



IT BLENDS COMFORT, TECHNOLOGY AND PERFORMANCE WITHOUT BLENDING IN.



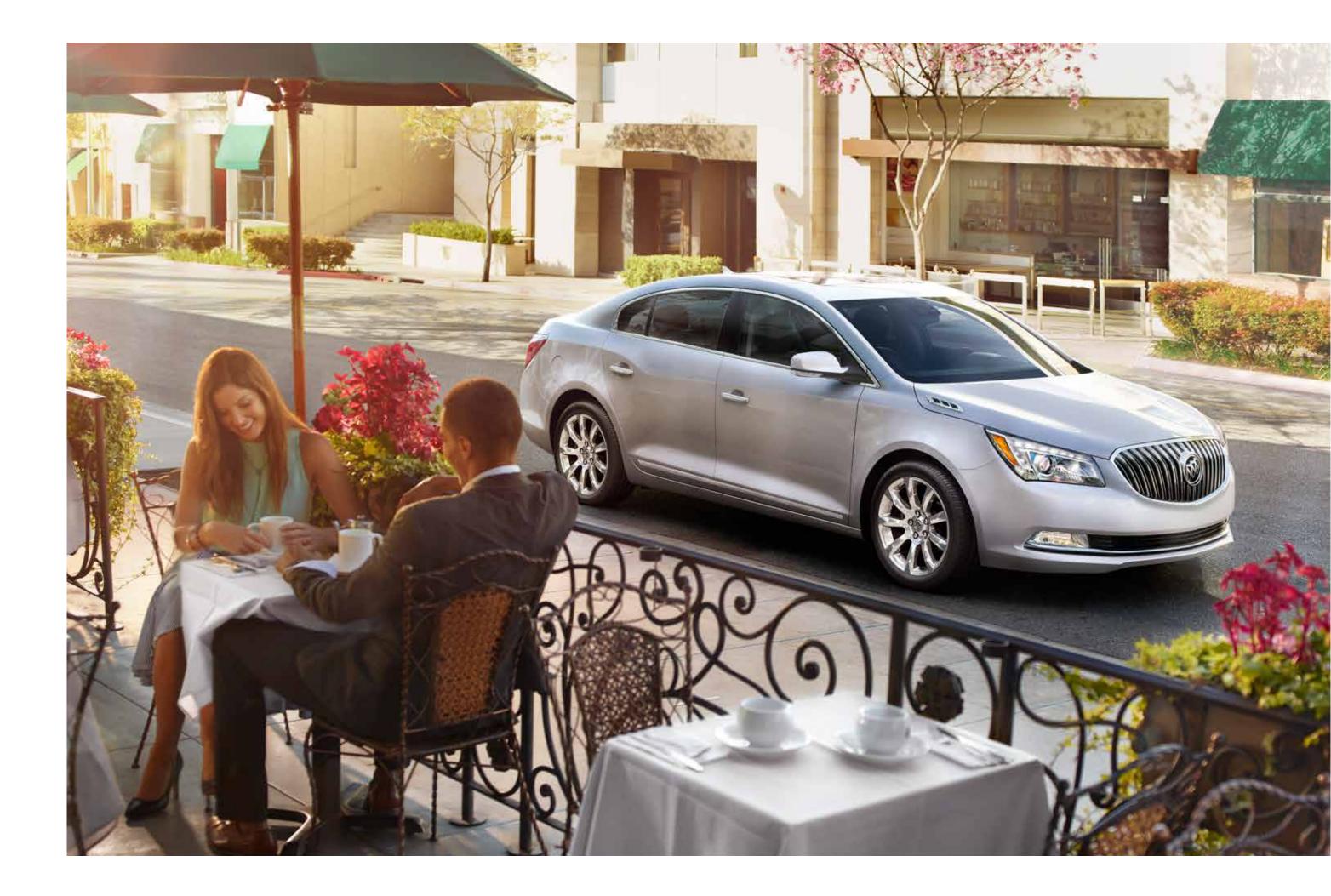


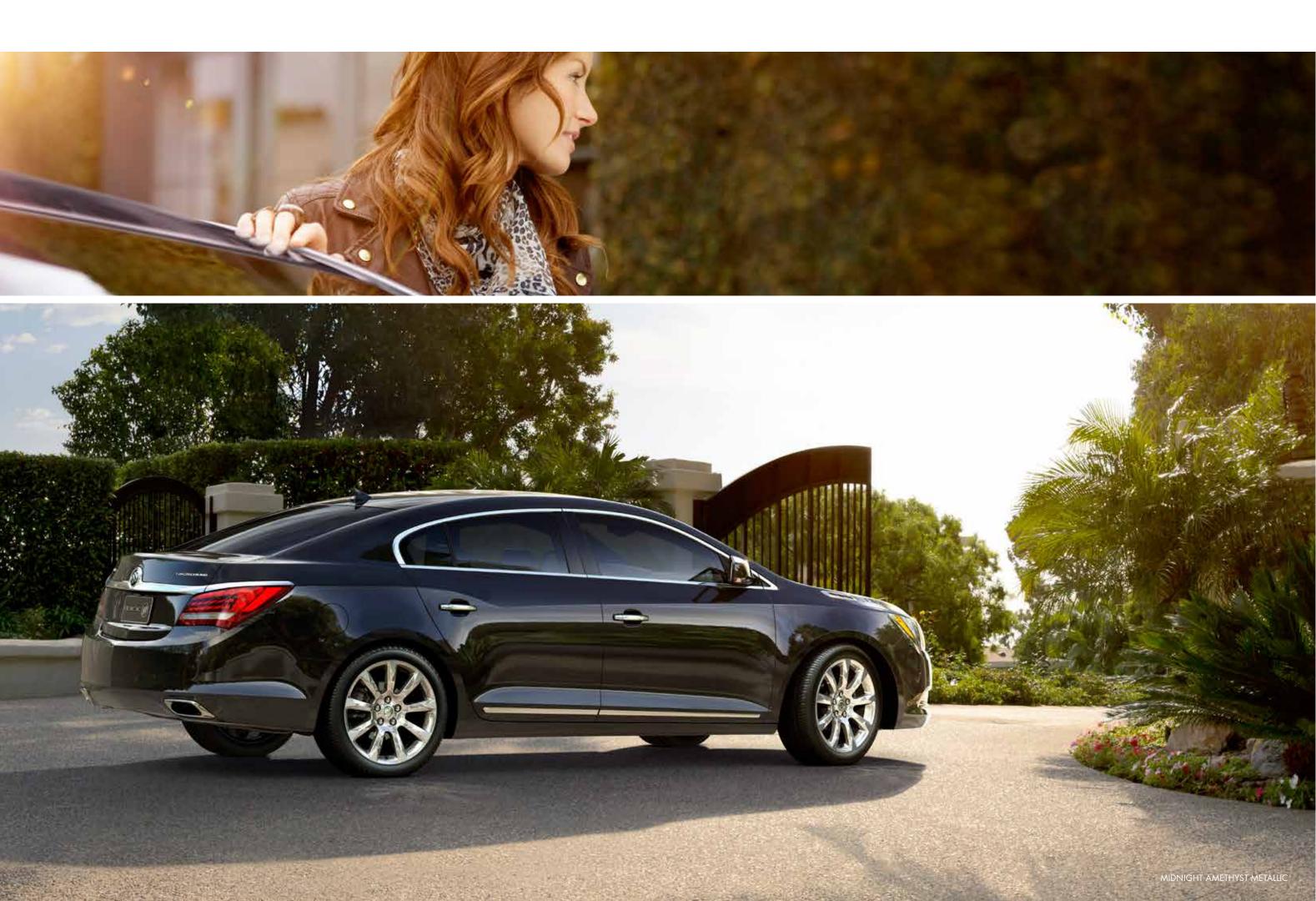


IT'S AN ESSENTIAL INGREDIENT OF LUXURY.

We're not sure there's an exact formula for luxury, but one thing we do know: style is an essential ingredient. Which is why for 2014, the elegantly graceful character of LaCrosse is even more alluring. With dramatic reshaping of the front and rear, Buick designers gave LaCrosse a more refined look. An all-new hood flows toward the multifaceted waterfall grille, and the hood's crisp, curving folds form a wide arch that wraps the front fenders into the jewel-like LED illumination encircling the projector-style headlamps. Where the hood joins the fenders, the LaCrosse designers placed a new interpretation of Buick's signature portholes. At the rear of the car, a pair of wraparound LED taillamps ensure LaCrosse is equally stunning coming or going.

Another key ingredient of Buick luxury? Confidence. For 2014, LaCrosse is available with the latest advances in safety technology, including Lane Change Alert, Lane Departure Warning, Forward Collision Alert and the Safety Alert Seat. LaCrosse is even available with a highly intelligent **ALL-WHEEL-DRIVE (AWD)** system to help maintain traction and avoid wheel spin. Combined with an electronic limited-slip differential, AWD helps maximize traction by sending power to the wheel(s) with the most grip. In low-traction situations—like rain, sleet or snow—it can send up to 50 percent of engine torque to either front wheel and up to 85 percent to either rear wheel. And on dry roads, the performance and handling benefits include enhanced acceleration, providing torque to all four wheels. For the kind of confidence that's a very luxurious feeling indeed.





THE SOPHISTICATED TRAVELER HAS A NEW DESTINATION.

Settle into the soft, available leather-appointed front seats of the 2014 LaCrosse and know instantly you've arrived. Atop the center console is an 8-inch diagonal color touch-screen that makes it easy to use the latest generation of IntelliLink,¹ Buick's acclaimed infotainment system. Below the center screen, the dual-zone climate controls and available heated and ventilated front seats can be easily controlled by using intuitive capacitive touch controls, meaning fewer buttons and putting every control just where you need it. And directly in front of the driver, there's an all-new 8-inch diagonal Driver Information and Cluster Display that can be configured with the information you use most often.



