



BOMBSIGHT

The Bombsight is published by the Los Angeles Chapter of The Buick Club of America.

The Los Angeles Chapter Logo reflects who we are and what we do. Our members cars are used in motion picture and TV productions.



Dedicated to the preservation and restoration of the automobiles built by The Buick Motor Division.

Steve's Corner

In the past we have always looked forward to the CHVA Show. It could be counted on to provide us with an assortment of many and various fine automobiles. This year's show was held at the Sherman Oaks Galleria on one of the warmest days of this year. Six Buicks made the scene. Bob and Tom Thornton are planning next year's location somewhere under the trees and on the grass.

Crescenta Valley Park was just such a green location, under the trees and on the grass, Saturday, May 3 at the All Buick Show presented by the San Gabriel Chapter. Pictures of beautiful Buicks in this show are included on an insert.

On June 1 the Concours d'Elegance will be held on the golf course by the Rose Bowl in Pasadena. Please go to www.laconcours.net/ for spectator ticket information.

Time brings us quickly to the All GM Show and Swap Meet at yet another green spot, Woodley Park in Van Nuys on June 8, 2008. We will be saluting GM on their 100 year Centennial. A new award design has been selected for the winners at this spectacular event.

Monday, 7:00 P.M.

May 12, 2008



2007 Riviera

Invicta draws many of its design features from this Riviera concept car.



2008 Invicta

GM's Global Design and Sales Strategy

According to Rick Kranz, product editor of Automotive News, what Buick's U.S. dealers need is a production version of the Riviera coupe concept that debuted in China last year. According to the May 5th issue of Auto Week, Buick sold 332,115 to 185,791 in the United States last year.

This striking new concept is pictured above. The dealers' patience may well be rewarded, if they can wait until the 2008 Invicta, shown to the right, comes to production as the "mildly camouflaged" replacement for the front wheel drive LaCrosse. Four cylinders and a six speed transmission sounds good in the light of \$4 a gallon gasoline. In any event, it is obvious that China with its burgeoning economy is the place for Buick and GM to go for these fresh new designs.

GM Goes for the Global Gold

According to Automotive News, in 2007 General Motors expanded China's role in global r&d with a new proving ground and an engineering center. During an October visit to China by CEO Rick Wagoner, GM said it would build a wholly owned r&d center there. The center is part of a \$250 million corporate campus. Its research will focus on alternative fuels and advanced propulsion systems.

The r&d center also will help certify local suppliers, speeding up sourcing of components from China for GM's worldwide operations.

Your editor's reaction: General Motors began to expand their global activity by producing the Buick Regal in China as far back as 1999 (See the August issue of the Bombsight).

In 2007, GM introduced the Buick Park Avenue and the Riviera concept car to China (See the June 11th issue of the Bombsight).

In 2008 the Invicta concept car was introduced in Beijing. That name, of course, is very familiar to us from the 1970s and before.

This 2008 Invicta could be our next LaCrosse

"Power for the Invicta concept car comes from a turbo-charged, direct-injected, four-cylinder engine producing 250 hp. and 220 pound-feet of torque, which is hooked up to a six-speed automatic transmission. The LaCrosse is scheduled to switch to the Epsilon II platform soon. This platform will permit the design of a front, rear, or all wheel drive automobile and will be shared with the Chevy Malibu when it debuts as a 2010 model," states Automotive News.

This amazing little engine is named Ecotec and Invicta's styling promises Buick a global winner. We are looking forward to seeing the next-generation LaCrosse. I don't read, speak or understand Mandarin, but these pictures look very exciting to me.



1931 Buick Street Roadster Owner / Buzz Pitzen



1940 Buick Phaeton Owner / John Milliken