

# GM Sets Price for 2014 Buick LaCrosse

The 2014 Buick LaCrosse luxury sedan goes on sale later this year with a suggested retail price of \$34,060, including a \$925 destination charge.

Standard equipment includes the latest in IntelliLink connectivity, an eight-inch reconfigurable color cluster display, eight air bags and an eAssist powertrain that offers an EPA-estimated 36 highway mpg.

An all-new Ultra Luxury interior package includes dark-stained Tamo Ash wood throughout the cabin, jet black synthetic suede on the headliner and vanity mirrors, and Semi-Aniline full leather seats in sangria color. It is available on select trim levels as a \$2,495 option.

Every 2014 Buick offers a full suite of active safety technologies, and two available package groups comprise the offerings for LaCrosse. A Driver Confidence I package includes Forward Collision Alert, Side Blind Zone Warning, Lane Change Alert, Lane Departure Warning, Rear Cross Traffic Alert, articulating high-intensity discharge headlights, and a head-up display for \$2,125.

The Driver Confidence II package includes Adaptive Cruise Control, an Automatic Collision Prep system, and a patented Safety Alert Seat that directs the driver's attention using vibrations through the surface of the seat bottom. It is a \$1,745 option that must be paired with Driver Convenience I.

LaCrosse is available with all-wheel drive on many V6 models for customers who want the most sure-footed traction possible. On-demand traction is delivered via an advanced Haldex all-wheel drive with an electronic limited slip rear differential.

## Woodward Cruise Seeks Volunteers

The 2013 Ferndale Woodward Dream Cruise is looking for a few good men and women to volunteer their time and services for the upcoming Woodward Dream Cruise.

The event, which has become a three-day celebration of the Detroit's car-cruising culture, begins at 3 p.m. on Thursday, Aug. 16, and concludes on the evening of Saturday, Aug. 18.

Paul Ikonen, volunteer coordinator for the Cruise, said that in 2012 more than 60 people volunteered, making the event possible. He expects that this year's cruise will require at least as many people.

"But the more the merrier," Ikonen said. "We have room for everyone. We recognize and understand the commitment made by volunteers. It does not go unnoticed as we are amazed at the job each volunteer is able to accomplish."

Ikonen said he's been working in volunteer management for more than a decade, and is "always in awe of the selfless commitment that volunteers bring to community events and services."

He said Ferndale is the only participating municipality of the Dream Cruise that is featuring three days of automotive and rock-themed events. These activities include "Rock'n Live Entertainment," a kids playzone, a food court, the 13th Ferndale Emergency Vehicle Show, the Lights & Sirens Cruise, the official WDC ribbon-cutting ceremony, the third Michigan Gumball Rally and the 15th Mustang Alley Show.

All this activity will require the help of volunteers, Ikonen said. Anyone who wishes to sign up should contact him via email at pikonen@hospiceadvantage.com. He said that anyone who sends an email will receive a response within 48 hours.

For more details on Ferndale's part in the Dream Cruise, visit www.ferndaledreamcruise.com.

A 304-hp 3.6L V6 engine is a no-cost option for the LaCrosse. With EPA estimates of 18 city/28 mpg highway for front-wheel-drive models and 17/26 mpg for all-wheel drive, the 2014 model gains 1 mpg highway for both models and 1 mpg city for front-drive.

Other standalone options include various wheel choices, Bose audio, navigation, rear seat entertainment, and a sunroof.

Additional equipment, including rear park assist, a rear vision camera, passive entry and passive start, a heated steering wheel, heated and ventilated front seats, a power rear sunshade, and real-time dampening, are included as standard equipment in various LaCrosse equipment groups.

Every 2014 LaCrosse comes standard with two years or 24,000 miles of included regular maintenance and five years of OnStar RemoteLink Key Fob services.

Regular maintenance includes oil and filter changes, tire rotations, and multi-point inspections.

OnStar RemoteLink Key Fob services allow owners to lock and unlock the vehicle's doors or activate remote start (on applicable models) using a smartphone app.

"LaCrosse is Buick's flagship sedan," said Tony DiSalle, vice president of Buick Marketing. "The 2014 model's beautiful design, intuitive technology and exclusive interior materials show the best of a luxury brand that has grown sales for three straight years."

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