

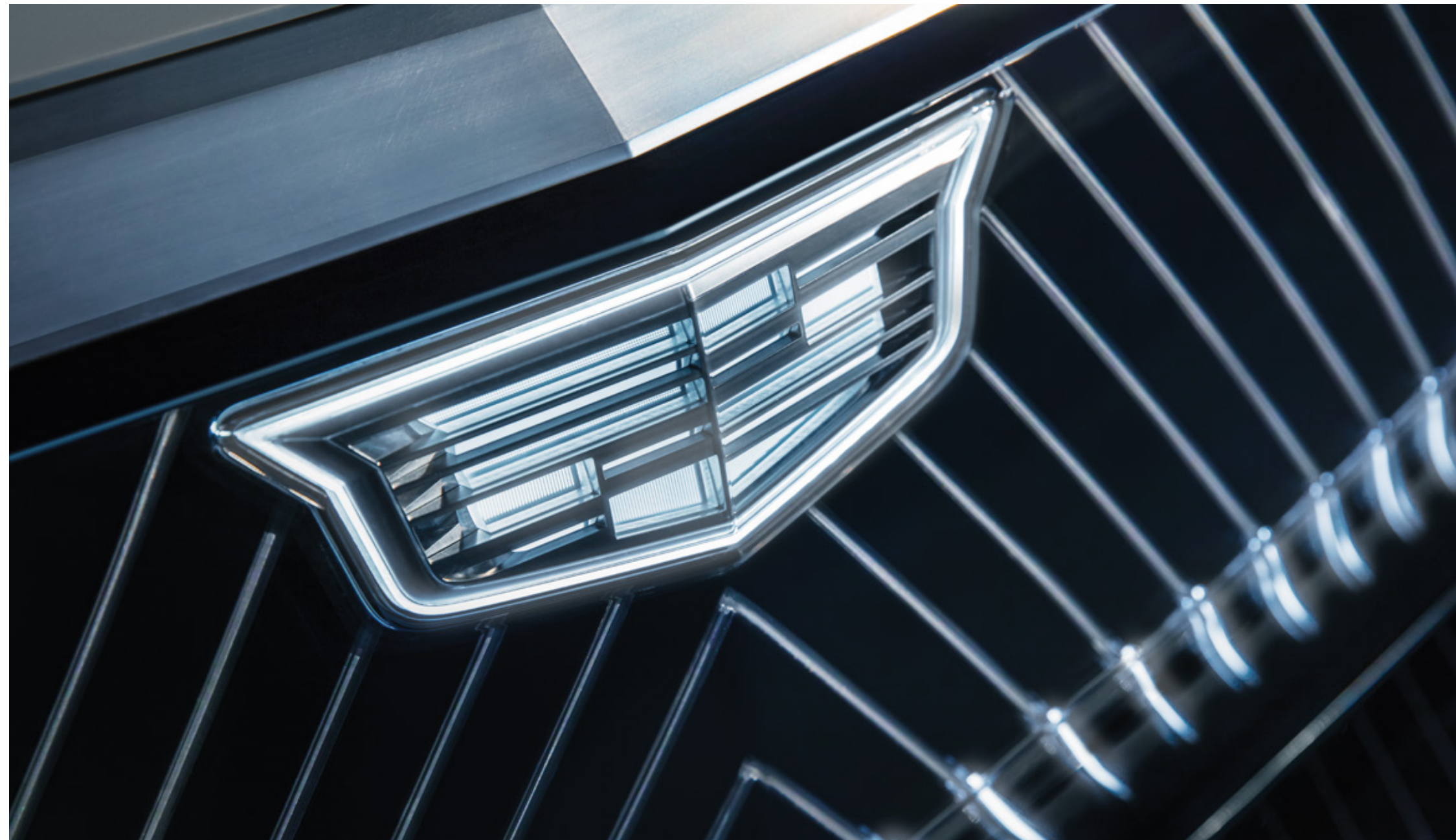


CADILLAC LYRIQ LOOKBOOK



MEET THE **CADILLAC LYRIQ**

Rhythm is the pulse that leads us into Cadillac's new design aesthetic with a balance of technical execution and subtlety of form that's made to move you.





THE EMBODIMENT OF HARMONY

The LYRIQ is confident and harmonizes with every sublime detail. From choreographed lighting to the patterned tire tread, the LYRIQ is as precise as a metronome ticking like art on a canvas.

The rhythm LYRIQ creates echoes our own and the rhythm of the natural world.



