Are they here for real GENESIS VS CADDY Who comes out

We’ve seen all the publications and we hear a lot of things on two fronts with both Cadillac and Genesis (Hyundai’s new luxury brand) are coming to the table. While in the past there were cutlets of chicken brought to a steak dinner. We are now seeing the ½ lb burgers with wine that are starting to come into the fold. It truly is a tale of two stories, Caddy a road back from redemption while Hyundai is a company that is on the come up, George Jefferson style. The two companies had no better place but to showcase their momentum by introducing two new models that show the future direction of the companies.

Hyundai doesn’t pull any punches, their swinging for the knock out and have introduced a brand new flagship model to compete against the S-Class. I haven’t mentioned the 7 series, XJ, LS460 and A8 due to the market monopoly Mercedes Benz appears to have.

What makes this car better than rest. I will say that it isn’t necessarily the better its more of a case we are here to play come check us out.

The Genesis has a lot of hurdles to overcome and the main one from my perspective is Brand/Snob appeal. The Genesis a Korean company has the feel of a “I need a driver” mentality. The driving ideals are perfect for long luxurious trips on highway roads with a living room feel. Genesis is pointing to the big car era of the 50’s and 60’s where sportiness was not the main concern of the car manufacturers, it was more comfort and an heir of class. We don’t know what the G90 will have in store but as evidence of a change from only luxury there working with Lotus on steering, we think it will have a sportier feel in this iteration. No this won’t be a F16 performer but no one expects that. If this car is to build upon the luxury feel they have with some sporty intentions Hyundai has hit a niche and who should be the most afraid the Lexus LS 460. Hyundai may be laying stake to the throne.

**So what’s new and going on:**

Human Centered Technological (NA in US yet) – Smart Cruise/Lane Keeping Assistance

Smart Posture Caring – Optimizes your seat, steering wheel based upon driver’s body proportions.

Rear Seat infotainment system

Cadillac CT6 ….Cadillac there painting a different picture there saying this is a start to something good but not ready yet. My opinion there here, in many ways the Cadillac appears to have an edge on the high end luxury market. The key thing is beneath the sheets, the chassis an Alpha platform lightweight (Almost the same weight as the CTS) with advanced construction techniques to increase rigidity is something of a marvel and the first of its kind. Yea all aluminum has been here but nothing like this cutting 35 riveted parts to 5 or six in various areas is truly something that will change the automotive market.

How is Cadillac going to play, we know driving dynamic wise that Cadillac and Jaguar rule the roost. Cadillac is returning to its luxury roots on this vehicle specially with the announcement of no V model. So in a similar route but in a different way Cadillac is returning to be the grand royal of yester year with the learned sporty techniques that they got from benchmarking BMW.

In viewing the vehicle for the first time at the auto show the car definitely has a presence. This car on the exterior though a subjective thought is right there with the S-Class. Dare I see this front end maybe the best of the current bunch. It is very aggressive and is coming back to the in your face but not so much. Think of this like a bikini model who has a veil over her bikini to not show to much. You can see all the details but there is a hint of restraint and respect to not seem over the top. That is exactly what this kind of buyer is usually looking for.

**So what’s new and going on:**

Rear Camera Mirror

Super Cruise Function

Wireless Phone Charging

Rear Seat Infotainment

Active Chassis system – all wheels turning themselves

Fusion Frame – Single frame all aluminum construction

Who’s on top I think that is the wrong question in this market, I think we’re now in what do you prefer. The levels of luxury are near the same the faces different and the choices abound like a Astoria Pastry Shop. Every player has a different feel and for me these two car companies are now in the talks and that may be more than enough