

Encore Expected to Capture Esteemed Conquest Buyers

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"This is a quiet vehicle," Danahy said. "It's true to the tenor of a Buick quiet ride."

Lloyd Biermann, Buick Encore/Enclave Marketing manager, said they've done a lot of market research as to what customers want and that the Encore hits the key points.

"Basically, three things ring consumers' bells," Biermann said. "One is maneuverability. This is a nimble car and has just about the tightest turn radius out there. There's a safety component to this concern. This vehicle has the ability to get out of danger quickly."

The second thing consumers want, Biermann said, is adaptability. A vehicle should be able to take you to your office and to the beach or to the mountains to ski. The Enclave's architecture can be adjusted to fit someone's needs. The front passenger seat, for example, can be folded flat for more room in the back.

The third thing people want, Biermann said, is technology. Now, all Buick models come with IntelliLink included.

"Technology tells consumers we're up to date and it allows for a more pleasurable driving experience," Biermann said.

There is also lane departure and forward collision avoidance technology available. The Encore is perfect for the consumer looking to "right-size" his or her ride, Biermann said. That might mean a young couple with one child who need a vehicle to handle their new domestic needs. It might mean an older couple whose children have left the nest, and they don't need as big a vehicle as in the past.

The Encore comes with four basic packages, starting at \$24,950, Biermann said. Each bump-up adds about \$1,500 to the price of the vehicle, with the last package coming in at an MSRP of \$28,940. This price package selection is no accident, Biermann said. They learned that consumers don't want to mix and match options. By giving them four packages, a price is easier to pick.

The gender breakdown of potential buyers is expected to be about 60 percent female. They expect the "conquest" rate to be similar to that of the Verano.

"What I hear a lot after someone has seen an Encore for the first time is that the potential customer never knew he or she needed such a vehicle until it was seen," Biermann said.

He said the vehicle will have elegant Buick styling and the Chinese version has been on sale for a couple of months and has proven popular. All Chinese Encores are made in China.

Some of the features that will come with the Encore include Standard Buick IntelliLink with seven-inch, high-resolution, full-color display radio with CD/SiriusXM Satellite Radio/USB, voice recognition and Bluetooth phone and audio; standard quiet tuning with Buick's first use of Bose Active Noise Cancellation technology; standard rearview camera, power driver's seat, leather-wrapped steering wheel and heated mirrors; available dual-zone climate controls; heated steering wheel; heated leather seats; power passenger's seat; rainsense wipers and Bose seven-speaker sound system; and a global chassis designed for maneuverability.

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