ARCHITECTURE IN MOTION

Its steel architecture of pinstripe patterns and sail-like elements give the LYRIQ a sense of a machine in motion. Conversely, the spokes of the wheel's structure and detail evoke a futuristic melody and style.





DARING DESIGN

The LYRIQ has a clear focal point. Its crystal-like emblem illuminates from its front grille, drawing inspiration from experimental uses of faceted aluminum paneling and geometrically daring architecture. It holds a visual depth that evokes mystery and power.

A METALLIC SYMPHONY OF COLOR

Explore the full spectrum of the LYRIQ color palette as they transition from light metallic silvers to the deep blue-greens of the interior Juniper leather. The LYRIQ's signature bright-blue accent and champagne-tone metals cast an otherworldly glow.



Like a river of light, the taillight flows along the vehicle's body, extending its presence beyond it. From the distance, its glowing red trace is the only thing left behind.



SYNCHRONIZED DETAILS

Choreographed illuminations draw us into the LYRIQ's field of gravity. The flash of the emblem dances with the pattern on the grille to create a rhythm of its own.

SLEEK EXTERIOR

The beautiful juxtaposition of metal and light highlights the LYRIQ's sleek faceting approach that's as mathematically precise as you would find in nature.



The dynamism of the wheels plays with the visual symphony of the sheet metal. They move effortlessly on the road like the unharnessed power of a bird gliding in the wind.





A LUXURIOUS CABIN

Inside the LYRIQ, deep rich stretches of color are punctuated by texture, setting the tone for a comfortable ride.





Throughout the design, light evokes energy – as if the sun’s glow could power and illuminate the vehicle itself.

A SOULFUL CREATION

The LYRIQ was created with the intent of reflecting humanity – with many animated qualities that give it liveliness.



IN TUNE WITH NATURE

This is where LYRIQ was born – amongst architectural beauty of horizontal and vertical patterning, and in perfect harmony with the natural elements around it.





SIGNATURE ELEMENTS

Exterior lighting translates into crisp and decisive graphic signatures – demonstrating precision and depth that is fully appreciated in stillness.

Distinctive elements render the LYRIQ a familiar presence, and when paired with new, unexpected qualities, we are only drawn in closer.

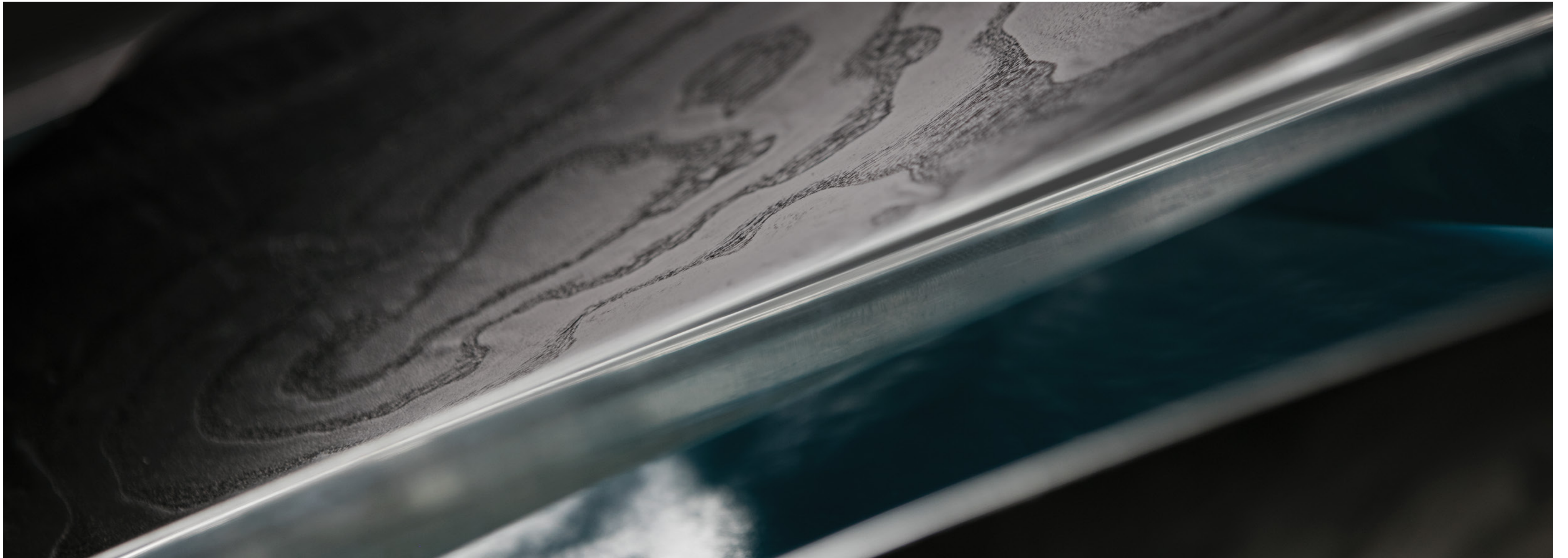
The design flow yields unique shapes and nuanced crisp surfacing, exuding a sense of futurism.



