On your smartphone, download a QR code reader and scan to visit lacrossebrochure.com to discover more.
What matters is what matters to you.
Defined by you. Enjoyed by you.

And that’s why we say, “come as you are.”
This is not luxury as you have always known it.
It’s luxury the way it should be.

YOUR KIND OF LUXURY.
IT’S TRUE, LUXURY HAS RULES. BUT LACROSSE PROVES THERE’S NO RULE THAT SAYS YOU HAVE TO FOLLOW THEM ALL.

We gave LaCrosse the smartest thinking, executed in the freshest ways. This equals not only an enlightened luxury experience, but a relaxed one as well. On the outside, its lines are smooth and fluid. You’ll find the same uninterrupted, flowing lines inside. LaCrosse brings together the best in advanced performance, entertainment and technology. Discover it for yourself.
We’re putting our energy into ways to conserve. The 2012 LaCrosse, featuring eAssist technology, offers 36 hwy mpg—making it the most fuel efficient sedan in its class. The beauty of eAssist is that it seamlessly integrates a compact (yet powerful) electric motor, an advanced lithium-ion battery and LaCrosse’s already efficient direct-injected ECOTEC engine. As you brake, eAssist captures energy in the battery. It’s a process known as regenerative braking. This recovered energy is used to help LaCrosse deliver unexpected fuel economy for a full-size luxury sedan.

The system shifts from gas to electric power while idling (say, at a red light) and then instantly switches back when your foot lifts off the brake pedal. The Energy Department calculates that 17.2 percent of a vehicle’s fuel is wasted when the engine idles. You’ll find that LaCrosse with eAssist helps put a fitting end to that.

Some things just can’t wait. This is definitely one of them. With the available Keyless Access System, LaCrosse recognizes your approach and readies itself for your entry. Then, a simple press of the optional push-button start puts an elaborate series of technologies into motion. (And if you really can’t wait, the available remote starter can activate LaCrosse from up to 200 feet away.) At that moment, sophisticated systems spanning engine, transmission, available all-wheel drive, suspension, handling and safety begin communicating in preparation for your shift into Drive.
YOU CAN GET THERE FROM HERE.

Sitting behind the wheel of LaCrosse means having the knowledge to discover and explore new lands. To help you navigate, the available voice- and touch-screen-activated hard-drive-based Navigation System offers over 6 million miles of North American roads. The hard drive packs 80GB of navigation power and music-storing capacity for thousands of songs. And like your home DVR, it can pause and play back live radio.

To save time, optional NavTraffic incorporates real-time traffic and road conditions right into your Nav screen, directing you around trouble spots and toward the most efficient route. And while you’re on the road, your hands don’t have to leave the wheel thanks to Bluetooth. LaCrosse lets you pair your Bluetooth-enabled phone with hands-free features to talk, store numbers and receive calls through its audio system. So get going. There’s no telling what you’ll find.

Map coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. 80GB for music storage. 20GB for navigation storage. NavTraffic requires a monthly subscription after introductory trial period sold separately by SiriusXM. NavTraffic only available in select markets. For more information, visit siriusxm.com/navtraffic. Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.
neither rain,
nor sleet,
nor snow
The intelligent All-Wheel Drive (AWD) system available on LaCrosse adjusts to Mother Nature. It’s one of the most advanced AWD systems on the road. Combined with an electronic limited-slip differential, AWD helps optimize traction by distributing power to the wheels with the most grip. In low-traction situations—like rain, sleet or snow—it can send up to 50 percent of engine torque to an individual front wheel and up to 85 percent to either rear wheel. And on dry roads, the performance and handling benefits include enhanced acceleration with torque reaching all four wheels. Power is provided by a 3.6L V-6, which uses direct fuel injection and variable valve timing to generate 303 hp and 264 lb-ft of torque. Pair it with an electronically controlled 6-speed automatic transmission, and you’re fully maximizing performance while gaining remarkable fuel efficiency.  

