



Cadillac Incorporates Tula Technology's Dynamic Skip Fire (DSF®) in 2021 Escalade

Technology Provides Improved Fuel Efficiency and Optimal Performance

SAN JOSE, Calif., March 17, 2020 – Tula Technology, Inc., an auto tech leader in improving propulsion efficiency and reducing emissions, today announced that Cadillac's newly-redesigned 2021 Cadillac Escalade includes GM's Dynamic Fuel Management (DFM), based on Tula's award winning DSF® technology. DSF provides a highly refined driving experience with superior real-world fuel efficiency.

"We're thrilled to provide Cadillac and its Escalade drivers with technology that enhances efficiency while delivering the optimal performance Escalade buyers expect," said R. Scott Bailey, president and CEO of Tula Technology. "We are very proud that DSF has been included among the pioneering technologies in the top-selling Escalade. At Tula, our focus is on innovative engineering to improve propulsion efficiency and optimize engine performance."

Tula's proprietary DSF® technology modulates power output by dynamically deciding to fire or skip each cylinder immediately prior to firing and has broad application across all sizes and types of engines. DSF engine-control algorithms optimize fuel efficiency by firing cylinders to match the driver's request for torque, reducing CO₂ emissions and conserving fuel.

"Our focus with the redesign of the 2021 Escalade was to provide customers with uncompromised performance using the latest technology," said Steve Carlisle, Cadillac president. "Including DFM in the Escalade helped us achieve that goal."

About Tula Technology, Inc.

Silicon Valley-based Tula Technology provides innovative award winning software controls to optimize propulsion efficiency and emissions across the mobility spectrum, including gasoline-powered, diesel, alternative fueled, hybrid, and electric vehicles. Tula's culture of innovation has resulted in breakthrough technology and a robust global patent portfolio of 140+ patents and another 120+ patents pending. Tula Technology is a privately held company backed by Sequoia Capital, Sigma Partners, Khosla Ventures, GM Ventures, Delphi Technologies, and Franklin Templeton. More information is available at www.tulatech.com.

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