

2009 BUICK LUCERNE  
DRIVE BEAUTIFUL



THE CRAFT OF  
**MODERN**  
LUXURY

YOU SENSE IT FROM THE MOMENT YOU ENTER ITS HUSHED CABIN: BY METICULOUSLY FOCUSING ON CRAFT, THE LUCERNE IS A CAR THAT STIRS THE SENSES. YOU HEAR IT IN THE ASTONISHINGLY QUIET INTERIOR. YOU FEEL IT IN ITS USE OF SUMPTUOUS MATERIALS. YOU APPRECIATE IT IN ITS GRACEFULLY TRACED PROFILE. YOU NOTICE IT IN ITS SMOOTH, REFINED RIDE. THIS IS A VEHICLE CREATED WITH THOUGHT AND CARE, FOR PEOPLE WHO LIVE WITH THOUGHT AND CARE. THIS IS AN INDELIBLE AUTOMOTIVE IDEA, BRILLIANTLY EXECUTED. LUCERNE: A MORE INTELLIGENT LUXURY SEDAN.

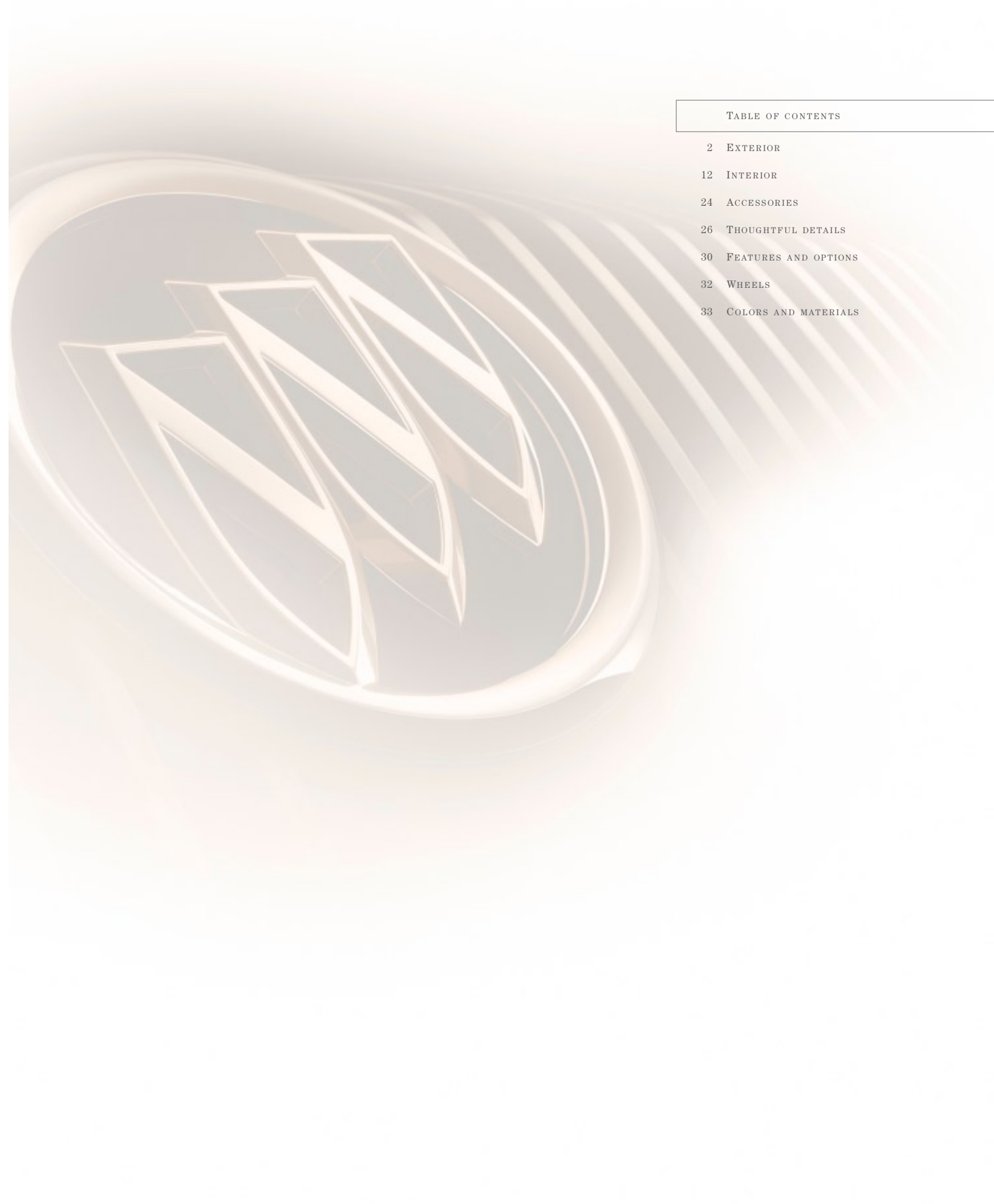
{ PLATE. 1 } "IT'S AMAZING HOW SHEET METAL, FOLDED JUST SO, CREATES DESIRE."

*John Manoogian, Director of Exterior Design, Buick Lucerne*



TABLE OF CONTENTS

2 EXTERIOR  
12 INTERIOR  
24 ACCESSORIES  
26 THOUGHTFUL DETAILS  
30 FEATURES AND OPTIONS  
32 WHEELS  
33 COLORS AND MATERIALS





THE WIND-SPLITTING  
PROFILE OF LUCERNE

From the slanted windshield and roofline that flows at an even more pronounced angle into its deck, Lucerne establishes itself as a creature built to slice through the air. A surefooted wheelbase contributes to its confident road stance, as does its streamlined front fascia. Its elegant topline and four-window design give Lucerne a graceful refinement. And as the eye trails down, it meets body-side execution that is both trim and taut, with seams rivaling the very finest in the industry. The sanctuary of comfort and room inside is a surprise all its own.

{ PLATE. 2 } "THE PROFILE SAYS EVERYTHING. AT FIRST, IT INVITES YOU  
TO DECIDE IF YOU WANT TO GET TO KNOW LUCERNE BETTER.  
AND THEN, AS WE INTENDED, REELS YOU IN."

