

conceptdesignlighting

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GM's Cadillac STS SAE World Congress 2005 Advanced Technology Vehicle

conceptdesignlighting in concert with Stewart Reed Design and Special Projects Inc., have designed, integrated and produced an illuminated "hot or cold" cup holder for General Motors Cadillac STS 2005 SAE World Congress that was held in April 2005.

The Cadillac STS 100, which pays homage to SAE 100th anniversary is the most technologically integrated vehicle ever produced by GM. This vehicle will serve as a working laboratory that will aid engineers and designers in developing future production vehicles.

General Motors sought the advanced illumination technology of conceptdesignlighting to develop illumination that would be unique, functional and be noticed. BrightLights developed a very high brightness, robust illumination system that was sunlight readable. Stewart Reed Design provided the overall design of both front and rear cup holders and Special Projects, Inc., completed the task by building and integrating all the technology to working order. The result? new illumination and technologies that gets noticed!

How can we help you?

"Red" - Warm

"Blue" - Cold

Other STS Technology Integration Features:

- 3D navigation system
- Inside rear-view mirror with OLED
- Electronic limited slip differential
- Two-piece carbon fiber - magnesium wheels
- Beverage heating and cooling
- Advance high output cup holder sunlight readable illumination
- Advanced LED headlight - fog lights
- Rear vision camera
- Reconfigurable color head - up - display
- Capless fuel system
- LCD instrument cluster
- Plus many more

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The Fusion of Science, Design and *Experience*

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