

America's worst impulses now come in green

By [Steve Thorngate](#)

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Wow. Here's a commercial aimed at folks who think a month-long vacation sounds horrible, especially if it means suffering the indignity of driving a Honda or not living in a McMansion. In other words, it's aimed at lots of Americans:

From [Rod Dreher](#):

This is not a parody. It is the triumphalist American ideology in its purest, most distilled form. And yet, I think this is **an absolutely brilliant commercial**. Seriously, I mean that. The kind of person who would buy a Cadillac is the kind of person who would take this to heart. I find the *screw-you-Pierre* brashness of this ad to be refreshing, in a way; it ought to be shown to foreigners to tell them that this is how many, many Americans think about the American Dream.

Yup. The ad first aired during the Olympics, a particularly provocative context in which to be all like "other countries suck." And did you notice that it's for a plugin hybrid, the new ELR? That must be because Cadillac is super concerned about the environment and wants to push the idea that the *real* American Dream includes not cooking the planet into oblivion, right?

Not quite. Cadillac's marketing chief told *AdAge* [he swapped the model in for another in order](#) to make the commercial "a little more socially palatable." Sure, maybe a little.