

It's laudable to want to lead change that benefits the world, but does the UK achieving net zero carbon emissions make a huge difference to global warming? Will it influence others like China and the USA to follow suit? There are other considerations like air quality, but surely better traffic flow would improve that. I watched an episode of *James May and the Dull Men* recently where he managed to drive across Milton Keynes in rush hour without stopping, it was a roundabout thing. In this part of our green and pleasant land, we have a fair number of roundabouts with traffic lights on them 24/7—does that even make sense? Annoyingly, they seem to work on a timer system rather than a sensor. There's nothing worse for the temper or the environment than sitting at a set of lights when there's nothing coming from any other direction.

Stay safe, stay well,

Phil



Cadillac Global Bales 2024

An Interim Report

By Graham Darby

Of course the main story of 2024 has been the collapse of vehicle sales globally due to the imposition of mandated electric targets which take no account of buyers' preferences. Moreover, this situation has been compounded by the fact that the Chinese have stolen a march on all manufacturers by producing very cheap electric vehicles. In addition, for those manufacturers which, to a large extent rely on sales in China (which is the biggest automobile market), the result has been catastrophic.

VW has lost its crown to BYD (as has Tesla), Mercedes are down, Toyota by 17%, BMW by 30% and Cadillac by 37%. The Lyriq and Optiq are simply too expensive. What this means is that year end sales for Cadillac might be as low as 120,000, half what they were a few years ago. What it also means is that the USA has, for the first time in seven years, become Cadillac's biggest market once again.

Sales in the US and Canada have remained quite steady so we are

probably looking at 150,000 and 15,000 respectively. However, this has to some extent been achieved by a sleight of hand as there is an additional model, the Lyriq, coming in at a respectable



25,000. It also disguises the precipitate collapse of demand for the two principal saloons, the CT4 and the CT5.





Having said that, GM is committed to these models for both 2025 and 2026 which is good news for the dwindling band of buyers who prefer saloons to SUVs and in any event the CT5 remains Cadillac's biggest seller worldwide. It also reflects the fact that since Trump's re election (and even prior), GM is putting the brake on going all electric – unlike the geniuses at Jaguar who have discontinued their petrol models prior to the introduction of their all electric range (and don't get me started on THAT advert!). A more accurate picture will be in the next magazine, but it looks like total sales will be around 300,000, 50,000 down on last year.

Graham

Classic Car Show-A Personal View

I hadn't been to the *Lancaster Insurance Classic Car Show* at the NEC since 2021, that triumphant year when the club had a stand there and I only went this year because Graham & Mel were back by popular demand, albeit on the *Classic American* stand and someone had to take a few photographs, so Gracie told me—the assistant editor is never wrong.

It's a 2-hour jaunt for me on a Saturday morning, and a 218 mile round trip, a nice run for the Sedan deVille which eats up the motorway miles with ease and is relatively frugal for a 4.9 V8.

I was joined by *Martin Hellyer* from the *Audi TT Club* who lives in the next village and after having his bank loan approved, he kindly bought me lunch. That's the one thing you notice about the Classic Car Show, the cost. Even with a club discount (from the AACUK) it was £35 to get in, which includes a £2.50 booking fee and if you prebook parking it's £13.95 (saving a fiver) so that's heading towards 50 quid before you start and as many of the visitors are of a certain age, there's no 'senior' discount.

Is it good value for money? Not really when you consider the caravan and camping show earlier in the year was £14.00 a ticket with free parking, some of it inside. It wasn't that busy on the Saturday



and when we chatted with Graham and Mel the *Classic American* stand there was very quiet.

The thing is, I don't think it was as good as in the past, by the time we were leaving, I wasn't thinking, 'can't wait for next year' more 'don't think I'll bother'. Now I know I'm something of a curmudgeon, but I'm not alone, other's said the same.

On a cautionary note, if you ever have a giant hotdog, go for either the onions or the cheese slice but not both! They appear to have a mutual loathing and can't stick together which is why I ended up with melted cheese on my jacket, up my sleeve and in my pocket—it was a right mess. Fortunately, there's no evidence as Martin was laughing too much to take a photo.

Where did that come from?

