It's been well thought out. Every line precise. Every technology calibrated. Certainly all performance optimized. The 2010 Buick Lucerne comes together nicely to form a more intelligent luxury sedan.
GOES WITH THE FLOW. ITS ANGLED WINDSHIELD AND ROOFLINE GRAB PLENTY OF ATTENTION—EXCEPT FROM THE WIND, DESIGNED TO SLICE THROUGH THE AIR, LUCERNE CUTS QUITE THE PROFILE. A SURE-FOOTED WHEELBASE DELIVERS A CONFIDENT ROAD STANCE AND THE NEWLY REIMAGINED FRONT FASCIA KEEPS ITS NOSE TO THE ROAD.
BY DESIGN. FRESHLY SCULPTED LINES ENCIRCLE LUCERNE WHITE HIGHLIGHTING CHROME PORThOLES AND A WATERFALL GRILLE—SIGNATURES OF THE BUICK DESIGN PHILOSOPHY. WHILE WRAPAROUND HEADLAMPS WITH HIGH-INTENSITY TUNGSTEN-HALOGEN BULBS NOT ONLY ILLUMINATE THE ROAD, BUT ITS DESIGN AS WELL.
AND BRAINS TOO. LUCERNE IS SMART ENOUGH TO OFFER THE FOLLOWING AVAILABLE TECHNOLOGIES TO HELP GUIDE YOU. THE VOICE- AND TOUCH-SCREEN-ACTIVATED DVD NAVIGATION SYSTEM OFFERS NEARLY 7 MILLION MILES OF NORTH AMERICAN ROADS, AND TO NAVIGATE THOSE ROADS, XM NAVTRAFFIC™ INCORPORATES REAL-TIME ROAD CONDITIONS RIGHT INTO YOUR NAV SCREEN, DIRECTING YOU AROUND TROUBLE SPOTS AND TOWARD THE MOST EFFICIENT ROUTE. FOR YOUR ENTERTAINMENT PLEASURE, THE 280-WATT HARMAN KARDON® SOUND SYSTEM IS TUNED AND EQUALIZED SPECIFICALLY FOR LUCERNE’S CABIN. ADDITIONALLY, XM RADIO™ COMES STANDARD WITH THREE TRIAL MONTHS OF ALMOST EVERY GENRE OF COMMERCIAL-FREE MUSIC, PLU SPORTS, NEWS, TALK AND ENTERTAINMENT, AND TO HELP KEEP YOUR EYES ON THE ROAD, AND YOUR HANDS ON THE WHEEL, BLUETOOTH® CONNECTIVITY OFFERS THE EASE OF HANDS-FREE CALLING.

FOR THE ULTIMATE IN CONVENIENCE, LUCERNE CAN BE STARTED FROM UP TO 195 FEET AWAY WITH ITS REMOTE START SYSTEM, AND TO BE SAFE, SIDE BLIND ZONE ALERT WARNS YOU WHEN ANOTHER VEHICLE IS IN YOUR OUTSIDE MIRROR BLIND SPOT. THIS COLLISION AVOIDANCE TECHNOLOGY ISN’T FOUND ON ANY LEXUS SEDAN. LUCERNE ALSO OFFERS LANE DEPARTURE WARNING, WHICH READS ROAD MARKINGS ABOVE 35 MPH, SENDS VISUAL AND AUDIBLE CUES WHEN YOU STRAY FROM YOUR LANE. YOU’RE ALSO A PUSH OF THE BLUE BUTTON AWAY FROM ONSTAR®—STANDARD FOR ONE YEAR. VOICE-GUIDED TURN-BY TURN NAVIGATION, THE SIMPLEST AND SMARTEST IN-VEHICLE NAV SYSTEM LEADS THE WAY. CHOOSE THE PREVIOUSLY MENTIONED NAV SYSTEM, AND DESTINATION DOWNLOAD™ SENDS DIRECTIONS TO YOUR SCREEN WITHOUT PULLING OVER AND ENTERING ANYTHING. OR USE ENAV™ TO FIND YOUR DESTINATION AT MAPQUEST® AND HAVE IT SENT TO LUCERNE’S ONSTAR SYSTEM.

REQUIRES XM RADIO AND XM NAVTRAFFIC MONTHLY SUBSCRIPTIONS SOLD SEPARATELY BY XM AFTER TRIAL PERIOD. XM NAVTRAFFIC ONLY AVAILABLE IN SELECT MARKETS. CERTAIN REAL-TIME TRAFFIC DATA PROVIDED BY NAVTEQ, ©2009 NAVTEQ. FOR MORE INFORMATION, VISIT XMNAVTRAFFIC.COM. XM RADIO REQUIRES A SUBSCRIPTION, SOLD SEPARATELY BY XM AFTER THE FIRST 90 DAYS. XM RADIO U.S. SERVICE ONLY AVAILABLE IN THE 48 CONTIGUOUS UNITED STATES AND THE DISTRICT OF COLUMBIA. FOR MORE INFORMATION, VISIT XM.COM. *GO TO GM.COM/BLUEETOOTH TO FIND OUT WHICH BLUETOOTH PHONES ARE COMPATIBLE WITH THE VEHICLE. **BEFORE MAKING A LANE CHANGE, ALWAYS CHECK AND BRAINSTOOL.
Lucerne is designed with an eye toward highly crafted materials. There are restyled jewel-like gauges with LED backlighting and an optional leather-wrapped and heated steering wheel accented with walnut burl finish. You can also choose available leather-appointed seating with French stitching and perforated suede insets. To please the ears, Buick’s pioneered QuietTuning process reduces, blocks and absorbs noise and vibration. Laminated windshield and front door glass, laminated steel applied behind the instrument panel, acoustic insulation and sound-deadening material throughout help keep outside noises outside.
HAVE A SEAT. Get up close and personal with seats that look good and feel even better. Comfort is standard while the following available amenities only enhance that feeling. Perforated suede insets accent matte Nuance leather-appointed cushions and French seams—this upscale seating is standard on the Super model and is now included on CXL Special Edition as well. Adjustable eight-way heated power seats offer separate power lumbar controls for the driver and front passenger.