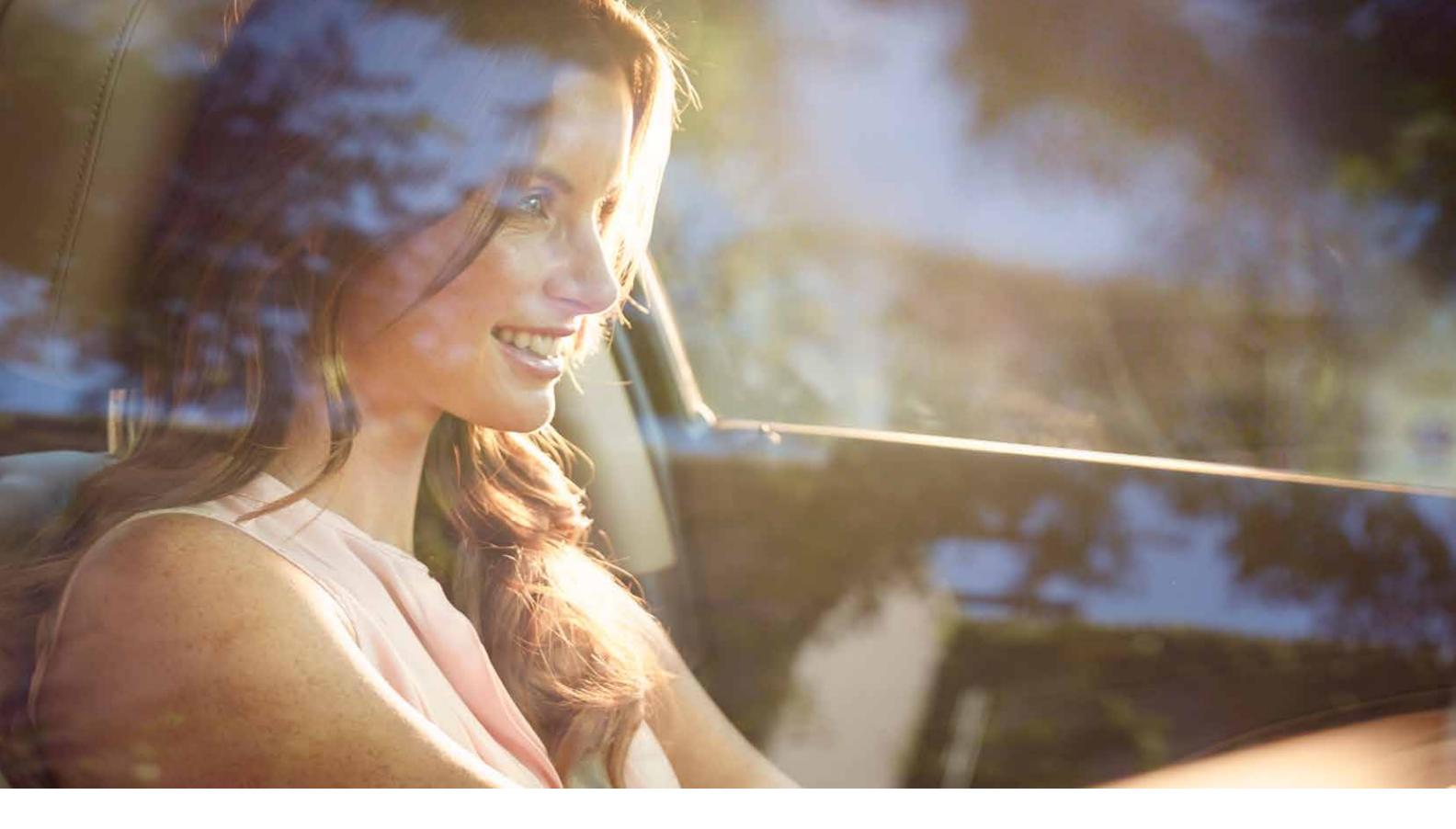
SHOWN IN SANGRIA Leather-appointed seating



BE COMFORTABLE WITH YOUR DECISION. VERY.

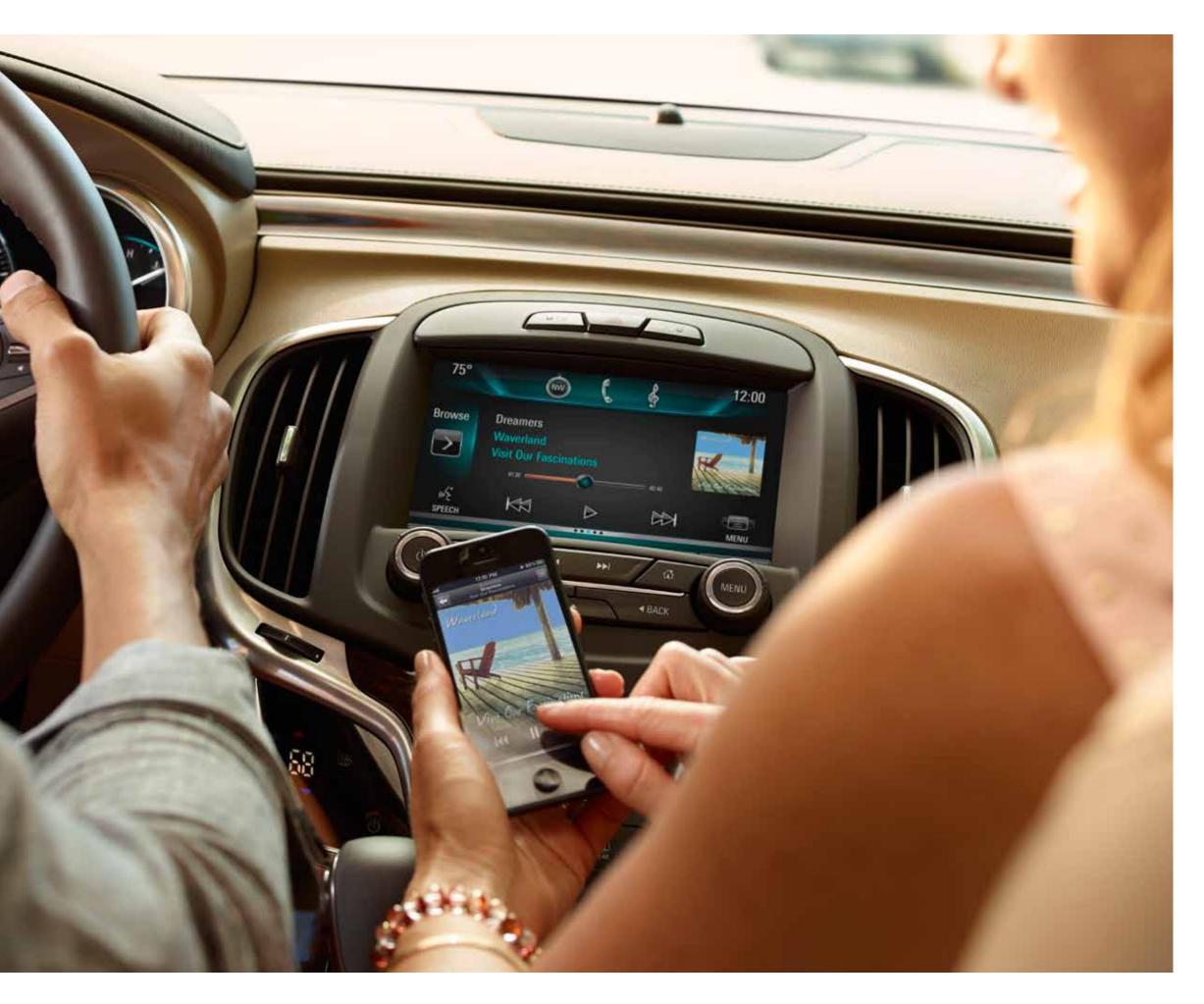
The Buick LaCrosse envelops you in luxury. Available premium leather-appointed seating, ice-blue ambient lighting and the soft-touch instrument panel surround you to make your ride more comfortable and enjoyable.

