



2018 BUICK
LACROSSE





LaCrosse Premium shown in Red Quartz Tintcoat with available features

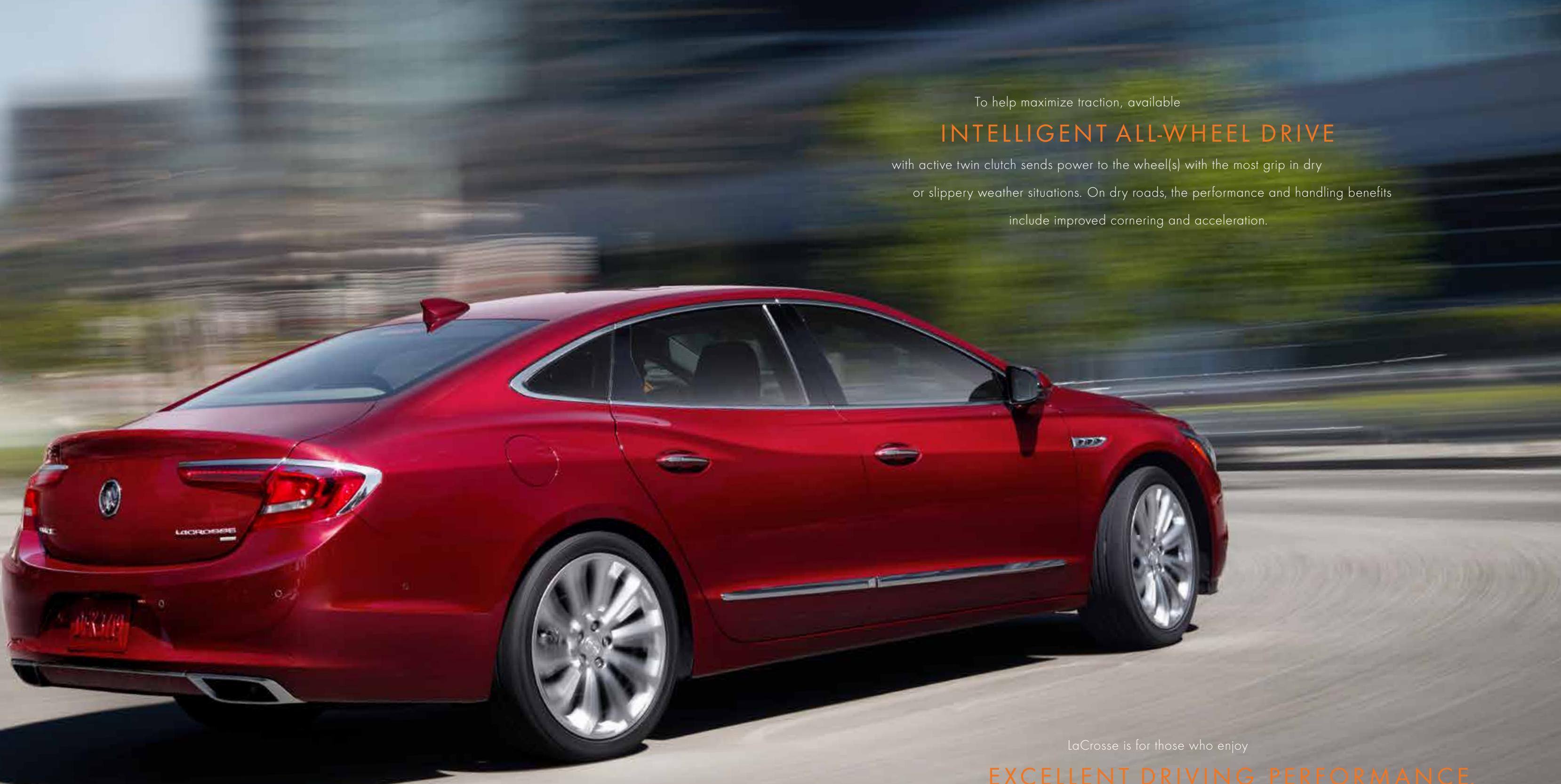
Modern yet timeless,
this is the **NEW 2018 BUICK LACROSSE.**

Striking design joins premium features to completely reimagine how beautiful, how captivating

and how meticulously crafted a premium sedan can be.