Check the option box and the seats up front may also be heated and cooled, while memory presets position the driver’s seat and outside mirrors as you left them, keeping Lucerne personalized no matter who else was behind the wheel. Add available dual-zone automatic climate controls to provide the driver and front passenger their choice of temperature settings. To give you plenty of space for these comforts, Lucerne’s 115.6-inch wheelbase creates a roomy cabin for all. Rear-seat passengers enjoy 41.4 inches of leg room and plenty of knee clearance. And for peace of mind, Lucerne has earned an impressive five-star frontal crash test rating.\footnote{Five-star rating is for the driver and front passenger seating positions in the frontal crash test. Government star ratings are part of the National Highway Traffic Safety Administration’s (NHTSA’s) New Car Assessment Program (NCAP).}
Command Performance. Motion is generated three ways. Lucerne’s 3.9L V-6 powers two of them. One runs solely on gasoline and the other is capable of using either gasoline or E85, a blend of 85 percent ethanol and 15 percent gasoline. When using gasoline, both versions boast better fuel economy than a Volvo S80. The third option is the all-aluminum 32-valve Northstar 4.6L V-8 powering the Lucerne Super. With 292 hp and 288 lb-ft of torque, quick acceleration with plenty of reserve power proves its legendary status. They’re all mated to smooth-shifting, electronically tuned automatic transmissions.

Dynamic handling comes from a four-wheel independent suspension with full-range traction control. Magnetic Ride Control, exclusive to the Super model, speed-reads the road up to 1,000 times per second and adjusts damper settings—technology not offered on Infiniti G37 or Lexus ES 3350. Lucerne also features StabiliTrak, which has the uncanny ability to sense the driver’s steering input to help the driver keep on track in varying road conditions.

Because it’s a Buick, Lucerne is backed by a comprehensive 4-year/50,000-mile Bumper-to-Bumper Limited Warranty. Add to that a transferable 5-year/100,000-mile Powertrain Limited Warranty plus 24/7 Roadside Assistance and Courtesy Transportation. Now you’ve got the best coverage in America.

And to make sure your Lucerne always lives up to its performance promise, Goodwrench service—found exclusively at your Buick dealer—is there. With all the technology in Lucerne, Goodwrench technicians have the expertise to care for all of it.

1 Visit gm.com/e85 to see if there is an E85 station near you.
3 Whichever comes first. See dealer for details.
**EXTENSION COLORS**
- Quicksilver Metallic
- Pearl Frost Tricoat
- Black Onyx
- Crystal Red Tintcoat
- White Diamond Tricoat
- Light Bronze Metallic
- Cyber Gray Metallic
- Sand Beige Metallic

**INTERIOR COLORS**
- Cashmere Cloth
- Titanium Leather
- Cashmere Leather
- Shale Leather

---

**ADVANCED TWO-WAY REMOTE START/REMOTE MONITORING SYSTEM**
This intelligent key for not only starts Lucerne, but its digital readouts also let you check the air pressure in each tire or how much fuel is in the tank. **DUAL-PLAYER HEADREST DVD SYSTEM**
Individual rear diagonal LED flat-screen monitors and a top-loading DVD/CD/MP3 player are integrated into the back of the front headrests. A pair of wireless headphones and a remote control are included. **REAR SPOILER**
Aeroodynamically designed, this custom-molded spoiler complements the styling of your Lucerne. Available in select colors or can be painted to match. **18-INCH CHROME WHEELS**
Add a new level of dimension to your Lucerne with two stunning 18-inch choices. They are cast from high-strength aluminum, then given a long-lasting, brilliant chrome finish.

---

**EXTERIOR COLORS**
- Silver Birch Metallic
- Dark Twilight Blue Metallic
- Black Onyx
- Crystal Red Tintcoat
- White Diamond Tricoat
- Light Bronze Metallic
- Cyber Gray Metallic
- Sand Beige Metallic

**INTERIOR COLORS**
- Cashmere Cloth
- Titanium Leather
- Cashmere Leather
- Shale Leather

---

**Important Warnings about Tire Catalogs:**
Some information may have been omitted since the time of printing (July 2009). Please check with your Buick dealer for the latest information. When ordering wheels, check your tire size. The tire size may vary slightly. If so, you may need to make a small adjustment to make your tires fit properly. This catalog is for GM vehicles registered in the U.S. See your Buick dealer for tire sizes and conditions.

---

**Terminology and Off-Road Driving Information:**
Do not ask your dealer for the perfect companion for your vehicle's performance. For important safety information about durability and performance on your vehicle.

---

**Enhance Your Ownership Experience:**
Use only GM-approved tire and wheel combinations. Unapproved combinations may change the vehicle's handling. For information on how to correctly maintain your vehicle's tires, go to gmaccessorieszone.com or see your dealer for details.

---

**Get Personal:**
Make Lucerne your very own with available accessories created specifically to match its distinctive style. All of these accessories have been designed to meet GM's strict equipment standards for performance and appearance. Their cost can be applied to your purchase, installed by your Buick dealer and covered under GM's New-Vehicle Limited Warranty. Just ask your dealer.