Your passengers' comfort isn't left to chance, either. In fact, our engineers designed first-class rear seating in this luxury sedan to have more rear leg room than even the Lexus ES 350, Acura TL and Infiniti G37 sedans.



BUICK QUIETTUNING. THE TECHNOLOGY OF TRANQUILITY.

LaCrosse is engineered using an exclusive QuietTuning process. It's a carefully orchestrated application of sound-reducing, sound-blocking and sound-absorbing measures, including a windshield shaped to minimize turbulence, triple door seals, optimized engine mounts and special sealants. The result is a cabin that's quiet and calm. So go ahead. Close the door of your LaCrosse. Settle into a place where the noise of the world falls away and you can enjoy hearing the sounds you prefer—a favorite song, a good conversation or simply the smooth acceleration of the engine.



THE EASE OF SEAMLESS CONNECTIVITY.

Remarkably simple and intuitive, IntelliLink¹ helps drivers keep their hands on the wheel and eyes on the road. With this nextgeneration IntelliLink, natural-language voice recognition allows for conversational commands, such as "Call my office." Or to navigate content, you simply use touch, drag and swipe gestures. The system lets you save up to 60 presets of your favorite music, plus destinations and contacts. You can listen to selections from your MP3 music library or stream Pandora® internet radio from your smartphone. Plus the built-in Bluetooth² lets you play music wirelessly. And since LaCrosse is now available with Bose® Premium Audio, the music you choose will sound especially rich, reproduced with deep bass, complex midrange and clean, crisp highs. And now with app tray customization, you can keep your frequently used features at your fingertips.

A SAFETY PORTFOLIO DESIGNED TO MANAGE RISK.

What if your driver's seat vibrated as a way to alert you to a potential hazard? What if when you signaled a lane change and another vehicle enters your side blind zones, an icon flashed in the driver's-side mirror? What if your car sensed the threat of a forward collision, and not only warned you but, if necessary, applied the brakes to help you avoid the crash?

Those are some of the ways the 2014 Buick LaCrosse applies the latest advances in safety technology. It's the first Buick to offer LANE CHANGE ALERT[®], an available feature included with SIDE BLIND ZONE ALERT[®].¹ Together, they warn you of vehicles in the next lane approaching fast from behind and of vehicles in your side blind zones. Also new for 2014 is available FORWARD COLLISION ALERT[®] that alerts the driver of a potential collision with a vehicle ahead. If necessary, the new available AUTOMATIC COLLISION PREPARATION[®] can even automatically apply the brakes if it detects you may not be reacting quickly enough to this threat. The available ADAPTIVE CRUISE CONTROL is a new feature that automatically adjusts the vehicle speed to maintain a driver-selected following gap to vehicles ahead, even in stop-and-go traffic.

And to help you avoid unintentional slow lane drifts, available **LANE DEPARTURE WARNING** reads the lane markings at speeds above 35 mph. If you haven't put on your turn signal and it senses your car departs its lane, it flashes a yellow icon to alert you.

With the available **SAFETY ALERT SEAT**, when the Lane Departure Warning system's camera detects your LaCrosse is leaving a lane without a turn signal active in that direction, a vibration in the driver's left or right seat bolster directs your attention to the side of the lane encroachment. When a potential collision is detected ahead by the Forward Collision Alert system, both sides of the seat vibrate.



XA









REVERSE ENGINEERING.

Now available on LaCrosse, **REAR CROSS TRAFFIC ALERT** helps you know something's headed your way when backing up. A camera in the rear captures a view behind the car, while radar sensors detect vehicles approaching from the left or right within 65 feet. The system alerts you audibly and by flashing a warning signal on the Rearview Camera screen. And if equipped with the Safety Alert Seat, the left or right side of the seat bottom will vibrate.



Today, we're more connected than ever before. This is more true than ever with OnStar,¹ standard for 6 months, which now includes the **ONSTAR REMOTELINK MOBILE APP®**² that lets you lock, unlock and even start your LaCrosse remotely from your smartphone or tablet. As always, you'll have the peace of mind OnStar brings. In many crashes, Automatic Crash Response can alert an OnStar Advisor, who is immediately connected to your LaCrosse and can send help to your exact location—even if you can't ask for it. And new this year, OnStar RemoteLink[®] Key Fob Services³ are included for 5 years on OnStar-equipped 2014 vehicles when you download the app and use RemoteLink services during the 6-month trial period and any consecutive periods with an OnStar plan. Services include remote door unlock and lock, remote start and stop (requires factory-installed remote start) and remote horn and lights.

^{IV}lisit onstar.com for coverage map, details and system limitations. Services vary with conditions. OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. ²Available on select Apple,[®] AndroidTM and BlackBerry[®] devices. Services vary by device, vehicle and conditions. Requires an active OnStar subscription. ³Access is available for 5 years from the date of vehicle delivery and is transferable. Does not include any emergency services or other OnStar services. To cancel OnStar RemoteLink Key Fob Services, or if your vehicle is sold, it is important to contact an OnStar Advisor. See onstar.com/mobile for full details.



