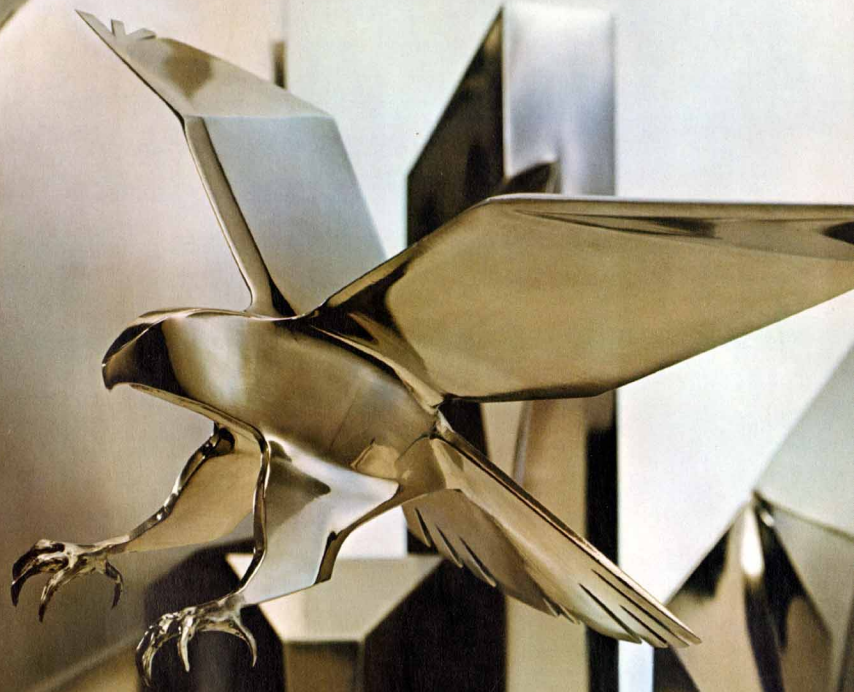


Buick. 1979.



ABOUT THIS CATALOG:

We have tried to make this catalog as comprehensive and factual as possible. And, we hope you find it helpful. However, since the time of printing, some of the information you'll find here may have been updated. Your dealer has details and,

before ordering, you should ask him to bring you up-to-date.

The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models.

A WORD ABOUT OPTIONS:

Some of the equipment shown or described throughout this catalog is avail-

able at extra cost. Check with your Buick dealer for complete information.

A WORD ABOUT ENGINES:

These Buicks are equipped with GM-built engines pro-

duced by various divisions. See your dealer for details.

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ABOUT THE COVER:

The 5-piece sculpture in stainless steel, which serves as the cover of this catalog is the work of Donald F. Snyder. Mr. Snyder's sculptures are acclaimed throughout the United States, Europe, and in Latin America.



Imagine, if you will, a car.

Not simply a new car, mind you. But a car that reflects much of the latest automotive thinking.

Imagine a luxury car, with elegant, even arrogant, formal lines and impeccable interior trappings.

Imagine a personal car that lists, among its available accoutrements, an onboard computer that communicates with the driver via digital telemetry. (Available after January 15, 1979.)

Imagine a road car with fully independent front and rear suspension, and road manners to match.

Imagine a car that veritably brims with innovation: with front-wheel drive, torsion bar front suspension, and a V-8 or a turbocharged V-6 engine.

Then, if you will, imagine all this and more, in one car, that you can order right now at your Buick dealer.

Imagine the 1979 Riviera.



Riviera.
Like its predecessors,
it suggests the future.

Ever since the first Riviera stunned the automotive world back in 1963, the name has carried with it a promise of bold, even daring thinking.

Ironically, it was this tradition that challenged us to try to make the new Riviera a statement of what we think is

to come, rather than simply a well-turned expression of what is already here.

Your first hint of this is Riviera's appearance. The raked-back front end and squared-off roofline leaves no

doubt that this is a luxury car that performs with authority. And provides meaningful room for its driver and passengers.

Interestingly, the new Riviera is almost twelve inches shorter than its 1978 pre-

decessor. The new Riviera's wheelbase is almost two inches shorter than it was last year. Which, of course, means it is lighter on its feet. Naturally, front-wheel drive

and four-wheel independent suspension play a vital role in the new Riviera also, but more on them in a moment.

Best of all, we think the new Riviera, with all the advanced thinking that went

into it, looks every bit like the trend-setting automobile it is. Yet, it still possesses the classic beauty of the first Riviera.

It's *that* kind of car. It's *that* kind of Buick.



Riviera.
Years from now,
any number of instrument panels
may look like this.

Here before you is Riviera's new digital speedometer, and fuel gage which are part of our computer-controlled Trip Monitor. The available Trip Monitor is an option we expect to offer after January 15, 1979. But we're showing it to you now because we think it,

more than any other feature, says exactly what the new Riviera is all about.

The readout, as you can see, is digital. In the case of the speedometer and fuel gage, there are no traditional needles and numbers, per se. If you are going 55 mph, the data monitor directly in front of you will read "55." If you slow to 54, the digital

message changes accordingly. A similar readout is provided for fuel, except unlike conventional fuel gages, this one actually tells you how many gallons are remaining in the tank.

But that's just the beginning. The real wizardry is the Trip Monitor itself. By simply

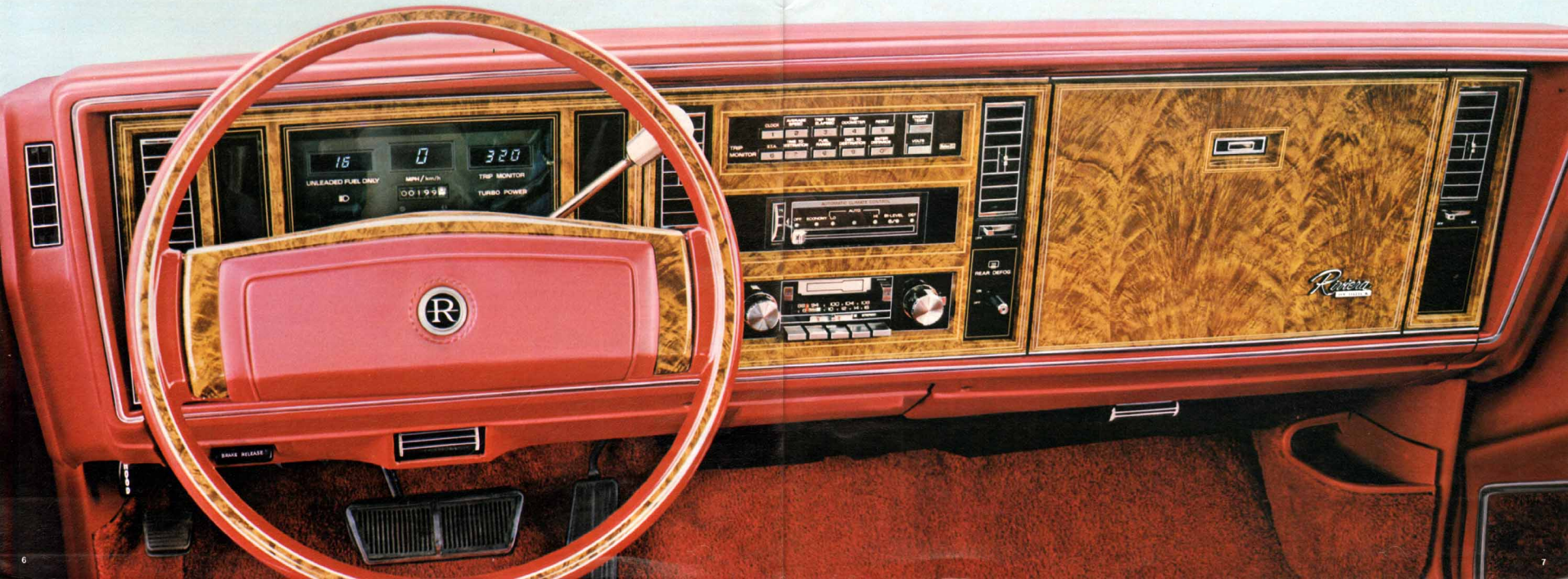
touching the proper buttons, in the center of the panel, the computer will tell you practically everything, from the number of hours and minutes it will take to reach your destination, to your estimated time of arrival, the number of miles you can go on the

fuel you have in your tank, and the miles remaining to your destination.

As if that isn't enough, the monitor also provides digital readouts for engine temperature, time, average speed, and elapsed trip time. In addition, there's a resettable digital trip odometer and low-fuel warning.

Naturally, since it is a bit exotic, we don't expect everyone who buys a Riviera to opt for the Trip Monitor, so we provide a conventional speedometer, trip odometer and fuel

gage as standard equipment. But, you must admit, it is extremely useful. Particularly, if you do a lot of cross-country driving. And, as we indicated, it really does underscore what a superbly advanced conveyance the new Riviera is.



Riviera.
Like an iceberg,
most of its content lies
beneath the surface.

Look closely at the anatomy of the new Riviera. You will quickly learn that it contains a remarkable amount of technological prowess.

The drivetrain features front-wheel drive. Which means, the wheels that do the steering, also do the driving. Engine weight is over the driving wheels, which in turn makes the Riviera particularly well-suited to driving in the snow or wet.

Springing is handled by torsion bars upfront and coil springs in the rear. Take it from us, the resultant ride is very smooth.

Power, depending on which model you order, is supplied by a 5.7 litre (350 CID) V-8 or a special dressed-up version of the Turbocharged 3.8 litre (231 CID) 4-bbl. V-6 powerplant. Special,

not only in its dressed-up appearance, but in the way it powers the Riviera with front-wheel drive. As timely and up-to-date as the Riviera itself.

Without going into detail, the Turbocharged engine uses the energy of its own exhaust to help supply extra horsepower when you need it. And when you don't need it, the turbocharger coasts, and the engine behaves like the conventional V-6 powerplant it basically is. It's a little like having your cake and eating

it too. The turbo places your Riviera S TYPE in the unique position of being the only turbocharged V-6 front-wheel-drive car built in America. Which, if we do say so ourselves, is no small accomplishment.

With all the attention that's been lavished on the front half of Riviera's chassis, you might be inclined to wonder what wizardry we worked with the rear half.

Riviera uses a fully independent rear suspension, a feature that up till now has been the exclusive province of cars like Corvette, Porsche and Mercedes-Benz.

It means that one rear wheel can take a bump independent of the other rear wheel. On rough surfaces, particularly in turns, that means a smooth ride.

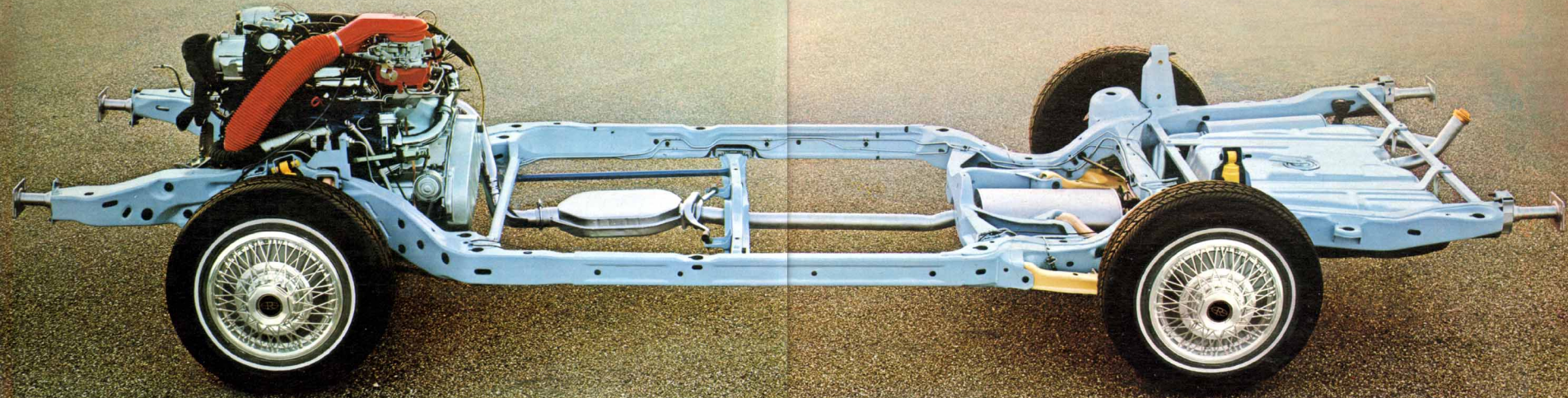
And, in the interest of cornering flatness, a hefty rear stabilizer bar is also standard equipment. Disc brakes, which are standard in front,

are also available in the rear.

