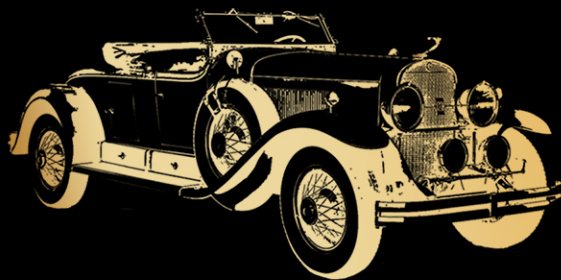
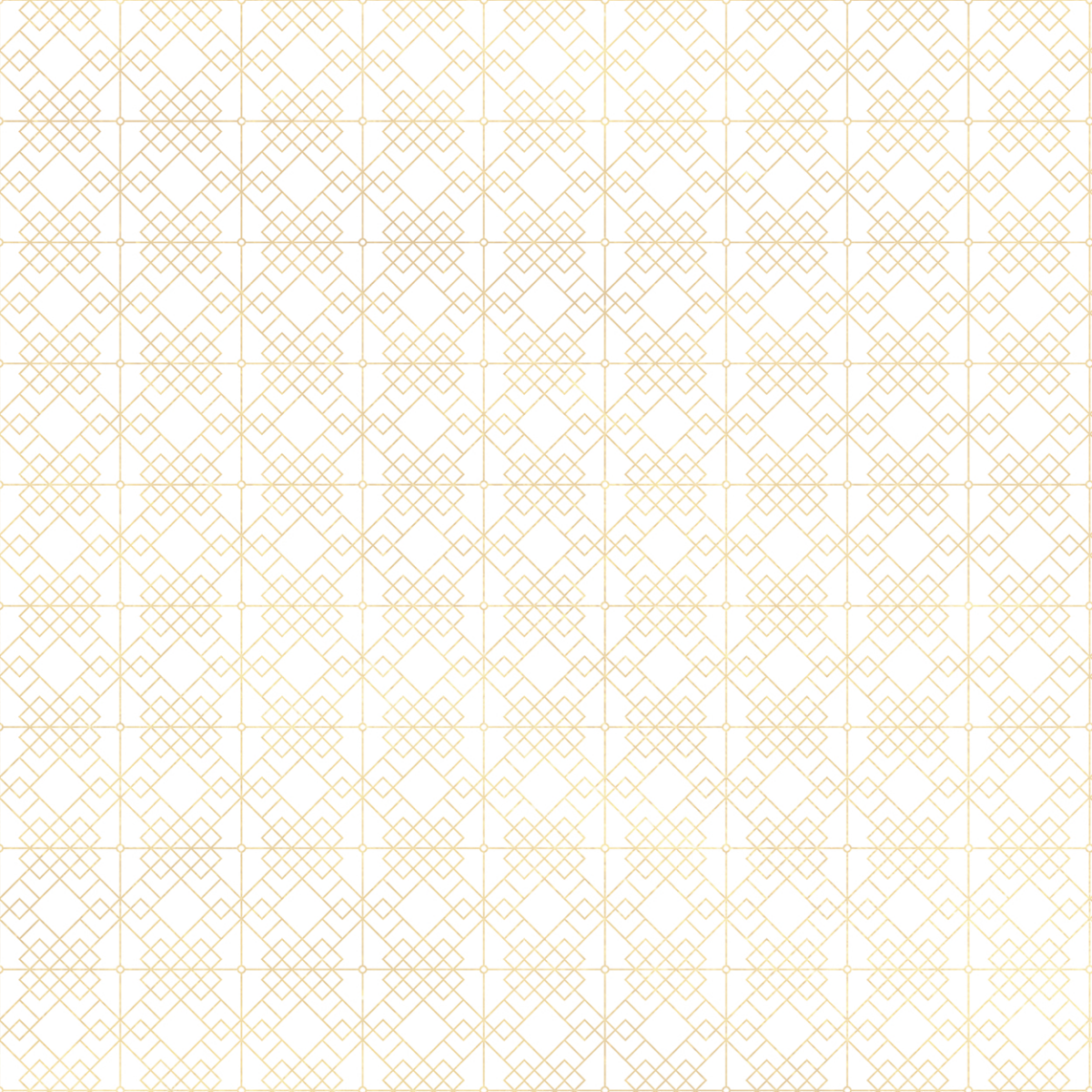


1927 - 2017

LONG  
CADILLAC

90<sup>TH</sup>  
*Anniversary*





**L**ONG CADILLAC is the oldest continually running family-owned Cadillac dealership in the world earning the moniker *'The Cadillac of Cadillac Dealers'*.

Now, headed by third and fourth generation family members, we owe our success to our leadership and the many staffers who have been with the Long family for over 30 years.

Community is another word for family. We work every day to create a supportive environment, and we let our enthusiasm spill over into all of our activities. We value our long relationships with both our employees and customers. Join us as we celebrate our ninety years together.



1927 CADILLAC LASALLE





# ICONIC

# LOOKS

In 1927, Cadillac's suite of 50 body styles and types with 500 color and upholstery combinations was the first genuinely new note in motor design in five years. The automobile was once again becoming an object of personal pride and individual distinction.

**METICULOUS IN EVERY DETAIL.**  
*Unrivaled as a whole*

Speed. Power. Luxury. Dependability. In every performance detail, these new models surpassed any former Cadillac. As Cadillac's 25th anniversary arrived, so did their reputation as a symbol of wealth and the pinnacle of class. America was entering a more romantic time, one marked by unmatched prosperity and cultural advancement. The roar heard in the 20's was now a Long Cadillac.





