









Peace and quiet.//

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.

SAVOUR YOUR TIME.

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 of programming provided by the standard XM Satellite RadioTM.* Time spent in Lucerne is quality time.





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 touch-screen 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 turnby-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 acts as a link to existing emergency providers. † At time of print, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calaary Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.

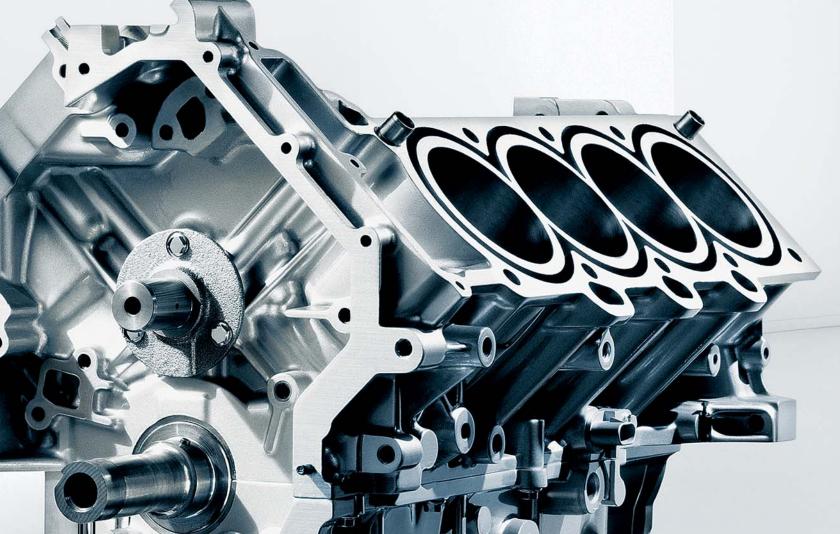
Make yourself comfortable. //

POWERFULLY IN CONTROL.

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 (sideslip), 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.

* 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.



LUCERNE 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
- StabiliTrak electronic stability control system
- Full-function traction control
- Auto rear-level control suspension
- 17-in. aluminum wheels
- Tire pressure monitoring system
- Fog lights
- Front cornering lamps
- Heated, power exterior mirrors with driver-side auto-dimming feature
- Chrome exhaust tip
- Programmable remote keyless entry system
- 6 air bags
- Power 6-way driver and front-passenger seat adjusters
- Tilt steering column
- Leather-wrapped steering wheel with cruise and audio system controls
- Auto-dimming interior rear-view mirror
- Air conditioning with particulate filter
- QuietTuning
- Power windows and programmable door locks
- Cruise control
- Walnut burl woodgrain trim
- 6-speaker audio system with CD player, MP3 playback and auxiliary audio input jack
- XM Satellite Radio*
- OnStar** with 6 months of the Directions & Connections Plan and Turn-by-Turn Navigation.
- * Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.
- ** Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.

Lucerne CXL supplements the CX features with:

- Leather-appointed seating surfaces
- Heated front bucket seats
- Power 8-way driver and front-passenger seat adjusters
- 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
- Magnasteer variable-assist rack-andpinion steering
- 18-in. chrome-plated aluminum wheels
- Ultrasonic rear parking assist
- Dual chrome exhaust tips
- Remote vehicle starter system
- Audible/visible theft-deterrent system
- Heated, power exterior mirrors with integrated turn signals and driver's-side auto-dimming feature
- Power tilt and telescoping steering column
- Heated walnut burl steering wheel with cruise and audio system controls
- Walnut burl shifter
- Leather-covered upper instrument panel
- Embroidered floor mats
- harman/kardon 9-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 peace of mind.

Why Buick Accessories? They are the only ones that were integrated into Lucerne's comprehensive vehicle development process, ensuring excellent 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, or visit gm.ca

*Whichever comes first, when permanently installed by the dealer at the time you purchased your new vehicle, or for the remainde of the New Vehicle Limited Warranty if installed after the time of your vehicle purchase, but no less than 12 months.