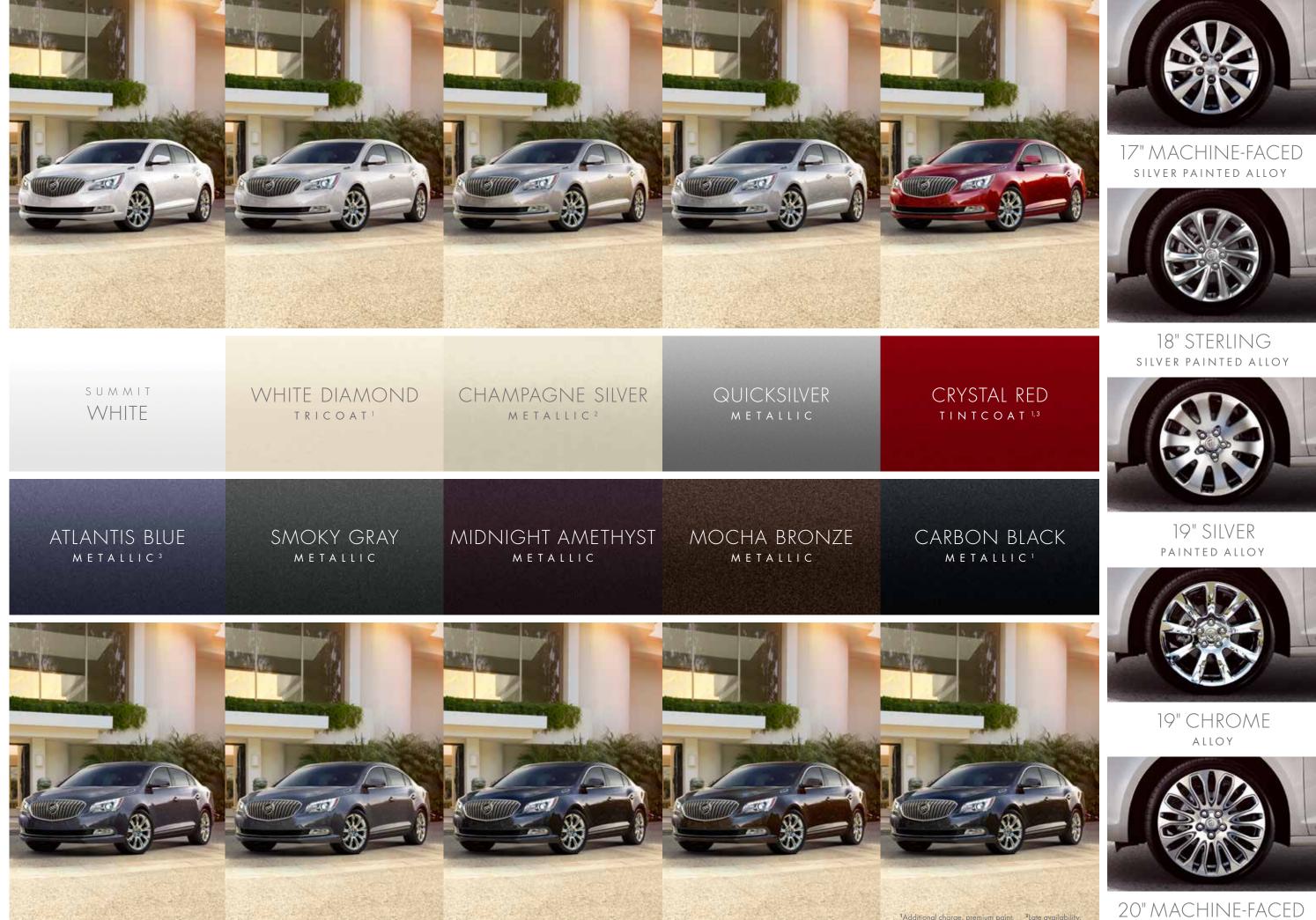
LACROSSE WITH eASSIST. 36 MPG HWY.'

LaCrosse is available with a fuel-saving technology called eAssist. This powertrain integrates a compact electric motor, an advanced lithium-ion battery and LaCrosse's 2.4L DOHC DI 4-cylinder gasoline engine. To help conserve fuel when LaCrosse brakes to a stop, like at a red light, eAssist switches the engine off and then back on again the instant the driver's foot leaves the brake pedal. eAssist also captures and stores energy in the battery as you coast or brake. This energy is used to run accessories when LaCrosse is stopped with the engine switched off. When needed, the stored energy also powers the electric motor, increasing the horsepower and torque of the 2.4L engine for enviable fuel economy of 36 mpg hwy.¹

IT'S A REFLECTION OF YOU. INSIDE AND OUT.

LaCrosse is offered in a variety of exterior colors and interior trims and with a wide selection of wheel choices. No matter what shade of paint or style of wheel you ultimately choose, you'll be making LaCrosse your personal definition of luxury.



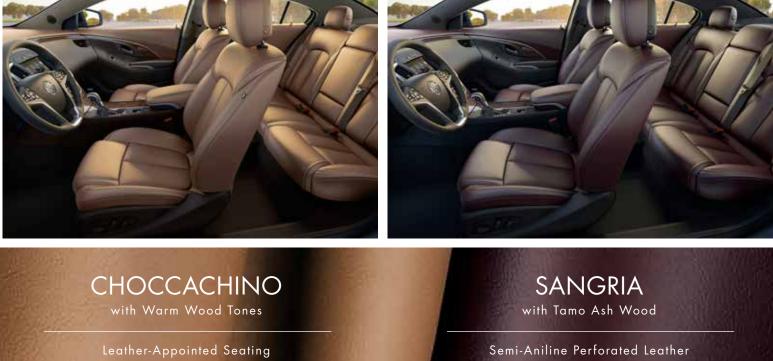


¹Additional charge, premium paint. ²Late availability. ³Not available with Ultra Luxury Package.

SILVER PAINTED ALLOY







EBONY with Dark Wood Tones

Leather-Appointed Seating

or Perforated Leather Seating Surfaces

or Woven Cloth Seating with Leatherette Accents

LIGHT NEUTRAL with Warm Wood Tones

Leather-Appointed Seating

or Perforated Leather Seating Surfaces

or Woven Cloth Seating with Leatherette Accents

or Perforated Leather Seating Surfaces

A PLACE TO CALL YOURS. AN INVITATION TO RELAX.