The morning after my return from the Classic Car Show, there was a pool of something under the front passenger side of the Cadillac, oil of some kind but not from the engine or transmission, it was clear. A check on the power steering dipstick showed well below MIN COLD and the tacky residue around the pressure hose was the final clue.

There are two choices when it comes to hoses, with a switch or without? The strange thing is, on Rock Auto they both look exactly the same. Even my well thumbed Chilton's manual makes no reference to any of the hoses other than they exist.

As for many of us, sometimes life gets in the way of car endeavours and it wasn't until the afternoon of Christmas Day that I got around to ordering a replacement from Rock Auto, they were cheap enough, so I ordered both, which arrived on Monday 30th December at 11:42am. All that way, so quickly and for relatively little money—makes you wonder about the cost of a first class stamp.

Are they the same? No totally different. Which one do I need? No idea—but I'll let you know next time.

Jariffs on the horizon?

If the incoming president of the USA hits everyone with import tariffs, those new parts we buy could become a lot more expensive. Have you noticed how many OEM replacement parts from the likes of ACDelco are made in China or Mexico? In fact they may not be made anywhere else. Will they attract import duty entering the USA and will our government add import duty when those parts arrive here from the USA? Could be a double whammy and a great way to spike inflation.

Pete's Page A Veteran Cadillac Cornucopia

From Pete Wood

One small car's place in history......

This was the UK's first imported Cadillac, in 1903. Engine number 530. It was brought in by Fred Bennett, who set up an agency in London to sell this brand. The car was first campaigned in hill climbs up and down the country. It competed in the



1000 miles trial and, out of 3000 points, dropped less than 30 points (due to punctures). The registration was A7368.

SPECIAL SELECTOR

SPECIAL SELE

But in 1908, with new

four cylinder models coming to the UK by

The little Cadillac was then used as a test bed for various delivery bodies, in 1904. Bennett was working hard at selling commercial variants to the thousands of small businesses.





the dozen each month, Bennett sold the car to a chemist. It was now registered as CA 257. In 1913, the RAC decided to reenact the 1903 1000 miles trial.

Bennett was keen to compete and used friends in the Police to track

down the whereabouts of his first Cadillac. It had now clocked up nearly 100,000 miles and the chemist did not want to sell his reliable van. Bennett was forced to pay more for the car than he had sold it for, 5 years previously. With nothing



done to the car whatsoever, it finished the trials.



Bennett became quite sentimental about this car - and was one of the first to sign up for the Old Crocks Brighton Runs. Despite catching fire, he and his Dewar Trophy mechanic did the Run year after year. It was now registered YU 1974, because Bennett could not find the original logbook.

After Bennett's death, the car remained in the family - and was loaned to the new museum at Beaulieu. It was loaned to countless celebrities, on the Run. (Ed. London to Brighton not from the law)



In 2003, the VCC decided to reenact the 1903 1000 Miles Trials and Julian Bennett, grandson of Fred, with the aid of the *Cadillac Owners Club of Great Britain*, completed the route.

Today it is now a permanent exhibit at the National Motor

Museum. The Bennett

family have no plans to bring the car out of hibernation. But I live in hope of seeing it on the Run once again.......



The London to Brighton results are in and they are pretty impressive.

Entered	405
Withdrawn	11
Non Starter	22
Retired	48
Finished	324

The oldest car taking part was the 1894 Benz with a start number of '1' and it finished. The oldest vehicle to finish was No: 700, an 1883 Coventry Machinist Penny Farthing bicycle.

Analysis of the results shows that there were vehicles from 121 different manufacturers represented (101 cars & 20 bicycle/motorcycle). The most prolific car make taking place was De Deon Bouton with 62 entrants,



followed by Panhard
et Lavassor with 33, Darracq and
Oldsmobile tied on 25 and Cadillac on 20.
Renault 14, Wolseley 12 and Humber/
Humberette 11, rounded out those on
double figures.

Of the Cadillacs, 18 finished, 1 retired and 1 was a non-starter.

Here are some 'Cadillac Finisher Photos' at Madera Drive.









And Here we are...

