



White Opal (40)
Interior: Neutral⁽¹⁾
Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Cashmere Metallic (15)
Interior: Neutral⁽¹⁾
Ebony and Neutral⁽³⁾



Sterling Silver Metallic (12)
Interior: Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Glacier Blue Metallic (68)
Interior: Neutral⁽¹⁾
Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Cardinal Red Metallic (63)
Interior: Neutral⁽¹⁾
Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Steelmist Metallic (88)
Interior: Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Deep Sapphire Metallic (22)
Interior: Neutral⁽¹⁾
Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Black Onyx (41)
Interior: Neutral⁽¹⁾
Gray
Ebony⁽²⁾
Ebony and Neutral⁽³⁾



Neutral Cloth



Gray Cloth



Neutral Leather Trim



Gray Leather Trim



Ebony Leather Trim



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BUICK



O N E B E T T E R

They're two simple words that ground a whole

philosophy. And drive an entire car company.

They mean resolutely refusing, at every turn,

to ever be satisfied with the status quo. They

declare that, in every category in which we

compete, Buick is determined to take on the

benchmark and to go it one better. To make

the leather softer. The engine more powerful.

The cabin quieter. The tolerances tighter.

One better. Those two simple words are much

more than a mere motto. They're a deeply

held belief in a better way to build. Now see

the power of those words come to life in

the 2005 LaCrosse.

BUICK

World-class power... peaceful QuietTuning™... expertly crafted interior



† PLATE 2 † LaCrosse CXS in Black Onyx.
Shown with available equipment.



PLATE 3 | LaCrosse CXS leather-appointed interior in Ebory and Neutral. Shown with available equipment.

The world doesn't need another mid-size sedan. What it needs is a better one. Which is why there's the new Buick LaCrosse. It's been created and crafted to feel unlike any other car in its class. Inside and out, craftsmanship prevails and ingenuity abounds. The fit and finish will compete with European luxury sedans. The available leather-appointed seats are detailed

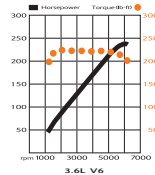
with French stitching. The gauges have the look of Swiss chronographs. And the cabin has a library-like hush. The available 240-hp, 3.6-liter VVT V6 is one of the most advanced engines in the world. The suspension produces a ride that's smooth, yet makes the handling crisp, tight and controlled. Artfully designed. Elegantly appointed. Crafted with precision and finesse. The new LaCrosse wasn't created to merely equal. It was created to surpass.



LaCROSSE: building a better mid-size sedan



PLATE 63 Craftsmanship in motion – LaCrosse CXL in Black Onyx. Shown with available equipment.



A. 3.6L V6 VVT ENGINE

General Motors recently developed, from a clean sheet of paper, a new family of sophisticated V6 engines for global application in premium and high-performance vehicles. The 3.6L version of this V6 family was the first to go into production. It is one of GM's most advanced engines, and it's standard on LaCrosse CXS. One of the world-class features of this all-aluminum engine is the use of fully variable valve timing (VVT) for both intake and exhaust, a first for any GM V6 engine. VVT reduces emissions and provides outstanding fuel economy.* Variable valve timing also gives this engine extreme flexibility. 90% of its peak torque is available across a broad operating range: 1,600 – 5,800 rpm. Its horsepower and torque are equally impressive: 240 hp, 225 lb-ft of torque.

*EPA estimated mpg 19 city, 28 hwy.

B. 3.6L 3800 SERIES III V6

With over 25 million sold, the 3800-engine family is the most proven powerplant in GM's inventory. The Series III version, now being introduced in the new LaCrosse CX and CXL, adds more refinement and response to the engine's outstanding record for performance and reliability. Electronic throttle control allows the engine to precisely tailor vehicle performance to driver demands. At low speeds it responds more slowly to aid in parking. At high speeds it acts quickly to heighten LaCrosse's performance character. Structural enhancements such as a new aluminum oil pan, increased engine/transmission bracing and a stiffer die-cast aluminum intake manifold reduce vibration for smoother, quieter operation.

