BUICK MODEL BRAND EQUITY HISTORY 1980 - 2009

Model Year >	Name began	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10
Skyhawk	1975		4						3																						
Skylark	1961	2					1		2				2						1												
Somerset	1985					1																									
Century	1973	3	2	3											2			1													
Regal	1973		3		2	1						2						1													
LeSabre	1959	3										2	1																		
Electra	1959	2								1																					
Park Avenue	1977	0 (Upper trim level of Electra)										1																			
Riviera	1963	1	2				1																								
Reatta	1988								1		2																				
Roadmaster	1936, 1991											1	2																		
Rendezvous	2002																						1								
Rainier	2004																								1						
Terazza	2004																								1						
LaCrosse	2005																									1					
Lucerne	2006																										1				
Enclave	2008																												1		
Total body styles*		14	18	19	18	18	16	16	16	15	13	14	12	12	11	11	11	7	6	5	4	4	5	5	7	7	5	5	3	3	3
Signer Buick Retail Sales		845	542	830	908	612	662	365	357	246	270	279	262	234	224	222	195	224	189	177	131	129	127	79	56	60	35	28	23		

* Body styles include coupe, sedan, wagon, hatchback, convertible, SUV, crossover, van. Numbers shown in the rows of each model are the number of body styles offered. Body styles are listed below "Total Body Style" row.

BUICK TAGLINE HISTORY

Year >	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10
	<-- 1965 Wouldn't you really rather have a Buick?																													
						Premium American Motorcars																								
																Isn't it time for a real car?															
																					It's all good.									
																					The spirit of American style.									
																									Dream up.					
																										Driving beautiful.				
																								The craft of modern luxury.						
																2010: 1. Take a look at me now 2. The new class of world class															

Chart shows GM's reduction of Buick model/body style offerings and decimation of Buick brand since the time Signer opened Buick dealership as standalone franchise. Large model/body style drop in 1990's as Buick-Pontiac-GMC channel strategy strengthened and GM shifted focus from cars to trucks. Further reductions, model name and tagline changes in 2000's destroyed decades of brand equity. All data believed to be accurate based on research in 2009. Numbers shown in the rows of each model are the number of body styles offered.