With its bold grille, sleek profile and athletic stance, the **LACROSSE IS A STUDY IN DESIGN DETAIL.** From its High-Intensity Discharge (HID) xenon headlamps with signature LED daytime running lamps, the sculptural lines flow uninterrupted to its taillamps with LED accents at the rear.



To help maximize traction, available

INTELLIGENT ALL-WHEEL DRIVE

with active twin clutch sends power to the wheel(s) with the most grip in dry or slippery weather situations. On dry roads, the performance and handling benefits include improved cornering and acceleration.

LaCrosse is for those who enjoy

EXCELLENT DRIVING PERFORMANCE.

An available Dynamic Drive Package¹ dials up the precision feel with 20-inch wheels, Continuously Variable Real-Time Damping, front HiPer Strut suspension² and Sport Mode selectivity that performance-tune the suspension and steering.



ADVANCED

LACROSSE OFFERS TWO STATE-OF-THE-ART ENGINES—INCLUDING A NEW 2.5L 4-CYLINDER WITH eASSIST LIGHT-ELECTRIFICATION TECHNOLOGY.

2.5L 4-CYLINDER WITH eASSIST To deliver efficiency without compromise, LaCrosse comes standard with an enhanced 2.5L 4-cylinder engine featuring the sophisticated technology of eAssist light electrification. It combines a next-generation 2.5L 4-cylinder engine with a compact electric motor/generator and an advanced 24-cell lithium-ion battery pack. The system's electric assist provides a boost of smooth power for seamless transitions into and out of the fuel-saving Stop/Start mode. Delivering the power and torque expected in a full-size sedan, eAssist helps LaCrosse achieve an EPA-estimated 25 city/35 hwy mpg.

3.6L V6 The available 310-horsepower 3.6L V6 engine combines Stop/Start with Active Fuel Management and a new 9-speed automatic transmission to achieve an EPA-estimated 21 city/30 hwy mpg (FWD).



RELAXING

A HOST OF LUXURY FEATURES GREETS YOU IN THE REFINED INTERIOR OF LACROSSE.

The spacious interior of LaCrosse welcomes you into a world that's relaxing, luxurious and well-connected. There are eight-way power seats for both the driver and front passenger. Dual-zone automatic climate control lets you and your front passenger select individual temperature settings. Sculpturally beautiful shapes and premium materials complement innovative technologies. And you have three interior colors to choose from.

An elevated center console places the Electronic Precision Shift within easy reach for the driver. Below the console, there's a deep pass-through storage space that's perfect for storing items such as a handbag or tablet.

Available features on LaCrosse include:

- Front ventilated seats with massage and four-way power lumbar control
- Perforated leather-appointed seats with driver-side memory
- Heated steering wheel with power tilt/telescoping steering column
- Panoramic moonroof and power rear sunshade
- Bose® Centerpoint® surround sound with 11 speakers
- Navigation¹ and HD Radio
- Moon White ambient lighting
- Wireless charging² for compatible smartphones