C. ABS/TRACTION CONTROL

The anti-lock braking system (ABS) that's available helps you maintain stopping and steering control in emergency situations by automatically modulating the brakes when the wheel-speed sensors detect lockup. Those same sensors are used to detect wheel slippage for LaCrosse's available traction control system. When the drive wheel is found to be spinning much faster than the other wheels, a series of interventions is initiated to automatically reduce power and help control wheelspin. LaCrosse CXS has a traction control system that not only uses engine intervention but brake management – automatically applying the brakes at one or more of the four wheels, as required – for additional wheel slippage control. When traction is restored, power returns to normal levels.

power



A.



B.



C.

A. SPORT-TUNED
SUSPENSION

The Sport-Tuned suspension on LaCrosse CXS is impressively firm and controlled to match the model's high performance characteristics. The MacPherson strut coil-over spring independent front and trailing arm rear design uses gas charged dampers with four-stage valving for precise control. 32 mm front-tubular and 19.4 mm rear-solid stabilizer bars help control body roll. The Sport-Tuned suspension was tuned to work in harmony with the 240-hp 3.6-liter VVT V6 that's standard on LaCrosse CXS.

B. STABILITRAK™

Simply put, StabiliTrak has the ability to sense the direction in which you want your LaCrosse to be heading, and the power to help you stay on your intended course. This available chassis stability control system uses data from many sensors to work its magic. Yaw sensors, lateral accelerometers, steering wheel angle sensors, and wheel-speed sensors all send their data to the powertrain control module (PCM) and electronic control module (ECM) computers. These computers are constantly comparing the actual path the vehicle is taking with the path in which the driver is steering. If StabiliTrak senses that the vehicle is not responding to steering input, it modulates individual brakes or reduces power or both to help the driver maintain control and continue on the intended course. All this intervention can be so subtle you may never sense it's occurring. Keep in mind that while StabiliTrak is ingenious, it cannot repeal the laws of physics. Drive carefully.

C. MAGNASTEER™

LaCrosse CXS models feature Magnasteer I power rack-and-pinion steering. It has a quick 13.3:1 steering ratio and uses a computer-controlled electromagnet to adjust steering effort based on vehicle speed. In slow situations, like maneuvering in a parking lot, it increases assist to make steering easier. At highway speeds it reduces assist to give the driver better road feel. CXS models with StabiliTrak are equipped with Magnasteer II that analyzes both vehicle speed and lateral acceleration to determine steering effort for even more precise response.





PLATE 10 LaCrosse CXL leather-appointed interior in Ebony. Shown with available equipment.





QUIETTUNING

From its inception, LaCrosse was designed to achieve impressive levels of quietness. But our engineers wanted more. So they specified QuietTuning. It's a Buick-pioneered process that employs the following three strategies to transform LaCrosse's cabin into a sanctuary from the outside world.

A. REDUCE NOISE AT ITS SOURCE

Clearly, noise that is addressed at its source is noise that can't enter the vehicle and disturb its passengers. That is where our engineers began their quest for quiet. They first analyzed *wind noise* caused by the aerodynamic details of LaCrosse, and made design modifications to reduce that noise. They next examined *powertrain noise* coming from the available 3.6L V6 engine and found ingenious ways to quiet its sound without inhibiting its high-performance personality. They then specified a *Helmholtz resonator* that alters the acoustic pattern of the exhaust to make it both quieter and more pleasant sounding. Finally they employed an *acoustic engine cover* to dramatically reduce noise at its source.



A.

B. BLOCK THE NOISE PATH

Much of the noise that can't be eliminated at its source can be denied entry into the passenger compartment. To that end, our engineers studied the noise entering the interior through the windows and the engine compartment and found a way to make a real difference. An *acoustic laminate windshield and front side-door glass* are specified for every LaCrosse. Essentially two layers of glass of different thickness with a thin film of plastic laminated in between, it is this layered construction that helps block sound. An *acoustic front-of-dash laminated panel* forms a sound barrier between the engine and passenger compartment. The panel is made from special laminated steel known as Quiet Steel! There are two layers of steel separated by a noise damping material that helps eliminate noise transmission and resonance. Our engineers also carefully analyzed the body of LaCrosse to identify other potential noise paths. They then sought out special materials to apply to those paths. As a result, *sideview mirror sound barriers, structural foam, body baffles, engine compartment side seals and 18 strategically positioned acoustic panel dampers* help block outside noise from ever reaching the cabin.