One final point worth mentioning here is that, despite all of its new features, the Riviera still uses separate body and frame construction, just like the former Rivieras. With it, the driver and passengers are contained in one unit—the body. While the machinery that does the work of propelling the car and absorb-

ing the bumps, are connected to another unit—the frame. Thus isolated, vibration and road noise are trapped, and effectively reduced, before they can reach the passenger compartment.

And make no mistake about it, we would not have considered Riviera complete if we failed to endow it with the sense of quiet and aplomb people come to expect of a Buick.





Riviera. Inside.

No doubt about it, one of the real pleasures of owning a Riviera is getting inside it.

Among the conveniences it places at your disposal are a Delco AM-FM stereo radio,

power antenna, six-way power driver seating, power windows, automatic transmission, power brakes, a digital clock, air conditioning, Soft-Ray tinted glass, cornering lights, power steering, and automatic level control—all as standard equipment.

Not only is the seating comfortable, the choice of fabrics or available leather in the seating area, colors, sew patterns and seat configurations is enough to please the most demanding, aesthetic tastes.

If your idea of a Riviera is that of a no-holds-barred, all-out luxury car, we can accommodate you. Opulent 45/55 seating, featuring rich, velour or vinyl upholstery and a folding center armrest, is standard. Extra cost leather in the seating area is also available for an added luxurious touch.

And while we're on the subject of luxury, you might also give some thought to ordering the available automatic air conditioning system.

On the other hand, if you lean toward the sport side, we'd suggest the S TYPE with

bucket seats, which are new this year, and offered in vinyl or cloth. Leather upholstery in the seating area is available at extra cost.

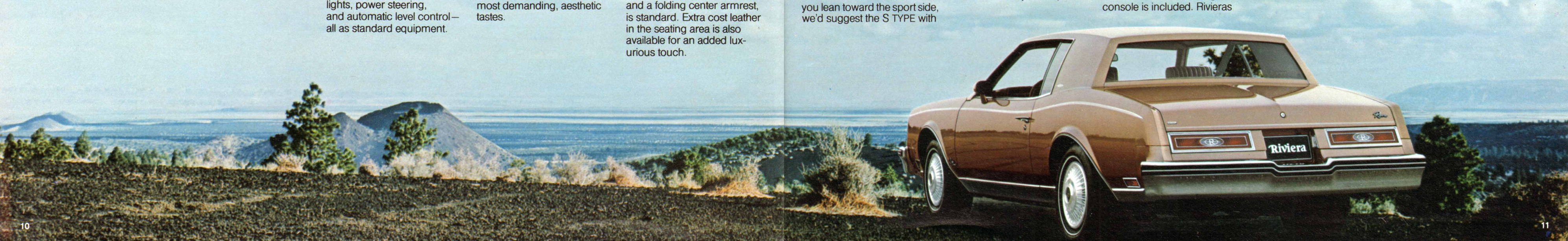
On the subject of sport-

iness versus luxury, you'll also be interested to know that when you order an S TYPE Riviera, the instrument panel is trimmed in an appropriate black motif, and a storage console is included. Rivieras

with 45/55 seating get a stately simulated wood-trimmed effect.

We'll have more to say about the two rather distinct

aspects of Riviera's personality on the next several pages. Suffice it to say here that the inside of a Riviera—any Riviera—is one fine place to pass the miles in.



Riviera.

Developing its personality with options and features.

We mentioned earlier how Riviera can become anything from an all-business road car to a sumptuous, boulevardier, depending upon the way you option it out.

Mind now, we're not talking about mere cosmetics here. What we're talking about are two very distinct personalities, two entirely different modes of behavior, two separate kinds of charisma, both of which reside beneath the Riviera nameplate. And, whether you choose to develop one personality or the other, the type of Riviera that emerges will be the direct product of the fabrics, colors, and options that you select. We urge you to give the matter careful thought before you buy.

The Riviera

Frankly, we think many people will opt for this version, because luxury really is something of a Buick forte.

You start by specifying the Riviera Coupe with its standard 5.7 litre (350 CID) V-8. From there, consider roof treatments. In keeping with the luxury motif, there is an avail-



able padded Landau top with coach lamps in the roof pillars. While you're at it, how about an electric sunroof or glass Astrorooft? Both are Riviera options. (Bear in mind the fact that these options do reduce head room slightly.)

Inside, you'll find the aforementioned 45/55 front seats with velour cloth or vinyl upholstery. A six-way power driver's seat is, of course, standard. You may want to specify the available power passenger and/or driver seatback recliner.

Furthering the subject of driver assists, let us also

suggest an available tilt and telescoping steering column and electrically adjustable rearview mirrors. For a final touch, add illuminated door locks with interior light control. And if you like, delete the standard Delco AM-FM stereo radio, and specify one of the eight available Delco sound systems. New for 1979 are electronically tuned (ETR) radios available in four versions, each

with digital readout and signal-seeking feature. The steering wheel in your Riviera will be the deluxe version with simulated woodgrain trim to match the instrument panel.



Super deluxe wheel covers are standard, and custom wire wheel covers are available for additional dressing up.



The S TYPE

This, of course, is the other side of Riviera.

To create it, you simply specify the Riviera S TYPE with its standard, turbocharged V-6



powerplant. In addition to all the other Riviera chassis features, you get the following special equipment:

Firmer rate front torsion bars. Firmer shock absorbers, front and rear.

Larger diameter stabilizer bars, front and rear.

Fast-ratio power steering.

Ordering the S TYPE also gets you a special interior, which features the following:

Bucket seats and center storage console.

A choice of cloth, vinyl, or extra-cost leather (in the seating areas) upholstery.

Brushed black instrument panel trim.

Sport steering wheel with T-shaped center section and padded rim.

The S TYPE also has certain exterior features that set it apart. These are:

Flat black trim around the windows and on the rocker panel and grille.

Streamlined sport mirrors. Designers' Sport wheel covers.

Amber front parking lights.

The result is a real hybrid, a sumptuous, but definitely American-inspired road car that looks, acts and feels the part. In addition to the basic S TYPE Riviera, however, there are certain other options to consider.

For your enjoyment, there is an



available sunroof or-Astro-roof (head room may be reduced slightly with these options.)

Sound systems can be important to any car buyer; and here, you'll be glad to know, Riviera offers no less than nine different systems, engi-

neered by Delco. Everything from the standard AM-FM stereo radio to a stereo radio that electronically seeks out the strongest stations with a tape deck and 40-channel CB.

Well, there you have it: two entirely different kinds of Riviera, for two entirely different sets of values.

The choice, enviably, is yours.



Riviera Buyer's Guide.

Available Models

Riviera	Z57
Riviera S TYPE	Y67

Dimensions mm (inches)

Wheelbase	2,895 (114.0)
Tread, front	1,506 (59.3)
Tread, rear	1,524 (60.0)
Length	5,247 (206.6)
Width	1,788 (70.4)
Height	1,378 (54.3)
Front Interior:	
Head room	962 (37.9)
Leg room	1,088 (42.8)
Shoulder room	1,434 (56.5)
Hip room	1,363 (53.7)
Rear Interior:	
Head room	962 (37.9)
Leg room	1,001 (39.4)
Shoulder room	1,420 (55.9)
Hip room	1,245 (49.0)
Trunk capacity, litres (cu. ft.)	482 (17.0)

Powerteams

Standard Riviera engine:	5.7 litre (350 CID) 4-bbl. V-8
Available Riviera engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Standard S TYPE engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Available S TYPE engine:	5.7 litre (350 CID) 4-bbl. V-8
Standard transmission (both models):	automatic
These Rivieras are equipped with GM-built engines produced by various divisions. See your dealer for details.	

Standard Equipment

Engine

- High-Energy Ignition
- Delco Freedom Battery
- Semi-closed cooling system

Chassis

- Power steering (fast-ratio on S TYPE)
- Power front disc/rear drum brakes
- Front torsion bars, rear coil springs
- Front-wheel drive
- Full-perimeter frame

- Four-wheel independent suspension
- Automatic level control
- Rallye ride-and-handling suspension (S TYPE)
- Steel-belted, radial-ply white-wall P205/75R-15 tires (wide-oval narrow white stripe GR70-15 on S TYPE). Difficulty may be encountered using tire chains on the front wheels with this tire. See your Buick Dealer.
- Stowaway spare tire
- Front and rear stabilizer bars

Comfort and Convenience

- Cloth or vinyl 45/55 notchback

seats (N.A. on S TYPE)

- Cloth or vinyl bucket seats (S TYPE)
- 6-way power seat—driver's side
- Door courtesy and warning lights
- Custom color-coordinated seat and shoulder belts with dual retractors
- Inertia front seatback locks
- Storage console (S TYPE)
- Side-window defroster outlets
- Quartz-crystal-controlled digital clock (not offered when electrically tuned radio is ordered)
- Soft-Ray tinted glass
- Power windows
- AM-FM stereo radio
- Automatic power antenna
- Electric door locks
- Air conditioner
- Trip odometer
- Remote-control, outside, chrome left- and right-hand side rearview mirrors (N.A. on S TYPE)
- Remote-control, outside, left- and right-hand side sport mirrors (S TYPE)
- Cornering lights
- Lights: front ashtray, trunk, courtesy, glove compartment, dome reading
- Litter pocket

Appearance and Protection

- Deluxe steering wheel (N.A. on S TYPE)
- Sport steering wheel (S TYPE)
- Bumper protective strips—front and rear
- Super deluxe wheel covers (N.A. on S TYPE)
- Designer's Sport wheel covers (S TYPE)
- Extensive anti-corrosion measures (including plastic front inner fenders)
- Front bumper guards
- Black moldings and outside trim (S TYPE)
- Amber front park and turn signal lenses (S TYPE)
- Simulated wood-grain-trimmed instrument panel (black trimmed on S TYPE)
- Inside hood lock release

Available Equipment

Engine

- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- 80-amp Delcotron generator (with V-8 engine)
- High-altitude engine package (available and recommended for high-altitude operation with V-8 engine)
- California assembly line emission testing (required in California)

Chassis

- Four-wheel disc brakes
- Firm ride-and-handling package (N.A. on S TYPE)

Interior

- Leather with vinyl 45/55 notchback seats (N.A. on S TYPE)
- Leather with vinyl bucket seats (S TYPE)
- 6-way power seat—passenger side
- Front driver and/or passenger seatback recliner, power (manual on S TYPE)
- Carpet savers and hand-mats with carpet inserts
- Trunk-trim covering

Comfort and Convenience

- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column (N.A. on S TYPE)
- Automatic electric door locks
- Electric trunk release
- Electric trunk lock
- "Headlamps on" indicator
- Fuel usage light
- Front and rear light monitors
- Rear-quarter courtesy and reading lamps
- Electric rear-window defogger trim (S TYPE)
- 3-speed windshield wiper with low-speed delay feature
- Low fuel indicator
- Electric fuel cap lock
- Trip monitor/digital readout information center (available after January 15, 1979)

- Illuminated door lock with interior light control
- Electric, remote-controlled, outside, chrome or thermometer (left-hand side only) rearview mirrors (N.A. on S TYPE)
- ETR AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM-FM stereo radio
- 8-track tape player and ETR AM-FM stereo signal-seeking radio with digital readout and clock
- Cassette tape player and AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- CB, 8-track tape player and AM-FM stereo radio with Triband power antenna
- CB, 8-track tape player with ETR AM-FM stereo signal-seeking radio with digital clock and Triband power antenna
- Automatic Triband antenna

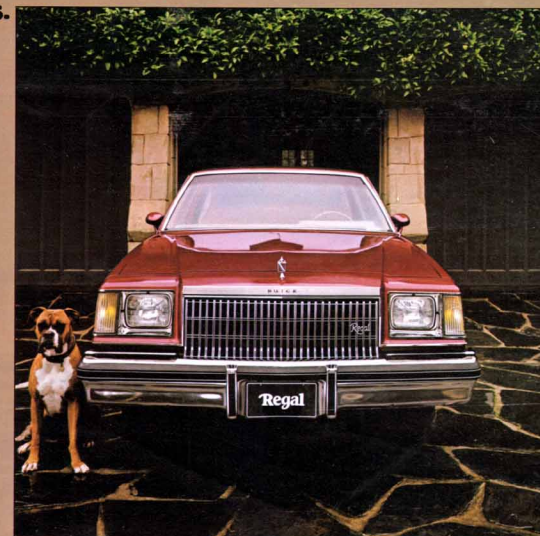
Appearance and Protection

- Designers' Accent Paint treatment (N.A. on S TYPE)
- Rear bumper guards
- Protective body-side moldings (available in seven colors)
- Door-edge guards
- Lighted coach lamps (included with vinyl tops)
- Theft-deterrent system
- Long vinyl top with coach lamps
- Heavily padded Landau top with coach lamps (N.A. on S TYPE)
- Sunroof—electric operation*
- Silver, gold, shadow-light, green or rose Astorroof—electric operation*
- White, black, blue, gold or red body-side stripes
- Custom wire wheel covers