Based on EPA-estimated 16 city/26 highway mpg for AWD.
The Buick design philosophy of uninterrupted, flowing lines continues inside LaCrosse. The ice-blue ambient lighting welcomes you, while tight, surface-to-surface harmony ensures all elements fit. Plus, the instrument panel’s “low and away” design gives the cabin a sense of openness. For your year-round comfort, ventilated and heated leather-appointed front seats and a heated steering wheel are available. As is a power rear-window sunshade. Highly crafted, premium materials like contrasting French-seam stitching, smoked chrome accents and dark poplar wood-grain appliqués surround you in style.
YOUR MUSIC TO YOUR EARS.
You should have the freedom to choose exactly what to listen to—matching your taste in music, news, sports, etc. to a tee. That’s why you’ll get the wireless connectivity and customizable information of our new Buick IntelliLink interactive radio (late availability). Using Bluetooth, it connects your compatible smartphone to an 8-inch high-resolution, full-color touch-screen. With the ease of voice commands (and steering-wheel-mounted controls), you can choose from Pandora® internet radio, Stitcher SmartRadio™ and available SiriusXM®. You’re able to keep your hands on the wheel and eyes on the road. Add in Buick’s exclusive QuietTuning process, which reduces, blocks and absorbs noise—helping keep interferences outside—and the optional Harman Kardon® 5.1 Matrix 11-speaker, 384-watt surround sound system, and LaCrosse becomes your ultimate portable music player.
Since Buick has always stood for quality, we consulted the finest minds from around the globe—engineers to designers to manufacturing experts—to create a LaCrosse like no other. Producing a modern luxury sedan means considering everything. No matter how small.

Actually, more than 1,000 critical points in LaCrosse have been obsessively scrutinized, resulting in precise craftsmanship. Materials and technology from the inside out were evaluated and chosen with strict tolerances for appearance, durability and ease of use. And with tight interior and exterior harmony, LaCrosse clearly achieves world-class fit and finish. This results in a superb driving experience today, tomorrow and a very long way down the road.
Sometimes they take the shape of new engines and a way to harness their power, and in others, they end up creating an entirely new way to test-drive cars long before there’s even a car.

**TEST-DRIVING GOES 3-D.** Using technologies that any video gamer would love, Buick engineers created exact digital replicas of some of the world’s most challenging roads so they could drive virtual cars on them. An innovative road scanner makes micro-detailed 3-D digital representations of real-world road surfaces. Then equally detailed digital Buick vehicles are subjected to rigorous testing before a physical prototype ever sees the light of day to find and address issues early in the development cycle.

**PERFORMANCE ACCELERATES.** LaCrosse with the standard eAssist technology includes an ECO gauge on the instrument panel that continuously responds to driving behavior, helping you attain maximum fuel efficiency. LaCrosse also offers an available new 303-hp V-6 engine that combines lightweight components to produce greater acceleration. This “more with less” design saves more than 20 pounds over the engine it replaces while providing a balanced driving feel. Another recent innovation is the available HiPer (short for High Performance) Strut Front Suspension. HiPer Strut’s most significant attribute is what you won’t feel. Torque steer is minimized (when steering pulls to one side during full acceleration); the normal tugging and vibration felt through the steering wheel on rough roads is significantly reduced. Overall it improves grip in dry and wet conditions, giving you a direct feel of the road.

*THE ECOtec ENGINE WITH eASSIST TECHNOLOGY ACHIEVES A CLASS-LEADING 25 CITY AND 36 HIGHWAY MPG.*

Safety features abound. From the start, LaCrosse is engineered with a holistically-designed structure that positions high-strength steel to form a protective safety cage, safeguarding you and your passengers in impact situations. You’ll find six air bags: dual-stage frontal and side-impact driver, right-front passenger with Passenger Sensing System and head curtain side-impact air bags for front and rear outboard seating positions. Plus, rear outboard seat-mounted thorax air bags are available.

In 2011, LaCrosse received the National Highway Traffic Safety Administration’s highest possible five-star Overall Vehicle Score for safety, as well as a Top Safety Pick by the Insurance Institute for Highway Safety.

