

Dive into V-Series history, plus shop exclusive 20th Anniversary merch

20 
ANNIVERSARY



THE LATEST
V-TOUR ACTION

Things continue heating up this August, as we drop exclusive 20th Anniversary merchandise, reveal some 2024 Escalade-V details and dive into the history of each V-Series generation.

DISCOVER THE V-TOUR

THE GENERATIONS OF V-SERIES



GEN 1 EST. 2004

CTS-V
STS-V
XLR-V

GEN 2 EST. 2009

CTS-V Coupe
CTS-V Sedan
CTS-V Wagon





**GEN 3
EST. 2016**

ATS-V Coupe
ATS-V Sedan
CTS-V Sedan

**GEN 4
EST. 2019**

CT4-V and CT4-V Blackwing
CT5-V and CT5-V Blackwing*
CT6-V
Escalade-V†



PRODUCTS PRODUCTS PRODUCTS



2024 ESCALADE-V
**A POWERFUL
CELEBRATION**

First, we built an icon. Then, it earned the V-Series badge. Coming soon, the 2024 Escalade-V will honor the 20th Anniversary of V-Series with fresh content including a custom grille header, wake-up animation screen, unique puddle lamp projector and special-edition heritage color. Stay tuned for more details—or make your powerful statement today in the 2023 Escalade-V.

[EXPLORE 2023 ESCALADE-V](#)

REVEALS REVEALS REVEALS



BLACK DIAMOND TRICOAT

AVAILABLE NOW
**BLACK DIAMOND
TRICOAT**

In honor of the 20th Anniversary, V-Series is bringing back the beloved Black Diamond Tricoat. Discover how this specially crafted paint elevates your style with an eye-catching, diamond-like sparkle. Available to order on 2024 CT4 V-Series and CT5 V-Series now—and available on the 2024 Escalade-V in early fall.

DISCOVER THE HISTORY

FANDOM FANDOM FANDOM FANDOM



FIRST IN LINE FOR EXCLUSIVE MERCH

Proudly wear your passion for all things V-Series. As a V-Tour subscriber, we're offering you the opportunity to shop our limited-edition 20th Anniversary merchandise capsule collection first, before anyone else. Use the exclusive password below on everything from cuff links to limited-edition V-Series watches in collaboration with Detroit Watch Company®. Get your gear now.

YOUR EXCLUSIVE PASSWORD:

VSERIES20

[SHOP 20TH ANNIVERSARY MERCH](#)

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*Extremely limited availability.

†Limited availability.

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