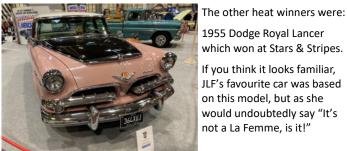


Lancaster Insurance Classic Car Show at the NEC



The day before tomorrow—set up day for the Classic Car Show at the NEC. Stands being prepared and finessed before the 'Great British Paying Public' arrive. It's a fitting place to start as that's where Graham & Mel were, on the *Classic American* stand with their '49 Coupe

deVille as a Car of the Year heat winners.

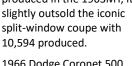


1963 Corvette Sting Ray, won at Beaulieu, it was two words back then, changing to

Stingray for the C3 model and

later for the C7.

One of 10,919 convertibles produced in the 1963MY, it





1966 Dodge Coronet 500 Hemi won at the Mopar Nationals.

If you're thinking of running moonshine and you need to evade Smokey, it's definitely the car for you. Less conspicuous than Bo and Luke's Charger too...



The 1960 Buick Invicta won at Rally of the Giants and deservedly won Car of the Year here.

It's now on its second owner since new and the currant custodian has spent 5-years getting it just how he wants it. The colour is Casino Cream.





Also on the Classic American Stand...



CA Editor Ben Klemenzson's '70 Oldsmobile 442 Rag-top



Sponsor Kingstown Shipping's '66 Mustang Fastback



And a Pickup Truck... Well, you got to have a pickup, they have been an American automotive staple for many a long year and if you're 'driving to the levy' it has to be a Chevy, this one's a '61.

Also at the show, clockwise from

the left: '67 Plymouth, '60 Cadillac, '47 Chevrolet & '73 Dodge.





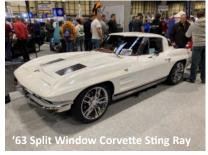




There's always a mixture of vehicles at the Classic Car Show, so here's a flavour of what was on offer

to the foot-weary visitor





This 1914 Peugeot GP Indianapolis has a 4-pot 10,000cc engine and requires a regular fuel supply—your own oil well would help, whereas the 205 GTI parked next to it is very much the 'modern' classic



The other 'Deville' from Panther Westwinds, this one in Cruella colours—Dalmatians beware!

The less ostentatious Rio is a Dolomite Sprint in an expensive suit of clothes















floorpan and running gear.

Autobianchi and Fiat 500 shared

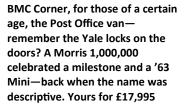


Popular Fords, the Prefect and the Cortina





Warden Hodges would have loved one of these





'38 Citroen Traction Avant



'31 MG with 2468cc engine



Had to put this in because Alfa Romeo is better than no Romeo at all-groan if you must. It's a 1960







I always liked the Austin/ **Morris Commercial van** because it has a happy face... and sliding doors

London-Brighton 2024 A Spectator's View

I had a lie in, there was no point in setting off too early to get parked at the Hawth Theatre, since last year, they weren't letting the public in, I know, we were asked to leave. In fact they weren't even letting the Tender Vehicles in this year (not sure about the tough ones).

We, (my daughter Karen and I) set off in the Sedan deVille at 06:45. It's 134 miles to Crawley and at that time on a Sunday morning, just over two and a half hours if you add in a comfort break (remember Hawth isn't open to the bladder challenged general public). Here is a selection of photos from the day and some long forgotten automotive names, though some are still around.



1904 Wilson-Pilcher







Always people in modern cars trying to join in.

1936 Austin





Waiting at the lights to turn left, an 1899 Hurtu. It's amazing how many went straight on and had to turn back. That picnic basket looks inviting













As always, the marshals did a sterling job keeping the competitors moving, with limited steering and brakes it's essential on a penny farthing, just follow the guy in front!



As always the RAC were on hand with the latest equipment















That's as near as we got to the pitstop

Classic Car Overspill

A trio of interest in 3 different ways

Ask anyone to name a 3-wheeler and certain names spring to mind. Morgan, Reliant, Bond Bug, Minibond and then there are the 'bubble cars' Izetta, Heinkel, Trojan and who can forget Messerschmidt, even if the name is longer than the car and we have difficulty pronouncing it and certainly can't spell it at the first attempt.

BSA is altogether easier and probably not one you'd think of in a 3-wheeler context and whilst it's somewhat in the shadow of Morgan, it's rather a splendid little car.