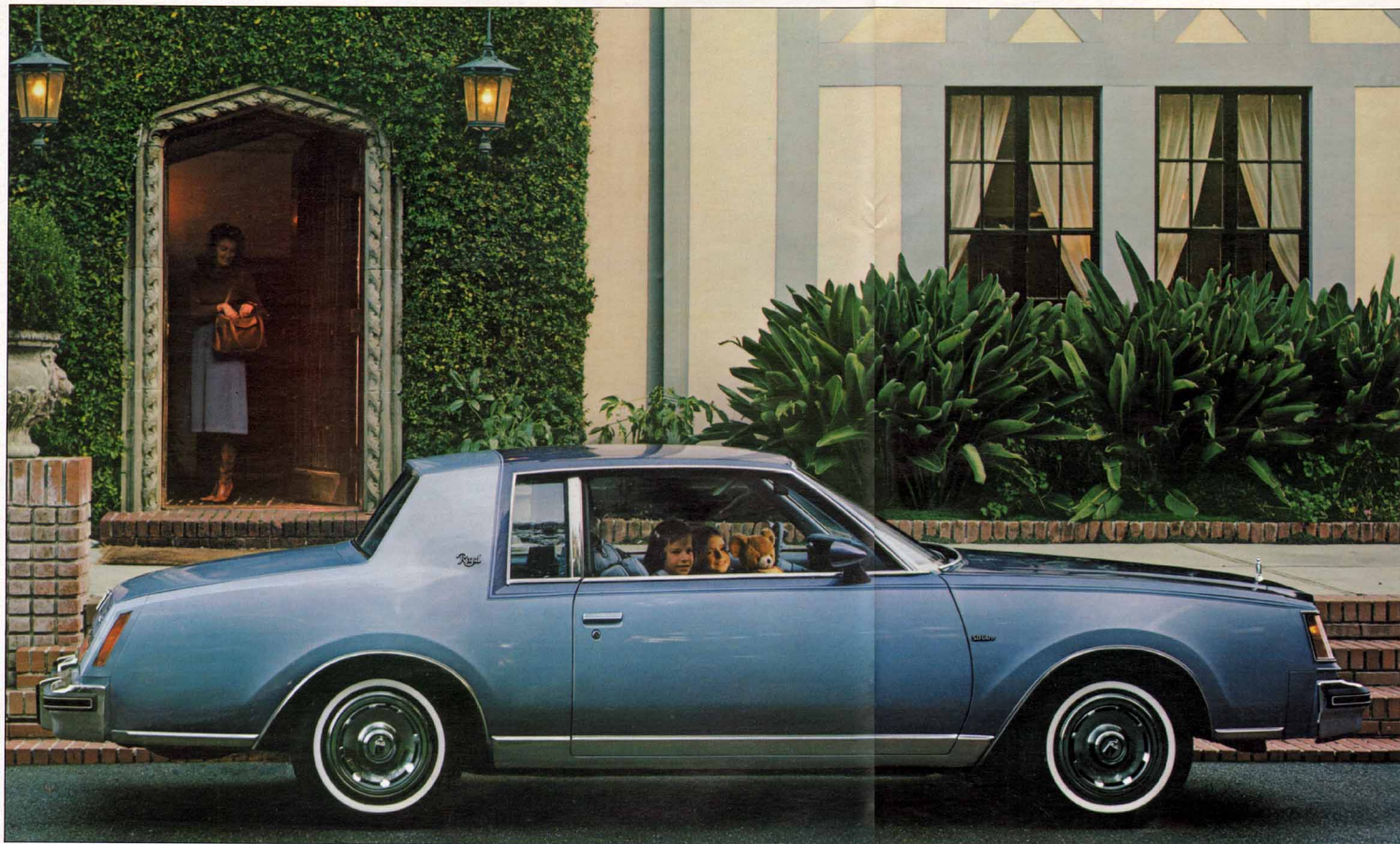
*Head room is reduced slightly with this option. * N.A.—Not Available

The 1979 Regal.

It doesn't just look sophisticated. It is.



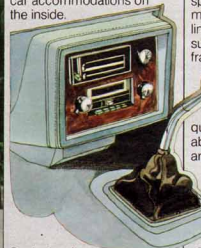
It was quite a scene there at the Buick dealership. The salesman was carefully pointing out all the engineering and design features. And you, eyes glazed over, ears oblivious to his words, enraptured by the Regal's looks. Well, since you no doubt missed most of what was said in the showroom, we'll tell you the whole story again in this catalog. Because as we said, it doesn't just look sophisticated. It is.



The sophistication of the Regal Coupe.

This beautiful machine, believe it or not, is the most basic Regal you can buy. Oh, we know what's running through your mind. Base cars are supposed to look...well...basic. Certainly not like a prestigious, elegant personal luxury car. But bear in mind, this is a Buick.

Which means that aside from the obvious aesthetic charms of a clean, crisp exterior shape that fairly oozes charm and sophistication, you'll also be treated to fine car accommodations on the inside.



Get in. Look around. A wide sweep of simulated wood-grain greets you across the dash. Instruments are set in big, easily monitored squares. In the center, there's a large simulated wood-grain control panel to house heating/ventilation and sound systems.

Beside you, there are large expanses of glass. Convenient door-pull assist straps. At your feet, there is rich, cut-pile carpeting. Beneath you, depending on your whim, is either a cloth or vinyl notchback seat, or available 55/45 seats or buckets.

And, in true Buick fashion,

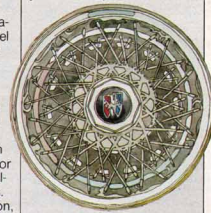
you'll find astounding amounts of room and comfort to stretch out in. Note that the instrument panel is moved far forward to accommodate long legs up front. The front seats are designed to allow for lots of leg room in back, while preserving the comfort and support you expect from a Buick.

Ready to take it for a spin? Be prepared for more comforting evidence of Regal's background. Four-wheel, coil-spring suspension, forward-mounted steering gear and linkage, four-link rear suspension, full-perimeter body

construction combine to make the ride smooth and soothing. It also makes for quick responsive maneuverability in city traffic, in parking, and good flat handling characteristics in the corners.

Adding to it all are standard front disc brakes and steel-belted, radially tires.

Buick Regal. Elegant. Roomy. Sophisticated. A personal, mid-size car. But when you look at the price, it's a lot less than you'd ever expect.



The sophistication of the Regal Limited.

If there was ever a car design to support you in the manner to which you'd like to become accustomed, it's the Regal Limited.

Outside, it distinguishes itself with a wide, chrome rocker panel molding and "Limited" insignia.

There's some pretty sophisticated hardware under the hood. The standard engine is a 3.2 litre (196 CID) V-6 (not available in California). Or, if you choose, pick the available 3.8 litre (231 CID) V-6. Or, if you're truly a V-8 person at heart, there's the available 4.9 litre (301 CID) V-8 or 5.0 litre (305 CID) V-8 to consider. (See engine availability insert for specifics.)

Inwardly, Regal Limited pampers both eye and body with luxurious, cushy, soft, 55/45 velour notchback seats. Crushed velour inserts in the doors and on the rear-seat side trim.

All of which forms a wonderful basis for a truly extraordinary luxury-

ous personal car. A basis from which you can personalize to your heart's content.

There is the fun of the standard 3-speed manual transmission (not available in California) or you can order the available automatic. Add options like automatic air conditioning. Get the power steering and brakes.

Consider remote-controlled sport mirrors. Six-way power



seats. Tilt steering column. Cruise-Master speed control. Electric door locks and trunk release. An electric sunroof, even though it reduces head room slightly, is a delightful choice. As are all the Delco sound systems. From the AM radio right up through the digital readout AM-FM stereo.

Regal Limited.

Sure, you can get along with less. But what the heck?

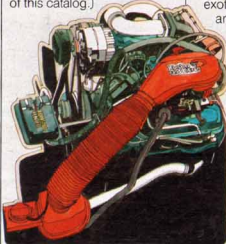
If anybody deserves one, it's you.



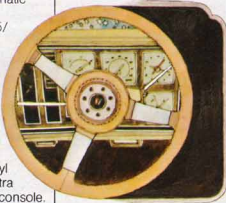
The sophistication of the Regal Sport Coupe.

This is the Regal you'll hate to park. Simply because it's such a kick to drive.

You'll suspect something special is afoot the moment your eyes come to rest on that special hood. For, as the insignia indicates, beneath it lies a 3.8 litre (231 cu.) turbo-charged V-6 engine. (Read all about it in our special turbo-charging section in the back of this catalog.)



Elsewhere, further evidence of the Sport Coupe's special talents abound. There is the standard Rallye ride-and-handling suspension which gives you front and rear stabilizer bars, firmer springs and shocks and fast-ratio power steering. Automatic transmission is also standard, as are P205/70R-14 steel-belted, radial-ply tires and power brakes. Inside, on the dash, a turbo-boost gage monitors the affairs of the engine. And, as on the Regal Coupe, you can have your choice of either a cloth or vinyl notchback seat, or extra cost buckets with shift console.



Or, for a little extra touch of class, you can also order the Limited trim.

Now that we've got you sufficiently lathered up with the standard equipment on the Sport Coupe, let us further entice you with an intriguing available option you might want to specify.

It's a new decor package, which consists of rather exotic-looking blackouts around the windshield, on the rocker moldings, the wipers, the door pillars, around the tail lamps and the license plate molding. A blacked-out grille is part of it, too. As are right- and left-hand sport mirrors. There is also a handsome Designers' Accent paint treatment that goes on the hood, over the top and on the rear deck lid.

And four Turbine wheels. Regal Sport Coupe. An elegant, luxurious personal car. An "all-business" driver's car. And, if successfully combining those two seemingly diverse interests isn't sophistication, what is?





Regal Limited interior

Inside the Regal.

As is only right, even in standard street dress, Regal is a pretty sumptuous place to be. As we've mentioned previously, you can choose from either cloth (for an extra touch of elegance) or vinyl notchback seats. Each of which features a fold-down center armrest. There are cozy, hip-hugging bucket seats with a full-length center console available.

And of course, there's the cut-pile carpeting. Handy, thoughtful additions like the door-pull assist straps. Lots of lighting. Even a coin holder in the glove box.

But that's only the beginning. To make your Regal even more inviting inside, we offer available options like 55/45 notchback seats and 6-way power seats. (Driver's side only on buckets and 55/45.)

To keep things neat and clean, add available carpet savers. Handi-mats. A litter bin.



You'll also find the available dome reading light quite useful. Ditto for the visor vanity mirrors. And, the manual front passenger seatback recliner which allows your companion to relax even more.

Another thing you'll enjoy about being inside your new Regal, is how little of the outside world intrudes. The ride is soft, yet remarkably stable. Thanks to the way the suspension is set up (details on page 24), you get a reassuring feel of the road, yet at the same time, you'll find that you are spared most of its harshness. You'll also come to admire Regal's self-assuredness in the corners, and the quick response of the steering.

And as for a sense of quiet, well, you know Buick. We're rather fanatical on the subject. We apply sound deadening material liberally throughout the car. And when you close the doors and get underway, the windows seal tightly against thick black rubber, so wind noise doesn't join you inside.

Starting to sound like a place you could exist quite comfortably in? You don't know the half of it. But your Buick dealer does. He'll be only too happy to show you the rest.



Regal instrument panel



Available power windows and door locks



Available driver's 6-way power seat



Cloth or vinyl notchback seat



Cloth or vinyl 55/45 notchback seats



Cloth or vinyl bucket seats



Limited cloth 55/45 notchback seats

Regal Interior Trim Availability

Regal Coupe
Regal Sport Coupe
Regal Limited Coupe

Cloth or vinyl 55/45 notchback seats

S A
S A

Cloth or vinyl 55/45 notchback seats

A A
A A

S standard

A available

Sophisticated mechanics.

As we've indicated throughout the section, Regal in any form, is one sophisticated car. Particularly when it comes to design and engineering.

For instance, take the way the frame and body are put together. Separately. So the frame can absorb road noise and vibration, while the body is isolated by thick rubber mounts.

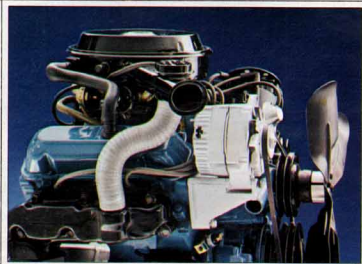
The suspension is radial tuned, utilizing springs that are computer selected, special suspension geometry and a front stabilizer bar.

