



Cadillac 2003 Asian Share – San Francisco

CTS sales increased 64% among Asian consumers and 150% among Chinese consumers in CY 2003; Escalade sales increased 82% among Asians and 171% among Chinese in the same time period. Overall, Cadillac sales increased 35% among Asian consumers and 74% among Chinese in CY 2003.

Cadillac SF Market Share, 2003 CY

San Francisco	2002 CY	2002 CY	2003 CY	2003 CY	2003 Index
	Total Asian Share	Gen. Mkt. Share	Total Asian Share	Gen. Mkt. Share	2003 Index Change
Cadillac	0.3%	0.9%	0.4%	1.0%	39
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