



2024 Buick Encore GX Elevates Small SUVs with the Arrival of Avenir, New Design and Virtual Cockpit System

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- *Buick's most popular¹ North American vehicle brings style and sophistication with updated interior, new tech and the brand's new face and logo*
- *Avenir brings the best of Buick to Encore GX for the first time, while reimagined ST trim delivers sleek and sporty look and feel*
- *Encore GX is the first vehicle to offer Buick's new 19-inch Virtual Cockpit System, offering the largest infotainment screen in the segment*

DETROIT — Today Buick revealed the 2024 Encore GX, elevating the small SUV segment. The Encore GX is the first vehicle in North America to adopt the brand's new tri-shield logo, as well as the new face of Buick through its front-end styling. Sporting revitalized exterior design and a new tech-centric interior, the Encore GX is a modern, sophisticated and stylish take on the premium small SUV.

The updated Encore GX will also offer the Avenir trim for the first time, representing the highest expression of Buick luxury. In addition, the reimagined Sport Touring (ST) trim will now be an option for Encore GX buyers, offering a uniquely chic and sporty appearance.

New look, same quality focus

Coming fresh off **Buick's top ranking²** in the J.D. Power 2022 U.S. Initial Quality Study, the 2024 Encore GX continues Buick's standard for high-quality engineering and craftsmanship, with an all-new look.

First seen on the Buick Wildcat EV concept, the new front fascia design language features a dynamic, forward-leaning front-end that comes to a crescendo at the brand's new body-mounted tri-shield logo. An updated modern grille pairs with new signature winged LED headlamps to create a distinctive visual presence. New 18-inch and 19-inch wheel options are also available.

"The new Encore GX delivers a sleek, sporty, sophisticated presence," said Bob Boniface, director, Global Buick Design. "It's inherently functional, yet the new exterior design creates a more stylish and modern persona that is unique in today's small SUV segment."

The Encore GX's rear styling features the new Buick logo and typography prominently displayed in the center of the tailgate, while new LED taillamps come standard on ST and Avenir trims. The ST also comes standard with high gloss black front and rear bumpers and is offered with an optional Black Roof Package.

Driver centric and tech-forward interior

Inside the Encore GX, form, function and intuitive tech await. The updated interior is centered around Buick's Virtual Cockpit System (VCS), with Encore GX the first Buick to adopt this technology. VCS features 19 diagonal inches of high-definition screens under one sheet of glass, comprising an 11-inch diagonal infotainment system — the largest infotainment screen in its segment — and a configurable 8-inch diagonal driver cluster screen, both angled toward the driver for intuitive control.

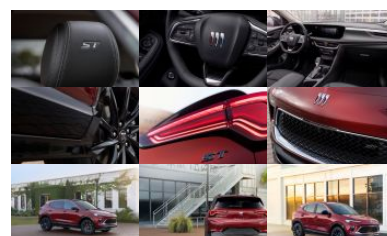
The latest version of Buick's infotainment provides a sleek new layout, customizable home screen and easily accessible vehicle categories. Wireless Apple CarPlay³ and Android Auto⁴ compatibility are standard, and wireless phone charging⁵ is also available.

IMAGES - AVENIR



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IMAGES - ST



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"The Encore GX is the first Buick in North America to sport our revamped interior and new Virtual Cockpit System," said Boniface. "It's rare to get such an elevated, tech-forward interior in a vehicle at this starting price. We wanted to uplift every aspect of the Encore GX and put the entire small SUV segment on notice."

Soft-touch materials and unique stitching patterns flow throughout the updated interior. Avenir and ST logos are stitched into the head restraints on their respective trims, while the ST features a sporty flat-bottom steering wheel, matching its athletic persona.

The premium cabin experience is enhanced with Buick's QuietTuning system, which helps prevent unwanted road noise from entering the cabin for a serene and premium driving experience.

The Avenir's encore

Buick's Avenir trim is coming off its most successful year yet, commanding approximately a 27 percent and 28 percent adoption rate on the Enclave and Envision, respectively, as customers continue to be drawn to the functional luxury Buick delivers.

Available for the first time on the Encore GX, the Avenir trim elevates the small SUV segment to a new level, offering customers exclusive design cues, cutting-edge features and premium materials that have all become synonymous with the Avenir badge.

On the exterior, the Encore GX Avenir includes a unique Avenir grille, unique clear lens LED tail lamps, 19-inch Avenir-specific wheels, chrome front and rear bumpers accents and black carbon metallic body side molding.

The Avenir experience continues on the inside, as the new Encore GX Avenir brings an exclusive Whisper Beige and Jet Black color theme, leather seats, 10-way power driver seat, 8-way power passenger seat, heated steering wheel, air ionizer, rearview auto dim mirror, embroidered Avenir head restraints and Avenir door sills.

