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.
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.

IT'S TRUE, LUXURY HAS RULES. BUT LACROSSE PROVES THERE'S NO RULE THAT SAYS YOU HAVE TO FOLLOW THEM ALL.
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 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. This process is known as regenerative braking. The recovered energy is used to help accelerate the vehicle or slow it down instead of shutting the engine off. This helps reduce motion, fuel waste, and emissions.

The system shifts from gas to electric power while driving down, and under, at a red light and then seamlessly switches back when more power is needed. 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.

4-cyl. models. Based on 2011 GM Large Car segment. EPA-estimated 25 city/36 hwy mpg.
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.) In the moment, sophisticated safeguards against unintended activation become immediate security enhancements. A hint of your key can’t work the ignition or start the engine until you have reached the driver’s door. The car’s access system only releases the door latches when your key is detected. 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'RE MORE THAN WELCOME.
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.
NEITHER RAIN, NOR SNOW, NOR STEEL.
Based on EPA-estimated 16 city/26 hwy mpg for AWD. 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.
EVERYTHING FITS. ESPECIALLY YOU.

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, a heated steering wheel, and a power rear-window sunshade are available. 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.
Go to gm.com/bluetooth to find out which Bluetooth phones are compatible with the vehicle.

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.

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 infotainment of the 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 – from 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 selected and re-selected, engineered in minute detail, 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.

WE’VE RELAXED EVERYTHING EXCEPT OUR STANDARDS.
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) Suspensions.

HiPer Struts’ 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.

Living for now. Dreaming about tomorrow.

At Buick, we spend our days thinking about how to bring luxury to life in more personal, meaningful ways for you.
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.

Government five-star Safety Ratings are part of the National Highway Traffic Safety Administration's (NHTSA's) New Car Assessment Program (www.safercar.gov).

Before making a lane change, always check the Side Blind Zone Alert display, check side and inside rearview mirrors, look over your shoulder for vehicles/hazards and start the turn signal.

OnStar acts as a link to existing emergency service providers. Visit onstar.com for coverage map, details and system limitations. Services vary with conditions.

Available on Android™ and iPhone® platforms. 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.

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 Remote Link 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.
THE BUICK LIFE
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.

Discover more to like about Buick on Facebook.

facebook.com/buick