2011 BUICK LUCERNE
THE NEW CLASS OF WORLD CLASS
Getting where you want to go in life requires unrelenting commitment and focus. But there’s more to life than the destination. And there’s more to your journey if it’s taken in a car that reflects who you are – and your priorities. A car that exudes confidence, from its elegant design to its robust V6 and V8 performance, refined handling and advanced technologies, including the standard StabiliTrak® electronic stability control system. And an experience that’s worth savoring in a cabin that achieves an extraordinary level of quiet, while exhibiting exceptional craftsmanship. If you believe driving should be about much more than transportation, here is your next reward. And it’s nothing less than world class. The 2011 Buick Lucerne.
THIS FORM OF DRIVING HAS ITS OWN SIGNATURE.

Buick approaches driving with the same flourish and enthusiasm as you. You can see that represented in a series of distinctive design signatures, such as the iconic waterfall grille and portholes. The portholes do more than capture your eye – they also signal the power under the hood: three on each side of CX and CXL models, representing the 3.9L V6 VVT engine, and four on each side for the Super’s 4.6L High Output Northstar V8. So you can select your signature brand of performance. Whichever you choose, you will find the control and handling also stand out, with standard full-range traction control, four-wheel ABS and the StabiliTrak electronic stability control system. Signature style meets signature performance.
Eager to get behind the wheel of the Lucerne Super? Certainly there are very persuasive reasons for your exuberance, beginning with its renowned 292 horsepower 32-valve High Output 4.6L Northstar V8 engine. In fact you can warm up the engine even before you enter the cabin, thanks to the remote vehicle starter system that’s also standard on Super. While you are approaching the car, you can’t help but notice the 18-in. chrome-plated aluminum wheels. Then step inside and experience how substantial power is combined with precision handling. It is the product of the Magnasteer speed-sensitive, variable-assist power steering system in conjunction with the Magnetic Ride Control® suspension that reads the road 1000 times a second and automatically adjusts shock absorber damping accordingly. Once you drive Lucerne Super, you’ll find many superlatives of your own.

Lucerne Super, shown in Quicksilver Metallic with available equipment.
AS SOON AS YOU ENTER, YOU KNOW YOU’VE ARRIVED.

Every space has its own character. Enter Lucerne and its character is immediately revealed. Its spaciousness creates an environment that truly feels like a sanctuary. That feeling is reinforced by the sense of calm resulting from a remarkably quiet ride, thanks to Buick’s exclusive QuietTuning® technologies and tactics that reduce, block and absorb noise. Your comfort is enhanced by the power six-way front bucket seats on CX and power eight-way front seats on CXL and Super. For an even higher level of comfort, Super models include heated and cooled custom perforated-suede front bucket seats. Enter a world of your own — Lucerne.

Peace and quiet. //

Lucerne Super interior, shown with custom perforated-suede seating in Shale with available equipment.
Savour your time.

Your time in the Lucerne cabin is very well spent. Your comfort is enhanced by automatic dual-zone climate controls in CXL and Super. Both models also feature a heated steering wheel – perfect for cold Canadian winters. The Super steering wheel also displays impeccable craftsmanship, with its walnut burl accents. And the near-silent interior provides a stage for another aspect of this driving experience – the clarity of the sound produced by its high-end audio technology. That is particularly true of the premium harman/kardon nine-speaker amplified audio system that’s standard on Super and available on CXL. And with a choice of musical genres from the 130 channels of programming provided by the standard XM Satellite Radio. 

Make yourself comfortable.

Technology that keeps you going in the right direction.

Lucerne is equipped with a host of communications and information technology features. They range from the standard OnStar® system that includes Turn-by-Turn Navigation to Bluetooth® hands-free mobile phone connectivity that’s standard on CXL and Super.

A/ The available voice and touchscreen activated DVD Navigation System covers more than 10 million kilometres of North American roads.