The optional Head-Up Display (HUD) allows you to see instrumentation without taking your eyes off the road. An available Side Blind Zone Alert uses radar to warn you when another vehicle is in your outside mirror blind spot. We’ve got your back, too, with an available Rearview Camera System to help you see objects while in reverse.

For enhanced visibility, available xenon High-Intensity Discharge (HID) articulating headlamps turn as you turn. They help you see and respond to approaching obstacles sooner for enhanced nighttime visibility.

With the OnStar® Directions & Connections Plan, standard for 6 months, you’re not alone. Wherever you travel, Automatic Crash Response can alert OnStar in case of a mishap. You can get help fast even if you can’t ask for it. Plus, with the OnStar® RemoteLink® smartphone app, you have access to real-time info (fuel level, remaining oil life, tire pressure, etc.) about your LaCrosse. You’re also able to perform commands like starting the vehicle and unlocking its doors from almost anywhere.

Don’t play it safe. Be safe. LaCrosse’s proactive safety technologies help you anticipate situations and conditions rather than just react when they appear.
**Standard Equipment**

- **Power and Performance**
  - 2.4L ECOTEC with 8-speed automatic transmission
  - 2.4L engine: 182 hp @ 6700 rpm

- **Safety and Security**
  - Side impact air bags
  - Electronic stability control
  - Traction control

- **Exterior**
  - 6-speed automatic transmission

**Leather**

- 36V W2, 19” Chrome
- Premium Audio Package

**Premium I**

- Remote Vehicle Starter System
- High-beam assist
- Heated steering wheel
- Rearview camera system
- Memory hands-free phone
- Active front lower grille
- Rear LED taillamps
- Sunroof
- 2.4L engine: 180 hp @ 6800 rpm

**Premium II**

- Remote Vehicle Starter System
- 2.5L engine: 185 hp @ 6500 rpm
- Keyless access system with push-button start
- Memory hands-free phone
- Acoustic, laminated front-side and windshield

**Premium III**

- Remote Vehicle Starter System
- 3.6L engine: 250 hp @ 6300 rpm
- Power rear sunshade
- Keyless access system
- 4.3L engine: 240 hp @ 6000 rpm

**Equipment Groups**

**Convenience**

- Includes All Standard Equipment Plus
  - Remote Vehicle Starter System
  - Front passenger seat, 8-way power
  - Power rear sunshade

**Leather**

- Includes All Standard Equipment Plus
  - Heated steering wheel
  - Rearview camera system
  - Memory hands-free phone
  - Active front lower grille
  - Rear LED taillamps
  - Sunroof
  - 2.4L engine: 180 hp @ 6800 rpm

**Premium I**

- Remote Vehicle Starter System
- High-beam assist
- Heated steering wheel
- Rearview camera system
- Memory hands-free phone
- Active front lower grille
- Rear LED taillamps
- Sunroof
- 2.4L engine: 180 hp @ 6800 rpm

**Premium II**

- Remote Vehicle Starter System
- 2.5L engine: 185 hp @ 6500 rpm
- Keyless access system with push-button start
- Memory hands-free phone
- Acoustic, laminated front-side and windshield

**Premium III**

- Remote Vehicle Starter System
- 3.6L engine: 250 hp @ 6300 rpm
- Power rear sunshade
- Keyless access system
- 4.3L engine: 240 hp @ 6000 rpm

**Touring**

- Includes All Standard Equipment Plus
  - Remote Vehicle Starter System
  - 3.6L engine: 250 hp @ 6300 rpm
  - Power rear sunshade
  - Keyless access system
  - 4.3L engine: 240 hp @ 6000 rpm

**Available Options For Touring Group**

- Rear seat entertainment system
- Rear seat entertainment system
  - (Q70) wheels, 19” aluminum

**Specifications**

- **Dimensions (inches)**
  - Wheelbase: 111.7
  - Overhang: 19.6
  - Body width: 73.1
  - Overhang: 19.6
  - Fresh fuel (gallon): 61.7/57.5
  - Fuel: 38.8/37.3
  - Front suspension (inch): 38.7/45.6
  - Front suspension (inch): 38.8/37.3