B.

C. ABSORB NOISE IN THE CABIN

Despite all the efforts to deny its entry into the passenger compartment of LaCrosse, some noise manages to sneak in. Our engineers have an acoustic welcoming party waiting. *28 special acoustic absorbers* are strategically positioned under carpeting and behind interior trim to help absorb noise before it ever reaches the ears of LaCrosse's driver and passengers. The final result of the intensive QuietTuning process is a peaceful calm that pervades the cabin of LaCrosse. You'll be amazed by what you don't hear.



C.



PLATE 13 | LaCrosse CXS in Cardinal Red Metallic. Shown with available equipment.





A. XM® SATELLITE RADIO

Two satellites (one named "Rock," the other "Roll") hover in geosynchronous earth orbit, beaming down CD-quality digital sound into your LaCrosse. Over 800 terrestrial repeaters fill in the signal whenever the line of sight with a satellite is lost. The digital signal delivers 68 channels of 100% commercial-free music. Plus, XM offers the best in music, news, sports, talk, comedy and XM Instant Traffic & Weather. Over 120 channels in all. And you can receive the signal in all 48 coast-to-coast states. That's the attraction of XM. And that's why it's available on the all-new LaCrosse.

XM is available only in the 48 contiguous United States. Basic monthly subscription required and sold separately. Some channels not available until late 2004. Visit gm.xmradio.com for more details.

B. 240-WATT PREMIUM AUDIO SYSTEM

Thanks to the peace created by QuietTuning, the interior of LaCrosse is the perfect environment for high-end audio—and a very impressive system is available. Start with a premium AM/FM receiver with a six-disc in-dash CD changer. Then add a nine-speaker sound system: one center channel speaker in the instrument panel, two high-mounted tweeters flanking the instrument panel, two large extended range speakers in the front doors, plus two mid-range speakers and two woofers mounted co-axially on the rear shelf. They're all driven by a dedicated 240-watt amplifier. The result is exceptional depth, breadth, clarity and presence. A sound most living rooms would envy.

C. ONSTAR®

A pioneering technology in the area of advanced in-vehicle safety and security, OnStar is your connection to 24-hour assistance whenever you need help on the road. By simply pressing the OnStar button, a highly trained Advisor, using global positioning satellites, can locate your vehicle and contact whatever help you need—from area police, ambulance and hospitals, to the nearest tow truck or Buick dealership. If your air bags deploy in a collision, OnStar receives a signal and will contact you to see if you need assistance. Advisors can also work with police to help locate your vehicle if it's stolen, run remote diagnostics if your engine light comes on and send a signal to unlock your doors if you're locked out. A voice-activated cellular phone is also integrated into OnStar-equipped vehicles, offering hands-free personal calling capability. And with a more powerful signal, OnStar often works in areas with limited cell phone reception.

OnStar services require vehicle electrical system and wireless service to be available and operating for features to function properly. OnStar relies on existing emergency service providers as well as wireless and satellite technologies and is subject to their limitations. Please refer to specifications in the back for details. Stolen vehicle recovery success varies by condition.

Existing OnStar service contract and prepaid calling minutes required for Personal Calling feature. Personal Calling is the hands-free in-vehicle wireless phone mentioned previously. Available in most markets. OnStar voice recognition system may not work with all voices. Visit onstar.com for system limitations and details.



B.

D. REMOTE VEHICLE START

With LaCrosse's available remote starting system, you'll never again have to endure a stiflingly hot car in the summer or a bone chillingly cold car in the winter. You can start your car from nearly 500 feet away by simply pushing a touch pad on the remote keyless entry. As the engine starts running, the heating-ventilation-air conditioning system goes into an automatic mode for optimal pre-cooling or pre-heating. The system senses the outside temperature and heats or cools as necessary regardless of the heat/air conditioning settings on the instrument panel. So if you parked your LaCrosse in the afternoon with the air conditioning on and it's cold the next morning, the system will heat the interior. The front defroster and rear defogger are also turned on if the outside temperature is below 40°F. The system also has many built-in safeguards to help prevent theft and unauthorized or unexpected use.



D.