Spirited efficiency

The 2024 Encore GX comes standard with a 1.2L turbocharged engine that produces 137 horsepower and 162 lb-ft of torque. A 1.3L turbocharged engine is also available that produces 155 horsepower and 174 lb-ft of torque. Each engine's turbocharger allows it to reach torque peak much faster and maintain that torque peak for a longer RPM band compared to a naturally-aspirated engine, providing greater responsiveness and a more engaging drive for customers.

"The Encore GX is spirited and fun-to-drive, while providing the driver with a hushed and innately comfortable driving experience on a range of different road conditions," said Seth Valentine, program engineering manager, Buick.

AWD is available across all trims, and those models are equipped with a nine-speed automatic transmission. FWD models come standard with a Continuously Variable Transmission (CVT).

A fun and engaging drive experience is complemented by impressive fuel economy. FWD models will offer a GM-estimated 30 mpg⁶ (combined), while AWD models will offer a GM-estimated 27 mpg⁶ (combined).

Safety, confidence and comfort

The 2024 Encore GX comes standard with the Buick Driver Confidence package⁷. This package includes six active safety and driver assistance technologies such as Automatic Emergency Braking, Lane Keep Assist with Lane Departure Warning, IntelliBeam auto high-beams and more.

Additional available safety and tech packages⁸ include features such as Lane Change Alert with Side Blind Zone Alert, Adaptive Cruise Control and Rear Camera Mirror.

Arriving in dealerships soon

The 2024 Encore GX will enter production next month and will be available for customers this spring. The Encore GX Preferred trim starts at just \$26,895⁹, with Sport Touring starting at \$28,095⁹ and Avenir starting at \$33,195⁹. Customers will be able to build and order a new Encore GX on Buick.com starting in May 2023.

Buick vehicles offer sculptural designs, refined performance, modern interiors and thoughtful personal technologies. Buick's award-winning customer service and sales experience, along with the Avenir trim, the highest expression of Buick luxury, are attracting new buyers to experience Buick's unique approach to attainable luxury. More information about Buick vehicles is available at [buick.com](https://www.buick.com).

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¹Based on Buick's North American sales since 2020.

²Buick received the lowest rate of reported problems all brands in the J.D. Power 2022 U.S. Initial Quality Study of new vehicle owners' experiences after 90 days of ownership. Visit jdpower.com/awards

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⁴Vehicle user interface is a product of Google and its terms and privacy statements apply. To use Android Auto on your car display, you'll need an Android phone running Android 6 or higher, an active data plan, and the Android Auto app. Google, Android and Android Auto are trademarks of Google LLC.

⁵The system wirelessly charges one compatible mobile device. Some phones have built-in wireless charging technology and others require a special adapter/back cover.

⁶EPA estimates not yet available.

⁷Includes Automatic Emergency Braking, Lane Keep Assist with Lane Departure Warning, Forward Collision Alert, Front Pedestrian Braking, Following Distance Indicator and IntelliBeam. Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. Read the vehicle Owner's Manual for important feature limitations and information

⁸Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information

⁹MSRP excludes tax, title, license, dealer fees and optional equipment. Includes DFC. Dealer sets final price.

MODELS

Preferred (FWD and AWD) Sport Touring (FWD and AWD) Avenir (FWD and AWD)
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GM-EST. MPG

1.2L FWD	City: 29 Highway: 30
1.3L FWD	City: 29 Highway: 31
1.3L AWD	City: 26 Highway: 28

FUEL TANK CAPACITY (gallons / liters)

13.2 / 50 (FWD & AWD)

ENGINE

	ECOTEC 1.2L Turbo I-3
Bore & Stroke (in / mm):	2.95 x 3.54 / 75 x 90
Block Material:	Aluminum, High Pressure Die Cast
Cylinder Head Material:	Aluminum, Die Cast
Valvetrain:	DOHC
Fuel Delivery:	Direct injection
Horsepower (hp / kW @ rpm):	137 / 102 @ 5000
Torque (lb.-ft./ Nm @ rpm):	162 / 219 @ 2500
	ECOTEC 1.3L Turbo I-3
Bore & Stroke (in / mm):	3.11 x 3.58 / 79 x 91
Block Material:	Aluminum, Die Cast
Cylinder Head Material:	Aluminum, Die Cast
Valvetrain:	DOHC
Fuel Delivery:	Direct injection
Horsepower (hp / kW @ rpm):	155 / 115 @ 5600
Torque (lb.-ft./ Nm @ rpm):	174 / 236 @ 1600

TRANSMISSION & AXLE

Type:	Continuously Variable Transmission
Application:	1.2L Turbo and 1.3L Turbo FWD
Variator ratio spread	7.0
Underdrive	2.621
Overdrive	0.374
Overall ratio spread	7.0
Reverse	0.67:1
Final Drive Ratio:	5.44
Type:	9-Speed Automatic Transmission
Application:	1.3L Turbo AWD
Gear Ratios (:1)	