A CRAFTED INTERIOR

The interior is also given life through subtle illuminations, patterns and textures set against calm, streamlined surfaces.





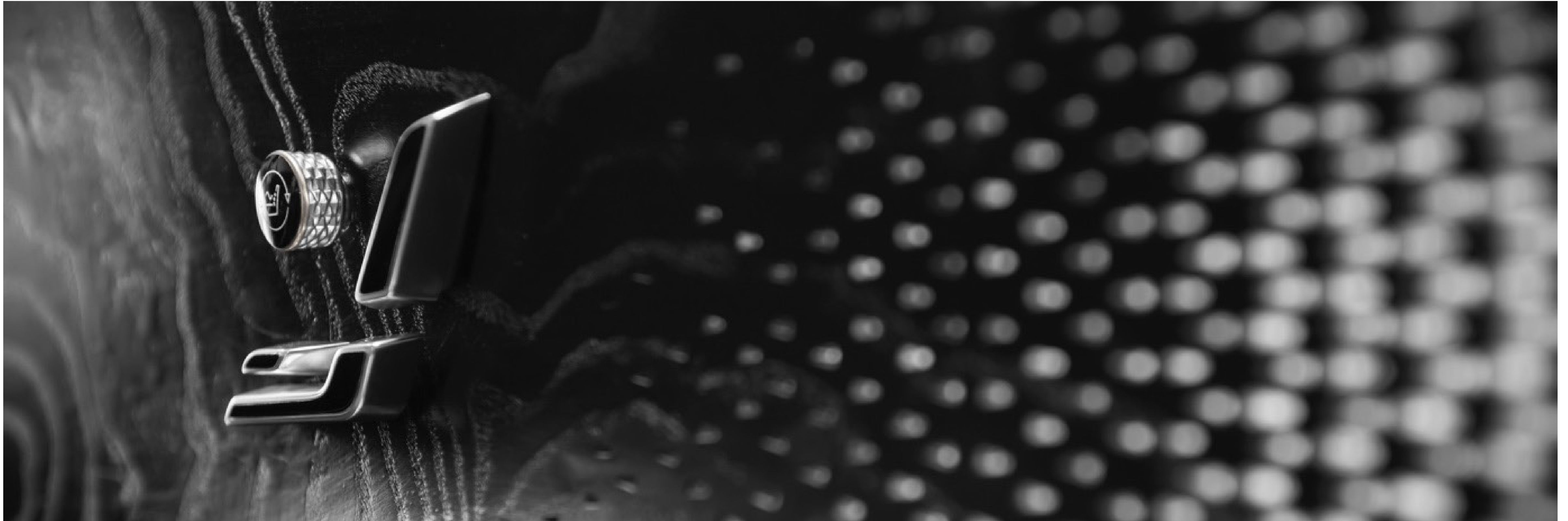
Multilayered elements combine fine veneers with etched metals, melding the sensuality of nature with scientific precision.

As the eye finds respite in the sea, so will it in LYRIQ's swaths of minimally trimmed dark blue-green leather.

The seamless purity of the seat's design is only punctuated by three delicate blue beads.

However, the true soul of the interior comes from an unexpected place. Embracing sequenced illumination through patterned wood décor, the design captures the Japanese concept of “komorebi” – the effect of sunlight filtering through trees creating a delightful shimmering effect.

LYRIQ also cycles through modes of wakefulness and rest, illustrated through light sequencing, a concept that our bodies are naturally attuned to.



BE LED BY INTUITIVE DESIGN

As you move forward, be led by the artfully integrated and curved LED display that will guide you on the road.



While the rotary controller is crafted with the precision of a fine watch and its ease of use comes naturally.

THE LYRIQ ETHOS

The LYRIQ is a symphony of peace, celebration, and craft in a single modern manifestation.

It's meant to be experienced, touched, and moved by you.