When everything's just right, when every detail meets your standards and every material soothes your senses—that's Buick luxury. And LaCrosse now takes those qualities even further, with the available Ultra Luxury Package. New for 2014, it features soft, supple semi-aniline leather on the seat surfaces, door and center console armrests, a sueded microfiber headliner, real tamo ash wood trim and an exclusive interior trim color combination of Sangria seating with Ebony accents.



SURVEY YOUR OPTIONS. YOU'LL BE SMILING WHEN YOU'RE FINISHED.

A quick glance over the standard features found on every LaCrosse confirms how high we've set the bar for comfort, convenience and driving confidence. And you can take it further still, with a range of option packages and stand-alone options that allow you to create a luxury sedan to your exact specifications.

STANDARD EQUIPMENT

POWER AND PERFORMANCE

Drivetrain Front-wheel drive Engine 2.4L with eAssist technology eAssist Technology Integrates an electric motor and advanced lithium-ion battery with the 2.4L engine. As you brake, eAssist captures energy, a process known as regenerative braking. All this provides LaCrosse with 36 hwy mpg.¹ Transmission 6-speed automatic, electronically controlled with overdrive and Driver Shift Control, tap up/tap down Suspension Front, MacPherson strut, rear 4-link Steering Power, electric Brakes 4-wheel anti-lock, 4-wheel disc with brake assist Electronic Grade Braking Traction Control Full range StabiliTrak Stability control system Exhaust Single outlet stainless steel with hidden tip

EQUIPMENT GROUPS

INCLUDES ALL STANDARD EQUIPMENT PLUS:

driver's side and ground illumination

Rearview Camera System

Leather-Appointed Seating Heated front seats

Power Mirrors Heated with LED indicators, auto-dimming

Memory Settings Includes driver seat and outside mirrors

8-Way Power Seating Front passenger

LEATHER GROUP

Rear Park Assist

COMFORT AND CONVENIENCE

Seat Trim Cloth with leatherette (Ebony or Light Neutral) Seating Front bucket seats, split-folding rear seats Driver seat adjuster, 8-way power Front-passenger seat adjuster, 4-way manual and 2-way power vertical Power driver lumbar, 4-way Armrests Rear center with 2 integral cupholders Head Restraints Front, 4-way adjustable Rear, outboard seats, 2-way adjustable, folds back onto rear package shelf Lighting Custom, interior front and rear reading, front footwell and puddle lights Ice-blue ambient front and rear door, console and instrument panel light pipe Assist Handles Driver, front passenger and rear outboard Color Display 8-inch diagonal with Driver Information and Cluster F Compass Display Remote Vehicle Start System Steering Wheel Leather-wrapped rim, tilt and telescopic steering column

Steering-Wheel-Mounted Controls For gudio, phone and cruise control Cruise Control Shift Knob Leather-wrapped Parking Brake Electric-powered Climate Control Dual-zone automatic air conditioning Air Filtration System Defogger Rear-window electric Windows Power with front express-up/-down, rear express-dowr Auto-Dimming Inside Rearview Mirror Cupholders 2 front console, covered; 2 rear armrest Auxiliary Power Outlets 2 12-volt outlets/120-volt rear Floor Mats Carpeted front and rear with front anchors Vanity Mirrors Driver and front passenger illuminated Remote Keyless Entry Extended range

QuietTuning Buick-pioneered process to reduce, block and absorb noise and vibration to create a quiet cabin Universal Garage-Door Opener

PREMIUM II GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

8-Way Power Seating Front passenger

driver's side and ground illumination

Rearview Camera System

Rear Park Assist

Leather-Appointed Seating Heated front seats

Engine 3.6L VVT, DI V-6 with E85 capability⁸

E-Z Key Passive Entry System Push-button start

Wheels Q7N 20" machine-faced silver painted alloy

Chassis Continuously Variable Real-Time Damping

Seating Perforated and ventilated, front

HiPer Strut Front suspension (FWD only)

AVAILABLE OPTIONS FOR PREMIUM II GROUP:

Steering Wheel Leather, heated

Sunshade Power rear

with Sport Mode

Bose Audio System Audio System with Navigation⁹

Power Mirrors Heated with LED indicators, auto-dimmina

Memory Settings Includes driver seat and outside mirrors

SPECIFICATIONS

| DIMENSIONS (INCHES) | | CAPACITIES | | |
|---------------------|---|--|--|--|
| 111.7 | Engine Type | 2.4L DOHC DI with eAssist technology | | |
| 196.9 | Horsepower | 182 hp @ 6700 rpm 172 lb-ft @ 4900 rpm | | |
| 73.1 | | 3.6L VVT, DI V-6 with E85 capability ⁸ | | |
| 59.2 | Horsepower | 304 hp @ 6800 rpm | | |
| 61.7/62.0 | Torque | 264 lb-ft @ 5300 rpm | | |
| 38.0/37.3 | EPA-estimated mpg | 25 city/36 hwy 2.4L with eAssist technology | | |
| 57.4/56.0 | | 18 city/28 hwy 3.6L (FVVD) 17 city/26 hwy 3.6L (AWD) | | |
| 55.2/53.9 | Fuel Tank (approx.) | 15.7 gallons (2.4L)/18 gallons (3.6L)/19 gallons AWD | | |
| 41.7/40.5 | Cargo Capacity ¹³ | 10.8 cu. ft. with 2.4L engine 13.3 cu. ft. with V-6 engine | | |
| | 196.9 73.1 59.2 61.7/62.0 38.0/37.3 57.4/56.0 55.2/53.9 | 111.7 Engine Type 196.9 Horsepower 73.1 Engine Type 59.2 Horsepower 61.7/62.0 Torque 38.0/37.3 EPA-estimated mpg 57.4/56.0 Fuel Tank (approx.) | | |

