



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



The weather on the weekends in Southern California has been ideal so far, for the tours we have planned. We hope it continues. At 1:30 PM on Sunday, February 15, we are scheduled to visit The Automobile Driving Museum. Luncheon at the Proud Bird Restaurant is suggested. Come to the next meeting on February 9, 2009 at the Marvin Braude Building in Van Nuys to determine when and where we will meet before the tour. This is only the first of a series of interesting tours to car shows, museums, and restoration shops we have scheduled on the coming weekends.

If you have questions or suggestions for events or tours please contact me at steveclassic@earthlink.net or check our website: www.buickclub.org/losangeles/ for other exciting tours and events planned for 2009 and see the Bombsight.

The next meeting is never too soon to start planning for the 2009 All GM Car Show to take place on June 28, 2009 at Woodley Park in Van Nuys.

Monday, 7:00 P.M.

THE RIGHT TYPE, TIME, AND PLACE

Brazil has produced over 5 million automobiles with flex technology, which allows the use of gasoline and ethanol since production of ethanol began in 2003. The sugar cane-based fuel is half the price of gasoline. According to BioCycle Magazine, hundreds of thousands of Brazilians are driving flex-fuel cars like the VW Fox. Almost 220,000 of these vehicles were sold in the first nine months of 2004 representing 24 percent of all new car sales. It would seem that *place* (the third component) is sometimes more important than *type* and *time*, if you are an automobile manufacturer. In short, produce a car that is compatible with one of the prime resources of your host country.



Chevrolet Aveo



Chevrolet Montana

GM has learned their lesson well and completely. They have fuel-efficient small cars and trucks in Brazil that will accommodate this newly abundant and available fuel. These cars will operate nicely on gasoline, 20% ethanol and 80% gasoline, or 100% ethanol and/or gasoline. These are flex-fuel automobiles, and as such are thought to be competitive any place in the world.

SPEAKING GLOBALLY

Early in 2007 General Motors sold more Buicks in China than they did in the US. (See the June 11th issue of the Bombsight.) This fact helped GM to remain the largest manufacturer of automobiles in the world, as it has been since 1931.



Toward the end of 2007, however, Toyota had bested GM by 614,000 units. In the last issue of the Bombsight I said, "Today's automobile manufacturer has to have the features on the right *type* of vehicle, at the *time* the consumer wants the car." I should have added a third component in the planning process, which would be: at the right *place* in the world. The picture above shows new flex-fuel vehicles made in Brazil by U.S. carmaker General Motors parked at an authorized dealer in Sao Paulo, Brazil on March 10, 2008 before being delivered to their owners.

February 9, 2009

FLEX-FUELED AND READY TO GO

There are those who would say bring these cars to this country and retrofit them to comply with the U.S. safety regulations, so they can be ready when the price of gasoline again goes to \$4 a gallon. This thinking goes against all



Opel Corsa

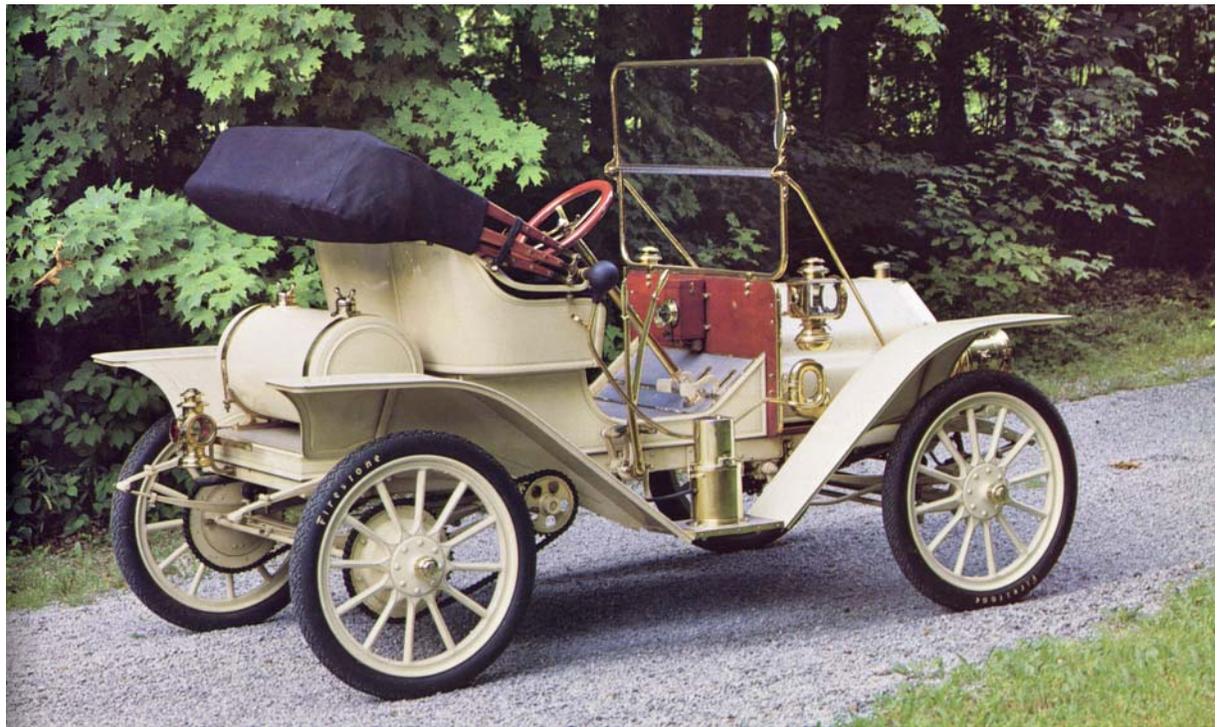
three of the "not-to-dos" mentioned in the opposite column. The typical small cars, the Toyota and Honda of a few years ago, have been increased in size and horsepower to

better appeal to the North American marketplace. Even the tiny Porsche now has a SUV called the Cayenne GTS.

The cars pictured here all have a 4 cylinder engine of 1.6 or 1.8 liters, and either "Easytronic" or a 5-speed manual transmission. Some of the models are equipped with electric windows and air conditioning. None of them look as if they could carry the Buick badge. The ideal car for Brazil is simply not the right *type*, at this *time*, in this *place*.



The Meriva minivan



1911 Buick Model 14 Roadster

Photo: The Buick - A Complete History



The new 2010 Buick LaCrosse replaces the Lucerne

Photo: Automotive News