1938 CADILLAC SIXTY SPECIAL SEDAN



1927



1930



1942



1957



1965

**I**T'S HARD TO IMAGE our world before transatlantic flights, talking movie pictures and a television in every home. But before 1927 was through, Babe Ruth would hit 60 home runs, Lindbergh would fly to Paris, *'The Jazz Singer'* was released, electric television debuted, and drilling would begin on Mount Rushmore. In Framingham, R. H. Long transformed his Motor Company from producing and distributing Bay State Automobiles into the new Long Cadillac dealership, offering the growing MetroWest community the latest in luxury driving.

Every now and then, one magnificent product can define an era. With Cadillac, every new model enhanced the expectations of the next generation. Through two world wars, a depression and a recession, Long Cadillac endured and established a tried and true balance of sales, service, and community spirit.







1932 CADILLAC LASALLE & 1959 CADILLAC FLEETWOOD



*“ Our success has only been possible  
by putting the customer first. ”*

Fred Schube  
Parts Department 1959 - current

*“ Long’s **impeccable** reputation is greatly  
due to the **integrity** of all its employees. ”*

Rob Fellows  
CFO 1982 - current

*“ We want our people to **feel good** about working  
here. And we want it to be known that  
we do **whatever it takes** to satisfy a customer. ”*

Charles F. Long Sr.  
President 1928 - 2001  
(2nd Generation)

*“ A Cadillac customer who **feels**  
**comfortable** with you will continue to  
come back, and that’s what it’s all about. ”*

Bill Leland  
Sales Department 1985 - 2003

*“ My role is to make sure  
**the customer is satisfied** with  
every step of the transaction. ”*

Darryl Dudyak  
Sales Department 1999 - current



2017 CADILLAC ATS-V

*“The values at Long Cadillac motivate each of us to work at **achieving our best** every day.”*

**Eric Holmes**  
Parts Department 1994 - current  
(2nd Generation)

*“**Really listening** to our customers is how our long-relationships are built.”*

**Jim Golden**  
Sales Department 1981 - current

*“We are proud of the **generations of family** that have made Long Cadillac a wonderful place to be. We look forward with excitement to what comes next.”*

**Scott Barry**  
Executive Manager 1998 - current  
(4th Generation)

*“The key to an **exceptional experience** is delivering superior service, and that has to happen **every time**.”*

**Brian Wilcox**  
Service Department 1986 - current

*“Every great business is **built on trust**. Do it right and do your best. We've been doing just that since 1927.”*

**Tom Schube**  
Parts Department 1983 - current  
(2nd Generation)





2017 CADILLAC ESCALADE





1973



1982



1995



2000



*Cadillac*

2017

**W**ITH THE NEW MILLENNIUM now fading in the rear view mirror, we've seen even more thrilling advancements in our daily lives. Nevertheless, quality of service and commitment to our co-workers and our community remains constant. While you may visit us in person less, email and text allow us to be with you whenever we are needed. Still, we know nothing will ever replace the feel of the wheel in your hands as you test drive your next vehicle. We will be here.

Because... every now and then, one magnificent product continues to define an era. At Long Cadillac, we know our product is more than cars. It is the smile as we greet each other in the morning as well as the one that accompanies a wave goodnight. It is the people, old friends and new, as well as the confidence we place in each other.





2017 CADILLAC CT6 SEDAN

# DRIVING

# *Forward*

A strong heritage leads you to what's next. Our exceptional legacy is a reflection of extraordinary service, comfort and style. Our mission is 'to delight our customers' and always will be. We thank you for the opportunity to earn and keep your business.



**EXCELLENCE WITHOUT COMPROMISE.**  
*Ninety Years and Counting*

Speed. Power. Luxury. Dependability. In every performance detail, our new models surpass any former Cadillac. With a combination of tech-centric innovation and handcrafted elegance, Cadillac is again the pinnacle of arrival. We will continue our tradition of offering the best in sales and service for generations to come. Time to get behind the wheel and drive because the future is Long ...

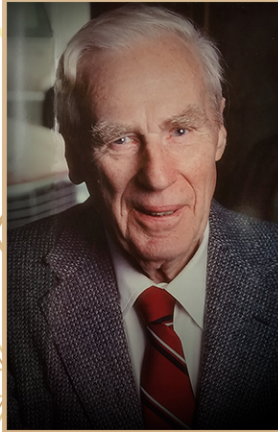




## RICHARD H. LONG

b. 1865 - d. 1957

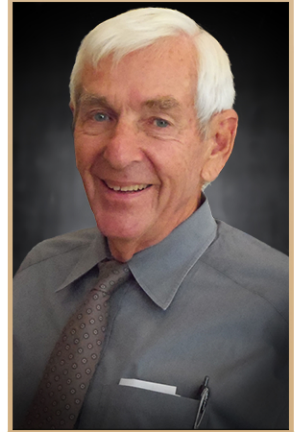
Established R.H.Long Motor Co. in 1922, producing the Bay State automobile until 1926. In 1927, Mr. Long purchased the Cadillac franchise and opened the new dealership on the corner of Waverley Street (Rte. 135) in Framingham, MA.



## CHARLES F. LONG SR.

b. 1905 - d. 2001

Took over the new Cadillac dealership shortly after his graduation from Harvard. Charles Sr. became known as 'Cadillac's Marathon Man'. He headed the dealership for an impressive 73 years prior to his retirement.



## CHARLES F. LONG JR.

b. 1937

Led the dealership into the new millennium and oversaw the construction of, and move to, our current location in Southborough, MA. Today, Long Cadillac and the Long family are looking forward to the next 90 years with you.



LONG

C A D I L L A C

*Since 1927*

218 TURNPIKE ROAD (RTE.9E), SOUTHBOROUGH, MA | 508.683.1150 | [LONGCADILLAC.COM](http://LONGCADILLAC.COM)