This 1-piece custom-moulded rear spoiler is aerodynamically designed. It also complements Lucerne's



tray helps protect the trunk with its heavy-duty



These stylish contoured splash guards protect the window sunshade reduces wheelwells from water.



floor mats feature deeppatterned grids to collect water, mud and snow.



The folding black mesh rear-

the amount of direct sunlight that enters the interior

wheels give Lucerne an even sportier character

BUICK OWNERSHIP EXPERIENCE

Lucerne builds on Buick's renowned quality and meticulous craftsmanship. You can take to the road with added confidence knowing that the 2011 Buick Lucerne is backed by the best coverage in Canada:

- 4-year/80,000 km New Vehicle Limited Warranty**
- 5-year/160,000 km Powertrain Component Limited Warranty with \$0 deductible on repairs and the warranty is fully transferable at no charge**
- 5-year/160,000 km Courtesy Transportation**
- 5-year/160,000 km 24/7 Roadside Assistance**
- 6-year/160,000 km rust-through perforation coverage**
- 8-year/130,000 km coverage on catalytic converters and powertrain control modules (PCMs).**
- ** Whichever comes first. Conditions and limitations apply. See dealer for details.

OTHER OWNERSHIP PRIVILEGES AND PROGRAMS:

- GM Protection Plan (GMPP) the only extended service plan backed by the resources and commitment of General Motors: GMPP may be purchased at the time of your sale or subsequently during the New Vehicle Limited warranty period
- GM Goodwrench Service with GM-certified technicians and GM-approved parts, nobody knows your GM vehicle better. †Conditions and limitations apply.

TO HELP YOU PURCHASE A NEW VEHICLE:

- Purchase Financing on-the-spot financing at your
- GM Student Bonus Program Students or recent graduates of high school, college or university† may be entitled to receive a Student Bonus vehicle redemption allowance of \$500 or \$750‡ (tax inclusive) (purchased vehicle dependant) to use towards the purchase, lease or finance of one eligible new Buick vehicle.
- The GM Card GM cardholders may redeem up to \$3500 GM Card® Earnings (subject to Vehicle Redemption Allowances) toward the Total Purchase Price on eligible new GM vehicles† For full program details please visit thegmcard.ca
- †Conditions and limitations apply. ††Subject to eligibility. [‡]Program subject to change.

INFORMATION RESOURCES:

You can find more information about these programs from your GM dealer, or at these information centres:

- The Buick website at buick.ca
- The GM Customer Communication Marketing Centre at 1-800-GM-DRIVE (1-800-463-7483 or 1-800-263-3830

A WORD ABOUT THIS BROCHURE

Some of the equipment shown or described throughout this brochure may be available at extra cost. We have tried to make this brochure comprehensive and factual. We reserve the right, however, to make changes at any time, without notice, in prices, colours, materials, equipment, specifications, models and availability. Specifications, dimensions, measurements, ratings and other numbers in this brochure and other printed materials provided at the dealership or affixed to vehicles are approximates based upon design and engineering drawings and prototypes and laboratory tests. Your vehicle may differ due to variations in manufacture and equipment. Since some information may have been adapted since the time of printing, please check with your GM dealer for complete details. General Motors of Canada Limited reserves the right to lengthen or shorten the model year for any product, for any reason, or to start and end model years at different times.

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GM vehicles are equipped with engines and components produced and assembled by different operating units of General Motors, its subsidiaries and suppliers and these engines and components may change or be obtained from different sources from time to time. All such engines and components are approved for use in GM vehicles. Certain equipment ordered may be unavailable at the time of assembly and we suggest that you verify that your vehicle includes the equipment you ordered, or if there are changes, that they are acceptable to you.