Braze lining wear sensors are incorporated into each inboard disc brake pad to emit an audible warning when replacement is needed.

To attempt to reduce potential corrosion, the front fender wells are constructed of corrosion resistant plastic.

We also use a High-Energy Ignition system, completely eliminating the need for ignition points. And the battery is a Delco Freedom Battery. It never needs refilling.

There's some sophisticated thinking in the area of serviceability, too. For example, the instrument panel is designed so that cluster components can be removed and



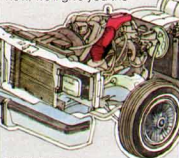
Available 3.8 litre (231 CID) V-6 Engine

plugged back in from the front. In the area of engines, sophistication abounds. The standard offering is a 3.2 litre (196 CID) V-6 (not available in California). For those of you who are unfamiliar with this configuration, a little background might be helpful. Obviously, a V-6 is lighter and more compact than an in-line or "straight" six. That's because the "vee" design allows for a shorter crankshaft and cylinder block.

The end product is an engine with good horsepower per cubic inch of displacement. And a torque curve that comes on at relatively low speeds. What it means, in effect, is an engine with design strengths of a V-8, but with two less cylinders to feed.

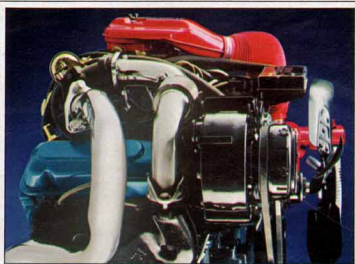
The 3.2 litre version we spoke about earlier, is basically just a smaller version of its now famous 3.8 litre (231 CID) brother. The 3.8 litre V-6 is offered as an option, as are a number of V-8s. (Refer to the

engine availability supplement.) But when you specify the Regal Sport Coupe, the Regal sophistication begins. With nothing less than a Turbocharged 3.8 litre V-6 as standard equipment. For those of you who want to know details of this engine, there's a section devoted to it in the back of this catalog. But right now, we'll give you the



highlights to show you what a truly remarkable engine this is.

While somewhat unique to production automobiles, turbocharging is a tried-and-proven method of gaining added power from a given engine displacement. For over 50 years, it has been



Turbocharged 3.8 litre (231 CID) V-6 Engine

used in a variety of engines for diesel trucks, boats and aircraft. However, as we said, its application in production automobiles is a relatively recent development.

The turbocharged 3.8 litre engine is a versatile powerplant that operates solely



when need dictates. The turbocharger is designed to harness exhaust gases just as they leave the engine. These gases drive a turbine, (hence the word "turbo") which in turn drives a compressor that forces an increased air/fuel charge into the combustion chambers. As a result, this pressurized charge of air and fuel delivers more power per piston stroke. So you get added punch

when you put your foot down. Of course, the turbocharger works only on demand. When additional power is not needed, the V-6 breathes like a conventional engine.

A nice idea, you must admit. And while we're still on the subject of engines, we must tell you about a new C-4 system (Computer Controlled Catalytic Converter) available for California equipped cars after November, 1978. It's offered on the non-turbocharged 3.8 litre V-6, when equipped with automatic transmission.

The system uses an electronically-controlled carburetor and a special 3-way catalytic converter to help control emissions. A sensor in the exhaust system analyzes the fuel mixture burn-rate. Then, based on the data provided, the carburetor is electronically adjusted as closely as possible to the theoretical ratio at which all of the fuel is burned.

Sophisticated amenities.

A great part of what makes a Buick a Buick, as we've discussed, is attention to detail. The special little touches. And, we think you'll agree that the following more than proves our point.

Aside from the standard niceties, like Full-Flo ventilation, notchback seats, the rich, simulated wood-grain instrument panel applique, the integrated turn signal, hi-low beam headlamp control and such, you'll be hard pressed to exhaust our imagination in the area of available options.

Take the Delco sound systems. You can get an AM radio. An AM-FM. An AM-FM stereo. A combination AM-FM stereo and Citizens Band



- 1 Standard steering wheel
- 2 Available Sport steering wheel



transceiver. A cassette/radio combination. Even a digital readout AM-FM stereo that displays frequency, time, date, and elapsed travel time.

There are power assists available practically everywhere. For windows. Door locks. Antenna. Trunk lock



release. Seats. Power steering. Power brakes. Even an automatic level control that compensates for varying passenger and cargo loads.

For comfort, we offer not only air conditioning, but automatic air conditioning, as well.

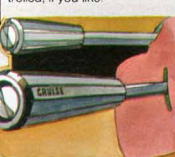
There's Cruise-Master speed control. Very handy for long trips.

A fuel usage light to help you when you drive. Two-speed windshield wiper with low-speed delay feature, that can be set as low as one swipe every 15 seconds. There's the electric rear-window defogger. To help keep you cool on sunny days, we offer Soft-Ray tinted glass.

And, for the sun-worshippers among you, there's the silver-lined Astroroof or electric metal sunroof to consider. Or the Regal Hatchroof. (Head room is reduced

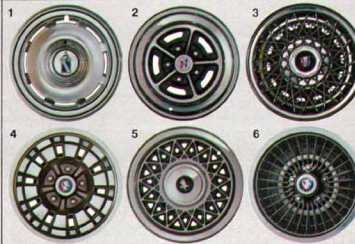
slightly with these options.) To dress up your Regal outside, you might want to get one of our three vinyl top treatments. Perhaps a color-coordinated tint body-side stripe. Bumper guards. Door-edge guards. And to keep parking ruffians at bay, there are color-keyed protective body-side moldings to match your vinyl top.

A variety of wheels and wheel cover options are available to suit your taste and personality, too. They're shown here, along with the steering wheels offered. Shall we go on? Very well. How about sport mirrors?



The left one is remote-controlled, and the right one manually operated or you can order them both remote-controlled, if you like.

There are front light monitors to consider, too. These options apprise you of the operation of your headlights and turn signals. (As long as we've directed your attention to headlamps, you should know there's a "headlamps on" indicator available, too.)



Wheels and Wheel Covers

- 1 Deluxe wheel covers - standard
- 2 Chrome-plated wheels - available all models
- 3 Custom wire wheel covers - available all models
- 4 Designers' Sport wheels - available all models
- 5 Designers' wheel covers - available all models
- 6 Turbine wheels - available on Sport Coupe, and included with Decor Package

with 6-way power seats and makes for a variety of driving positions. (The manual passenger seat-back recliner makes your navigator comfortable, as well.)

Consider the trip odometer, too. It's great for keeping tabs on distances traveled and comes in handy for figuring gas mileage.

And for keeping track of the time, we offer two choices. An electric dial clock. And a very accurate quartz-crystal-controlled digital model.

To assist your reading a map at night there is the available dome reading light. In addition, don't forget

the Designers' Accent paint options. They come in various colors, and look very handsome with Regal's clean, classic shape. Your dealer has the color charts. Do be sure to peruse them.

A truly convenient item is



our lighted visor vanity mirror with high and low level lighting. It's like we said. We have a knack for taking care of details. And people.

Regal Buyer's Guide.

Available Models

Regal Coupe	J47
Sport Coupe	K47
Regal Limited	M47

Regal Sport Coupe equipment includes: 3.8 litre (231 CID) 4-bbl. turbocharged V-6, automatic transmission, fast-ratio power steering, power brakes, temperature gage and vacuum boost lights, steel-belted, radial-ply P205/70R-14 tires and Rallye ride-and-handling suspension.

Dimensions mm (inches)

Wheelbase	2,745 (108.1)
Tread, front	1,488 (58.5)
Tread, rear	1,467 (57.8)
Length	5,079 (200.0)
Width	1,834 (72.2)
Height	1,356 (53.4)

Front Interior:

Head room	962 (37.9)
Leg room	1,066 (42.6)
Shoulder room	1,423 (56.0)
Hip room	1,311 (51.6)

Rear Interior:

Head room	967 (38.1)
Leg room	923 (36.3)
Shoulder room	1,425 (56.1)
Hip room	1,394 (54.9)
Trunk capacity, litres (cu. ft.)	462 (16.3)

Powerteams

Regal and Regal Limited	
Standard engine:	3.2 litre (196 CID) 2-bbl. V-6†
Available engines:	3.8 litre (231 CID) 2-bbl. V-6 4.9 litre (301 CID) 2-bbl. V-8† 4.9 litre (301 CID) 4-bbl. V-8† 5.0 litre (305 CID) 4-bbl. V-8
Standard transmission:	3-speed manual†
Available transmission:	4-speed manual† automatic

Regal Sport Coupe	
Standard engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Standard transmission:	automatic

†Not available in California. These Buick Regals are equipped with GM-built engines produced by various divisions. See your dealer for details.

Standard Equipment

Engine

- High-Energy Ignition
- Boost lights and temperature gage (Sport Coupe)
- Delco Freedom Battery

Chassis

- Manual steering (Regal, Regal Limited)
- Fast-ratio power steering (Sport Coupe)
- Manual front disc/rear drum brakes (Regal, Regal Limited)
- Power brakes (Sport Coupe)



- Steel-belted, radial-ply P195/75R-14 tires (Regal, Regal Limited)
- Steel-belted, radial-ply P205/70R-14 tires (Sport Coupe)
- Coil-spring suspension—front and rear
- Computer-selected chassis springs
- Full-perimeter frame
- Compact spare tire (stowaway spare tire with limited-slip differential)

Comfort and Convenience

- Cloth or vinyl notchback seats (Regal, Sport Coupe)
- Limited cloth or vinyl 55/45 notchback seat (Regal Limited)
- Full-foam seat construction
- Inertia front seatback locks
- Wide-view, inside, day/night mirror
- Right- and left-hand chrome, outside, rearview mirrors
- Bin-type glove box with coin holder
- Windshield wiper system with single-wipe feature for misty conditions
- Lights: front ashtray, under-dash courtesy, front-door-operated dome, glove box
- Cigarette lighter
- Combination turn signal and high/low beam control

Appearance and Protection

- Bumper protective strips—front and rear
- Inside hood lock release
- Deluxe wheel covers

Available Equipment

Engine

- Heavy-duty battery
- Engine and engine transmission cooling
- Engine block heater
- High-altitude engine package (available and recommended for high-altitude operation)
- California assembly line emission testing (required in California)
- C-4 System (Computer Controlled Catalytic Converter) (available in California after November, 1978)

Chassis

- Power steering (Regal, Regal Limited)
- Power brakes (Regal, Regal Limited)
- Limited-slip differential
- Automatic level control
- Steel-belted, radial-ply whitewall P195/75R-14 tires (Regal, Regal Limited)
- Steel-belted, radial-ply whitewall P205/70R-14 tires
- Steel-belted, radial-ply, wide-oval white billboard lettered P205/70R-14 tires
- Rallye ride-and-handling package (includes rear stabilizer bar and fast-ratio power steering, when power steering is ordered—standard on Sport Coupe)
- Firm ride-and-handling package (recommended for trailer towing—includes heavy-duty suspension, springs and wheels)

Appearance and Protection

- Two versions of Designers' Accent paint treatment
- Decor package (Sport Coupe)
- Color-coordinated custom front and rear seat belts and front shoulder belts
- Sport steering wheel
- Designers' wheel covers
- Custom wire wheel covers
- Chrome-plated radio wheels (4)
- Designers' Sport wheels (4)
- Turbine wheels (4) (included in Regal Sport Coupe Decor Package and available on Sport Coupe)
- Sunroof—electric operation*
- Astorool—silver*
- Hatch roof
- Landau top
- Long vinyl top
- White, black, blue, gold or red body-side stripes
- Door-edge guards
- Bumper guards—front and rear
- Color-keyed protective body-side moldings
- Trunk trim covering

Comfort and Convenience

- Air conditioner
- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- "Headlamps on" indicator
- Fuel usage light
- Electric dial clock
- Quartz-crystal-controlled digital clock
- Front light monitors

- Reclining passenger seatback—manual
- Instrument gages
- Electric door locks
- Power windows
- Electric trunk release
- Lighted visor vanity mirror
- Convenience group: trunk light and sunshade map light
- Dome reading light
- Cornering lights
- Remote-control, outside, rearview chrome mirror
- Outside, rearview sport mirrors
- AM or AM-FM radio
- AM-FM stereo radio
- AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM radio
- 8-track tape player with AM-FM stereo radio
- Cassette tape player with AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- Rear-seat speakers
- Automatic Triband antenna
- Automatic power antenna

Appearance and Protection

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- Door-edge guards
- Bumper guards—front and rear
- Color-keyed protective body-side moldings
- Trunk trim covering

*Head room is reduced slightly with this option.