B/ OnStar uses advanced communications technology to enhance your safety, security and convenience. Safety is enhanced by the Automatic Crash Response. When OnStar’s sensors detect a collision, they automatically alert OnStar requesting help, even if you are unable to do so. An Advisor then directs emergency help to your exact GPS location. OnStar also adds to your security – if your vehicle is stolen, OnStar’s GPS technology can help police locate it. And Turn-by-Turn Navigation elevates your convenience as the simplest and smartest navigation system available. Just push the OnStar button and tell the Advisor where you want to go, then turn-by-turn directions are downloaded to your vehicle. No one offers more ways to help you on the road. OnStar and 6 months of the Directions and Connections Plan are included on all Lucerne models. Learn more at onstar.ca

** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions. OnStar uses a link to existing emergency providers. OnStar’s use of location information is subject to certain restrictions for major cities in some areas of the United States, and for certain remote locations of Canada.iew. Explore Edmonton, Victoria, Vancouver, Whistler, London, Toronto, Ottawa, Montreal, Quebec City and Halifax. Coverage is significantly limited outside these areas.

** Time spent in Lucerne is quality time.

Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.

Walnut burl wood accents set the tone on Super’s heated steering wheel.

P.11
Lucerne offers two different breeds of performance. The 227 horsepower 3.9L V6 engine is standard on CX and CXL and features Variable Valve Timing (VVT) to help optimize both output and fuel efficiency, while the 292 horsepower 4.6L High Output Northstar V8 is standard on Super. With Lucerne, it isn’t only the power that’s commanding – so is the driver control. In addition to 4-wheel disc brakes with ABS and full-range traction control, all Lucernes are equipped with the StabiliTrak electronic stability control system. It intervenes automatically whenever it detects a loss of lateral traction (skidding), understeer (plowing) or oversteer (fishtailing), to help return Lucerne to your intended driving line. As an electronic stability control system, it has proven to reduce the risk of a fatal single-vehicle crash by a remarkable 30 percent.* Lucerne – for a higher level of confidence.

*A according to information published by the U.S. Department of Transportation’s National Highway Traffic Safety Administration, July 2007.

Drive with authority. //

A SAFETY ZONE
Lucerne employs advanced technology to enhance your safety. It is used to help make you aware of objects behind you when you are backing up, with an available ultrasonic rear parking assist that utilizes an audible warning. Once on the road, you can take further reassurance from the available Lane Departure Warning and Side Blind Zone Alert system. The Side Blind Zone Alert employs radar technology to scan a 150° arc on both sides of Lucerne. When a vehicle enters either of these zones, it triggers an LED symbol alert in the appropriate exterior rear-view mirror. In Lucerne, you’re in a zone of protection.

The available Lane Departure Warning system uses a camera mounted on the windshield to read the road’s lane divider lines when you are driving above 53 km/h. If the camera detects that you are drifting out of your lane, it alerts you through audio and visual warnings on the instrument panel. //

A clear sense of focus.
LUCEME MODEL OVERVIEW

Lucerne CX features include:

• 227 hp 3.9L V6 engine with Variable Valve Timing (VVT)
• GM Oil Life Monitoring System
• 4-wheel disc brakes with ABS
• Stability/Traction control system
• Auto-leveling control suspension
• 17-in. aluminum wheels
• Tire pressure monitoring system
• Fog lights
• Front cornering lamps
• Heated, power exterior mirrors with driver-side door angle
• Chrome exhaust tip
• Programmable remote keyless entry system
• 6 air bags
• Power 8-way driver and front-passenger seat adjustments
• Tilt steering column
• Heated leather-wrapped steering wheel with cruise and audio system controls
• Automatic dual-zone climate control
• Cargo convenience net
• Bluetooth phone connectivity
• Universal home remote transmitter

Lucerne CXL supplements the CX features with:

• Leatherappointed seating surfaces
• Heated front bucket seats
• Power 8-way driver and front-passenger seat adjustments
• Heated leather-wrapped steering wheel with cruise and audio system controls
• Automatic dual-zone climate control
• Cargo convenience net
• Bluetooth phone connectivity
• Universal home remote transmitter

Lucerne Super is distinguished by these features:

• 292 hp 4.6L Northstar High Output V8 engine
• Magnetic Ride Control suspension
• Magnaflow variable-assist rack-and-pinion steering
• 14-in. chrome-plated aluminum wheels
• Ultrasonic rear parking assist
• Dual chrome exhaust tips
• Remote vehicle starter system
• Audible/visible headlight system
• Heated, power exterior mirrors with integrated turn signals and driver-side door angle
• Power tilt and telescoping steering column
• Heated walnut burl steering wheel with cruise and audio system controls
• Walnut Burl shift lever
• Leathertouched upper instrument panel
• Embroidered floor mats
• Harman/Kardon 6-speaker 280-watt audio system
• Navigation System

ACCESSORIES

MAKE LUCERNE A FURTHER EXTENSION OF YOUR PERSONALITY

The 2011 Buick Lucerne gives you a number of ways to personalize your driving experience. You can take that concept even further with the addition of available dealer-installed Buick Accessories. They can enhance everything from Lucerne’s style to its functionality—even your personal needs.

Why Buick Accessories? They are the only ones that were integrated into Lucerne’s comprehensive vehicle development process, ensuring seamless fit, finish and functionality. And they are the only accessories backed by Buick’s 4-year/80,000 km New Vehicle Limited Warranty.* Ask your sales consultant for a complete list of Buick Accessories for Lucerne, visit gm.ca.

* Subject to change and availability limited by the discretion of the dealer at the time of your purchase or for the balance of your warranty. For complete details, limitations may apply. See your dealer for details.

OTHER OPTIONS

• XM Satellite Radio* — The easy entertainment experience. 2008-2009 Lucerne does not include XM capabilities. For more information on XM satellite radio visit xmradio.ca.
• Walnut burl woodgrain trim
• Tilt steering column
• StabiliTrak electronic stability control system

LUCERNE MODEL OVERVIEW

• Power 8-way driver and front-passenger seat adjustments
• Heated walnut burl steering wheel with cruise and audio system controls
• Automatic dual-zone climate control
• Cargo convenience net
• Bluetooth phone connectivity
• Universal home remote transmitter

LUCERNE MODEL OVERVIEW

• Power 8-way driver and front-passenger seat adjustments
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• Walnut burl woodgrain trim
• Tilt steering column
• StabiliTrak electronic stability control system

— THE END —
**Lucerne Standard Features & Optional Equipment**

### Safety & Security

<table>
<thead>
<tr>
<th>Feature</th>
<th>CX</th>
<th>CX</th>
<th>Super</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anti-lock braking system</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Electronic stability control (ESC)</td>
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<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Brake assist</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Traction control</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Rear door child safety lock</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Auto-dimming rear view mirror</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Keyless entry with push button start</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Driver door ajar warning</td>
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<td>✔️</td>
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<tr>
<td>Front airbags</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Side impact &amp; curtain airbags</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Knee airbags for driver &amp; passenger</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Lane departure warning</td>
<td>✔️</td>
<td>✔️</td>
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### Mechanical

<table>
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<th>Feature</th>
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<th>CX</th>
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<tbody>
<tr>
<td>Engine</td>
<td>3.5L V6</td>
<td>3.5L V6</td>
<td>3.5L V6</td>
</tr>
<tr>
<td>Transmission</td>
<td>6-speed automatic</td>
<td>6-speed automatic</td>
<td>6-speed automatic</td>
</tr>
<tr>
<td>Fuel economy</td>
<td>18/25</td>
<td>18/25</td>
<td>18/25</td>
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### Exterior