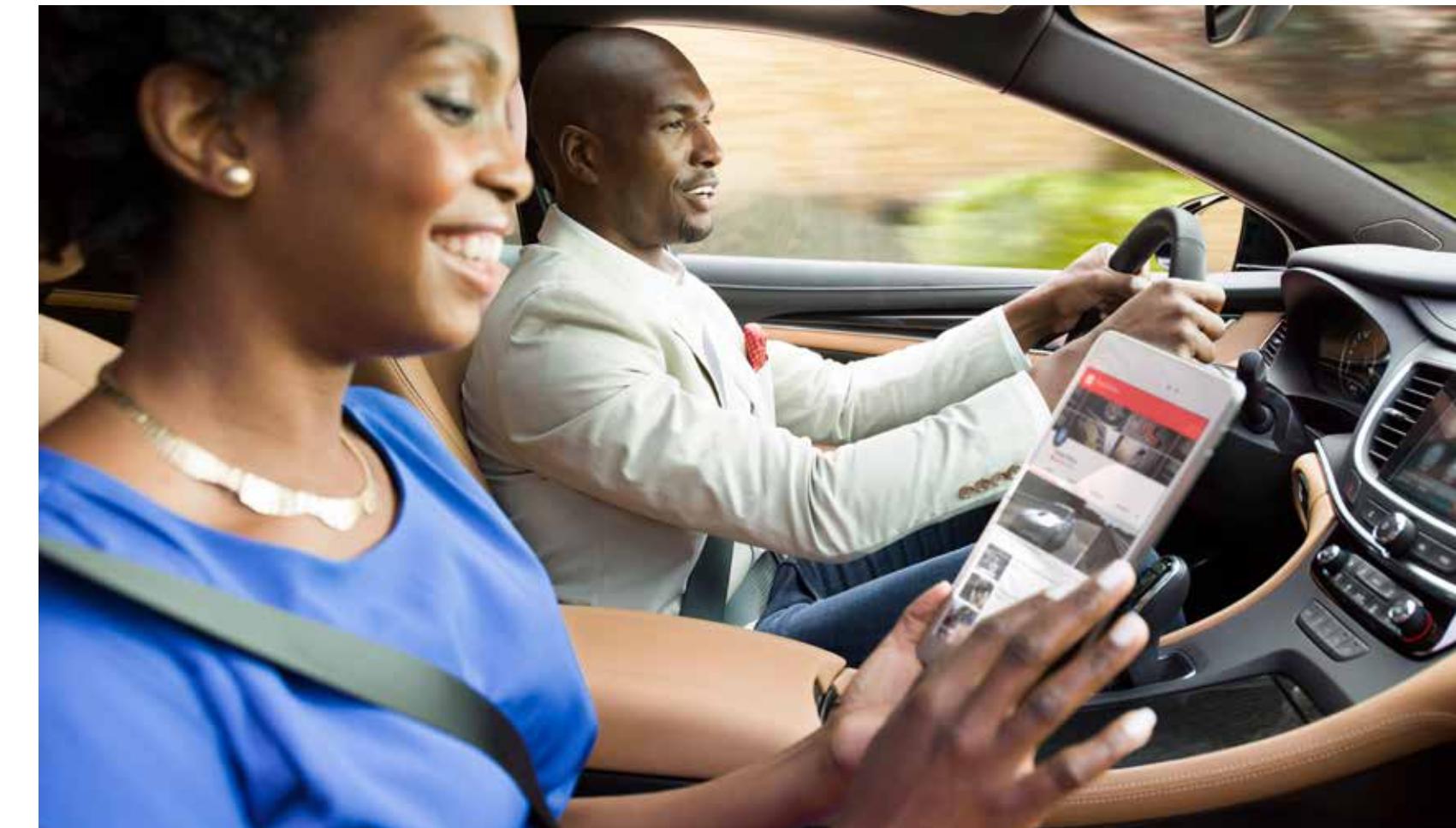
MOBILE

THERE'S NOW A SIMPLER, SMARTER WAY TO USE YOUR SMARTPHONE IN YOUR CAR.

LaCrosse comes with Apple CarPlay™ and Android Auto™ compatibility¹ that gives you access to your phone, music, maps and other select apps and features from your smartphone right from your vehicle's built-in 8-inch diagonal touch-screen display.

For Apple CarPlay^{™1} just plug in your compatible iPhone® and you'll have easy access to your contacts, maps and apps that you're familiar with from your iPhone® screen. You can also have Siri® send and read your text messages for you and listen to all of your content from iTunes®, Apple Music™ and other audio apps.

If your phone is an Android™ then Android Auto¹ makes it easy to use the touch-screen display in your LaCrosse to access your phone, texts and music. And with Google Maps, you can get voice-guided navigation, live traffic information, lane guidance and more while keeping your hands on the wheel.



HOTSPOT

WITH A BUILT-IN WI-FI® HOTSPOT,² LACROSSE OFFERS YOU A STRONG, RELIABLE CONNECTION WITH BANDWIDTH FOR UP TO SEVEN DEVICES.

The available OnStar Wi-Fi hotspot² now travels with you. Your passengers can stream movies and TV on the go, using their favorite apps on their Wi-Fi devices. The built-in Wi-Fi hotspot² supports up to seven devices.

After initial setup, whenever your vehicle is on, your hotspot is available and ready to connect to your devices, so it's easy to use. Our strong signal means you have a fast and reliable connection. Your first 3 months or 3GB of data (whichever comes first) are included with your new LaCrosse. After that, you can continue enjoying all of your favorite entertainment while on the go with the available Unlimited Data Plan³ or select another plan that's right for you.