*Scott Wassell, Design Manager, Exterior, Buick Lucerne*







ILLUMINATED BY EXPRESSIVE,  
THOUGHTFUL DETAILS

The four-bulb configuration of Lucerne's headlamps incorporates high-intensity tungsten-halogen bulbs; companion daytime running lamps lend added safety to a daily commute or afternoon drive. Furthering the equation, a photocell embedded in the dashboard senses outdoor conditions to activate Twilight Sentinel, which automatically turns on the lamps as night falls. Conveniently, this feature can be set to leave the lamps on for up to three minutes after Lucerne's ignition has been turned off, safely lighting one's way through the dark.

{ PLATE. 3 } "NOT ONLY ARE THESE LAMPS EXPRESSIVE, BUT THEY PROVE  
THEMSELVES TO BE INTUITIVE AS WELL."

*Hoon Kim, Exterior Designer, Buick Lucerne*



READIED FOR WHAT'S  
AROUND EVERY CORNER

What's ahead may seem impossible to anticipate, but Lucerne is actually engineered to compensate for the unexpected. Electronic Throttle Control tailors performance to meet driver demands relative to the precise conditions in which Lucerne is operating. Front and rear stabilizer bars and precise spring rates mean refined handling, minimal roll when cornering and none of the sense of floating over large swells (its auto-level rear suspension even adjusts for large loads). Available Magnetic Ride Control literally reads the road up to 1,000 times per second and adjusts damper settings accordingly to heighten wheel contact. Lucerne can even be equipped with StabiliTrak, which gives it the uncanny ability to sense the direction in which drivers are steering and helps keep them on their intended path. Unexpected braking situations are also perceived by Lucerne, which, when necessary, helps boost stopping power as needed.

{ PLATE. 4 } "THERE WAS A TIME WHEN ASSERTING THAT A VEHICLE  
COULD SMOOTH OUT A ROAD WOULD SEEM ABSURD.  
IN LUCERNE, THERE'S ANOTHER WORD FOR IT—TRUTH."

*Todd Stone, Lead Development Engineer*





A TRANSMISSION EAGER TO ADAPT TO  
BOTH DRIVER AND ROAD CONDITIONS

Long cited for outstanding shift quality, reliability, quiet operation and contributions to excellent fuel economy,\* Lucerne's electronically controlled transmission offers yet another impressive characteristic: It's literally programmed to adapt to the driver's behavior and conditions, compensating internally to sustain driving enjoyment and shift feel throughout Lucerne's life. To engage its transmission's gears, Lucerne's shifter employs a staggered gate, allowing the driver to manually strike the desired gear by hitting the correct detents in the gate. This becomes extremely useful when driving on hills or through twists and turns, where it is advantageous to downshift manually. Endurance is something Lucerne's transmission also holds, in spades. Its fluid is designed to last 100,000 miles for minimal caretaking and decreased environmental impact of scheduled transmission fluid changes.

{ PLATE. 5 } "THE ENGINE OF LUCERNE IS ITS HEART; ITS TRANSAXLE, THE INTERNAL ANATOMY TO EXPRESS ALL THAT POWER. ONE WITHOUT THE OTHER DOES NOT A GREAT CAR MAKE."

*Ed Zellner, Vehicle Chief Engineer, Buick Lucerne*







NORTHSTAR 4.6L V-8  
AVAILABLE 3.9L V-6  
3.9L FLEXFUEL V-6

MAGNETIC RIDE CONTROL

AVAILABLE STABILITRAK  
WITH BRAKE ASSIST

FOUR-WHEEL INDEPENDENT  
SUSPENSION WITH AUTOMATIC  
REAR LEVEL CONTROL

## THREE ENGINES, ONE GOAL: TO BE SPECTACULAR

Of its three engine options, Lucerne's 3.9L V-6 commands two of them. One designed to run solely on gasoline, and one that employs another fuel source as well: E85\*, a blend of 85 percent ethanol and 15 percent gasoline. Still, that's hardly this engine's most striking quality. It boasts numerous refinements like variable valve timing, oil piston coolers, multilayer steel head gaskets, 100,000-mile iridium-tip spark plugs and an Oil Life Monitoring System that dramatically reduces the oil changes necessary over the life of the vehicle. And while few engines ever achieve any kind of legendary status, the Northstar 4.6L V-8 may actually be one of them. The premium aluminum, 32-valve dual overhead cam in the Lucerne Super is widely recognized for its technological refinement and precision. With 292 horsepower and 288 lb-ft of torque, it moves from a stop with the assuredness of a V-8 and yields vast reserves of power as speeds climb. All engines can be accessed at a range of up to 196 feet via Lucerne's available remote start.

{ PLATE. 6 } "LUCERNE'S NORTHSTAR ENGINE IS ALREADY LEGENDARY.  
ITS V-6—FLEXFUEL OR OTHERWISE—IS ABOUT TO BE."


*Nancy Huber, Program Engineering Manager*





COMFORT AS A  
**DESIGN**  
ELEMENT

ACCENTED IN CHROME, LEATHER AND WARM WALNUT BURL, THE TRANQUIL INTERIOR OF THE LUCERNE IS ALSO THE ARTFUL OUTCOME OF QUIETTUNING, A BUICK-PIONEERED PROCESS TO REDUCE, BLOCK AND ABSORB NOISE AND VIBRATION. IT INVOLVES LAMINATED DOOR GLASS AND LAMINATED STEEL APPLIED BEHIND THE INSTRUMENT PANEL. ACOUSTIC INSULATION INJECTED INTO STRATEGIC POINTS THROUGHOUT. SOUND-DEADENING MATERIAL TUCKED INTO THE FLOOR PAN. COMPOSITE WHEELHOUSE LINERS IN ALL FOUR WELLS, DOUBLE-ISOLATED ENGINE MOUNTS, EVEN SPECIALLY DESIGNED WINDSHIELD WIPER BLADES. THE RESULT IS A DRAMATIC HUSHING OF TRAFFIC AND WIND NOISE THAT DEFINES LUCERNE, MINIMIZING THE SOUNDS OF THE HIGHWAY AND CITY.



While a handsome seat was an imperative, looks without unparalleled comfort would have been deemed a failure in Lucerne. Defined by available perforated suede insets that accent its similarly available matte Nuance leather-appointed cushions and French seams, Lucerne's upscale seating can only be described as an exceptional way to travel. (That's actually confirmed by exhaustive criteria and testing.) Adjustable power seats have separate power lumbar modifications for the driver and front passenger. Depending on the model, the seats up front may also be selected heated and cooled—or come with that distinction standard. And of course, memory presets position the driver's seat and outside mirrors as you left them, keeping Lucerne tailored to you regardless of who may have driven it afterwards.

