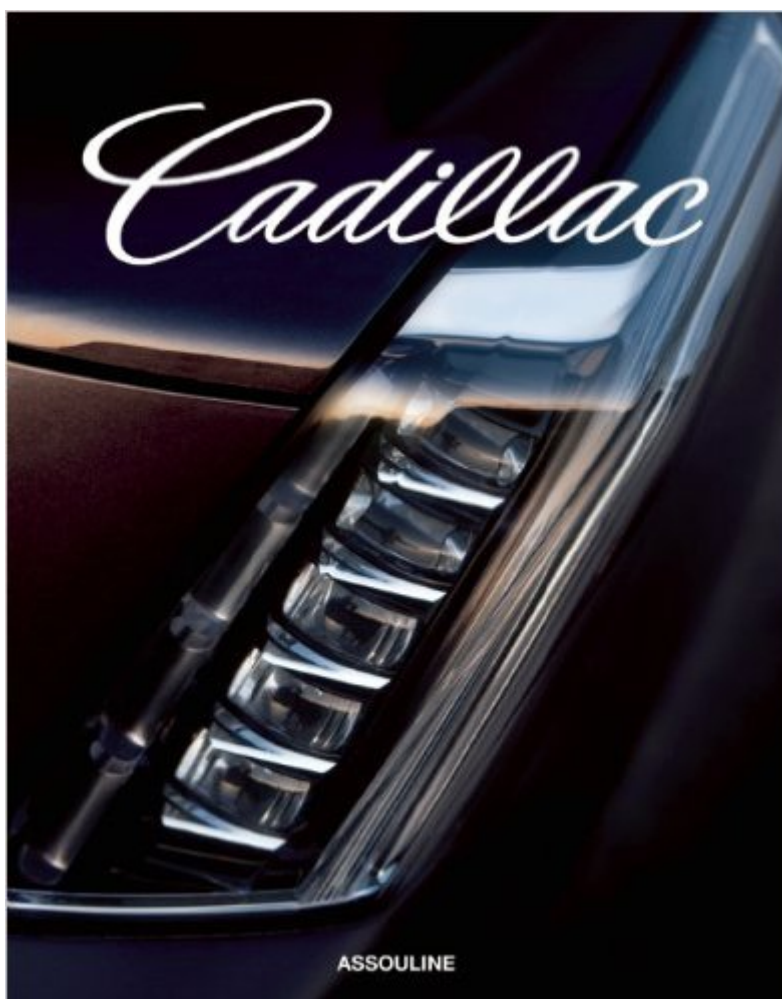


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# Cadillac: 110 Years



## Synopsis

In celebration of 110 years of one of the most iconic brands in the world, Assouline presents the first luxury book on America's foremost luxury car. Cadillac takes readers on a visual journey through all the decades of its history. Cadillac has become a symbol of Americana, the ultimate achievement of the American Dream. The iconic American luxury brand, renowned for its high-performance and high-style automobiles, celebrates its 110th anniversary with this beautifully illustrated volume. Featuring over 200 full-color photographs, the book chronicles the evolution of the Cadillac brand, from its first closed-body automobile in 1905 to the first electric car and the ubiquitous Escalade in 2009, to the brand-new 2013 ATS. Cadillac has also made a major impact on popular culture in music, film, art, and fashion, as illustrated in this collectors item. From Elvis Presley, an avid Cadillac collector, to Bruce Springsteen's hit song Pink Cadillac, to Prada, with its Cadillac design inspired shoe, to Andy Warhol's famed Twelve Cadillacs. In this both stylish and well-documented book, readers will discover why Cadillac truly is the Standard of the World.

## Book Information

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Average Customer Review: 3.7 out of 5 stars [See all reviews](#) (35 customer reviews)

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## Customer Reviews

I bought this book expecting to read and see ALL of Cadillacs 110 year history. It did not cover two decades the 1980's and 1990's. All those Cadillacs were not bad. I know that was a bad time for Cadillac, but they should have been covered too. I saw the 1970's and then it was like it jumped to the revival period of Cadillac that started with 2000. When you do a book, you have to cover the good and bad. I have put the book on my shelf and have not looked at it again.

Nice clean book. Great overall work on Cadillac cars. Very art driven, showing the cars in an art wise fashion. I'm very happy with this book and the way it is presented. Photos are super. Thanks, Rick L.

A Photographic and some what Artsy(The Photos and Illustrations as Art)Book,It is not a book that is to read but to look at and Gawk at the beautiful Cadillacs,I could have done without the Ali Cadillac Pic in Watts however.My favorite would be the Cien Concept,The CTS-V Racer,and the Other Concept Cars.(The Cyclone being the Best)You can get the book cheap too,even with the Slipcase("Limited Edition").It is a Beautiful hardcover even if it's a quick reference.

Those expecting a technical treatise will be disappointed. It's an art book and not necessarily of interest to Cadillac owners or enthusiasts. If you really want a copy, get one from a reseller for \$10-12. "Cadillac at 100: Legacy of Leadership 1902 - 2006" by Maurice Hendry is a much better choice for serious readers.

If you absolutely hate reading, don't want to learn anything about Cadillac cars and/or history, and simply love large glossy photos, then this book is for you! Otherwise, look elsewhere. Mine's most likely going to the Goodwill where I also just bought on used 'Cadillac...The Complete History' by Maurice Henry, which was more what I was seeking being somewhat ignorant of Cadillac's history and models.

I was highly disappointed when I read this book. In my opinion this book was written by the author and for the author. It was not written for mass consumption. The perspective and photography is of no interest to the average automobile enthusiast or the general population at large. The pictures do not do the cars nor the people photographed justice. This book is a complete bust. Next time the author writes a book about cars, please make your first copy the only copy.

Lot's of artsy photos. Very little meaningful text. If you have a collection of Cadillac literature, you need it to keep your collection complete, but it is far from my favorite Cadillac book.

I know a lot of guys gave this a bad rating due to it's lack of information about the cars themselves as well as some of the years of cars being left out. I knew that when I bought it because I read the ratings. However, as a Cadillac buff since I was 7, I LOVE the pictures of the ones included. I have

several Cadillac books with information about the models themselves and that does not change since the book is about classic and antique cadillacs. But the pictures are new (I.E. I don't have another book with those specific pictures) so I love the ones included. The only thing is I think the shipping cost was a bit high. I ordered 5 DVD's along with this book but because they all came from different vendors, I had to pay almost \$4 shipping on each one. should give you a break when you purchase several at the same time even though they are from different vendors.

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