LeSabre. A family portrait.



If you understand what it is to have a family, then you're going to appreciate what we have to say about LeSabre.

To begin with, LeSabre is first, last and always, a car designed for the family. A fact made readily apparent by the amount of passenger space inside. The amount of trunk room in the back.

Yet, there's something else here, too.

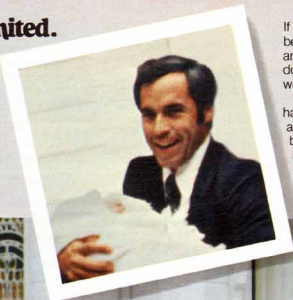
Perhaps it's best described as a respect for individuality. It's the kind of feeling that has led Buick to create three well-appointed but distinctly different offerings, LeSabre, LeSabre Sport Coupe and LeSabre Limited.

There's one other, too. Estate Wagon. But you'll learn more about that later.

For right now, we just want you to settle back and begin to turn the pages—very slowly, if you please.

You're about to discover a line of family cars whose attention to individual taste and preference may, in the end, lead you to some very interesting conclusions about what you want in an automobile. As well as what you need.

LeSabre and LeSabre Limited.



If you're a bit reluctant to believe that the ideas of 'luxury' and 'family' have much to do with each other these days, we don't blame you.

But the fact is, that Buick has achieved a remarkable degree of compatibility between these two concepts. Even in the most basic LeSabre, you'll find evidence of that fact. For not only will you get genuine 6-pas-

senger room, you'll also get an array of amenities, including automatic transmission. Power steering. Power front disc brakes. Your choice of vinyl or cloth seating. But, for those of you who wish to travel on a little higher plane, we're pleased to introduce a new top-of-the-line member of the LeSabre family, called LeSabre Limited.

Half of its name is taken

from the luxury half of the car. The half that includes a new "limited" level of interior comfort and plushness. And, more specifically, things like notch-back seats with their full-foam construction, together with LeSabre's deep, cut-pile carpeting.

This luxury side of LeSabre Limited also includes a special molding package. Something that works very

well together, with the newly-designed grille, tail lamps and side and rear ornamentation.

Of course, as much as anything, LeSabre Limited is a family car. And, in your investigations, you'll find that it has no trouble living up to the LeSabre half of its name, either.

LeSabre Limited, and LeSabre, share a tremendous amount of quality and design

features. And that obviously holds true, regardless of whether you select the Coupe or the Sedan.

Large, easy-to-read controls are laid out in a very logical pattern. And above, in the center of the dash, is a blacked-out panel, which houses all of LeSabre's indicator lights. They provide quick, convenient reference concerning high/low beam of

your headlights, engine temperature, oil pressure, generator, brake warning and seat belt reminder.

LeSabre and LeSabre Limited are set into motion by a 3.8 litre (231 CID) V-6.

And, if you're the sort of person who enjoys V-8's power in a car, there are V-8's available at extra cost. (See engine availability insert.)

If it seems that we've gone

on a bit about all of LeSabre's utilitarian features, it's just that we want to make one thing very plain: in giving LeSabre an added measure of luxury, we didn't give practicality and common sense a back seat.

Instead, we'd like to think of it as a happy co-existence. Rather like the relationship of diverse personalities you'll find in any good family.



LeSabre Limited Sedan (foreground) and LeSabre Coupe.

LeSabre Sport Coupe.



At Buick, we've never believed that sportiness is a matter of size. Sportiness, to us, is more a matter of attitude, a sense of adventure and spirit in a car. The kind of thing that you'll find in LeSabre Sport Coupe.

You'll recognize it immediately by the down-to-business flat black trim of the grille, windows and moldings. And by the glint of its chrome-plated wheels.

But, as we've already implied, sportiness is more than just a matter of appearance. A lot of it has to do with the way a car is engineered.

It's things like a special ride-and-handling package, with large front and rear stabilizer bars, firm springs and shock valving. Plus fast-ratio power steering, and wide, oval, steel-belted, radial-ply tires. All the things, in fact, that

give LeSabre Sport Coupe its full measure of roadability.

Sportness has something to do, too, with the way a car responds to your touch.

LeSabre Sport Coupe is powered by a 3.8 litre (231 CID) 4-barrel turbocharged V-6 with automatic transmission.

Through turbocharging, it's able to supply you with additional power when you

need it—like on the highway or passing—but when your power demands are less, you get the advantages of a V-6 engine. You can read up on turbocharging and its benefits on page 75.

And we hope you'll take the time to do it, too. Because in a lot of ways, it serves to demonstrate our point beautifully.

Yes. LeSabre Sport

is a spirited, fun-to-drive car with a real aptitude for the road.

Yet, all of its dynamic features have been achieved, without a reduction in utility.

Indeed, with its roominess, its 21 cubic feet of luggage space and sensible engineering, LeSabre Sport Coupe remains every inch the practical family car you need, as well.



Estate Wagon.

We're not going to start off by telling you that Estate Wagon is for everybody.

What we are going to tell you, however, is that if you have the type of family or life-style that demands a large amount of room or a large amount of cargo space—you may have found just the right answer.

For openers, Estate Wagon can seat up to eight passen-

gers (if you order the available three-seat model). And, with rear seats folded down, it offers 88.6 cubic feet of handy cargo space for hauling firewood, groceries, and other things, too. Not many cars can say that.

Our 1979 Estate Wagon comes with a list of standard features like these: power brakes, power steering, a lockable rear storage compart-

ment for storing valuables. Even a very versatile tailgate that folds down or opens like a regular door with the window up or down.

There's even more when you order an option package we call Estate Wagon Limited.

It's Buick's way of offering you an impressive amount of luxury and appointments. And it includes a special grille, power windows, a tilt steering

column, 55/45 notchback seats, a luggage rack with air deflector, chrome-plated wheels and a very attractive, simulated wood-grain vinyl applique.

Estate Wagon's powertrain is a hearty 5.7 litre (350 CID) 4-barrel V-8 with a strong, smooth response. A 6.6 litre (403 CID) V-8 is available, as well. (See engine availability insert.)

Estate Wagon. Like we said in the beginning, it's not for everybody. But when it's right, it's very, very right. And just maybe, it's right for you.





To really get to know a car, you have to get inside of it. Touch it. Sit in it. Admire it for what it has to offer. And one of the nicest places we can think to begin is with LeSabre Limited.

With its new elegant interior, it has the type of legendary Buick comfort that borders on being sheer bliss. A lot of it has to do with its cushiony notchback seats. With full-foam construction, they positively pamper you, while giving your back and legs support.

From where you sit as a driver, it makes things like the intelligent, well-planned instrumentation, enjoyable to operate.

Of course, there's comfort and convenience in all our LeSabre and Estate Wagon models. Thick, cut-pile carpeting underfoot. And overhead, a dome light for visibility when you need it. In front, comfortably padded door armrests.

And while we're on the subject of comfort and convenience, let us point out there are some pretty special items you can add on your own, too.

Choose, for instance, from eight available Delco radio sound systems—everything from an AM unit to an ultra-sophisticated, AM-FM stereo CB system. Add available cloth bucket seats and a new, full-length operating console to your LeSabre Coupe or LeSabre Sport Coupe. Power windows. Power seats or reclining seat-backs. A rear-window defogger for those less-than-temperate days and nights.

Go ahead. Embellish it with all the features—all the amenities—you enjoy.

For a more complete list of them, just consult your Buyer's Guide on page 38. Between everything LeSabre and Estate Wagon offer on their own—and everything you can do with them yourself—we think you're going to be delighted with what you find.

LeSabre Limited 55/45 notchback interior at left

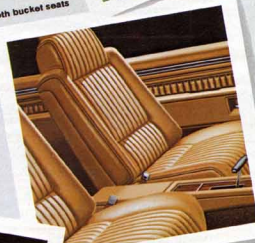
Cloth bench seat



Cloth notchback seat



Cloth bucket seats



Cloth 55/45 notchback seat



Vinyl bench seat



LeSabre and Estate Wagon interior trim availability	Cloth or vinyl bench seat	Cloth or vinyl notchback seat	Cloth or vinyl 55/45 notchback seat	Cloth bucket seats	Vinyl bench seat
LeSabre Coupe	S			A	
LeSabre Sedan	S				
LeSabre Sport Coupe	S	A	A	A	
LeSabre Limited Coupe	S	A			
LeSabre Limited Sedan	S	A			
2-seat Estate Wagon		A	A		S
3-seat Estate Wagon (option)		A	A		S
2-seat Estate Wagon Limited (option)		S			
3-seat Estate Wagon Limited (option)		S			

S standard A available

There are plenty of things to appreciate about LeSabre and Estate Wagon. For, as full-size family cars—and Buicks—they offer an incredible number of features and conveniences as standard items.

Consider, if you will, the fact that every model comes with the convenience of power steering, power front disc brakes, a Delco Freedom Battery, radial-ply tires and separate body and frame construction for a smooth,

quiet ride. The kind of ride, in fact, that lets you sit back and ponder all the other great things about LeSabre and Estate Wagon.

Take LeSabre's trunk space, for instance. There's over 21 cubic feet of trunk room in a LeSabre. It comes in handy when you're carting groceries home, on vacation, or just hauling newspapers to the local paper drive. And, to make loading or unloading that trunk a little easier

for you, there's an electric trunk release you can order, that lets you unlock it right from your front seat.

In Estate Wagon, the issue of space takes on a whole new meaning, however. The cargo area measures a full 88.6 cubic feet, with the rear seat folded down. So it has the kind of room you need when you intend to do some serious hauling. It also comes with a very handy, lockable storage compart-

ment that's great for storing small, valuable items out of sight. And, in case the tailgate is ajar, the standard indicator light will remind you. You can also order a remote-control tailgate lock with Estate Wagon. It's another convenience item you're able to operate from inside your car.

There are really any number of delightful things you can do to the inside of a LeSabre or Estate Wagon. For example, there are a couple of

on sedans or wagons.) It lets you adjust the back of the seat to the most comfortable position. And it's a good example of how you can make driving a LeSabre or Estate Wagon a real pleasure.

There are other conveniences, too. Such as available Cruise-Master speed control. And, an available tilt and telescoping steering column. A nice combination when you think about it. While you're adjusting your speed, you

can adjust the back of the seat to the most comfortable position. And it's a good example of how you can make driving a LeSabre or Estate Wagon a real pleasure.

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Powertrains

LeSabre and LeSabre Limited

Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Available engines:	4.9 litre (301 CID) 2-bbl. V-8* 5.7 litre (350 CID) 4-bbl. V-8*
Standard transmission:	automatic

LeSabre Sport Coupe

Standard engine:	3.8 litre (231 CID) 4-bbl. Turbo V-6
Standard transmission:	automatic

Estate Wagon

Standard engine:	5.7 litre (350 CID) 4-bbl. V-8
Available engine:	6.6 litre (403 CID) 4-bbl. V-8
Standard transmission:	automatic

*Not available in California. These Buick LeSabres and Estate Wagons are equipped with GM-built engines produced by various divisions. See your dealer for details.