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LUCERNE STANDARD FEATURES & OPTIONAL EQUIPMENT

SAFETY & SECURITY	CX	CXL	SUPE
AIR BAGS – dual-stage, driver and front-passenger, frontal with dual-depth Passenger Sensing System with automatic air bag suppression	S	S	S
AIR BAGS – driver and front-passenger, seat-mounted side-impact	S	S	S
AIR BAGS – front-to-rear, outboard seating positions, head curtain	S	S	S
side-impact	S	S	S
BRAKE/TRANSMISSION SHIFT INTERLOCK	3	3	- 3
DOOR LOCKS – power, programmable with lock-out protection and delayed locking features	S	S	S
DOOR LOCKS – rear doors, child-security	S	S	S
HEADLIGHTS – Daytime Running Lights with automatic light control (includes Twilight Sentinel® with delay feature)	S	S	S
KEYLESS ENTRY SYSTEM – remote, programmable	S	S	S
lane departure warning and side blind zone alert	_	Ol	S
ONSTAR* IN-VEHICLE COMMUNICATIONS AND ASSISTANCE SERVICE – includes 6 months of the Directions & Connections Plan with Turn-by-Turn Navigation	S	S	S
SAFETY RESTRAINTS – LATCH (Lower Anchors and top Tethers for Children), rear seats	S	S	S
STABILITRAK – electronic stability control system	S	S	S
THEFT-DETERRENT SYSTEM – audible/visible content theft system	_	O1,2	S
THEFT-DETERRENT SYSTEM – electronic immobilizer	S	S	S
TRACTION CONTROL – electronic, full-function, all-speed	S	S	S
ULTRASONIC REAR PARKING ASSIST – rear obstacle detection system with audible warning	_	O1,2	S
MECHANICAL	_		
BATTERY – with run-down protection	S	S	S
BRAKES – power, 4-wheel disc	S	S	S
BRAKES – 4-wheel anti-lock braking system (ABS) and Panic Brake Assist	S	S	S
DRIVE – front-wheel	S	S	S
ENGINE – 3.9L V6 with VVT and SFI, FlexFuel Horsepower – 227 @ 5700 rpm; Torque – 237 lb.·ft. @ 3200 rpm	S	S	_
ENGINE – 4.6L Northstar V8 with SFI Horsepower – 292 @ 6300 rpm; Torque – 288 lb.·ft. @ 4500 rpm	_	_	S
ENGINE – block heater	0	0	0
EXHAUST SYSTEM – aluminized stainless steel	S	S	S
EXHAUST SYSTEM – single outlet with chrome tip	S	S	_
EXHAUST SYSTEM – dual outlets with chrome tips	_	_	S
STEERING – power, rack-and-pinion	S	S	-
STEERING – power, rack-and-pinion, Magnasteer magnetic speed- sensitive variable-assist	_	_	S
SUSPENSION – 4-wheel independent, Ride & Handling	S	S	_
SUSPENSION – 4-wheel independent, Nac a Handling SUSPENSION – 4-wheel independent, Sport-tuned with Magnetic Ride Control	_		S
SUSPENSION – automatic rear-level control	S	S	S
	S	S	S
TRANSMISSION – 4-speed automatic with overdrive	3	3	- 3

- O1,2 S

and cruise control switches

STEERING WHEEL – walnut burl wood accents, heated with sound system and cruise control switches, includes wood shifter