- **Capacities**
  - Engine Type: 2.4L DI ECOTEC with autowatch technology
  - Horsepower: 182 hp @ 6700 rpm
  - Torque: 172 lb-ft @ 4500 rpm
  - Engine Type: 3.6L V6 with E85 capability
  - Horsepower: 275 hp @ 5600 rpm
  - Torque: 264 lb-ft @ 4300 rpm
  - EPA-estimated mpg: 25 city/35 highway
  - Fuel tank (approx): 17.5 gallons (2.4L/18.5 gallons (3.6L)
  - Capacity: 11.4 ft³

**Additional Information**

- Make LaCrosse your own by ordering with the standard equipment, or choose one of the additional equipment groups and its available options.

---

Based on EPA estimates. Requires a subscription, sold separately by SiriusXM after the trial period. SiriusXM Radio service only available in the 48 contiguous United States and the District of Columbia. For more information and to view Customer Agreement, visit siriusxm.com. SiriusXM service is not available in Alaska or Hawaii. XM service will not be available to all vehicles equipped with the Passenger Sensing System. Children are safer when properly secured in a rear seat in the appropriate seat, child or booster seat. Never place a rear-facing infant seat in the front seat of any vehicle equipped with a passenger airbag. See your Owner’s Manual and child safety seat instructions for important 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 services are subject to limitations. Most coverage available in the United States, U.S. Virgin Islands, Puerto Rico and Canada. Cargo and load capacity limited by weight and size.螺旋线图
**Color and Materials/Wheels**

### Exterior Colors

- Summit White
- White Diamond Tricoat
- Quicksilver Metallic
- Gold Meridian Metallic
- Mocha Steel Metallic
- Dark Steel Gray Metallic
- Crystal Red Tricoat
- Midnight Blue Metallic
- Carbon Black Metallic

### Interior Colors

- Cashmere Cloth
- Titanium Cloth
- Ebony leather-appointed seating
- Titanium leather-appointed seating

### Wheels

- Q05 17” machined alloy
- PW2 18” machined-face alloy, painted
- Q02 18” chrome
- Q70 10” Quicksilver painted, machined alloy

*Additional charge, premium paint. Late availability.

---

**Important Words about this Catalog**

Since some information may have been updated since the time of printing (July 2011), 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. An 8-year/100,000-mile (whichever comes first) Limited Warranty on certain eAssist components.

Covered for 4 years/50,000 miles (whichever comes first). The complete vehicle. Cosmetic corrosion resulting from defects. Tires. Repairs made to correct any vehicle defect. Towing to your nearest Buick dealership. 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. This 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.

### 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 About Child Safety.

Always use safety belts and the correct restraint for your child’s age and size. 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 a passenger air bag. See the 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.

### Balance Your Ownership Experience.

The Owner Center at My GMLink is an online service that helps you make the most of your vehicle ownership. Sign up for e-mail reminders about service visits! Keep an online history of services performed! Read your vehicle Owner’s Manual, warranty and more online. Register today at mygmlink.com.

GM, the GM logo, Buick, the Buick emblem, OnStar, the OnStar emblem and the logos, emblems, vehicle model names, vehicle body designs and other marks appearing in this catalog are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors. The SiriusXM name and related logos are registered trademarks of SiriusXM Satellite Radio, Inc. Facebook is a registered trademark of Facebook, Inc. iPad is a registered trademark of Apple, Inc. ©2011 General Motors. All rights reserved. Litho in U.S.A., July 2011.

To learn more about why Certified Service is the perfect companion for your LaCrosse, click on mycertifiedservice.com.
Living it to its fullest is a luxury we can all share. It drives people to achieve greatness on fields, courts, pools and beyond the game as well. It sets us out across the country to discover the best in food, wine and travel. And it also plots our course to find and share what draws us to America's best-loved cities. Experience all of it for yourself.