



THEY'VE BEEN SHATTERED.

EXPECTATIONS

NOW, THEY'VE BEEN RAISED.

A close-up, high-contrast photograph of a Buick wheel. The wheel features a multi-spoke design with a prominent chrome emblem in the center. The lighting creates strong highlights and shadows, emphasizing the metallic textures and the geometric shapes of the spokes.

EXPERIENCE  THE NEW BUICK

WHEN PERCEPTIONS CHANGE,
POSSIBILITIES EXPAND.

INTRODUCING CASCADA AND
THE AVENIR CONCEPT.



AVENIR CONCEPT SHOWN. NOT AVAILABLE FOR SALE.



THE AVENIR CONCEPT.

The Avenir Concept projects the design of Buick into the future. It's an expression of the premium automotive experience evolving to be even more beautiful, inspiring and rewarding.

AVENIR CONCEPT SHOWN. NOT AVAILABLE FOR SALE.



AVENIR CONCEPT INTERIOR

WHEN DESIGN TURNS IDEAS INTO EMOTIONS.
THE AVENIR CONCEPT.



Design is the art of taking an abstract idea and turning it into something of substance. When passion is sculpted into steel, glass and leather, what does it look like? When technology, security and comfort fulfill your every desire, what does it feel like? Avenir is an exploration of these questions, carried out in the belief that the future belongs to those who define it. The Avenir is our vision for the future of premium.



PREPRODUCTION MODEL SHOWN. ACTUAL MODEL MAY VARY.

WHEN YOU'RE OPEN-MINDED. THE ALL-NEW CASCADA.

There's a time when you're comfortable opening up and expressing the way you view your world. That time is coming soon, with the arrival in early 2016 of the new Cascada. The attention to detail and purposeful technologies of Cascada will elevate expectations of just how satisfying a convertible can be to drive — top up or top down, sun up or sun down.



CASCADA PREPRODUCTION INTERIOR SHOWN IN EBONY



CASCADA. PLEASURE, EVOLVED.

With an exquisitely sculpted body and the spirited performance of a 200-hp turbocharged engine, the all-new Cascada expresses the pure fun of driving a convertible. Its rigid chassis balances ride comfort and nimble handling, while its 2+2 cabin surrounds you with precisely crafted luxuries and advanced technologies.

The new Cascada.

LIVE LIFE WIDE-OPEN.



CASCADA PREPRODUCTION MODEL SHOWN IN PHANTOM GRAY



CASCADA PREPRODUCTION MODEL SHOWN IN PHANTOM GRAY

A close-up photograph of a car's wheel and suspension system, showing the spokes of the wheel and the brake assembly. The image is partially obscured by a large orange rectangular area that serves as a background for the text.

WE INVITE YOU TO SEE YOUR BUICK DEALER TO LEARN MORE. OR VISIT US ONLINE AT BUICK.COM.

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EXPERIENCE  THE NEW BUICK

DEZO'S GARAGE