First	4.69
Second	3.31
Third	3.01
Fourth	2.45
Fifth	1.92
Sixth	1.45
Seventh	1.00
Eighth	0.75
Ninth	0.62
Reverse	2.96
Final Drive Ratio:	3.17

CHASSIS & SUSPENSION

Front Suspension:	MacPherson Strut
Rear Suspension:	Compound Crank; Watts link (AWD models)
Steering Type:	Electric power-assisted rack-and-pinion
Turning Circle (ft. / m):	36.8 / 11.2
Brake Type:	Electric, four-wheel disc with Duralife™ rotors; brake drying, ABS and brake life monitoring
Brake Rotor Size (in. / mm):	TBD
Wheel Size:	18 x 7.5-inch aluminum
Tire Size:	225/55R18 all-season

EXTERIOR DIMENSIONS

Wheelbase (in. / mm):	102.2 / 2595
Overall Length (in. / mm):	171.4 / 4354
Overall Width (in. / mm):	71.4 / 1813
Overall Height (in. / mm):	64.1 / 1629
Track (in. / mm):	61.1 / 1553 (front) 61.9 / 1571 (rear)

INTERIOR DIMENSIONS

Headroom (in. / mm):	39.7 / 1009 (front, without moonroof) 37.9 / 963 (front, with moonroof) 38.1 / 968 (rear, without moonroof) 38.0 / 965 (rear, with moonroof)
Legroom (in. / mm):	40.9 / 1039 (front) 36 / 915 (rear)
Shoulder Room (in. / mm):	55.4 / 1408 (front) 53.6 / 1362 (rear row)
Hip Room (in. / mm):	51.9 / 1317 (front) 47.5 / 1206 (rear row)

WEIGHTS, CAPACITIES & CARGO VOLUME

Curb Weight (lb. / kg):	3025 / 1372 (Preferred – 1.2L FWD) 3256 / 1477 (Preferred – 1.3L AWD) 3039 / 1378 (Sport Touring – 1.2L FWD) 3079 / 1396 (Sport Touring – 1.3L FWD) 3258 / 1478 (Sport Touring – 1.3L AWD) 3055 / 1385 (Avenir – 1.2L FWD) 3094 / 1403 (Avenir – 1.3L FWD) 3273 / 1485 (Avenir – 1.3L AWD)
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EPA Passenger Volume (cu. ft. / L):	94.3 / 2670
Max Cargo Volume ¹ (cu. ft. / L):	23.5 / 665 (behind rear seat) 50.2 / 1421 (rear seat folded)
Trailer Capacity ² (lb. / kg):	1000 / 453 (requires accessory hitch)

¹ Cargo and load capacity limited by weight and distribution.

² Before you buy a vehicle or use it for trailering, carefully review the Trailering section of the Owner's Manual. The weight of passengers, cargo and options or accessories may reduce the amount you can tow.

SAFETY & DRIVER AWARENESS FEATURES

Airbags ¹ : frontal and knee for driver and front passenger; seat-mounted side-impact and head-curtain for front and rear seating positions. Includes Passenger Sensing System
Standard Tire Pressure Monitor System; tire pressure monitor includes tire fill alert (excludes spare tire, if equipped)
Standard HD Rear Vision Camera ²
Standard Buick Driver Confidence package ² . Content includes Lane Keep Assist with Lane Departure Warning, Automatic Emergency Braking, Front Pedestrian Braking, Forward Collision Alert, Following Distance Indicator and Intellibeam auto high beams
Available features include: Adaptive Cruise Control ² , Rear Park Assist ² , Rear Cross Traffic Alert ² , Lane Change Alert with Side Blind Zone Alert ² and HD Surround Vision ²

¹ Always use seat belts and child restraints. Children are safer when properly secured in a rear seat in the appropriate child restraint. See your vehicle Owner's Manual for more information.

² Safety or driver-assistance features are no substitute for the driver's responsibility to operate the vehicle in a safe manner. The driver should remain attentive to traffic, surroundings and road conditions at all times. Visibility, weather and road conditions may affect feature performance. Read the vehicle Owner's Manual for more important feature limitations and information.



VEHICLES

Enclave
 Encore GX
 Envision

CONCEPTS

Wildcat

MEDIA SITES

Chevrolet
 Buick
 GMC
 Cadillac

MEDIA ASSISTANCE

Website help
 Media Request (email)
 GM Heritage Center

CONSUMER SITES

Corporate
 Chevrolet
 Buick
 GMC
 Cadillac

CUSTOMER EXPERIENCE

Phone 1-800-521-7300
 for general vehicle and roadside assistance

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