¹Vehicle user interfaces are products of Apple® and Google™ and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android 5.0 Lollipop or higher. Google, Google Play, Android, Android Auto and other marks are trademarks of Google Inc. ²Requires a compatible mobile device, active OnStar service and data plan. Data plan provided by AT&T. ³Unlimited data plan provided by AT&T. After 22GB of any data usage on a line in a bill cycle, AT&T may slow the data on that line during periods of network congestion for the remainder of that cycle. See att.com/broadbandinfo for details on AT&T network management policies. Data plans provided by AT&T.

SECURE

INNOVATIONS IN CONVENIENCE AND SECURITY CREATE A PROFOUND SENSE OF CONFIDENCE.



To help you keep your eyes on the road ahead, an available Head-Up Display projects information onto the windshield. While always showing your current speed, this available feature offers four page views: audio source, Navigation¹ (if equipped), compass and tachometer. It also offers alerts for certain available active safety features such as Lane Keep Assist with Lane Departure Warning and Forward Collision Alert. So you can stay focused on the road ahead.

SAFETY ALERT SEAT When available collision-avoidance technologies such as Lane Keep Assist with Lane Departure Warning or Rear Cross Traffic Alert trigger a warning, the available Safety Alert Seat issues a warning of its own. The left and/or right side of the driver-seat cushion gently vibrate to signal the direction of the approaching hazard. For some types of alerts, both sides of the seat vibrate at the same time, for example, if the object is in front of the vehicle.

TEEN DRIVER TECHNOLOGY Perfect for new drivers, Teen Driver technology helps encourage better driving habits in a number of ways, like providing an in-vehicle report card that monitors the frequency of select available safety technology features when they are activated, muting the audio system when front-seat occupants aren't wearing their safety belts and giving audible and visual warnings when the vehicle is traveling over a predetermined speed.

REAR VISION CAMERA To help you better navigate while backing up, the Rear Vision Camera shows you guidelines and live images of what's behind you on the 8-inch diagonal color touch-screen.

AUTOMATIC PARKING ASSIST This available system uses sensors to help locate an appropriately sized parallel or perpendicular (90-degree) parking spot. The available space is indicated to the driver using visual cues on the screen. Brake and gear selection input is still required by the driver, but the system takes over the steering, maneuvering LaCrosse into the space.

PROTECT

IN LACROSSE, YOU'RE SURROUNDED BY ADVANCED SAFETY SYSTEMS DESIGNED TO HELP YOU KEEP OUT OF HARM'S WAY.

LaCrosse makes safety a top priority with an available suite of safety features that includes Forward Collision Alert, Lane Change Alert with Side Blind Zone Alert, Lane Keep Assist with Lane Departure Warning, Rear Cross Traffic Alert, Front Pedestrian Braking and Forward Automatic Braking.

These safety features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Read the vehicle Owner's Manual for important feature limitations and information.

① REAR CROSS TRAFFIC ALERT When you're backing out of a parking space, available Rear Cross Traffic Alert technology uses radar to detect vehicles approaching your LaCrosse and alerts you if it detects a vehicle within 65 feet of either side of yours.

② LANE CHANGE ALERT WITH SIDE BLIND ZONE ALERT Available Lane Change Alert warns you when detected vehicles are rapidly approaching your blind spots when you're changing lanes. Available Side Blind Zone Alert provides side-mirror alerts when a detected vehicle enters your blind zone.

③ LANE KEEP ASSIST WITH LANE DEPARTURE WARNING To help you avoid unintentionally drifting out of your lane when turn signals are not activated, available Lane Keep Assist provides gentle steering wheel turns, and if necessary, lane-departure alerts.

④ FORWARD COLLISION ALERT This available technology can help prevent frontal crashes by sensing when you are approaching a detected vehicle in front of you too quickly and alerting you with visual and audible warnings or vibrations from the available Safety Alert Seat.

⑤ FRONT PEDESTRIAN BRAKING This available system alerts you if a collision with a detected pedestrian directly ahead is imminent and you have not already applied the brakes. It can automatically apply the brakes to help reduce the collision's severity or avoid the collision.