The Birmingham Small Arms Company (BSA) are better remembered these days for bicycles and motorcycles though they were also in car production from 1907 to 1939, so not exactly a 'flash in the pan' operation. In fact BSA bought Daimler in 1910 and Lanchester in 1933.

As its name suggests it started out in firearms—in 1861 a group of 14 Birmingham gunsmiths, members of the Birmingham Small Arms Trade Association came together specifically to manufacture guns using machinery.

This particular car is a 1934 BSA 3-wheeler with a 1075cc side valve 4 cylinder engine which combined with its lightweight chassis gave it a good power to weight ratio and a respectable turn of speed for the time. Having two wheels at the front gave it a certain stability when compared to the one wheel option. This particular car was up for sale at the NEC in November—yours for a mere £18,000.





Pioneers in Front Wheel Drive, BSA also produced 4-wheel cars like the BSA Scout.





From 3-wheels to 3-seats.



The Matra Bagheera came with 3 seats all in a row. The driver got his own whilst the two passengers shared a moulded bench base with individual backrests. Powered by a 1442cc ohv transverse mounted mid/rear engine driving the rear wheels through a 4speed manual gearbox, it was surprisingly narrow at a mere 68.5' Unlike the other 3seater sports car from McClaren, you didn't have to clamber into the centre seat to drive it. Not a common





car in the UK, but we were used to the Matra name with the Rancho, a tough looking off-roader that wasn't. They also produced the fibreglass bodies for the Renault Espace.

From 3-seats to a 6-figure price tag



This 1970 Mercedes 280SL has 90,000 on the clock and was on sale for £125,000. Kinda makes the BSA 3-wheeler seem like a bargain.

Alan Reed

Show Coordinator

Hi Caddy Fans, it's me again,

I hope you had a Merry Christmas and I wish you all a Happy New Year. It was nice to see our Chairman and his car at the NEC in Birmingham, well done that man.

Having just had my brakes overhauled and new wiper and washer motors fitted, it was time for a road trip, Kath and I had to shut down our caravan in Norfolk for the winter, so we went for two weeks. It was the first time I had to clear snow from the car, still I had my bucket and spade.

A few years ago, I went to a car show 'up north'. I know it was 'up north' because as I was going up the M1 I looked in the rear view mirror and saw a sign for Watford. It was a very good show and as I walked around, I saw 6 or 7 people looking inside a 1961 Cadillac Fleetwood, so when they all moved away I couldn't resist looking too. The paintwork inside and under the hood was the same as the car, Fontana Rose, which is a nice colour. Not only that, it didn't have a radio cassette, it had a record player! The car belonged to Amanda Deville (*Ed. Our Roving Reporter*) and still does. What's more much of





the work including the paint job, Amanda did herself and the car is a credit to her. Mind you anyone who can build a Johan model car kit of their own car and paint it the same colour, deserves a lot of credit.



Great car Amanda—both of them....

Alan

£vents 2025

March

21-23—Practical Classics, Classic Car and Restoration Show at the NEC, B40 1NT

April

18—Wheels Day at Newbury Showground, Priors Court, Hermitage, Thatcham, RG18 9QZ

July

5-6—Classic American Stars & Stripes at Tatton Park, Knutsford, Cheshire, WA16 6QN

November

7-9—Lancaster Insurance Classic Motor Show at the NEC, B40 1NT

Peter Griffith's fscalade

For Sale

The first of Peter's cars to go on sale is his 2010 Escalade Hybrid. Often referred to by him as being like a milk float because of how silently it pulls away, it's being sold on behalf of the family by AAAC President, Alan Murphy, a long time good buddy of Peter



First registered May 2010 and with 37,000 miles on the clock, it has an MOT until October 2025.

Interested? It could be yours for £10,000. Give Alan a bell on 07936 375 323.

Camp deVille









One of the more stylish conversions, but I can't help thinking, a regular Coupe deVille and a nice hotel room would be preferable both for comfort and fuel consumption...

Cadillac News.....



The big news from Cadillac-

which *Graham Darby* alerted me to is the Formula 1 team. Yes, Cadillac becomes the 11th team in 2026. There will be 4 facilities involved in the F1 program. The Race Team will be based at a facility in Silverstone, whilst GM's Charlotte Technical Center in Concord,

North Carolina, is expected to develop the power unit. In addition, the team's parent company, Andretti Global, is building a new headquarters in Fishers, Indiana, a suburb of Indianapolis, where the cars will be assembled. Additional operations will take place in Warren, Michigan, the location of the General Motors Technical Center.