{ PLATE. 7 } "TO EXPERIENCE A VEHICLE TO THE FULLEST, GETTING COMFORTABLE BEHIND THE WHEEL IS AN IMPERATIVE. LUCERNE IS MORE THAN HAPPY TO COMPLY."

*Jerry Haller, Program Manager*



SURROUNDED BY RICH MATERIALS,  
WRAPPED IN LUSCIOUS SOUND

The feeling inside Lucerne remains one of profound openness, even opulence. Tuned and equalized specifically for Lucerne's cabin, a nine-speaker, 280-watt premium harman/kardon® sound system is available in the CXL and standard in the Super. The result is richly detailed sound, nuanced and true as recorded, with speed-compensated volume to keep what you're hearing as lush as possible wherever you're traveling. XM Radio\* comes standard with three trial months of service, broadcasting virtually every genre of commercial-free music, plus superior sports programming, news, talk and entertainment. Touch-screen DVD navigation\*\* is also available; it holds data on almost 7 million miles of roads in North America (which, should lifting a finger expend too much energy, may be voice activated). Enhancing this technology further for 2009, XM NavTraffic† delivers real-time, comprehensive road condition data on accidents, traffic backups and construction for over 80 markets to the navigation screen. The ultimate in comfort, on certain models, the leather-wrapped steering wheel can even be selected with walnut burl wood inlay and heated. ((XM))

{ PLATE 8 } "THE CONCEPT OF LANDSCAPE IN LUCERNE ACTUALLY BEGINS AT THE INSTRUMENT PANEL."

*Peter Lawlis, Director of Interior Design*



\*Available only in the 48 contiguous United States. Required \$12.95 monthly subscription sold separately after three trial months. Visit gm.xradio.com for more details. \*\*Navigation map covers only the 48 contiguous United States and portions of Canada; does not cover Alaska, Hawaii, Puerto Rico or the U.S. Virgin Islands. †Required XM Radio and XM NavTraffic monthly subscriptions sold separately after trial period. XM NavTraffic only available in select markets. All fees and programming subject to change. Subscriptions subject to Customer Agreement available at xradio.com.





SHREWD ARCHITECTURE  
ENHANCES ITS INTERIOR

By definition, a sedan should welcome all passengers with ease, not compromise anyone's comfort in the slightest. To that end, Lucerne's 115.6-inch wheelbase not only confirms its well-planted exterior, but creates a second row with 41.4 inches of leg room and nearly half a foot of knee clearance for the ultimate in rear-seat travel. Available as a standard five-passenger car with an optional bench seat up front to seat up to six, the effect is one of great composure and accommodation. Watchfulness also figures into that equation: Six air bags\* stand to protect Lucerne's occupants, with a dual-stage front air bag for the driver and a dual-depth front air bag for the passenger; side-impact thorax and roof rail curtain air bags are also at the ready.

{ PLATE. 9 } "ITS BACK SEAT IS, WITHOUT QUESTION, ONE OF THE NICEST PLACES  
TO TRAVEL IN LUCERNE."

*Chris Wedow, Engineering Specialist, Seat Comfort*

\*Always use safety belts and the correct child restraint for your child's age and size. Even in vehicles equipped with air bags and the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active frontal air bag. Be sure every occupant is properly restrained. See the vehicle Owner's Manual and child-safety seat instructions for more information.





THE BENEFITS OF  
**NAVIGATION**  
TECHNOLOGY

WITH A FEW TOUCHES OF LUCERNE'S AVAILABLE NAVIGATION SCREEN,\* GPS-GUIDED DIRECTIONS ARE YOURS FOR THE ASKING; VOICE PROMPTS ALSO GUIDE YOU WHERE YOU'RE HEADED. ADD ONSTAR\*\* TO THE NAVIGATION EQUATION, AND A HOST OF OTHER FEATURES ARE LAID OPEN TO YOU. WITH ONSTAR TURN-BY-TURN NAVIGATION, STANDARD FOR THE FIRST YEAR, WHEN YOU PRESS THE ONSTAR BUTTON AND GIVE THE ADVISOR, SAY, AN ADDRESS, CROSS STREETS OR POINT OF INTEREST, DIRECTIONS ARE AUTOMATICALLY SENT TO YOUR VEHICLE AND AN AUTOMATED VOICE GUIDES YOU THROUGH THEM. IT'S NOW FURTHER ENHANCED BY ENAV,<sup>SM</sup> WHICH ALLOWS YOU TO LOOK UP DIRECTIONS ON MAPQUEST.COM<sup>†</sup> AND SEND THEM DIRECTLY TO YOUR VEHICLE WITH JUST A FEW CLICKS. AND OF COURSE, IN AN EMERGENCY, ONSTAR REMAINS ONE OF YOUR GREATEST ALLIES.

\*Navigation map covers only the 48 contiguous United States and portions of Canada; does not cover Alaska, Hawaii, Puerto Rico or the U.S. Virgin Islands. \*\*Call 1-888-4ONSTAR (466-7827) or visit onstar.com for details and system limitations. †Requires Directions & Connections plan. Not available in certain areas or with Verizon Wireless Nationwide plan with OnStar. Visit onstar.com for coverage map.



{ PLATE. 10 } "ONSTAR REPRESENTS THAT RARE CASE WHERE HUMANITY AND TECHNOLOGY ACT IN TANDEM TO HELP PROVIDE PEACE OF MIND TO DRIVERS. EQUIPPING VEHICLES LIKE LUCERNE WITH THIS SERVICE IS SIMPLY WHAT A GREAT CAR COMPANY DOES."

Walt Dorfstatter, Executive Director, OnStar Engineering Systems and Operations 



AVAILABLE SIDE BLIND  
ZONE ALERT

AVAILABLE LANE  
DEPARTURE WARNING

ALL-WEATHER  
TRACTION CONTROL

TIRE PRESSURE  
MONITOR

AVAILABLE RAIN-  
SENSING WIPERS

AVAILABLE WASHER  
FLUID HEATER



## AN EXPANDED DEFINITION OF THOUGHT AND CARE

You can never be too careful behind the wheel; Lucerne's engineers have only expanded this sensibility. Always densely equipped with available safety systems like heated washer fluid, StabiliTrak, even rain-sensing wipers, these new technologies just take Lucerne to an even higher level. The blind spot—that constant source of frustration—is addressed head on with available Side Blind Zone Alert, which uses beams of radar to create a sweeping field approximately one lane beyond each side of Lucerne. When the system detects another vehicle in this field, a light blinks in the appropriate side-view mirror to warn the driver. Lucerne is also furnished with the optional Lane Departure Warning, which reads road markings at speeds beyond 35 mph and knows when drivers have inadvertently strayed from their lane. In such a situation, a warning flashes in the instrument panel and an alert chime sounds. Both systems may be engaged or shut off by drivers as desired.

