

Buick in China Overview

History of Buick in China

The Buick brand has a long and distinguished history in China that dates back to the early days of General Motors itself. In the first part of the 20th century, Buick was a car of choice for the country's influential citizens.

- Dr. Sun Yat-sen, (China's first provisional president);
- Zhou Enlai, (who became China's premier);
- Pu Yi, (the last emperor of China)

Either owned, drove or were driven in Buick automobiles

According to statistics from the Shanghai government, in 1930 one out of every six cars on the city's roads was a Buick.

Shanghai GM

In 1999, when GM began regular production at its Shanghai GM joint venture, Buick was the chosen brand – largely because of its legacy in China as a prestigious automobile.

With the roll out of the original family of Buick sedans at Shanghai GM, GM became the first global automaker to build a completely new and modern product in China.

Buick was responsible for several other industry firsts. For example, China's first executive wagon (GL8) was a Buick as was the country's first affordable family car (Sail).

Today, Buick products are manufactured in China at GM joint venture facilities in the cities of Shanghai, Yantai and Shenyang.

In 2013, Buick sold a record 809,918 vehicles in China, helping the brand set an all-time global sales record with global sales topping 1 million. (1,032,056 deliveries topped previous 1984 record 1,003,345 deliveries)

Buick is General Motors' largest volume personal vehicle brand in China.

Buick models in China currently include: Excelle, Excelle XT, Excelle GT (Verano), Regal, LaCrosse, GL8, Encore and Enclave.

Last updated 3/2014