<table>
<thead>
<tr>
<th>Feature</th>
<th>CX</th>
<th>CX</th>
<th>Super</th>
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</thead>
<tbody>
<tr>
<td>Exterior colors</td>
<td>Black</td>
<td>Black</td>
<td>Black</td>
</tr>
<tr>
<td>Roof rails</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Door handles</td>
<td>Body-color</td>
<td>Body-color</td>
<td>Body-color</td>
</tr>
<tr>
<td>Side mirrors</td>
<td>Power, heated</td>
<td>Power, heated</td>
<td>Power, heated</td>
</tr>
<tr>
<td>License plate</td>
<td>Rear-mounted</td>
<td>Rear-mounted</td>
<td>Rear-mounted</td>
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</table>

### Entertainment/Navigation

<table>
<thead>
<tr>
<th>Feature</th>
<th>CX</th>
<th>CX</th>
<th>Super</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM/FM radio</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Satellite radio</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Bluetooth hands-free phone system</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Navigation system</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Rearview camera</td>
<td>✔️</td>
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</tbody>
</table>

### Dimensions

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<th>Dimension</th>
<th>CX</th>
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<tbody>
<tr>
<td>Wheelbase</td>
<td>115.0&quot;</td>
<td>115.0&quot;</td>
<td>115.0&quot;</td>
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<tr>
<td>Length</td>
<td>196.0&quot;</td>
<td>196.0&quot;</td>
<td>196.0&quot;</td>
</tr>
<tr>
<td>Width</td>
<td>73.8&quot;</td>
<td>73.8&quot;</td>
<td>73.8&quot;</td>
</tr>
<tr>
<td>Height</td>
<td>65.8&quot;</td>
<td>65.8&quot;</td>
<td>65.8&quot;</td>
</tr>
</tbody>
</table>

1. Includes weights of brake, engine, axles, and package.  
   2. All alloy wheels may not be available in all regions. See your dealer for the local availability of these options.  
   3. The specific vehicle may or may not have the standard equipment or the optional equipment. See your dealer for more information.
**Interior Colours**

LUCERNE SUPER INTERIOR WITH SHALE CUSTOM PERFORATED-SUEDE SEATING AND COCOA TRIM.

LUCERNE CXL INTERIOR WITH CASHMERE LEATHER-APPOINTED SEATING AND COCOA TRIM.

LUCERNE CXL INTERIOR WITH TITANIUM LEATHER-APPOINTED SEATING AND DARK TITANIUM TRIM.

**Exterior/Interior Colour Compatibility**

<table>
<thead>
<tr>
<th>Exterior Colours</th>
<th>Cashmere</th>
<th>Shell</th>
<th>Titanium</th>
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</thead>
<tbody>
<tr>
<td>17 – Quicksilver Metallic</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>40 – White Opal</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>41 – Black Onyx</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>57 – Cyber Gray Metallic</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>83 – Sand Beige Metallic (GL4)</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>91 – Crystal Red Tintcoat*</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>98 – White Diamond Tricoat*</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>GGX – Light Bronze Metallic*</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>

* Available at extra cost.

1 – Not available on Super.

2 – Available on Super only.

**Exterior Colours**

17 – Quicksilver Metallic

40 – White Opal

41 – Black Onyx

57 – Cyber Gray Metallic

83 – Sand Beige Metallic

98 – White Diamond Tricoat*

GGX – Light Bronze Metallic

Due to limitations in the printing process, the colours shown may differ slightly from the actual colour. For more accurate colour samples, ask your sales consultant to see the dealer showroom vehicle colour display.

* Available at extra cost.

**Wheels**

A – 17" bright silver-finish aluminum (N75)

B – 17" chrome-plated aluminum (P31)

C – 18" chrome-plated aluminum (P31)

Due to limitations in the printing process, the colours shown may differ slightly from the actual colour. For more accurate colour samples, ask your sales consultant to see the dealer showroom vehicle colour display.

* Available at extra cost.

1 – Not available on Super.

2 – Available on Super only.