

**THURSDAY,**  
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### YOZORA IS COMING

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The 2010 Buick LaCrosse CSX in top-of-the-line trim, a four-door mid-size premium sedan that offers new levels of quality and intelligent personal technologies combined with V6 performance and Buick's signature QuietTuning, an engineering process to reduce, block and absorb interior noise to provide a distraction-free environment.

## Buick LaCrosse CXS breaks confines of tradition

**By ROB BEINTEMA**  
*Metroland Media Group  
Carguide Magazine*

"Nice Buick."

I looked up from the notes I was making as I heard the voices outside my parked car.

Two seniors were crossing my bow, giving the 2010 Buick LaCrosse the once-over, looking back admiringly as they strolled through the parking lot.

No surprise, here. This is a car the older generation understands, a regular sedan built in classic three-box style, garnished with give-away Buick cues - the waterfall grille, the TriShield Buick badge, even the three portholes or 'ventiports' in the hood, originally designed to mimic WWII fighter exhaust outlets.

Those traditional and comfortable cues connect with the older generation and bring to mind a familiar heritage of understated elegance.

The trouble is, for younger generations, words like 'tradition' and 'heritage' just translate to 'old'.

Frankly, brands like Buick have just not been on the radar of following generations, especially in a rapidly-evolving automotive world teeming with trendy new brands and models.

How do you break out of the confines of tradition?

Cadillac has made pretty good progress with its blend of hip-hop-friendly SUVs and performance sport sedans. Lincoln is still plugging away at re-defining its identity. And Buick has responded with one of the newest lineups in the business.

The second-generation 2010 LaCrosse midsize se-

dan has made a significant contribution to Buick's moving forward.

The LaCrosse is built on GM's Epsilon II platform, shared with the latest Saab 9-5 and the award-winning Opel Insignia.

It also shares design influences from Europe, America and China, making this a truly global car, the first GM vehicle to be created on three continents.

That might seem puzzling at first, especially the Chinese influence, since we tend to think of Buick as a traditionally American brand.

But Buick actually sells more vehicles in China than in any other market (four times their U.S. numbers!).

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