⑥ FORWARD AUTOMATIC BRAKING Available Forward Automatic Braking technology senses when a front-end crash is imminent and then can automatically brake to help reduce crash severity or help avoid colliding with the detected vehicle ahead in some very-low-speed situations.



ONSTAR[®]

CONNECT TO A SPECIALLY TRAINED ONSTAR ADVISOR JUST BY PUSHING THE BLUE ONSTAR BUTTON IN YOUR LACROSSE.



Every 2018 LaCrosse includes the OnStar 5-Year Basic Plan² plus a limited service trial of the Guidance Plan¹ that includes a comprehensive suite of emergency, security, navigation and diagnostic services. OnStar can help keep you safe, connected and ready for the road ahead.



EMERGENCY: HELP WHEN IT MATTERS MOST. With Automatic Crash Response,³ you can be immediately connected to the help you need the moment you need it, even if you can't ask for it. If you're stranded, have a flat tire or need a tow truck, use Roadside Assistance⁴ and an OnStar Advisor will locate a nearby service provider and direct them to your exact location.



SECURITY: PROTECTION YOU CAN COUNT ON. Breathe easy knowing a comprehensive suite of Stolen Vehicle Assistance services is available to help protect your vehicle. With Theft Alarm Notification,⁵ OnStar can alert you if your vehicle's alarm is sounding, and if your vehicle is stolen, OnStar will work with authorities to help locate and recover it quickly.



NAVIGATION: TRAVEL MADE EASY. Turn-by-Turn Navigation⁶ makes everywhere you go as familiar as your own neighborhood. And with OnStar AtYourService,[™] get valuable offers for better ways to eat, shop, work and play.



CONNECTIONS: FASTER AND SMARTER. Stay connected with the available built-in Wi-Fi hotspot⁷ and connect up to seven devices at 4G LTE speed.



VEHICLE MANAGER: PREPARING YOU FOR WHAT'S AHEAD. Enjoy the ultimate ownership experience with your myBuick mobile app.⁸ Use Remote Access⁹ to start your engine, lock and unlock your doors, honk the horn and flash the lights. Now you don't have to be near your LaCrosse to control it. Get real-time Diagnostic Alerts¹⁰ or a monthly diagnostics report of the vehicle's engine, transmission and more with Advanced Diagnostics.¹⁰

¹Visit onstar.com for coverage map, details and system limitations. ²Does not include emergency or security services. ³OnStar acts as a link to existing emergency service providers. Not all vehicles may transmit all crash data. ⁴Roadside service provided by Allstate Roadside Services. ⁵Theft Alarm Notification features vary by vehicle. Requires factory-installed theft-deterrent system; Security, Guidance or Stolen Vehicle Assistance Plan Add-On and selection of notification communication preference(s). Vehicles must be locked electronically to arm the factory-installed theft-deterrent system. Messaging and data rates may apply. ⁶Requires Guidance or Navigation Plan Add-On. ⁷Requires a compatible mobile device, active OnStar service and data plan. 4G LTE service available in select markets. Data plans provided by AT&T. ⁸Requires data plan, compatible vehicle and compatible device. Some features require factory-installed remote start, power locks, Tire Pressure Monitoring System or active OnStar service. ⁹Unlock feature requires automatic locks. Remote start requires factory-installed and enabled remote-start system. ¹⁰Capabilities vary by model. Message and data rates may apply. Requires active OnStar service, email address on file and enrollment in Advanced Diagnostics.



PERSONALIZE

LACROSSE OFFERS A CAPTIVATING CHOICE OF EXTERIOR AND INTERIOR COLORS, AND A RANGE OF WHEELS.

EXTERIOR COLORS

SUMMIT WHITE



WHITE FROST TRICOAT^{1,2}



QUICKSILVER METALLIC^{1,2}



PEPPERDUST METALLIC^{1,2}



RED QUARTZ TINTCOAT^{1,2}



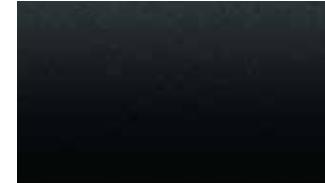
DARK SLATE METALLIC^{1,2}



SATIN STEEL METALLIC^{1,2}



EBONY TWILIGHT METALLIC^{1,2}



BLACK ONYX



¹Not available on LaCrosse (ISV). ²Additional charge, premium paint.

