

## Peoria Buick Dealership Emphasizes Huge 2010 Buick LaCrosse Debut at Auto Shows

*Heritage Buick Peoria dealership in Illinois looks to 2009 automotive show coverage to help promote the modernized 2010 Buick LaCrosse.*

**April 1, 2009 - [PRLLog](#)** -- The 2010 LaCrosse, Buick's modernized sedan, hit automotive showroom floors and instantly created quite a buzz. Car and Driver even named the 2010 Buick LaCrosse one of the "10 Biggest Debuts of the 2009 Detroit Auto Show" and the sleek new LaCrosse definitely did not go unnoticed at the Chicago Auto Show either. Peoria Buick GMC, the premier Buick dealership located in Peoria, Illinois, hopes the national publicity will help gain press for the recently face-lifted Buick.

Making a point to compare the 2010 LaCrosse to GM's claim that they 'wanted to make Buick the Lexus of America,' Car and Driver issued high praise to the LaCrosse's profile and noted, "Buick has managed to find the common ground between conservative and contemporary interior design and has done so with precious little of the old-lady idiom that has dominated previous Buicks."

The 2010 Buick LaCrosse is expected to compete aggressively with cars like the Lexus ES350 and the Lincoln MKS, and the people at Heritage Buick GMC could not be happier with Buick's direction in creating a world-class luxury auto that can compete with any luxury sedan out there. It is clear that customers at the Peoria dealership appreciate Buick's commitment to American-made stylish luxury, as well. The Buick LaCrosse is General Motors' first North American car based on its second-generation Epsilon platform, shared only with the Opel Insignia, for now. GM's new global midsize platform is designed for maximum, family-size interior space with the best possible fuel mileage.

The 2010 LaCrosse will be offered in three models - CX, CXL and CXS. The CX will be equipped with a new 3.0-liter direct injection V6, premium cloth seats and 17-inch wheels. The engine generates an estimated 255 horsepower and 211 pound-feet of torque and is mated to a six-speed automatic.

As shoppers at Heritage inquire about the 2010 LaCrosse, Heritage managers eagerly anticipate the LaCrosse's arrival which is due to hit the Peoria Buick car dealer this summer. Sales

About Heritage Buick GMC:

Heritage Buick GMC is part of the Pearl Automotive Group which has been in the Central Illinois Automotive industry for over 30 years. Pearl Automotive is a part of the Pearl Companies, a privately held, multifaceted organization located in Peoria Heights, IL, that also includes Pearl Insurance, Pearl Technology, Pearl Benefits, Pearl Carroll & Associates LLC, and W.B. Griffin & Son.

For more information visit: <http://www.heritagebuickgmc.com/NewVehicleSearch>

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