

BUICK



LUCERNE

THE CAR YOU'VE BEEN DREAMING OF...

IS THE CAR WE'VE BEEN DREAMING UP.

INTRODUCING LUCERNE. A BOLD NEW LUXURY CAR TO EXCEED YOUR EXPECTATIONS.





Pre-production model shown. Actual production model may vary.



OUR MISSION: SET NEW WORLD BENCHMARKS IN QUALITY, NOT MERELY EQUAL OLD ONES.

Lucerne is designed to the precise standards of world-class luxury sedans — including close tolerances and extremely tight surface-to-surface relationships. Like tolerances of less than 1 mm between headlamp and fender. And a mere .5 mm to 1 mm gap between interior door trim elements.

Some cars are forced to settle for door trim molded from a single piece of plastic. The silk-infused material on Lucerne's door panels is custom cut and sewn for a luxurious look and feel.

Lucerne will be assembled at a single production facility. Located just minutes from Buick headquarters, it consistently garners high awards. The workforce is dedicated and committed. Their goal is to make their plant the top performer in initial quality worldwide.

And that is only a small sampling of the craftsmanship in Lucerne.



ASTONISHING QUIET IS JUST ONE OF ITS VISIONARY LUXURIES.

QuietTuning™ is a Buick-pioneered initiative designed to help make cars impressively quiet. Lucerne has an advanced form of QuietTuning that employs 26 different technologies and tactics to reduce, block and absorb noise. All to transform the cabin into a hushed sanctuary from the outside world.

Lucerne offers the sheer, all-season indulgence of available heated and cooled front seats. Once you experience them, you'll never want to drive without them.

Lucerne also allows you to opt for the awesome aural experience of a nine-speaker, 280-watt harman/kardon® premium audio system with the ability to receive XM® Satellite Radio* digital signals.

And Lucerne has so much more.

*XM available only in the 48 contiguous United States. Service fees apply. Visit gm.xmradio.com for details.





POWER AND CONTROL LIKE NO OTHER BUICK IN HISTORY.

Lucerne leaps into the world of luxury sedans with the effortless power of the available Northstar V8. This legendary 4.6L, all-aluminum, dual overhead cam engine is specially tuned for Buick and quietly delivers an impressive 275 horsepower and 292 lb-ft torque.

Lucerne's ride can be managed by available Magnetic Ride Control, the fastest-reacting suspension system in the world. It adjusts to changing road conditions up to 1,000 times a second to keep the handling crisp and the ride smooth.

StabiliTrak®—Stability Control System with Brake Assist is available. It has the ability to sense the direction in which the driver is steering, and the power to help the driver keep Lucerne on course. If emergency braking is sensed, it will optimize braking at each wheel to help the driver maintain control.

It's this combination of power and control that makes Lucerne like no Buick that has come before.



INDUSTRY-LEADING TECHNOLOGY TO HELP KEEP YOU SAFE AND SECURE.

Lucerne is designed and engineered with occupant safety and protection as top priorities. It's first in its class to employ a dual-depth front passenger air bag system, which deploys either a smaller or larger air bag depending on safety belt usage, occupant seating position, and the severity of the collision.

Five additional air bags are also standard on Lucerne. A dual-stage driver's front air bag. Seat-mounted driver and right front passenger side-impact air bags for thorax protection. And two roof rail side-curtain air bags to provide head protection for both front and rear outboard occupants.

Lucerne's standard OnStar,[®] including one-year Safe & Sound Plan, features advanced automatic collision notification which reports moderate or severe frontal, rear or side-impact crashes, whether or not air bags have deployed. So an OnStar Advisor can determine if emergency services are necessary, and relay the vehicle's location to an emergency service provider.*

And that's just the beginning of the security designed into Lucerne.

*Visit onstar.com or call 1-888-4ONSTAR (1-888-466-7827) for system limitations and details.

Air bag inflation can cause severe injury or death to anyone too close to the air bag when it deploys. Be sure every occupant is properly restrained.





TRANSFORM DREAMS INTO REALITY. LUCERNE ARRIVES THIS FALL.



KEY SPECIFICATIONS	
length	203.2"
width	73.8"
height	58.0"
wheelbase	115.6"
trunk capacity	17.0 cu. ft.
CX	
197-hp 3.8L V6	
ABS and Traction Control	
Six Air Bags	
Six-Way Power Driver Seat	
OnStar, including one-year Safe & Sound Plan	
CXL	
All CX features plus:	
Available 275-hp 4.6L V8*	
Available StabiliTrak	
17" Wheels	
Six-Way Power Passenger Seat	
Leather Appointments	
CXS	
All CXL features plus:	
Standard 275-hp 4.6L V8*	
Magnetic Ride Control	
Standard StabiliTrak	
18" Wheels	
Eight-Way Heated Power Seats	
harman/kardon Audio/XM	
Available Heated Washer Fluid	

*Premium fuel is recommended.

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