

## **‘Buick Heritage Alliance Board Member Attends Buick Motor Division Luncheon**

*By David Landow*

Thanks to the generosity of Mike and Nancy Book at the Buick Club of America main office, it was my honor to attend the Buick Motor Division’s luncheon at the GM Heritage Center on November 3rd . The luncheon was absolutely terrific and Buick did a wonderful job of rolling out the red carpet for all of the BCA members who were able to attend this informative event.

The Heritage Center brought in plenty of interesting Buicks from all eras to display, including the Y-Job, and the highlight of my day occurred after everyone left when Greg Wallace invited me to sit in it. I felt like Harley Earl himself behind the wheel of such a significant piece of Buick design history. It was a humbling experience, to say the least, and not one that I will likely soon forget!

As is always the case, Mike Book was most gracious in the manner in which he thanked the Buick folks for sponsoring such a warm, inviting and informative luncheon and for opening up the Heritage Center to the BCA. Mike truly knows how to best represent and promote the best interests of the BCA, and another highlight of my day was to finally have an opportunity to personally meet Mike and Nancy. They are both simply wonderful people, and their devotion to the BCA and its members is self evident.

The 2011 Regal was introduced for the first time to the public at the luncheon. We were allowed to take photos and preview the car. Here are a few of the high points as to what the Buick executives and designers discussed:

1. The luncheon for the BCA was the 2011 Regal’s first public showing. The car is impressive, to say the least!
2. Buick is committed to continuing with the waterfall grille and port holes throughout the line.
3. Buick is now targeting middle aged buyers with its product line, and it is successfully doing so.
4. While performance has not traditionally been a Buick hallmark, a greater attention to performance is now being emphasized, along with quality.
5. The new Regal is all about high performance not only in terms of power, but in every other area as well. The car is absolutely fabulous and its proportions seem to be perfect. The fit and finish is as good as I have seen anywhere.
6. There is now an emphasis on premium crafted interiors. There was a 2010 LaCrosse on display, so I can tell you from first hand observation there is no doubt about Buick’s commitment to “indoor” quality.

7. The Chinese automobile market is now bigger than the U.S. market.
8. A sport wagon may be on the way, but there was no commitment made on this.
9. Buick expects to sell more than 80,000 model year 2010 Enclaves in just the U.S. They can barely meet the demand for this vehicle. I did not get any export numbers for the Enclave.
10. The 2010 LaCrosse is selling extremely well. Designers in China were involved in the design of the LaCrosse. My personal opinion is that the Lacrosse is going to be a Lexus killer, and it is very nice to see that.

Photos are attached from our very enjoyable day at the GM Heritage Center. Once again, my thanks to Mike Book for his most gracious invitation!



*David Landow in his get away car. The Buick Y-Job.*



*Know what model of Buick you NEVER see for sale? A station wagon.*





The Buick Y-Job is a beautiful sight to behold.



*Many were gathered to hear the Buick news.*





*At the GM Heritage Center, the cars are the stars.*