Dimensions mm (inches)

LeSabre	Coupes	Sedans
Wheelbase	2,943 (115.9)	2,943 (115.9)
Tread, front	1,570 (61.8)	1,570 (61.8)
Tread, rear	1,541 (60.7)	1,541 (60.7)
Length	5,543 (218.2)	5,543 (218.2)
Width	1,960 (77.2)	1,960 (77.2)
Height	1,398 (55.0)	1,415 (55.7)

Front Interior:

Head room	985 (38.8)	1,002 (39.4)
Leg room	1,076 (42.4)	1,076 (42.4)
Shoulder room	1,544 (60.8)	1,544 (60.8)
Hip room	1,398 (55.0)	1,398 (55.0)

Rear Interior:

Head room	971 (38.2)	970 (38.2)
Leg room	967 (38.1)	991 (39.0)
Shoulder room	1,494 (58.8)	1,545 (60.8)
Hip room	1,462 (57.6)	1,405 (55.3)
Trunk capacity, litres (cu. ft.)	600 (21.2)	600 (21.2)

Estate Wagon

Wheelbase	2,945 (115.9)
Tread, front	1,580 (62.2)
Tread, rear	1,626 (64.0)
Length	5,504 (216.7)
Width	2,029 (79.9)
Height	1,434 (56.5)

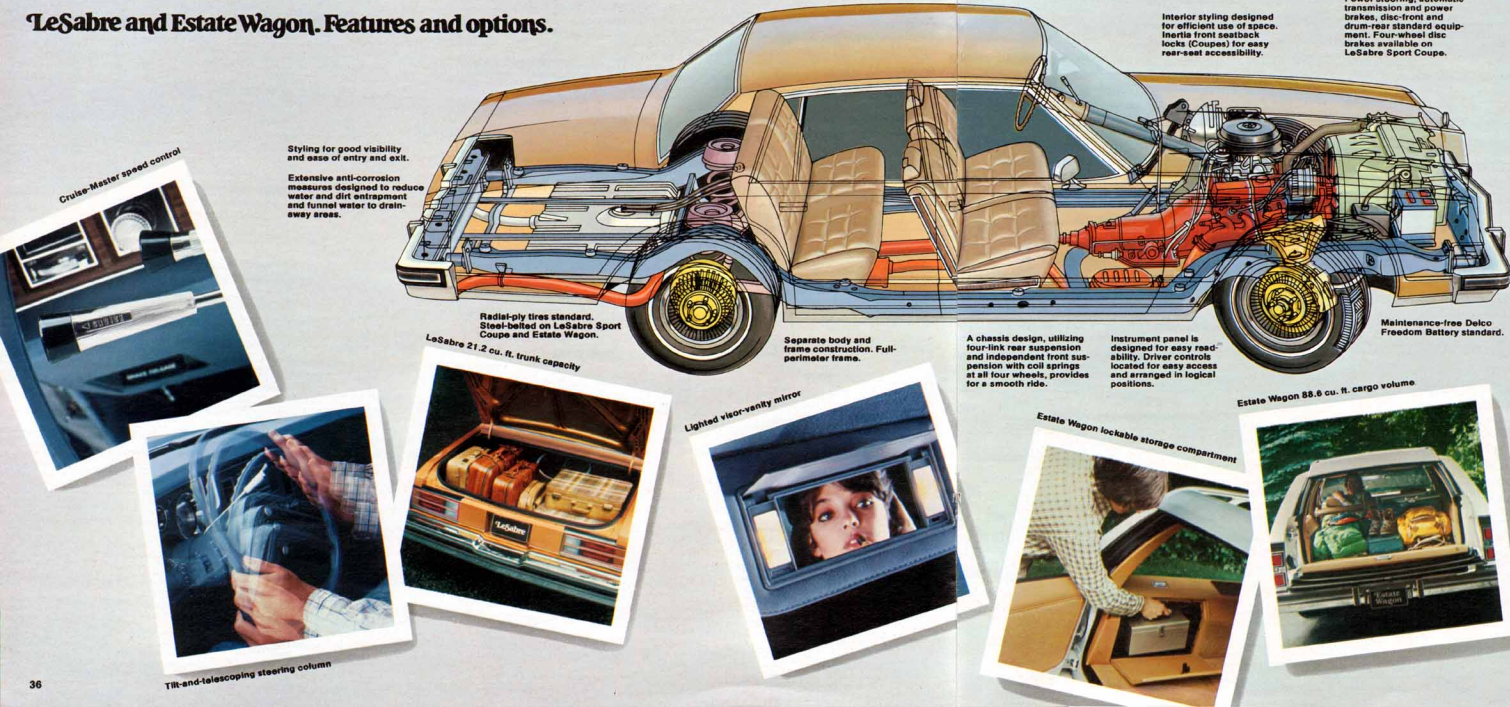
Front Interior:

Head room	1,007 (39.6)
Leg room	1,076 (42.4)
Shoulder room	1,544 (60.8)
Hip room	1,398 (55.0)

Rear Interior:

Head room	1,000 (39.4)
Leg room	958 (37.7)
Shoulder room	1,546 (60.9)
Hip room	1,398 (55.0)
Cargo volume index litres (cu. ft.)	2,510 (88.6)

LeSabre and Estate Wagon. Features and options.



Cruise-Master speed control

Styling for good visibility and ease of entry and exit.

Extensive anti-corrosion measures designed to reduce water and dirt entrapment and funnel water to drain-away areas.

Radial-ply tires standard. Steel-belted on LeSabre Sport Coupe and Estate Wagon.

LeSabre 21.2 cu. ft. trunk capacity

Separate body and frame construction. Full-perimeter frame.

A chassis design, utilizing four-link rear suspension and independent front suspension with coil springs at all four wheels, provides for a smooth ride.

Instrument panel is designed for easy readability. Driver controls located for easy access and arranged in logical positions.

Maintenance-free Delco Freedom Battery standard.

Estate Wagon 88.6 cu. ft. cargo volume

Estate Wagon lockable storage compartment

Lighted visor-vanity mirror

Tilt-and-telescoping steering column

LeSabre and Estate Wagon Buyer's Guide.

Available Models

LeSabre Coupe	N37
LeSabre Sedan	N69
LeSabre Limited Coupe	P37
LeSabre Limited Sedan	P69
LeSabre Sport Coupe	F37
Estate Wagon (2-seat)	R35
Estate Wagon (3-seat)	Option Code AQ4
Estate Wagon Limited (2-seat)	Option Code WB5
Estate Wagon Limited (3-seat)	Option Codes WB5 and AQ4

LeSabre Sport Coupe equipment includes: 3.8 litre (231 CID) 4-bbl Turbocharged V-6, vacuum boost lights, Rallye ride-and-handling suspension, fast-ratio power steering, steel-belted, radial-ply GR70-15 tires, chrome-plated road wheels (4) and Sport steering wheel.

Standard Equipment

Engine

- High-Energy Ignition
- Boost lights and temperature gage (Sport Coupe)
- Delco Freedom Battery

Chassis

- Power steering (fast-ratio on Sport Coupe)
- Power front disc/rear drum brakes
- Fiberglass-belted, radial-ply FR78-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply, wide-oval blackwall GR70-15 tires (Sport Coupe)
- Steel-belted, radial-ply HR78-15 tires (Estate Wagon)
- Coil-spring suspension—front and rear
- Full-perimeter frame

Comfort and Convenience

- Cloth or vinyl bench seats (LeSabre, Sport Coupe)
- Vinyl bench seats (Estate Wagon)
- Cloth or vinyl notched-back seats (LeSabre Limited)
- Inertia front seatback locks (Coupees)
- Full-foam seat construction
- Windshield wiper system with single-wipe feature for misty conditions
- Lights: front-door-operated dome (LeSabre); front-and-rear-door operated dome, front ashtray, glove compartment (LeSabre Limited, Sport Coupe); front-and-rear-door operated

dome, front ashtray, glove compartment, instrument flood (Estate Wagon)

- Combination turn signal and high/low beam control
- Power tailgate window (Estate Wagon)
- Lockable storage compartment (Estate Wagon)
- Estate Wagon Limited Option includes: Unique front-end styling, custom 55/45 notchback interior trim, power windows, power door and tailgate locks, tilt steering column, custom seat and shoulder belts, sunshade map light, quartz-crystal dial or digital clock, acoustic package, stand-up hood ornament, wood-grain vinyl applique, wheel opening moldings, wide rocker panel moldings, front fender lower molding, window frame scallop moldings, belt reveal moldings, bumper guards, luggage rack and air deflector, remote-control, outside, rearview mirror (left side) and chrome-plated road wheels (4)

Appearance and Protection

- Bumper protective strips—front and rear
- Deluxe wheel covers (LeSabre Limited, Estate Wagon)
- Chrome-plated road wheels (4) (Sport Coupe)
- "Tailgate ajar" indicator light (Estate Wagon)
- Load floor carpet (Estate Wagon)

Available Equipment

Engine

- 80-amp Delcotron generator
- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- Engine block heater
- High-altitude engine package (available and recommended for high-altitude operation)
- California assembly line emission testing (required in California)

Chassis

- Four-wheel disc brakes (Sport Coupe)
- Limited-slip differential
- Automatic level control
- Trailer tow flasher and harness (5- or 7-wire)

Interior

- Cloth or vinyl notched-back seats (Sport Coupe, Estate Wagon)
- Cloth or vinyl 55/45 notchback seats (LeSabre Limited, Sport Coupe, Estate Wagon)
- Cloth front, vinyl rear seats (Estate Wagon)
- Cloth bucket seats (LeSabre Coupe, Sport Coupe)
- Vinyl third seat (Estate Wagon)
- Full-length operating console (LeSabre Coupe, Sport Coupe)
- 6-way power seat—driver's side
- Carpet savers and hand-mats with carpet inserts
- Trunk trim covering (LeSabre, LeSabre Limited, Sport Coupe)

Comfort and Convenience

- Air conditioner
- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column

Appearance and Protection

- Electric door locks
- Remote-control tailgate lock (Estate Wagon)
- Power windows
- Soft-Ray tinted glass
- Electric trunk release (LeSabre, LeSabre Limited, Sport Coupe)
- Reclining passenger and/or driver seatback—electric (N.A. with bench seats on sedans or wagons)
- "Headlamps on" indicator
- Fuel usage indicator
- Speed alert and trip odometer
- Low fuel indicator

- Fiberglass-belted, radial-ply whitewall FR78-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply whitewall FR78-15, GR78-15 or HR78-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply, wide-oval whitewall GR70-15 tires (Sport Coupe)
- Steel-belted, radial-ply, wide-oval white lettered GR70-15 tires (LeSabre, LeSabre Limited)
- Steel-belted, radial-ply whitewall HR78-15 tires (Estate Wagon)
- Stowaway spare tire (LeSabre, LeSabre Limited, Sport Coupe)
- Firm ride-and-handling suspension (recommended for trailer towing—includes heavy-duty suspension, springs and wheels) (LeSabre, LeSabre Limited, Estate Wagon)

- Electric window defogger
- Adjustable roof rack (Estate Wagon)
- Remote-control, outside, rearview mirrors
- Remote-control mirror with outside thermometer (left side)
- Outside, rearview sport mirrors (left and right remote)
- AM radio
- AM-FM radio
- AM-FM stereo radio
- AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM radio
- 8-track tape player with AM-FM stereo radio
- Cassette tape player with AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- Automatic power antenna
- Automatic Triband power antenna

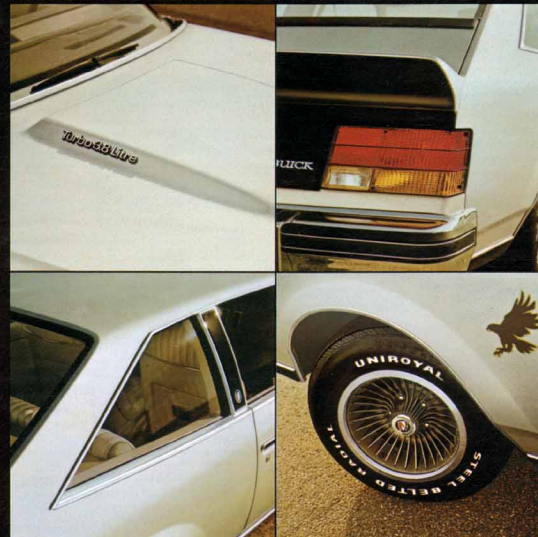
Appearance and Protection

- Designers' Accent paint treatment (LeSabre, LeSabre Limited, Estate Wagon)
- Color-coordinated custom front and rear seat belts
- Sunroof—electric operation (N.A. on Estate Wagon)*
- Astrorooft—silver, gold, shadow-light, green or rose sliding (N.A. on Estate Wagon)*
- Door-edge guards
- Protective body-side moldings
- Front and rear bumper guards
- Chrome-plated road wheels (4) (standard Sport Coupe)
- Custom wire wheel covers
- Deluxe wheel covers (standard LeSabre Limited, Estate Wagon)
- Custom wheel covers (N.A. Sport Coupe)
- Front light monitors
- Door courtesy and warning lights
- Dome reading light
- Visor vanity mirrors (2)
- Lighted visor vanity mirror
- Cornering lights
- Rear compartment courtesy light (Estate Wagon)
- Convenience group: sunshade map light, courtesy light, trunk light, quartz-crystal-controlled dial clock, also rear door light switch (LeSabre, LeSabre Limited, Sport Coupe); sunshade map light, quartz-crystal-controlled dial clock (Estate Wagon); Sunshade map light deleted when dome reading lamp is ordered. Quartz-crystal-controlled digital clock may be ordered in place of dial clock.
- 3-speed windshield wiper with low-speed delay feature

*Head room is reduced slightly with this option.
N.A.—Not Available

Function in an excitingly different form.

Century.



Does function have to be ordinary? Does practical have to mean plain? Well, not if we at Buick have anything to say about it. Take, if you will, the Buick Century. Lean. Yet roomy. It offers a striking appearance in motion, and at rest. Yet Century's exciting form is actually a reflection of the tremendous utility in this mid-size car. As you're about to discover for yourself.