VEHICLE STARTER SYSTEM - remote

EXTERIOR	CX	CXL	SUPE
FOG LIGHTS – halogen, projector beam	S	S	S
GLASS – Solar-Ray, tinted with acoustic laminated side glass	S	S	S
LIGHTS – front cornering	S	S	S
MIRRORS – manual folding, power remote control, heated with driver-side auto-dimming feature	S	S	S
MOULDINGS – bodyside, body-colour with chrome inserts and body-colour rockers	S	S	S
MOULDINGS – lower deck-lid, chrome	-	-	S
SUNROOF – power, sliding glass panel with express-open feature	-	0	S
TIRE — inflator kit	S	-	_
TIRE – spare, 16"	O ³	S	_
TIRE – spare, 17"	-	-	S
TIRES - P235/55R17 all-season**	S	S	_
TIRES - P245/50R18 all-season**	_	_	S
WHEELS – 17" x 7" aluminum, bright silver-finish (A)	S	S	_
WHEELS - 17" x 7" aluminum, chrome-plated (B)	_	01	_
WHEELS - 18" x 7.5" aluminum, chrome-plated (C)	_	_	S
WINDSHIELD WIPERS – flat-blade, 2-speed with variable delay			+ -
(intermittent) CXL DRIVER CONFIDENCE PACKAGE – includes ultrasonic rear	S	S	S
parking assist with audible warning system, content theft system and remote vehicle starter system	_	0	_
AIR CONDITIONING – automatic, dual-zone, includes exterior temperature display and rear-seat outlets	O3	S	S
AIR FILTRATION SYSTEM – particulate filter	S	S	S
ARMREST – rear-seat, centre with pass-through and dual cupholders	S	S	S
CARGO CONVENIENCE NET	O ³	S	S
	S	S	S
CONSOLE – front floor with armrest, dual cupholders and storage	3	3	3
CRUISE CONTROL – electronic, steering wheel-mounted with resume, coast and decelerate/accelerate features	S	S	S
FLOOR MATS – front and rear, carpeted	S	S	-
FLOOR MATS – front and rear, embroidered carpet	-	-	S
INSTRUMENTATION – analogue cluster with Driver Information Centre (includes speedometer, tachometer, coolant temperature and fuel gauge, GM Oil Life Monitoring System, tire pressure monitoring system, low fuel and low windshield washer fluid			
level indicators) ⁴	S	S	S
INSTRUMENT PANEL – leather-wrapped upper with stitched seam lines	-	-	S
LIGHTING – delayed entry/exit, theatre dimming, front courtesy, glovebox, front map, rear courtesy/reading and trunk	S	S	S
MIRROR – rear-view auto-dimming feature	S	S	-
MIRROR – rear-view auto-dimming feature and compass	-	-	S
POWER OUTLET – auxiliary, 12-volt	S	S	S
retained accessory power	S	S	S
STEERING COLUMN – tilt adjustable	S	S	-
STEERING COLUMN – power tilt and telescopic adjustable	-	-	S
STEERING WHEEL – leather-wrapped with sound system and cruise control switches	S	_	_
STEERING WHEEL – heated, leather-wrapped with sound system and cruise control switches	_	S	_

S S S O S S	\$ \$ \$ \$	S S S S -
O ³	S	S
S		-
	S	S
0	-	_
	S	S
S	_	_
_	S	_
-	_	S
O ⁵	-	-
_	O ⁵	_
S	-	-
-	S	S
_		

AM/FM stereo with single CD player AM/FM stereo, CD player with DVD-based touch-screen 0 Navigation System[†] O³ S BLUETOOTH - in-vehicle mobile phone connectivity system 6-SPEAKER SOUND SYSTEM 9-SPEAKER HARMAN/KARDON 280-Watt premium sound system Ol XM SATELLITE RADIO†† PREFERRED EQUIPMENT GROUP (PEG) 1SB

- aluminum wheels and power sunroof
- S Standard. O Optional individually or in combination with other optional equipment.

 1 Included with available Preferred Equipment Group PEG 1SB CXL Premium.

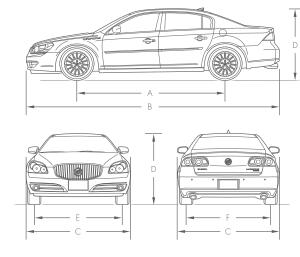
 2 Included with available CXL Driver Confidence Package.

 3 Included with available CX Comfort and Convenience Package.

CXL Premium – includes 9-speaker harman/kardon 280-Watt premium sound system, content theft system, lane departure warning with side blind zone alert, ultrasonic rear parking assist, remote vehicle starter system, 17" x 7" chrome-plated

