



NEWS RELEASE

# Dolby and General Motors Bring Dolby Atmos to Cadillac's Entire 2026 EV Lineup

2025-03-10

SAN FRANCISCO and DETROIT, March 10, 2025 /PRNewswire/ -- Dolby Laboratories, Inc. (NYSE: DLB), a leader in immersive entertainment experiences, and General Motors (NYSE: GM) today announced that Dolby Atmos will be supported as an available feature across Cadillac's entire 2026 electric vehicle lineup. This will include the 2026 ESCALADE IQL, ESCALADE IQ, LYRIQ-V, OPTIQ, VISTIQ, and more. Select 2025 models will also receive Dolby Atmos through over the air software updates.

Dolby Atmos is a completely new way to create and experience music that delivers artistic expression at its fullest capacity. Forging a deeper connection between artists and their fans, Dolby Atmos goes beyond ordinary listening experiences by putting listeners inside their favorite song, revealing every detail with unparalleled clarity and depth.

"Whether you are listening to music to pass the time on a long commute or sharing a special moment on a family road trip, music has the power to transform mundane moments into something remarkable," said John Couling, Senior Vice President of Entertainment at Dolby Laboratories. "Cadillac's lineup of Dolby Atmos equipped vehicles is re-imagining the driving experience, ensuring every journey is unforgettable no matter where it takes you."

"Innovation is at the core of the Cadillac brand, and our collaboration with Dolby marks a transformative shift in how in-car entertainment elevates the driving experience," said John Cockburn, Chief Engineer at Cadillac.

"Together, we are taking audio to new heights by ensuring the music experience stays true to the artist's original vision, delivering a sound experience that makes consumers feel like they are in the music studio with them."

The move to bring Dolby Atmos to Cadillac's EV lineup comes at a time when people are spending more time than ever in their cars. According to recent reports from the Federal Highway Administration, drivers in the United States

collectively drive over 3 trillion miles a year. This vast amount of time on the road coincides with growing demand among consumers for higher quality, immersive experiences. In fact, a recent survey from Dolby found that nearly 90% of music streaming subscribers agreed enhanced audio quality is a "must-have" feature, with more than half strongly agreeing.

Fortunately, experiencing music in Dolby Atmos has never been easier. With 93% of Billboard's 2024 Top 100 Artists releasing music in Dolby Atmos, listeners can enjoy today's biggest hits like never before—whether at home, on the go, or in their Cadillac.

For more information about Dolby Atmos, please visit **Dolby.com**. For more information about Cadillac, please visit **Cadillac.com**.

### About Dolby

**Dolby Laboratories** (NYSE: DLB) is based in San Francisco with offices around the globe. From movies and TV shows, to apps, music, sports, and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. We partner with artists, storytellers, developers, and businesses to revolutionize entertainment and communications with **Dolby Atmos**, **Dolby Vision**, **Dolby Cinema**, and **Dolby.io**.

### About General Motors

General Motors (NYSE:GM) is driving the future of transportation, leveraging advanced technology to build safer, smarter, and lower emission cars, trucks, and SUVs. GM's Buick, Cadillac, Chevrolet, and GMC brands offer a broad portfolio of innovative gasoline-powered vehicles and the industry's widest range of EVs, as we move to an all-electric future. Learn more at GM.com.

### Media Contacts:

Cairon Armstrong

**cairon.armstrong@dolby.com**

Andrea Villarreal

**andrea.villarreal@dolby.com**

View original content to download multimedia:<https://www.prnewswire.com/news-releases/dolby-and-general-motors-bring-dolby-atmos-to-cadillacs-entire-2026-ev-lineup-302396448.html>

SOURCE Dolby Laboratories, Inc.