WHEELS

18" ALUMINUM



18" ULTRA-BRIGHT
MACHINE-FACED ALUMINUM



20" ALUMINUM



INTERIOR COLORS

LIGHT NEUTRAL WITH DARK BROWN ACCENTS LEATHERETTE OR PERFORATED LEATHER-APPOINTED SEATING



EBONY WITH EBONY ACCENTS¹ PERFORATED LEATHER-APPOINTED SEATING



BRANDY WITH EBONY ACCENTS¹ PERFORATED LEATHER-APPOINTED SEATING



¹Not available with Pepperdust Metallic.

FEATURES

	LACROSSE (1SV)	PREFERRED	ESSENCE	PREMIUM
2.5L 4-CYLINDER eASSIST ENGINE WITH 6-SPEED AUTOMATIC TRANSMISSION	●	●	●	●
3.6L V6 ENGINE WITH 9-SPEED AUTOMATIC TRANSMISSION ¹	—	◊	◊	◊
FRONT-WHEEL DRIVE	●	●	●	●
INTELLIGENT ALL-WHEEL DRIVE ²	—	—	◊	◊
HID HEADLAMPS WITH SIGNATURE LED LIGHTING ACCENTS	●	●	●	●
ELECTRONIC PRECISION SHIFT	●	●	●	●
8-WAY POWER-ADJUSTABLE FRONT SEATS	●	●	●	●
ONSTAR WI-FI ³ HOTSPOT (3-month/3GB data trial, whichever comes first)	●	●	●	●
ONSTAR BASIC PLAN ⁴ (5 years, includes select myBuick mobile app ⁵ features)	●	●	●	●
ONSTAR GUIDANCE PLAN ⁶ (Limited service trial excludes Hands-Free Calling minutes)	●	●	●	●
ANDROID AUTO ⁷ COMPATIBILITY ⁷	●	●	●	●
APPLE CARPLAY ⁷ COMPATIBILITY ⁷	●	●	●	●
BUICK INFOTAINMENT SYSTEM ⁸ WITH 8" DIAGONAL COLOR TOUCH-SCREEN	●	●	●	●
REAR VISION CAMERA	●	●	●	●
18" ALUMINUM WHEELS	●	●	●	●
18" ULTRA-BRIGHT MACHINE-FACED ALUMINUM WHEELS ²	—	◊	◊	◊
20" ALUMINUM WHEELS ⁹	—	—	◊	◊
POWER-TILT AND -TELESCOPING STEERING WHEEL	—	●	●	●
SIRIUSXM ¹⁰ SUBSCRIPTION (3-month trial)	—	●	●	●
CARGO NET	—	●	●	●
ARTICULATING HEADLAMPS	—	—	●	●
DRIVER-SIDE AUTO-DIMMING OUTSIDE REARVIEW MIRROR	—	—	●	●
PERFORATED, LEATHER-APPOINTED SEATING	—	—	●	●
FRONT HEATED SEATS	—	—	●	●
MEMORY SETTINGS FOR 2 DRIVERS	—	—	●	●
FRONT VENTILATED SEATS WITH MASSAGE AND 4-WAY POWER LUMBAR CONTROL	—	—	—	●
HEATED STEERING WHEEL	—	—	—	●
SAFETY ALERT SEAT	—	—	—	●
HEAD-UP DISPLAY	—	—	—	●
FORWARD COLLISION ALERT	—	—	—	●
LANE KEEP ASSIST WITH LANE DEPARTURE WARNING	—	—	—	●

¹Requires 18" Ultra-Bright machine-faced aluminum wheels. ²Requires 3.6L V6 engine. ³Requires a compatible mobile device, active OnStar service and data plan, 4G LTE service available in select markets. Visit onstar.com for coverage map, details and system limitations. Data plan provided by AT&T. ⁴Does not include emergency or security services. ⁵Requires data plan, compatible vehicle and compatible device. Some features require factory-installed remote start, power locks, Tire Pressure Monitoring System or active OnStar service. ⁶Visit onstar.com for coverage map, details and system limitations. ⁷Vehicle user interfaces are products of Apple[®] and Google[™] and their terms and privacy statements apply. Requires compatible smartphone and data plan rates apply. Requires the Android Auto app on Google Play and an Android-compatible smartphone running Android[™] 5.0 Lollipop or higher. Google, Google Play, Android and Android Auto are trademarks of Google Inc. ⁸Full functionality requires compatible Bluetooth[®] and smartphone. Some devices require USB connectivity. ⁹Requires Dynamic Drive Package. ¹⁰If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at siriusxm.com. 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. Sirius, XM, SiriusXM and all related marks and logos are trademarks of SiriusXM Radio, Inc.