ENTERTAINMENT SYSTEMS

Audio System Buick IntelliLink² with AM/FM stereo, 8" diagonal high-resolution color touch-screen, CD player, MP3 playback and audio auxiliary port Buick IntelliLink² Smartphone control via voice activation and steering-wheel-mounted controls. It also enables streaming stereo audio from the phone through services like Pandora[®] internet radio. SiriusXM Satellite Radio³ Includes 3 trial months of service. For more information, visit siriusxm.com. Speakers Premium 7-speaker system USB Port⁴ Connectivity for various digital media and iPod® support Bluetooth®5 Personal cell-phone connectivity to vehicle audio system

SAFETY AND SECURITY

Safety Belts 3-point, all seating positions LATCH (Lower Anchors and Top tethers for CHildren) system for child safety seats in all rear seating positions Air Bags⁶ Dual-stage frontal and side-impact, driver and front passenger with Passenger Sensing System plus head curtain side-impact, front and rear outboard seating positions and rear-seat thorax air bags Power Door Locks Programmable with lockout protection OnStar⁷ 6 months of Directions & Connections Plan Theft-Deterrent Systems PASS-Key III, engine immobilizer and content theft alarm Tire Pressure Monitoring System Does not monitor spare tire

STYLING AND FUNCTIONALITY

Antenna Integral rear roof-mounted, body-color Lights Halogen headlamps with flash-to-pass feature, automatic on/off

AUDIO SYSTEM DESCRIPTIONS

Audio System with Navigation $^{\rm 9}$ $\rm AM/FM/Sirius XM^3$ stereo (3-month trial), single CD/DVD player and MP3 navigation, IntelliLink² with 8" color diagonal touch-screer display and GPS navigation system Bose Áudio System Bose Centerpoint® Surround Sound premium 11-speaker system, sound-stage signal processing Rear-Seat Entertainment System CD/DVD stereo player, rear-seat dual displays with 2 pairs of wireless headphones USB,4 RCA and SD card ports (requires Audio System with Navigation⁹)

OPTION PACKAGE DESCRIPTIONS

Driver Confidence Package 1 Includes Side Blind Zone Alert with Lane Change Alert, xenon High-Intensity Discharge (HID) articulating headlamps, Head-Up Display (HUD), Rear Cross Traffic Alert, Lane Departure Warning, Forward Collision Alert and fog lamps

Driver Confidence Package 2 Includes Adaptive Cruise Control, Automatic Collision Preparation and Safety Alert Seat

Ultra Luxury Package Includes semi-aniline, perforated leather seating in Sangria, Tamo Ash wood trim, front ventilated seats, leather-wrapped center console and door armrests and sueded microfiber headliner (requires V-6 engine and sunroof)

17" MACHINE-FACED SILVER PAINTED ALLOY

SUMMIT WHITE

- WHITE DIAMOND TRICOAT¹⁰
- CHAMPAGNE SILVER METALLIC
- QUICKSILVER METALLIC
- CRYSTAL RED TINTCOAT^{10, 12}

¹Based on EPA estimates. ²Full functionality requires compatible Bluetooth and smartphone. Some devices require USB connectivity. Data plan rates apply. ³If you subscribe after your trial period, subscriptions are continuous until you call SiriusXM to cancel. See SiriusXM Customer Agreement for complete terms at siriusxm.com. Other fees and taxes will apply. All fees and programming subject to change. For more information about NavTraffic, visit siriusxm.com/navtraffic. For more information about Travel Link, visit siriusxm.com/travellink. XM satellite service is available only to those in the 48 contiguous USA and DC. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio, Inc. *Not compatible with all devices. *Go to gmtotalconnect.com to find out which phones are compatible with the vehicle. *A NOTE ON CHILD SAFETY: Always use safety belts and the correct child restraint for your child's age and size, even with air bags. Even in vehicles equipped with 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 your 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. Not all vehicles may transmit all crash data. 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. ⁸When running on E85, LaCrosse offers an EPA-estimated 13 city/19 hwy mpg. E85 FlexFuel capability is not available in CA, CT, DE, MA, MD, ME, NJ, NY, OR, PA, RI, VT and WA. E85 is a combination of 85% ethanol and 15% gasoline. Go to afdc.energy.gov/afdc/fuels to find an E85 station near you. PMap coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. 10 Additional charge, premium paint. ¹¹Late availability. ¹²Not available with Ultra Luxury Package. ¹³Cargo and load capacity limited by weight and distribution.

| AVAILABLE | OPTIONS | FOR | PREMIUM | I GROUP: |
|-----------|---------|-----|---------|----------|

PREMIUM I GROUP

INCLUDES ALL STANDARD EQUIPMENT PLUS:

8-Way Power Seating Front passenger

driver's side and ground illumination

Rearview Camera System

Rear Park Assist

Leather-Appointed Seating Heated front seats

Engine 3.6L VVT, DI V-6 with E85 capability⁸

E-Z Key Passive Entry System Push-button start

Chassis Continuously Variable Real-Time Damping

Wheels REK 19" chrome alloy (FWD only)

HiPer Strut Front suspension (FWD only)

Seating Perforated and ventilated, front

Steering Wheel Leather, heated

with Sport Mode (FWD only)

Sunshade Power rear

Bose Audio System

Power Mirrors Heated with LED indicators, auto-dimming

Memory Settings Includes driver seat and outside mirrors

Ultra Luxury Package All-Wheel-Drive System (V-6 only. Includes REJ wheels.) Sunroof Power oversized Audio System with Navigation⁹ Rear-Seat Entertainment System (Requires Audio System with Navigation⁹ Driver Confidence Package 1 Driver Confidence Package 2

Ultra Luxury Package Sunroof Power, oversized Rear-Seat Entertainment System (Requires Audio System with Navigation Driver Confidence Package 1 Driver Confidence Package 2

| Audio System with Navigation | |
|--------------------------------|------------------------|
| Rear-Seat Entertainment System | (Requires Audio System |
| with Navigation ⁹) | |
| Driver Confidence Package 1 | |

Engine 3.6L VVT, DI V-6 with E85 capability⁸

the NI and a set of 9

All-Wheel-Drive System (V-6 only. Includes REJ wheels.)