{ PLATE. 11 } "THINGS HAPPEN IN AN INSTANT BEHIND THE WHEEL.  
IT WAS IMPORTANT TO US TO ENHANCE A DRIVER'S  
SENSES TO KEEP THEM SECURE."

*Dennis Kazensky, Lead Engineer, Lane Departure Warning*



AN IMPRESSION THAT'S  
MADE TO ENDURE

From its inception, the Buick brand has stood for quality. You can see that reflected in the beauty of our design and the meticulous craftsmanship of our assembly. You can feel it in the tactile excellence of our wood trims, fabrics, leather appointments and paints. And you can depend on it. Every 2009 Buick is outfitted with America's best coverage: the GM 5-year/100,000-mile Transferable Powertrain Limited Warranty\* plus Courtesy Transportation and Roadside Assistance. The marque's 6-year/100,000-mile sheet-metal corrosion protection.\* The Buick 4-year/50,000-mile Bumper-to-Bumper Vehicle Limited Warranty.\* And one year of OnStar\*\* that includes voice-guided Turn-by-Turn Navigation† and OnStar Vehicle Diagnostics†† To learn more about the benefits of Buick ownership, visit [buick.com](http://buick.com).

{ PLATE. 12 } "LONG LIFE, DEPENDABILITY, ACCESSIBILITY...BUICK IS SYNONYMOUS WITH ALL THOSE QUALITIES—AND WE STAND BEHIND THEM WITH EVERYTHING WE ARE."

*Susan Docherty, Vice President, Buick-Pontiac-GMC Division*



LACROSSE SUPER

ENCLAVE CXL

LUCERNE SUPER

\*Whichever comes first. See dealer for details. \*\*Visit [onstar.com](http://onstar.com) for details and system limitations. †Not available in certain areas. Visit [onstar.com](http://onstar.com) for coverage map. ††Capabilities vary by model. Visit [onstar.com](http://onstar.com) for details.





ACCESSORIES

PERSONALIZED ACCESSORIES,  
KNOWN AS GENUINE FOR A REASON

Designed in careful coordination with Lucerne engineers, these components come with the assurance that they will fit properly, operate correctly and have the quality and attention to detail that you expect from a premium brand. Here is just a sampling of the exciting dealer-installed accessories available for your Lucerne:



Advanced Two-Way Remote Start/Remote Monitoring System. Starting your Lucerne without leaving your home, place of work or a restaurant is just the beginning of this intelligent key fob. Its digital readouts also let you check air pressure in each tire or how much fuel is in the tank.

Dual-Player Headrest DVD System. A 7-inch diagonal LCD flat-screen monitor and a top-loading DVD/CD/MP3 player are integrated into the back of the front headrests, so two passengers each have their own custom-installed DVD player. A pair of wireless two-channel headphones mean viewers enjoy what's on without distracting anyone else. Includes remote control.



18-Inch Chrome Wheels.\* Lucerne accessory wheels are cast from high-strength aluminum, then given a long-lasting, brilliant chrome finish. Add a new level of dimension to your Lucerne with two stunning 18-inch varieties. Additional accessories may be found on page 29, Plate 13.



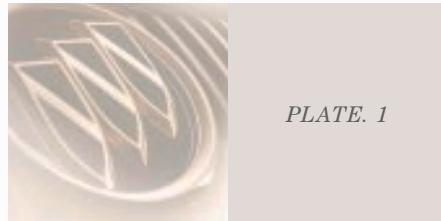
{ PLATE. 13 } "SELECTING A BUICK MEANS YOU RESPOND TO SOMETHING UNIQUE.  
THE DESIRE TO MAKE IT EVEN MORE YOUR OWN IS A NATURAL  
PROGRESSION OF THAT NOTION."

*Maria Rohrer, Director, Buick Marketing*



THOUGHTFUL  
**DETAILS**

What follows on these pages is  
a continuation of the vast  
array of Lucerne features, further  
examined plate by plate.



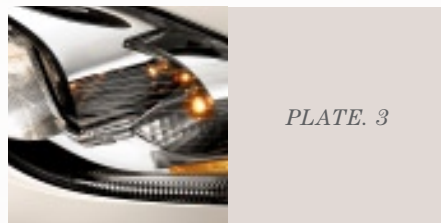
*PLATE. 1*

The Buick tri-shield is rooted in the ancestral coat of arms of the automaker's founder, David Dunbar Buick. That crest was a red shield with a checkered silver and azure diagonal line from the upper left to lower right, a stag above and a punctured cross below. The division adopted this on its radiator grilles in 1937. Used in slightly different iterations for several decades, in 1960, the logo underwent a major overhaul. Its single shield was replaced by a trio in red, white and blue—denoting the LeSabre, Invicta and Electra then in the Buick lineup. Though the emblem was usurped by the Buick Hawk in the 1970s, in the late 1980s, the tri-shield reemerged, simplified, but with its same patriotic colors. Today, again representing the trio of vehicles in the Buick marque, the tri-shield enjoys its even more distilled—and emboldened—monochrome form.

Lucerne remembers its past in its prominent waterfall grille, unabashed tri-shield emblems and chromed, trapezoid-shaped portholes carefully inset into the front fenders, first seen on the 1949 Buick Roadmaster. A trio of portholes indicates the Lucerne is V-6 equipped; four mean a V-8 sits underhood. Adding to its rakish profile is its vocabulary of steep angles: The windshield sits at a 60-degree slope; the rear roofline at a 70-degree cant. Lucerne's 115.6-inch wheelbase not only plants it firmly on the ground, but allows for its generous rear leg room. As to its taut panels, the sedan was engineered from the outset to have many of its interior and exterior panels and fittings come together almost seamlessly to the eye.