PACKAGES

	LACROSSE (1SV)	PREFERRED	ESSENCE	PREMIUM
SUN AND SHADE PACKAGE:	—	—	◊ ¹¹	◊ ¹¹
• Panoramic moonroof • Power rear sunshade				
SIGHTS AND SOUNDS PACKAGE:	—	—	◊ ¹²	◊ ¹²
• Bose [®] Centerpoint [®] surround sound • Navigation ¹¹ Radio • HD Radio				
DRIVER CONFIDENCE PACKAGE #1:	—	—	◊ ¹³	●
• Lane Change Alert with Side Blind Zone Alert • Rear Cross Traffic Alert				
DRIVER CONFIDENCE PACKAGE #2:	—	—	—	◊ ¹⁴
• Adaptive Cruise Control • Automatic Parking Assist • Forward Automatic Braking • Front Pedestrian Braking				
DYNAMIC DRIVE PACKAGE:	—	—	◊ ^{14,15}	◊ ¹⁴
• 20" aluminum wheels • Continuously Variable Real-Time Damping with Sport Mode selectivity • HiPer Strut front suspension ¹⁵				

¹¹Map coverage available in the United States, Puerto Rico and Canada. ¹²Requires Driver Confidence Package #1. ¹³Requires Sights and Sounds Package. ¹⁴Requires 3.6L V6 engine. ¹⁵FWD models only.

SPECIFICATIONS

DIMENSIONS AND CAPACITIES

CAPACITIES

Engine Type	2.5L 4-cylinder with sophisticated eAssist light-electrification technology
Horsepower	194 hp @ 6300 rpm
Torque	187 lb-ft @ 4400 rpm
EPA-estimated mpg	25 city/35 hwy (FWD)
Fuel Tank (approx.)	15.8 gallons
Cargo Capacity ¹	14.3 cu. ft.
Available Engine Type	3.6L VVT, DI V6 with cylinder deactivation and Stop/Start technology
Horsepower	310 hp @ 6800 rpm
Torque	268 lb-ft @ 5200 rpm
EPA-estimated mpg	21 city/30 hwy (FWD); 20 city/29 hwy (AWD)
Fuel Tank (approx.)	15.8 gallons (FWD)/16.2 gallons (AWD)
Cargo Capacity ¹	15.0 cu. ft.

¹Cargo and load capacity limited by weight and distribution.

DIMENSIONS (INCHES)

Wheelbase	114.4
Overall length	197.5
Body width	73.5
Overall height	57.5
Track width, front/rear	62.9/63.1
Head room, front/rear	38.4/37.2
Shoulder room, front/rear	57.7/56.6
Hip room, front/rear	54.8/55.1
Leg room, front/rear	42.0/38.0



IMPORTANT WORDS



Since some information may have been updated since the time of printing, 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 USA. See your Buick dealer for terms and conditions.

4 years/50,000 miles (whichever comes first): Bumper-to-Bumper Limited Warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects in materials or workmanship. The warranty covers towing to the nearest Buick dealership, and there is no deductible for warranty repairs during the warranty period. The warranty transfers automatically with vehicle ownership during the warranty period.

6 years/70,000 miles (whichever comes first): Transferable Powertrain Limited Warranty plus Roadside Assistance and Courtesy Transportation.

6 years/100,000 miles (whichever comes first): Body and sheet metal components are warranted against rust-through corrosion.

EXPERIENCE BUICK PROTECTION Every 2018 Buick model includes a maintenance program that covers the first two visits of oil and filter changes, tire rotations and 27-point inspections for up to 2 years or 24,000 miles, whichever comes first (does not include air filters). The program is fully transferable to subsequent owners. See participating dealer for other restrictions and complete details.

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.

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, visit mycertifiedservice.com.



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