

Buick Parts: A Living Legacy

In 1903, Buick was founded and started its tradition of automotive innovation. Owned by General Motors, it is one of the oldest auto brands that had set standards when it comes to luxury cars and imposing rigs. Though historically, it is more inclined in producing plush rides rather than sporty performance vehicles, the automaker has expanded its lineup which included SUVs and crossover designs. With Buick's diverse lineup, not just retirement-age customers are being catered but also young buyers who are more into style and real road razing performance. With various competitors, Buick had made it to the mainstream. What made its models a notch higher than the rest is their precision engineered and quality designed Buick parts.

With Buick's 34 models made from 1936-2007, the company has already anticipated the volume of the replacement parts that will be demanded by their clients. That period, Buick, and its sister company Marquette has even intensified the legacy that was once started by David D. Buick. OEM Buick parts was continually produced and distributed by the company over the years. Even to date, despite all the speculations that Buick production is nearing staunch, models and parts are still being produced.

Today, Buick continues to produce automobiles, though focusing mainly only on its three major models; Enclave, LaCrosse and Lucerne. Using the ZETA platform, General Motors is on the right concept of bringing Buick models and other automobile marquee together for easier production. With a ZETA platform, there are Buick parts that can be used uniformly to all models. Floor pan, chassis, suspensions, powertrain components and the steering are the car parts that comprise the ZETA platform.

Over the years, Buick has proven itself worthy of becoming one of the marquees of General Motors. Basically, this is because of its famous overhead valve engine and second, because of its undeniably high clients' positive reception. Rooted in the principle of manufacturing quality [Buick parts](#), its success emanated now as it is already considered as one of the worlds sought after car. At present time, Buick is struggling to find a secure niche that will make it still marketable even against the increased globalization and competition. It aims to attract younger customers by formulating fresher designs, practical technologies and overall performance auto parts, without abandoning its rich heritage or alienating its traditional customers.

About the Author

Anthony Fontanelle is a 35-year-old automotive buff who grew up in the Windy City. He does freelance work for an automotive magazine when he is not busy customizing cars in his shop.

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