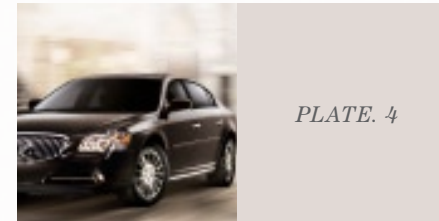


*PLATE. 2*



*PLATE. 3*

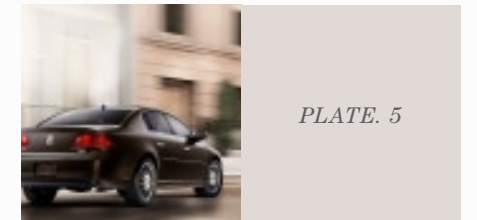
Seeing and being seen offer the first and highly crucial line of defense in operating a vehicle; Lucerne performs beautifully in this arena. Stringent testing rates the beams of its headlamps, which are scaled 1 through 10 on performance of beam patterns, forward visibility, light intensity and other invaluable criteria. Lucerne's low-beam lamps score a 9.5; the high beams garner a perfect 10. As to the Lucerne Super, projector halogen fog lamps are standard.



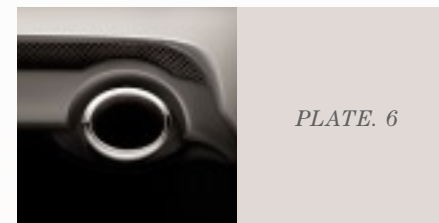
*PLATE. 4*

Painstaking attention has been paid to shift feel in Lucerne. What's known as its garage-shift quality—shifts from park to reverse, park to drive, and reverse to drive—is dramatically refined thanks to the tweaking of spring rates. Countless electronic controls also contribute to the smoothness of each shift. Furthering this smoothness, the engine control module briefly retards spark to lessen engine torque just prior to gear changes, resulting in palpably fluent shifts. In addition, the drive ratio is also set for optimum balance between performance and fuel economy.

Specially calibrated for Lucerne Super, Magnetic Ride Control remains one of the world's fastest-reacting suspension systems, period. It takes readouts from literally every inch of the road, adjusting for heave, pitch and roll. Helping keep drivers on their intended path, the available StabiliTrak shines when traveling over ice, snow, gravel, wet pavement or uneven road surfaces, and when evasive maneuvers are required. The system works by measuring yaw rate (spin) and lateral accelerometer readings (in plain English, that's cornering motion), comparing them with steering wheel angle. Should results lie beyond set values, individual brakes are applied to help bring Lucerne closer in line to what the driver requests from the steering wheel. The outcome is a system that enhances safety without a sense of intruding in the driving process.



*PLATE. 5*

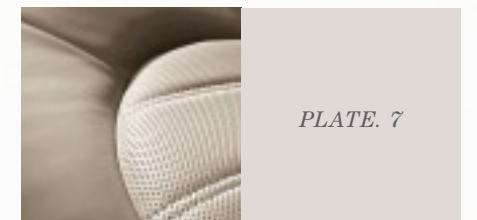


*PLATE. 6*

E85 ethanol is a largely renewable fuel that can be made from biodegradable wastes and plants like switchgrass, willow and corn. In the U.S. alone, over 7 million vehicles with E85 capability are already on the road. General Motors remains committed to meeting its goal of having half its annual production be E85 or biodiesel capable by 2012. Selecting the 3.9L FlexFuel V-6 for your Lucerne can mean reducing greenhouse gas emissions by as much as 23 percent.

Perforated intentionally to heighten air flow, embedded deep in Lucerne's available heated and cooled seats are a thermoelectric unit, fan and a ceramic device. Three level settings of cooling and heating—and two modes of heat, either full seat or seatback only—are accessed through controls on the upper door panels.

The extensive thought and care put into Lucerne's seats are even reflected under them: The seat tracks and hardware are hidden under carefully designed covers. Hardly just an aesthetic decision, these covers incidentally also protect the shoes of rear passengers.



*PLATE. 7*



THOUGHTFUL DETAILS

LUCERNE FEATURES

FURTHER EXAMINED

PLATE BY PLATE

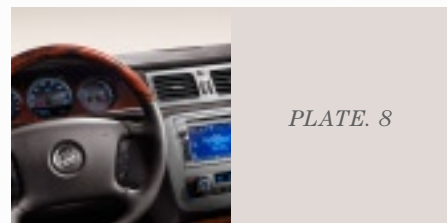


PLATE. 8

The expansive feeling inside Lucerne comes with good reason. By pushing the center point of the instrument panel forward and down slightly, that impression is greatly enhanced—and even substantiated: Room for head, leg, hip and shoulder places Lucerne above the Lexus ES 350. And behind the wheel, accommodation puts available steering wheel controls to keep the radio, volume and Bluetooth\* for cell phones at the fingertips. One more note on the steering wheel: In the Lucerne Super, it also comes with power tilt and telescoping, standard.

Air bag operation continues to be refined as an ever more effective safety system, and Lucerne's intelligent offerings reflect this effort. Lucerne's dual-depth air bag system determines how to deploy based on sensors that calculate seat position, crash severity and even discern if the person is wearing a safety belt. Lucerne is also equipped with the Passenger Sensing System (PSS). Thanks to a weight sensor embedded in the cushions, if a small adult is determined to be seated there, air bag deployment is suppressed to reduce the risk of air bag-induced injury.

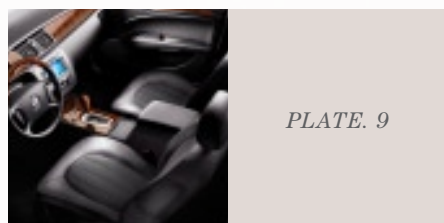


PLATE. 9

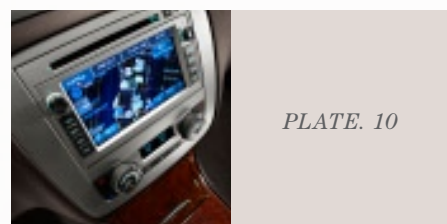


PLATE. 10

Should your air bags deploy, OnStar\*\* can receive a signal and contact emergency personnel immediately to your location (even if you're not sure where you are or aren't in a position to answer). For minor inconveniences like a flat or an empty gas tank, an OnStar Advisor is at the ready, too. If your vehicle is stolen, OnStar Advisors can work with authorities, even cut off the fuel supply to your car so it can be stopped in its tracks<sup>†</sup>. The list goes on and on (visit [onstar.com](http://onstar.com) for more details). There is a reason why 100 percent of all 2009 Buick vehicles are equipped with one year of OnStar—it allows a vehicle to rise to the occasion and do everything it can to help its owners.