The power unit raises an interesting question—exactly how much Cadillac will be in a Cadillac F1 car? For the first couple of years it looks like it's just the stickers! Until 2028 engines will be supplied by Ferrari, so will it be a Caderrari or a Ferradillac?

Of course, Cadillac are already working on the 2028 race car as this photo from *Pete Wood* shows. The massive rule change from a hybrid turbo V6 powerplant to a normally aspirated single cylinder, will favour GM's finest as will the new large diameter 'skinny' rear wheels and tyres. As you can see



aerodynamic improvements will make the most of the available 6.5hp and there are rumours already that they are working toward an increase to 8hp with a little technical wizardry.



24 go, no show—As *Derek Eaton* reminded me, Cadillac were due to launch the Optiq and the Lyriq in the UK during 2024, but that hasn't happened.

In fact it's all gone rather quiet, has Cadillac's UK return fizzled before it started? Or is it just delayed? One thing is certain they are going



to need some sort of dealer network, physical or virtual if they intend to make a mark.

Whatever happened to the XT4—Another interesting paragraph in the *Autocar* article that *Derek Eaton* sent to me was, 'Currently in the UK, it (Cadillac) markets only the XT4 crossover which a handful of dealers sell in very small quantities and in one specification'.

Have I missed something? Who are these handful of dealers and have they actually sold any? I'd love to know if anyone has ever seen one on the road. Better still, if you own one, we'd love to know about it.

Escalade buyers are quite young—According to Escalade



Marketing Manager, Donnelly Baxter, the average age of regular-wheelbase Escalade buyers is late 40s, whilst that of the longer and more spacious Escalade ESV is mid-40s. Which means

I'm far to old for one, so I'll stick with my '92 Sedan deVille. It's quite a turnaround, when I first had my car, I was a mere lad of 47 and the average age of a Cadillac buyer was shall we say senior—I guess all the octogenarians have migrated to Mercedes Benz now.

Mind you, all these young folk will need deep pockets, pick the most expensive model, the Escalade-V ESV at \$164,990 and tick all the option boxes, you're total bill could be \$182,688. Hmm, a Euromillions win could still tempt me to buck the age trend and I'm pretty certain Gracie would approve...

Talking of the Optiq—it's the first Cadillac to be built in Mexico for nearly a decade. The last one was the 2nd generation SRX which was built there between 2010 and 2016 when it was replaced by the XT5. I drove an 2nd Gen SRX and I have to say I loved it. Does it matter that Cadillac's smallest EV in built 'south of the border'? Quality wise probably not, we live in 'global' times, I mean the new Land Rover Defender is built in Slovakia, many miles from Solihull. Of course, the incoming administration may well slap a tariff on it.

The 2026 Vistiq has finally been revealed—It slots in between the Lyriq and the Escalade IQ in the EV hierarchy.



With 3-rows of seats, 615hp and a 300 mile range, the dual-motor setup is good for a 0-60 time of 3.7 secs with Velocity Max engaged.



At 17' 1" in length, it's a very large car by our standards though as with all SUVs put the 3rd row of seats up and luggage space is severely compromised. At launch the starting price will be \$78,790 with 3 trim levels available, Luxury, Sport and

Premium with Platinum available later in 2025. With a DC Fast Charger, 79 miles can be added in 10 minutes. Just time for tea and toasted muffins, Hmm delicious.



Cadillacs in the Wild...



Malc Webb's '31 Cadillac, known as 'Esme' on wedding duty. There's no better way of arriving or leaving a wedding



Really in the wild, a 1965 Cadillac Eldorado on the Hainan Island, China Collector Car Tour in 2024. It is illegal to have a car older than 15 years old on the roads, unless it is imported for a collector car tour!

With thanks to FINZ Editor, Ron Melville, in New Zealand





Cadillacs at Brooklands 2015 Escalade ESV '76 Fleetwood '97 Deville D'Elegance with the half -Landau roof

Photos from Simon Green





Good to see the Aircraft Carrier in company of a '59 at its final Lincolnshire meet of 2024

Photos from Paul Ross













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