A. DUAL-ZONE AUTOMATIC CLIMATE CONTROL

LaCrosse's available dual-zone automatic climate control helps the driver and front passenger each live in their own little climatic world. It provides up to a 30° F difference between the two seating positions and automatically maintains the desired settings. Think of it. The driver could be basking in a 90° heat wave while the passenger is enjoying the nip of a 60° cold snap.

B. DRIVER INFORMATION CENTER

LaCrosse's available Driver Information Center (DIC) can provide an amazing array of important data as you drive. With its graphic displays positioned in the center of the instrument panel, the DIC can provide outside temperature and compass readings. Trip and odometer information. Elapsed time. Average speed. Fuel range. Average and instant fuel economy. Battery voltage. Oil life index. The DIC will also display warnings and alerts for up to 50 vehicle functions. From something as urgent as low brake fluid, to something as minor as when your key fob battery is running low. The Driver Information Center is a real comfort to have on board.

C. PERSONAL CHOICE SETTINGS

Choosing the available Driver Information Center gives two drivers the chance to make personal choice programming decisions for their individual comfort. Just unlock the door with your remote keyless entry and LaCrosse will recall your preset choices for: Driver identification. Radio settings. Favorite stations. Climate control settings. Automatic door locking and delayed unlocking features. Perimeter lighting. Even rear parking assist settings if your LaCrosse is so equipped. So every time you drive, your LaCrosse will feel as if it were built just for you.

comfort

TRACTION CONTROL
ACTIVE

DRIVER'S DOOR
AJAR

CHANGE OIL
SOON

LEFT REAR
TURN LAMP OUT



[PLATES 16, 17 & 18] The available flip-and-fold system easily converts from a three-passenger front seat to a two-passenger front seat with a versatile center console that can be configured in five different ways.

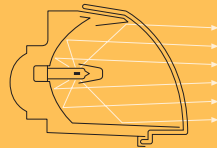
PLATE 19 J LaCrosse CXS in Sterling Silver Metallic. Shown with available equipment.





A. HIGH-INTENSITY HALOGEN HEADLAMPS

Seeing clearly down a dark road at night is a clear safety enhancement. The new LaCrosse is up to the task. Its headlamps use a four-bulb burn configuration, with the two high-beam lamps and the two high-intensity halogen low-beam lamps coming on together whenever the high beams are requested. The result is great nighttime visibility immediately ahead of your LaCrosse, and bright, uniform illumination further down the road.



B. DUAL-STAGE FRONT/HEAD-CURTAIN SIDE AIR BAGS

Occupant safety received high priority in the design of the new LaCrosse — with the goal of providing excellent protection in the event of a collision. LaCrosse's multiple air bag systems are designed to supplement the basic protection of safety belt usage. Both standard front air bags have a dual-stage design that deploys at one of two rates, depending on the severity of the collision. The frontal air bag system also has sensors to detect the weight and position of the front passenger. This helps provide more protection for out-of-position and smaller occupants. The available head-curtain side air bags are mounted in the roof. When inflated, they drop all the way down to the belt line from the front to the rear of the passenger compartment, providing head protection for all outboard passengers in the event of a side impact.

C. ULTRASONIC REAR PARKING ASSIST

Nuclear submarine technology surfaces in your driveway. When you shift into reverse gear, sonar waves are sent out from four ultrasonic transmitter/receivers built into the rear bumper. If a parked vehicle, or stationary objects at least ten inches high, are detected in your intended path, the sonar waves will bounce off the obstacle and back to the sensors in the bumper. The sensors will activate both an audio warning signal and warning lights if you are nearing an obstacle while backing up at low speed. The closer you get to the object, the more intrusive the alarms and lights become.

s a f e t y



BUICK: meet the newest additions to our family



Rendezvous, Rainier, Terraza and LaCrosse. They're all part of the new Buick family for 2005. And while there are new models, new features and new excitement in our lineup this year, you can be sure that one thing has not changed. That is Buick's commitment to bring you beautifully designed, carefully crafted vehicles that will deliver exceptional satisfaction with every mile you drive.

Buick is the Official Car of the PGA TOUR. Tiger Woods is the most acclaimed player in the game today. That's why we're so proud to be partnered with him. After all, Tiger delivers power, style and finesse every time he hits the course. And Buick is ready to deliver those very same qualities every time you hit the road.