Be it from driver distraction or fatigue, numerous crashes happen each year simply due to cars leaving their lanes. Lucerne's available Lane Departure Warning System tries to keep this from happening. It operates via a camera located between the inside rearview mirror and the windshield, designed specifically to detect lane markings on the road. As to the available Side Blind Zone Alert, its field covers an area roughly 11 feet over and 16 feet back from the rearview mirrors. Says Charlie Vogelheim, Vice President of Automotive Development, J.D. Power and Associates, "Active safety is one of the emerging automotive technologies we see in vehicles today. Active safety are products that prevent crashes or minimize damage to the vehicles and increase safety to the passenger in unavoidable crashes." This is Lucerne's aim.

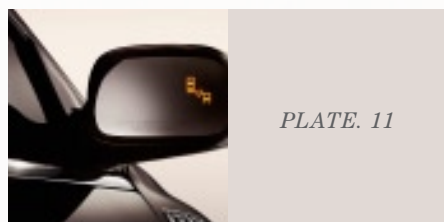


PLATE. 11

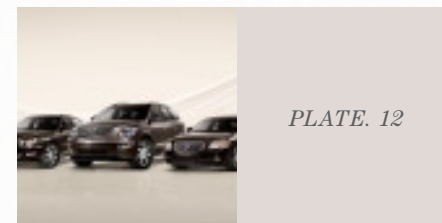


PLATE. 12

As completely as we stand behind our cars, the unexpected has a tendency to happen. For that, Buick is proud to offer Roadside Assistance 24 hours a day, 365 days a year throughout the U.S. and Canada. It's included during the powertrain warranty period (5 years/100,000 miles, whichever comes first) and for a nominal charge beyond that time frame. This includes fuel delivery to reach the nearest service station, lockout assistance, flat tire change, jump starts, even certain emergency towing services. Courtesy transportation and/or reimbursement of specific transportation expenses is also granted during this period by participating dealers and retailers. Bottom line, your safety at Buick is paramount. Warranty specifics are at [buick.com](http://buick.com).

**OTHER NOTABLE ACCESSORIES** Spoiler Kit: Aerodynamically designed, this rear-deck spoiler only enhances Lucerne's performance characteristics. It's available in select Lucerne body colors or primed for painting. Cargo Tray: Custom-molded, its heavy-duty, non-skid surface is shaped to fit the exact dimensions of your Lucerne trunk, with a raised outer lip to help contain cargo and spills. Front and Rear Premium Carpet Floor Mats: Emblazoned with the tri-shield, the uplevel mats fit perfectly to protect the Lucerne carpet from dirt and debris. These accessories only scratch the surface of what's available; visit [buickaccessories.com](http://buickaccessories.com) for more suggestions.

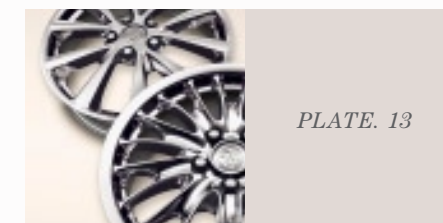


PLATE. 13

\*Go to [gm.com/bluetooth](http://gm.com/bluetooth) to find out which Bluetooth phones are compatible with the vehicle. \*\*OnStar with one-year Directions & Connections<sup>®</sup> plan comes standard with every Buick Lucerne. OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription service agreement required. Visit [onstar.com](http://onstar.com) for details and system limitations. <sup>†</sup>Ability to locate stolen vehicles varies with conditions.



LUCERNE STANDARD AND AVAILABLE FEATURES

POWER AND PERFORMANCE	CX	CXL	SUPER
<b>Automatic Level Control</b> Electronic	S	S	S
<b>Engine</b> 3.9L V-6 SFI FlexFuel, capable of running on unleaded or up to 85% ethanol	S	S	–
<b>Engine</b> 3.9L V-6 SFI	A	A	–
<b>Engine</b> Northstar 4.6L DOHC V-8, 292 horsepower	–	–	S
<b>Exhaust</b> Stainless steel	S	S	S
<b>Exhaust</b> Dual stainless steel with chrome tips	–	–	S
<b>Magnetic Ride Control</b>	–	–	S
<b>Engine Block Heater</b>	A	A	A
<b>Steering</b> Power, rack-and-pinion	S	S	–
<b>Steering</b> Power, magnetic, variable-assist, rack-and-pinion	–	–	S
<b>Suspension</b> 4-wheel independent, Ride and Handling	S	S	–
<b>Suspension</b> 4-wheel independent, Super	–	–	S
<b>Tires</b> P235/55R17 all-season, blackwall	S	S	–
<b>Tires</b> P245/50R18, all-season, blackwall	–	–	S
<b>Traction Control</b> Full-range, powertrain and brake-modulated	S	S	S
<b>Transmission</b> 4-speed automatic, enhanced electronic	S	S	S
COMFORT AND CONVENIENCE	CX	CXL	SUPER
<b>Air Conditioning</b> Single zone	S	–	–
<b>Air Conditioning</b> Dual-zone automatic climate control with individual climate settings for driver and right-front passenger and rear-seat heating/cooling outlets. On Lucerne CX, available only with Comfort and Convenience Package.	A	S	S
<b>Air Filtration System</b> Particulate	S	S	S
<b>Armrest</b> Rear center with dual cupholders and trunk pass-through	S	S	S
<b>Assist Handles</b> Front passenger and rear outboard with rear coat hooks	S	S	S
<b>Console</b> Center with storage bin, storage tray, dual cupholders and armrest. On Lucerne CX and Lucerne CXL, not available with 6-passenger seating.	S	S	S
<b>Cruise Control</b>	S	S	S
<b>Defogger</b> Rear-window, electric	S	S	S
<b>Door Locks</b> Power programmable with lockout protection and enhanced safety	S	S	S
<b>Floor Mats</b> Color-keyed, carpeted, front and rear, stain-resistant	S	S	S
<b>Instrumentation</b> With coolant temperature, tachometer, fuel gauge, speedometer, Driver Information Center and compass	S	S	–
<b>Instrumentation</b> With coolant temperature, tachometer, fuel gauge, speedometer, Driver Information Center and inside auto-dimming rearview mirror with compass display	–	–	S
<b>Lighting</b> Interior with glove box, trunk, delayed entry/exit with theater dimming, front footwell and front map lights	S	S	S
<b>Lighting</b> Interior, rear reading, switchable	S	S	S
<b>Memory Settings</b> Includes presets for 2 drivers, 8-way power driver/passenger seat with easy exit driver seat and outside mirrors	–	S	S
<b>Mirror</b> Inside rearview, auto-dimming	S	S	–