Century Turbo Coupe and Century Sport Coupe.

This year, Buick proudly introduces still another new aspect to Century Sport Coupes' form and function, with a new Turbo Coupe Package.

This unique new offering begins with the new Century Sport Coupe and its own attractive list of features. Flat black trim in the grille, around the headlamps and

moldings and a hawk decal. Designers' Sport wheels, wide, steel-belted, radial-ply tires, a Rallye ride-and-handling suspension with fast-ratio power steering when power steering is ordered, sport mirrors and a rear spoiler complete the list. Also standard on the Century Sport Coupe is our Century

Special interior (page 45), with full-foam construction bench seat trim. Or, if you prefer a somewhat more uptown version, order the available elegant Century Custom interior featuring comfortable notchback seating, or available 55/45 notchback arrangement (page 46).

Standard Sport Coupe

power is provided by the even-firing 3.2 litre (196 CID) V-6, which is standard on Century Coupes and Sedans. Not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available. V-8 engines are also available.

For those who appreciate a certain liveliness, as well

as a distinctive look to their automobile, the Century Turbo Coupe option package features a turbocharged 3.8 litre (231 CID) V-6. It also combines the convenience of things like automatic transmission and power brakes, with the spirit and fun of a Sport steering wheel and sport dual exhaust system.

Outside, however, is where the difference is really made apparent, with Turbine wheels, a bold Turbo Coupe decal prominently displayed on the trunk, and a turbo hood.

With everything we've told you about them, it may be a little hard by now to think of Century Turbo Coupe or Century Sport Coupe as

practical mid-size cars.

But rest assured, both of them are as adept at being practical, as they are at catching the eye and captivating the spirit.

- 1 Century Sport Coupe.
- 2 Available bucket seat trim.
- 3 Available Turbocharged 3.8 litre V-6.
- 4 Available Century Turbo Coupe. Optional tire supplied by various manufacturers.





Century Limited Sedan.

If our Century Turbo Coupe on the preceding pages caught your attention with its sporty appearance, then you may be interested in learning more about still another part of Century's endearing personality: luxury.

Nowhere in the Century line will you find this trait more in evidence than in Century

Limited Sedan. It's equipped with a similar lush interior as our Regal Limited Coupe. And, with extras like its crushed velour 55/45 seats, and wide rocker panel and belt reveal moldings, and custom steering wheel, it represents top-of-the-line luxury within the Century family.

Yet, it also demonstrates

a considerable number of practical aptitudes, as well.

Century Limited offers considerable head, leg and shoulder room. Plus over 16 cubic feet of storage space. Included are stationary rear-seat windows and swing-out rear vent windows, that provide ventilation for rear-seat passengers. Its standard power-

train is a 3.2 litre (196 CID) V-6. This is not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available.

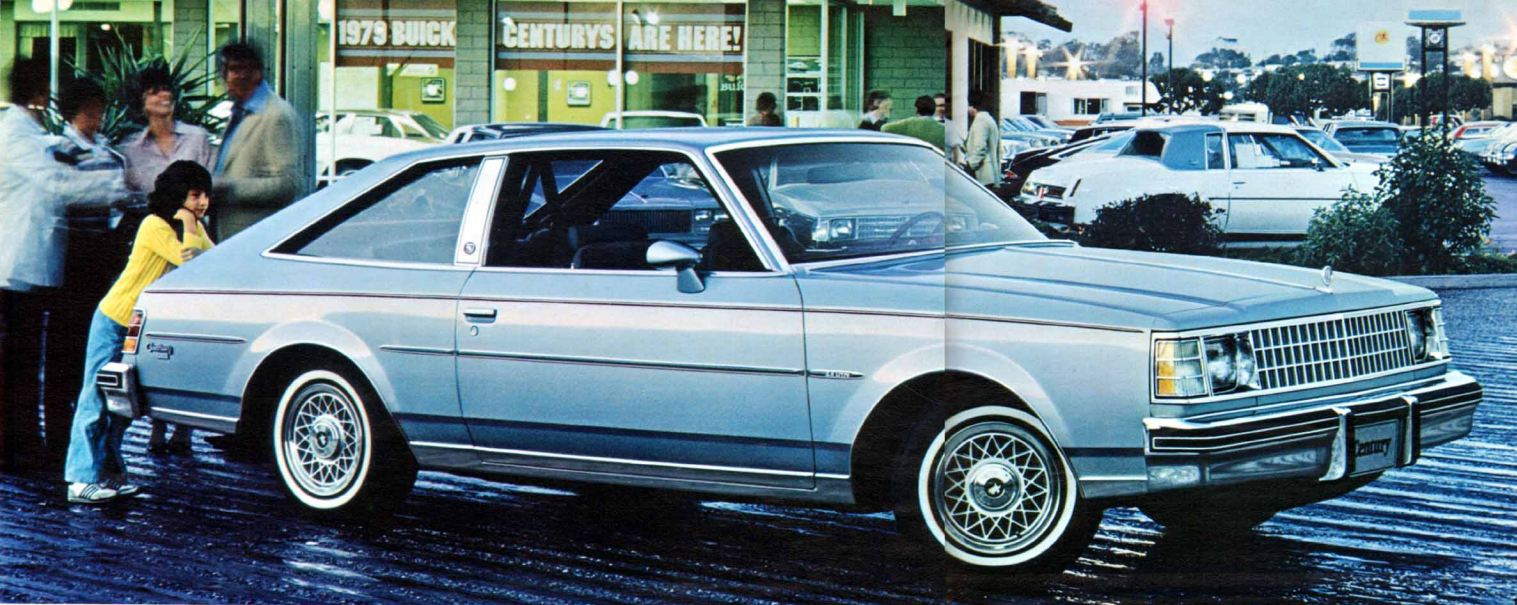
And, if you're the sort of person who enjoys even greater power in a car, an available turbocharged V-6, or naturally aspirated V-8, represent other possibilities.

All of this rests on a very trim wheelbase, that not only gives Century Limited a tight turning diameter, but also impressive maneuverability in city traffic and while parking.

It's this kind of engineering and design that makes Century Limited so beautiful to watch. And such a pleasure to drive.

- 1 Century Limited Sedan.
- 2 Crushed velour 55/45 notchback seats.
- 3 Century Limited instrument panel.
- 4 Century Limited rear seat.





Century Custom and Century Special.

Take away some of the frills of the luxurious Limited or Century Sport package and what do you have?

Well, in the case of both our Century Custom and Century Special, the answer remains the same.

No matter which model you're talking about, it's simply an exceptional car.

Exceptional in its appearance. Exceptional in its use of space. Exceptional in the way it meets your driving needs.

Let's begin with Century Special. These are our lowest-priced Century models (based on manufacturer's suggested retail price). And they are designed especially for the person who's looking

for a down-to-business, attractively-priced car. Their standard interior is a comfortable, well-padded traditional bench seat.

The Century Custom is distinguished by a slightly higher level of appointments and trim. It offers a choice of either comfortable vinyl or cloth notchback seats.

Both Century Custom and Century Special Coupes and Sedans come with the standard 3.2 litre (196 CID) V-6. Not available in California, where a 3.8 litre (231 CID) V-6 with automatic transmission is available. You can order either model with a turbocharged V-6. A larger V-8 is also available.

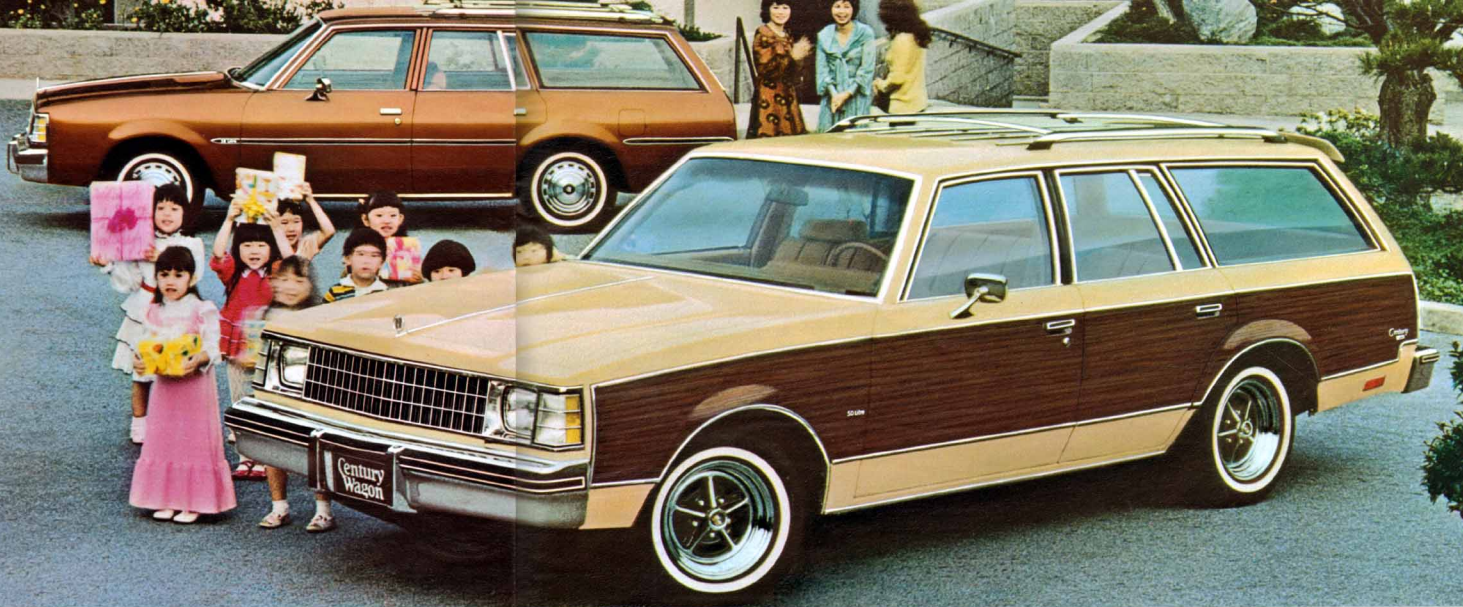
The plain and simple fact is, no matter how you look at it, there's a lot to appreciate about these two Centurys. The modernistic-flavor of the design for roominess. The large glass area for visibility.

And, if this is the very first time you've ever seriously considered a mid-size Buick, you'll find Century Custom

and Century Special employ separate body and frame construction. Essentially, it's the design principle used in our full-size Buicks to help trap outside road noise before it gets inside your car, and gets to you. You see, we feel that size shouldn't make a difference. A Buick is a Buick is a Buick.

- 1 Century Custom Coupe.
- 2 Century bench seat.
- 3 Century Special Coupe.
- 4 Century Custom Sedan.





Century Wagons.

- 1 Notchback 55/45 seat trim.
- 2 Century Wagon's 71.8 cubic feet of cargo area.
- 3 Century instrument panel.
- 4 Century Custom Wagon (foreground) and Century Special Wagon.

By now, we've told you how sporty Century can be, how luxurious, how down-to-earth, etc. But what we haven't told you yet, is how well the idea translates into wagons.

That's right. Wagons. Plural. Because there's more than one attractive Century Wagon model to choose from. If, for example, it's a

practical mid-size car you're after, with all the traditional benefits of a wagon—there's Century Special Wagon. Its sturdy, vinyl bench seat interior is a standard feature.

A Sport Wagon option is also available to liven things up, and includes a Rallye ride-and-handling suspension system, Designers' Sport

wheels, large steel-belted, radial-ply tires, special paint treatment with black accents and sport mirrors.

On the other hand, if your tastes run toward a slightly higher level of luxury, Buick also offers Century Custom Wagon. It comes with comfortable, fully-padded notchback seats. Cloth front

and vinyl rear seats are available. Custom level trims are available on the Sport Wagon option.

And now for the best part. All Century Wagons offer 71.8 cubic feet of handy cargo space with the rear seat folded down. Vent windows and stationary glass in the rear doors allow the inside of

the doors to be concave in shape, helping to preserve rear seat hip room. Storage compartments are behind the wheel housing and under the load area floor. And, for added security, you can order an available lock for them, too.

One other feature you'll especially like about our Century Wagons is the split

tailgate design. The top glass portion lifts up like a hatch, while the bottom folds down. A very nice design touch we've added to make loading and unloading easy.

Both Century Custom and Century Special are set in motion by a standard 3.8 litre (231 CID) V-6. With the availability of a V-8, if you prefer.

Suffice it to say, however, that no matter how they're equipped, you're always getting a whole lot of wagon together with the clean, crisp look of a Century. And that, in our humble opinion, is a pretty nice way for you and your cargo to go.