AVAILABLE OPTIONS FOR LEATHER GROUP:

Ultra Luxury Package

Bose® Audio System

Sunroof Power, oversized

Wheels REK 19" chrome alloy

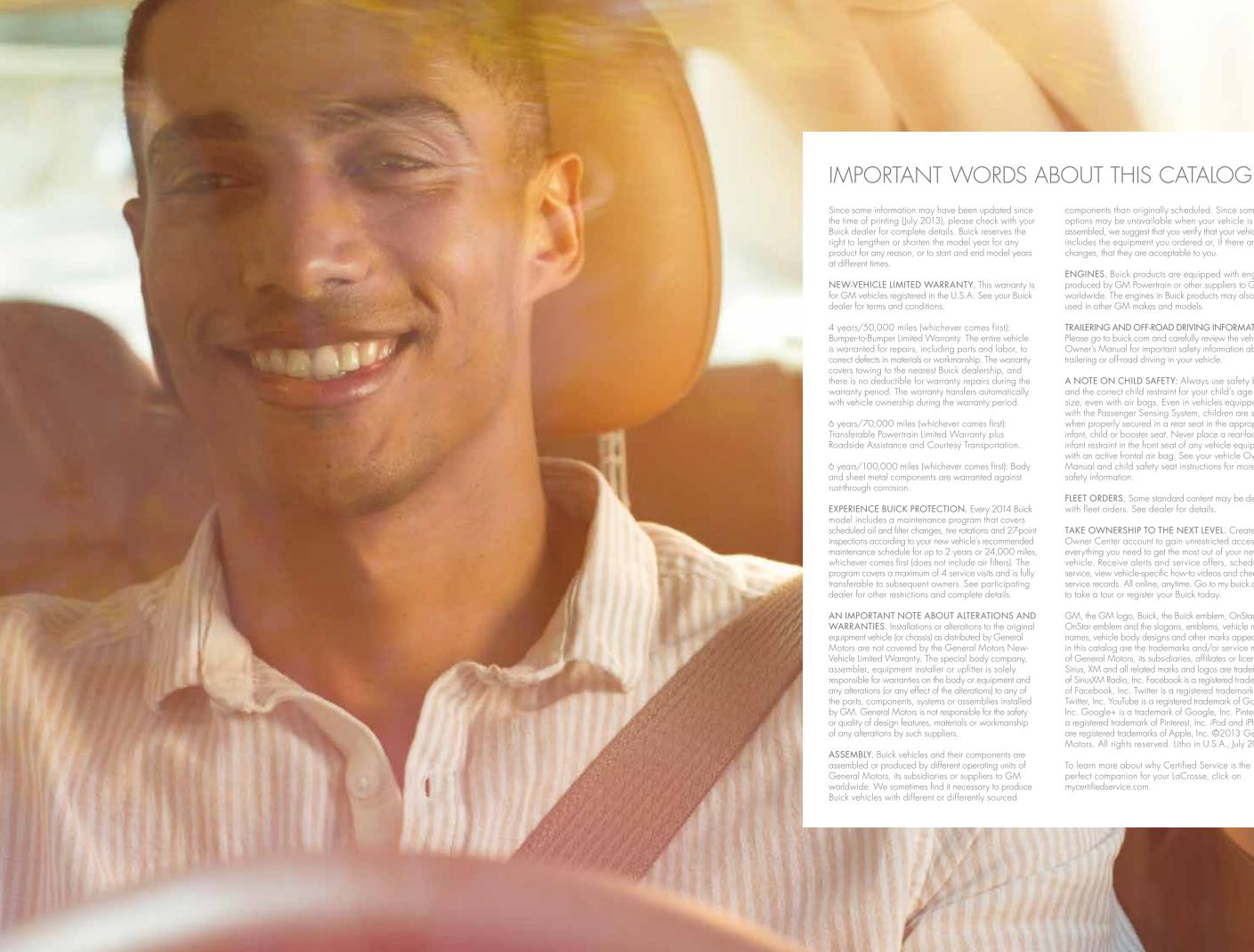
Daytime Running Lamps Switchable Glass Solar-Ray light-tinted Acoustic, laminated front side and windshield **Door Handles** Body-color with chrome strips Outside Mirrors Heated, power-adjustable, manual-folding Grille Titanium chrome, waterfall style Bodyside Moldings Bright Lamps Center High-Mounted Stop Lamp (CHMSL), rear LED taillamps Shutters Active front lower grille, underbody closeouts Sill Plates Bright front Spoiler Integrated into deck lid Wipers Front intermittent with washers Wheels RDL 17" machine-faced silver painted alloy

AVAILABLE FEATURES

Wheels REP 18" sterling silver painted alloy (standard on V-6) Engine 3.6L VVT, DI V-6

WHEELS AND COLORS





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.

TRAILERING AND OFF-ROAD DRIVING INFORMATION. Please go to buick.com and carefully review the vehicle Owner's Manual for important safety information about trailering or off-road driving in your vehicle.

A NOTE ON CHILD SAFETY: Always use safety belts and the correct child restraint for your child's age and size, even with air bags. Even in vehicles equipped with 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 your vehicle Owner's Manual and child safety seat instructions for more safety information.

FLEET ORDERS. Some standard content may be deleted with fleet orders. See dealer for details.

TAKE OWNERSHIP TO THE NEXT LEVEL. Create an Owner Center account to gain unrestricted access to everything you need to get the most out of your new vehicle. Receive alerts and service offers, schedule service, view vehicle-specific how-to videos and check service records. All online, anytime. Go to my.buick.com to take a tour or register your Buick today.

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To learn more about why Certified Service is the perfect companion for your LaCrosse, click on mycertifiedservice.com.