- 4 Includes compass in Driver Information Centre on CX and CXL, compass included in interior rear-view mirror on Super.
- 5 Deletes standard centre console and USB port.
- 3 Deletes standard centre console and USB port.
 * Visit onstar.ca for coverage map, details and system limitations. Services vary by model and conditions.
 ** All-season tires may not satisfy winter tire requirements in all regions of the country. Tires specifically designed for severe winter conditions and marked with the "winter tire" symbol amoy be required during certain months or in certain regions. Contact your Provincial, Municipal or local road authority for information regarding which tires are required in your particular area.
 † At time of print, detailed map coverage is available for most major urban areas of the United States and for certain metropolitan areas of Canada (Vancouver, Calgary, Edmonton, Winnipeg, Windsor, London, Toronto, Ottawa, Montreal, Quebec City and Halifax). Coverage is significantly limited outside these areas.
 † † Available in 10 Canadian provinces and the 48 continuous United States. Subscription sold sengately.
- †† Available in 10 Canadian provinces and the 48 contiguous United States. Subscription sold separately after trial period. Visit xmradio.ca for details.

DIMENSIONS



EXTERIOR, MM (IN.)

WHEELBASE (A)	2936	(115.6)
LENGTH (B)	5161	(203.2)
WIDTH (C)	18 <i>7</i> 4	(73.8)
HEIGHT (D)	1473	(58.0)
FRONT TREAD (E) – 17" wheels – 18" wheels		(63.0) (62.6)
REAR TREAD (F) – 17" wheels – 18" wheels	1587 1577	(62.5) (62.1)

INTERIOR, MM (IN.) FRONT/REAR

HEADROOM	1004/957	(39.5/37.7)
LEGROOM	1079/1051	(42.5/41.4)
SHOULDER ROOM	1473/1448	(58.0/57.0)
HIP ROOM	1424/1448	(56.1/57.0)

CAPACITIES/WEIGHT

TRUNK, L (CU. FT.)	481 (17.0)
fuel tank, l (imp. gal.)	70 (15.4)
Curb Weight (EST.), KG (LB.) — CX — CXL — SUPER	1694 (3735) 1726 (3806) 1813 (3998)

TOWING

3.9L V6 VVT; 2.93 FINAL DRIVE RATIO; 454 KG (1000 LB.) MAXIMUM GROSS TRAILER WEIGHT‡ 4.6L NORTHSTAR V8; 3.11 FINAL DRIVE RATIO; 454 KG (1000 LB.) MAXIMUM GROSS TRAILER WEIGHT‡

‡ Includes weight of trailer, cargo, passengers and equipment. All towing recommendations are subject to change. Trailer tongue load should be 10% of the maximum trailer weight but should not exceed the load rating specified for that vehicle, engine or hitch combination. See your dealer or refer to the Lucerne Owner's Manual for details.



INTERIOR COLOURS



Super Shale Custom Perforated-Suede Seating Surfaces.

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



CX Cashmere Cloth.

CXL Cashmere Leather-Appointed Seating Surfaces.

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



CX Titanium Cloth.

CXL Titanium Leather-Appointed Seating Surfaces.

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

EXTERIOR/INTERIOR COLOUR COMPATIBILITY

EXTERIOR COLOURS		INTERIOR COLOURS	
	39 – Cashmere ¹	40 – Shale²	83 — Titanium ¹
17 – Quicksilver Metallic			•
40 – White Opal	•		•
41 – Black Onyx	•	•	•
57 – Cyber Gray Metallic	•	•	•
89 – Crystal Red Tintcoat*	•	•	•
97 – Sand Beige Metallic	•	•	
98 – White Diamond Tricoat*	•	•	•
GGX – Light Bronze Metallic	•	•	

^{*} Available at extra cost. 1 – Not available on Super.

EXTERIOR COLOURS



17 – Quicksilver Metallic

40 – White Opal

41 – Black Onyx

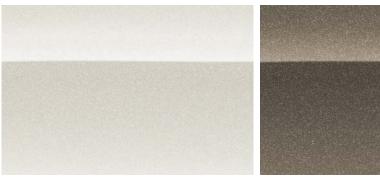


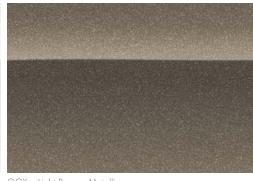


57 – Cyber Gray Metallic

89 – Crystal Red Tintcoat*

97 – 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 (PÁ2)



C – 18" chrome-plated aluminum (P31)

^{2 –} Available on Super only.