COMFORT AND CONVENIENCE (continued)	CX	CXL	SUPER
<b>Mirror</b> Inside rearview, auto-dimming with compass display	–	–	S
<b>Power Outlets</b> Auxiliary, 12-volt	S	S	S
<b>QuietTuning</b> Buick-exclusive process to reduce, block and absorb noise and vibration to create a quiet interior cabin	S	S	S
<b>Retained Accessory Power</b> Power windows and audio system remain operational after ignition is switched off for 10 minutes or until a door is opened	S	S	S
<b>Seats</b> 5-passenger	S	S	S
<b>Seats</b> 6-passenger	A	A	–
<b>Seats</b> Heated and cooled driver and front passenger with perforated leather-appointed seating	–	A	S
<b>Seat Adjuster</b> Driver and front passenger 6-way power	S	–	–
<b>Seat Adjuster</b> 8-way power driver and front passenger with power lumbar control	–	S	S
<b>Seat Trim</b> Cloth	S	–	–
<b>Seat Trim</b> Leather-appointed	–	S	–
<b>Seat Trim</b> Custom leather-trimmed with perforated suede appointments	–	–	S
<b>Steering Column</b> Tilt, manual	S	S	–
<b>Steering Column</b> Power tilt and telescopic	–	–	S
<b>Steering Wheel</b> Leather-wrapped with mounted audio and cruise controls	S	–	–
<b>Steering Wheel</b> Heated, leather-wrapped with mounted audio and cruise controls	–	S	–
<b>Steering Wheel</b> Heated wood with walnut burl finish and mounted audio and cruise controls	–	A	S
<b>Sunroof</b> Power, tilt-sliding	–	A	A
<b>Trunk Release</b> Power	S	S	S
<b>Universal Home Remote</b> Includes garage door opener, 3-channel programmable	A	S	S
<b>Visors</b> Driver and front passenger illuminated vanity mirrors, sliding	S	S	S
<b>Windows</b> Power with driver express-down	S	S	S
<b>Wheel</b> Spare, compact	S	S	S
ENTERTAINMENT SYSTEMS	CX	CXL	SUPER
<b>AM/FM Stereo with CD Player</b> MP3 playback, seek-and-scan, digital clock, auto-tone control, Radio Data System (RDS), speed-compensated volume, TheftLock and auxiliary audio jack	S	S	–
<b>AM/FM Stereo with 6-Disc In-Dash CD Changer</b> MP3 playback, seek-and-scan, digital clock, auto-tone control, speed-compensated volume, TheftLock and auxiliary audio jack	–	A	S
<b>Audio, harman/kardon®</b> 280-watt, 9-speaker system	–	A	S
<b>Touch-Screen Navigation</b> AM/FM stereo with CD player, MP3 playback and DVD-based touch-screen navigation, seek-and-scan, digital clock, auto-tone control, Radio Data System (RDS), speed-compensated volume, TheftLock and auxiliary audio jack	–	A	A
<b>XM Radio*</b> XM Radio includes 3 trial months of service. For more information, visit gm.xmradio.com.	S	S	S

ENTERTAINMENT SYSTEMS (continued)	CX	CXL	SUPER
<b>XM NavTraffic**</b> A satellite-delivered traffic information service with the ability to show real-time traffic data. Available with touch-screen navigation. For more information, see xmnavtraffic.com.	–	A	A
<b>Bluetooth®†</b> Technology For phone, personal cell phone connectivity to vehicle audio system	S	S	S
SAFETY AND SECURITY	CX	CXL	SUPER
<b>Air Bags††</b> Dual-stage frontal driver, dual-depth frontal passenger with Passenger Sensing System, driver and right-front passenger side impact and front and rear outboard head curtain	S	S	S
<b>Battery</b> Rundown protection	S	S	S
<b>Brakes</b> 4-wheel anti-lock, 4-wheel disc, dynamic rear proportioning	S	S	S
<b>Daytime Running Lamps</b> Switchable	S	S	S
<b>Door Locks</b> Rear, child security	S	S	S
<b>Lane Departure Warning</b>	–	A	A
<b>Side Blind Zone Alert</b>	–	A	A
<b>LATCH System</b> For child safety seats in all rear seating positions	S	S	S
<b>OnStar#</b> One year of Directions & Connections® plan	S	S	S
<b>Safety Belts</b> 3-point, rear, all seating positions	S	S	S
<b>Theft-Deterrent System</b> Vehicle, PASS-Key III	S	S	S
<b>Tire Pressure Monitor</b> (Does not apply to spare tire)	S	S	S
STYLING AND FUNCTIONALITY	CX	CXL	SUPER
<b>Fog Lamps</b> Front halogen with projector beam	–	–	S
<b>Front Cornering Lamps</b> Front turn signal	S	S	S
<b>Glass</b> Solar-Ray light-tinted	S	S	S
<b>Grille</b> Chromed	S	S	–
<b>Chrome Grille</b> Super specific	–	–	S
<b>Headlamps</b> Halogen composite with Twilight Sentinel and flash-to-pass feature	S	S	S
<b>Lights</b> Twilight Sentinel	S	S	S
<b>Mirrors</b> Outside heated, power-adjustable and driver-side auto-dimming, body-color, manual-folding	S	–	–
<b>Mirrors</b> Outside heated, power-adjustable and driver-side auto-dimming, body-color, manual-folding with integrated turn signal indicators	–	S	S
<b>Moldings</b> Body-color bodyside with bright inserts	S	S	S
PACKAGES	CX	CXL	SUPER
<b>Comfort and Convenience Package</b> Includes dual-zone automatic climate control, Universal Home Remote and trunk cargo convenience net	A	S	S
<b>Driver Confidence Package</b> Includes content theft alarm system, remote vehicle starter system, heated washer fluid, intermittent front wipers with RainSense, Ultrasonic Rear Parking Assist and StabiliTrak with brake assist	A	A	S
<b>Lucerne CXL Special Edition</b> Includes chrome deck lid molding, Chrome Tech wheels, integrated exhaust with chrome tip, contrast stitching on seats and interior trim and premium floor mats. Available on 5-passenger seating only.	–	A	–

DIMENSIONS (INCHES)			
<b>Wheelbase</b>	115.6	<b>Head Room, front</b>	39.5
<b>Overall Length</b>	203.2	<b>Head Room, rear</b>	37.6
<b>Body Width</b>	73.8	<b>Shoulder Room, front</b>	58.0
<b>Overall Height</b>	58.0	<b>Shoulder Room, rear</b>	57.0
<b>Front Track Width (CX, CXL)</b>	63.0	<b>Hip Room, front</b>	56.1
<b>Front Track Width (Super)</b>	62.6	<b>Hip Room, rear</b>	57.0
<b>Rear Track Width (CX, CXL)</b>	62.5	<b>Leg Room, front</b>	42.5
<b>Rear Track Width (Super)</b>	62.1	<b>Leg Room, rear</b>	41.4
SPECIFICATIONS	CX	CXL	SUPER
<b>Engine Type</b>	3.9L V-6 SFI	3.9L V-6 SFI	Northstar 4.6L DOHC V-8
	3.9L V-6 SFI FlexFuel	3.9L V-6 SFI FlexFuel	
<b>Horsepower</b>	227 @ 5700 rpm	227 @ 5700 rpm	292 @ 6300 rpm
<b>Torque</b>	237 @ 3200 rpm	237 @ 3200 rpm	288 @ 4500 rpm
<b>EPA-estimated mpg city/hwy.</b>			
– Front-wheel drive	17/26	17/26	15/22
CAPACITIES	CX	CXL	SUPER
<b>Cargo Volume##</b> (cu. ft.)	17.0	17.0	17.0
<b>Seating Capacity, front/rear</b>	2/3 (optional) 3/3	2/3 (optional) 3/3	2/3
<b>Fuel Tank</b> (approx. gallons)	18	18	18
<b>Base Curb Weight</b>	3,805	3,836	4,025
*Available in the 48 contiguous United States. Required monthly subscription sold separately. All fees and programming subject to change. Subscription subject to customer agreement. For more information, visit gm.xmradio.com.			
**For more information, visit xmnavtraffic.com. Required XM Radio and XM NavTraffic monthly subscriptions sold separately after trial period. XM NavTraffic only available in select markets. Subscription fee is consumer only. All fees and programming subject to change. Subscriptions are non-transferable and subject to Customer Agreement available at xmradio.com. XM service only available in the 48 contiguous United States.			
†Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.			
††Always use safety belts and the correct child restraints for your child's age and size. Even in vehicles equipped with air bags and the Passenger Sensing System, children are safer when properly secured in a rear seat in the appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active frontal air bag. See the vehicle Owner's Manual and child safety seat instructions for more safety information.			
#OnStar services require vehicle electrical system (including battery), wireless service and GPS satellite signals to be available and operating for features to function properly. OnStar acts as a link to existing emergency service providers. Subscription service agreement required. Call 1-888-4ONSTAR (466-7827) or visit onstar.com for OnStar's Terms and Conditions, Privacy Policy, details and system limitations. Visit onstar.com for coverage map.			
##Cargo and load capacity limited by weight and distribution.			



**IMPORTANT WORDS ABOUT THIS CATALOG**

Since some information may have been updated since the time of printing, June 2008, please check with your Buick dealer for complete details. Buick 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.

**New-Vehicle Limited Warranty.** This warranty is for GM vehicles registered in the U.S.A. See your Buick dealer for terms and conditions.

A 5-year/100,000-mile (whichever comes first) Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation.

Covered for 4 years/50,000 miles (whichever comes first):

- The complete vehicle
- Tires
- Towing to your nearest Buick dealership
- Cosmetic corrosion resulting from defects
- Repairs made to correct any vehicle defect
- No charge for most warranty repairs

Covered for 6 years/100,000 miles (whichever comes first): Rust-through corrosion

**An Important Note About Alterations and Warranties.** Installations or alterations to the original equipment vehicle (or chassis) as distributed by General Motors are not covered by the General Motors New-Vehicle Limited Warranty. The special body company, assembler, equipment installer or upfitter is solely responsible for warranties on the body or equipment and any alterations (or any effect of the alterations) to any of the parts, components, systems or assemblies installed by GM. General Motors is not responsible for the safety or quality of design features, materials or workmanship of any alterations by such suppliers.

**Assembly.** Buick vehicles and their components are assembled or produced by different operating units of General Motors, its subsidiaries or suppliers to GM worldwide. We sometimes find it necessary to produce Buick vehicles with different or differently sourced

components than originally scheduled. Since some options may be unavailable when your vehicle is assembled, we suggest that you verify that your vehicle includes the equipment you ordered or, if there are changes, that they are acceptable to you.

**Engines.** Buick products are equipped with engines produced by GM Powertrain or other suppliers to GM worldwide. The engines in Buick products may also be used in other GM makes and models.

**A Note About Child Safety.** Always use safety belts and the correct child restraints for your child's age and size. Even in vehicles equipped with Passenger Sensing System, children are safer when properly secured in a rear seat in an appropriate infant, child or booster seat. Never place a rear-facing infant restraint in the front seat of any vehicle equipped with an active frontal air bag. See the vehicle Owner's Manual and child safety seat instructions for more safety information.

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WHEELS	CX	CXL	SUPER
A 17-inch Bright Silver finish, aluminum	S	S	-
B 17-inch Chrome Tech aluminum (CXL Special Edition only)	-	S	-
C 17-inch chrome-plated aluminum	-	A	-
D 18-inch premium Bright Silver finish, aluminum	-	-	S
E 18-inch chrome-plated aluminum	-	-	A



**COLORS AND MATERIALS**

A WIDE SELECTION OF  
TONES AND FINISHES  
MAKE LUCERNE CARRY YOUR  
UNIQUE SIGNATURE

EXTERIOR COLORS		INTERIOR COLORS
1	6	A
2	7	B
3	8	C
4	9	D
5	10	E
	11	F

EXTERIOR COLORS: 1. Dark Crimson Metallic 2. Quicksilver Metallic 3. Ming Blue Metallic 4. Cyber Gray Metallic 5. Gold Mist Metallic 6. Black Onyx 7. Crystal Red Tintcoat\* 8. Dark Mocha Metallic 9. Mystic Sapphire Tricoat\* 10. White Opal 11. White Diamond Tricoat\* INTERIOR COLORS: A. Titanium cloth with Dark Titanium accent B. Titanium leather with Dark Titanium accent C. Cashmere cloth with Cocoa accent D. Cashmere leather with Cocoa accent E. Shale leather with Cocoa accent F. Ebony leather with Ebony accent

\*Additional charge. Some colors not available on certain models and with certain interior colors. See dealer for availability.





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