A chassis design, utilizing four-link rear suspension and independent front suspension with coil springs at all four wheels, provides for a smooth, quiet ride.

Separate body and frame construction contributes to Century's quiet ride. The frame haps absorb road noise and vibration. The body is isolated from the frame by thick rubber body mounts, so road noise is reduced before it reaches the passengers.

Sound-deadening material is liberally applied throughout, to give the kind of interior quiet you'd expect of a Buick.

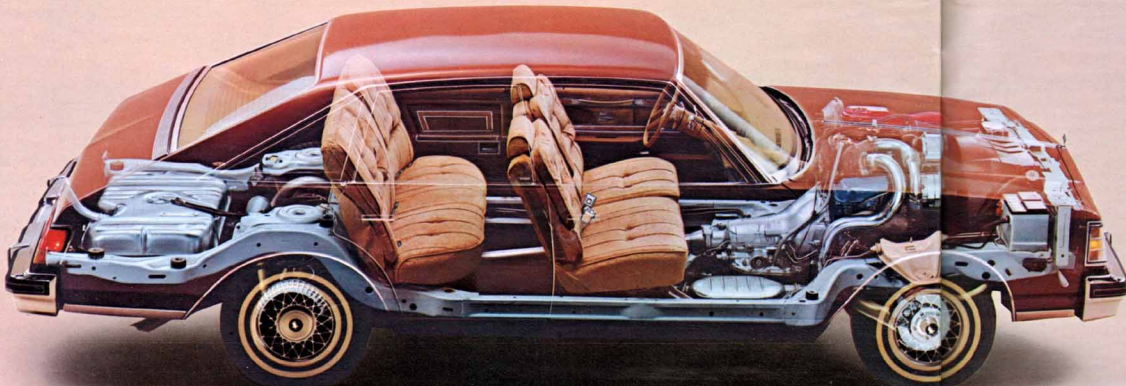
Extensive anti corrosion measures designed to reduce water and dirt entrapment and funnel water to drain-away areas.

Maintenance-free Delco Freedom Battery standard.

Brake lining wear sensors on each inboard disc brake pad produce an audible squeak when replacement is needed.

Front wheel wells are constructed of corrosion-resistant plastic.

Suspension uses computer-selected springs, front stabilizer bar, and special suspension geometry, coordinated with radial-ply tires.



Available Models

Century Special Coupe	E87
Century Special Sedan	E09
Century Special Station Wagon	E35
Century Sport Coupe	G87
Century Sport Wagon	Option Code W01
Century Turbo Coupe	Option Code W13
Century Custom Coupe	H87
Century Custom Sedan	H09
Century Custom Station Wagon	H35
Century Limited Sedan	L09

Special Models or Packages

Century Sport Coupe equipment includes: black painted grille, headlamp trim, windshield wipers, window reveal moldings, door lock pillar applique, wide rocker treatment and deck lid trim, Hawk decal, Rallye ride-and-handling suspension, fast-ratio power steering (when power steering is ordered), sport mirrors (2), rear spoiler, steel belted, radial-ply P205/70R-14 tires and Designers' Sport wheels (4). Available in five exterior colors.

Turbo Coupe Package (available on Century Sport Coupe) includes: 3.8 litre (231 CID) 4-bbl. Turbocharged V-6, power brakes, automatic transmission, Sport steering wheel, temperature and vacuum boost lights, special dual exhaust system, Turbine wheels (4) and "Turbo Coupe" identification on the deck lid. Available in five exterior colors.

Century Sport Wagon Package (available on Century Special Wagon) includes: black painted grille, headlamp trim, windshield wipers, window reveal moldings, center pillars, wide rocker treatment, wheel opening moldings, air deflector, sport mirrors, Hawk decal, Rallye ride-and-handling suspension, steel-belted, radial-ply P205/70R-14 tires and Designers' Sport wheels (4). Available in five exterior colors.

to Century Wagons, you can count among the standard features a very versatile lift-up, fold-down tailgate and a rear storage compartment. Options? Well, never let it be said that Century is short in this area, either.

For instance, there's air conditioning that will help keep you cool, calm and

collected—even when the weather's not. When needed, there's an electric rear-window defogger. Power windows are another nice feature. As is the Cruise Master speed control—something you'll definitely want to consider. It's the kind of thing that goes very nicely with an available tilt steering column.

We haven't forgotten the music lovers out there, either. There are no less than eight—go ahead, count them—eight available Delco radios to choose from. Everything, from a basic AM unit to a very sophisticated, combination AM-FM stereo CB system, for all our good buddies out there. Now, how's that for selection?

Dimensions mm (inches)

	Coupes	Sedans	Wagons
Wheelbase	2,745 (108.1)	2,745 (108.1)	2,745 (108.1)
Tread, front	1,486 (58.5)	1,486 (58.5)	1,486 (58.5)
Tread, rear	1,467 (57.8)	1,467 (57.8)	1,467 (57.8)
Length	4,979 (196.0)	4,979 (196.0)	4,979 (196.0)
Width	1,834 (72.2)	1,834 (72.2)	1,834 (72.2)
Height	1,375 (54.1)	1,397 (55.0)	1,416 (55.7)
Front Interior:			
Head room	962 (37.9)	963 (38.7)	985 (38.8)
Leg room	1,086 (42.6)	1,086 (42.6)	1,086 (42.6)
Shoulder room	1,425 (56.1)	1,436 (56.5)	1,436 (56.5)
Hip room	1,311 (51.6)	1,326 (52.2)	1,326 (52.2)
Rear Interior:			
Head room	971 (38.2)	957 (37.7)	985 (38.8)
Leg room	892 (35.1)	965 (38.0)	912 (35.9)
Shoulder room	1,416 (55.7)	1,450 (57.1)	1,450 (57.1)
Hip room	1,384 (54.5)	1,412 (55.6)	1,412 (55.6)
Trunk capacity, litres (cu. ft.)	456 (16.1)	456 (16.1)	
Cargo capacity, litres (cu. ft.)			2,033 (71.8)

Powerteams

	Coupes and Sedans:
Standard engine:	3.2 litre (196 CID) 2-bbl. V-6†
Available engines:	3.8 litre (231 CID) 2-bbl. V-6 3.8 litre (231 CID) 4-bbl. Turbo V-6 4.9 litre (301 CID) 2-bbl. V-6† 4.9 litre (301 CID) 4-bbl. V-6 5.0 litre (305 CID) 4-bbl. V-6
Standard transmission:	3-speed manual†
Available transmissions:	4-speed manual† Automatic
	Station Wagons:
Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Available engines:	4.9 litre (301 CID) 2-bbl. V-6† 4.9 litre (301 CID) 4-bbl. V-6† 5.0 litre (305 CID) 4-bbl. V-6 5.7 litre (350 CID) 4-bbl. V-8
Standard transmission:	Automatic

†Not available in California. These Buick Centuries are equipped with GM-built engines produced by various divisions. See your dealer for details.

And, as long as we're on the subject of goodies, we should mention a couple of other attractive possibilities that can put a little extra sunshine into your life and your Coupe—in the form of an electrically operated Astrorooftop or sunroof. (Head room is reduced slightly.) They're the kind of things you add

"just for fun." And really, that's reason enough.

Well, enough said. What we suggest you do at this point, however, is turn to our Buyer's Guide on page 50. That's where you're going to find a list of standard features and options. Dozens and dozens of them.

Happy reading.



Century Buyer's Guide.

Interior trim availability

	Cloth or vinyl bench seat	Cloth or vinyl notchback seat	55/45 cloth or vinyl notchback seat	Cloth or vinyl buckets	Limited cloth or vinyl 55/45 notchback seat
Century Special Coupe	S				
Century Special Sedan	S				
Century Custom Coupe		S	A	A	
Century Custom Sedan		S	A	A	
Century Sport Coupe	S	A	A	A	
Century Turbo Coupe (available option)	S	A	A	A	
Century Limited Sedan					S
Century Special Station Wagon	S*				
Century Custom Station Wagon		S	A	A	
Century Sport Wagon (available option)	S*	S	A	A	
*Vinyl only	A available	S standard			

Standard Equipment

Engine

- High-Energy Ignition
- Delco Freedom Battery

Chassis

- Manual steering
- Manual front disc/rear drum brakes (except Wagons)
- Power brakes (Wagons)
- Fiberglass-belted, radial-ply P185/75R-14 tires (except Sport Coupe and Wagons)
- Fiberglass-belted, radial-ply P195/75R-14 tires (Wagons)
- Steel-belted, radial-ply, wide-oval blackwall P205/70R-14 tires (Sport Coupe)
- Compact spare tire (Stowaway with Limited-slip differential)
- Coil-spring suspension

Comfort and Convenience

- Cloth or vinyl bench seats (Special Coupe/Sedan, Sport Coupe)
- Vinyl bench seat (Special Wagon)

Appearance and Protection

- Bumper protective strips—front and rear
- Inside hood lock release
- Designers' Sport wheels (4) (Sport Coupe)

Available Equipment

Engine

- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- Engine block heater
- High-altitude engine package (available and recommended for high-altitude operation)
- California assembly line emission testing (required in California)
- C-4 system (Computer Controlled Catalytic Converter) (available in California on the 3.8 litre non-turbo-charged V-6 after November, 1978)

Chassis

- Power steering
- Power brakes (standard on Wagons)
- Limited-slip differential with stowaway spare tire
- Automatic level control
- Steel-belted, radial-ply P195/75R-14 tires (N.A. Sport Coupe)
- Steel-belted, radial-ply whitewall P205/70R-14 tires (Sport Coupe)
- Steel-belted, radial-ply, wide-oval white billboard lettered P205/70R-14 tires
- Rallye ride-and-handling package (includes rear stabilizer bar, fast-ratio power steering on Coupes and Sedans when power steering is ordered, specific springs and shock absorbers) (standard on Sport Coupe)
- Firm ride-and-handling package (recommended for trailer towing—includes heavy-duty suspension, springs and shock absorbers) (N.A. Sport Coupe)
- Trailer tow flasher and harness (5- or 7-wire)

Interior

- Cloth or vinyl notchback seats (Sport Coupe)
- Cloth or vinyl 55/45 notchback seats (Custom, Sport Coupe)
- Cloth or vinyl bucket seats (Custom, Sport Coupe)
- Lockable storage compartments (Wagons)
- 6-way power driver's seat (bucket or 55/45 seats required)
- Full-length operating console (bucket seats required)
- Carpet savers and handi-mats
- Carpet savers and handi-mats with carpet inserts

Comfort and Convenience

- Air conditioner
- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- "Headlamps on" indicator
- Fuel usage light
- Electric dial clock
- Quartz-crystal-controlled digital clock
- Reclining passenger seatbacks—manual
- Front light monitors
- Instrument gages
- Electric door locks
- Power windows
- Electric trunk release
- Soft-Ray tinted glass
- 2-speed windshield wiper with low-speed delay feature
- Electric rear-window defogger
- Dome reading light
- Visor vanity mirrors
- Lighted visor vanity mirror
- Convenience group: trunk light, glove compartment light, ashtray light, courtesy lights, sunshade map light, rear door jamb switch on Sedans (Special Coupe/ Sedan, Sport Coupe); rear compartment light, sunshade map light, courtesy lights, glove compartment, ashtray light, rear door jamb switch (Special Wagon); sunshade map light, trunk light (Custom Coupe/ Sedan); sunshade map light, trunk light (Limited Sedan)
- Remote-control, outside, rearview mirror

- Outside, rearview sport mirrors (left remote, right manual) (standard on Sport Coupe)
- Litter pocket
- Electric tailgate lock release (Wagons)
- Lockable storage compartments (Wagons)
- Adjustable roof rack (Wagons)
- Rear-window air deflector (Wagons)
- AM radio
- AM-FM radio
- AM-FM stereo radio
- AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM radio
- 8-track tape player with AM-FM stereo radio
- Cassette tape player with AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- Rear speakers
- Automatic power antenna
- Automatic Triband power antenna

Appearance and Protection

- Designers' Accent paint treatment (N.A. Sport Coupe)
- Color-coordinated custom front and rear seat belts and front shoulder belts
- Custom steering wheel (standard on Limited)
- Sport steering wheel
- Protective body-side moldings
- Deluxe wheel covers (except Sport Coupe)
- Custom wire wheel covers (except Sport Coupe)
- Chrome-plated road wheels (4)
- Designers' Sport wheels (4) (standard on Sport Coupe)
- Designers' wheel covers (except Sport Coupe)
- Sunroof—electric operation (Coupes)*
- Silver Astrorof (Coupes)*
- Long vinyl top (except Wagons)
- Bumper guards—front and rear

*Head room is reduced slightly with this option.
N.A. — Not Available

The Electra.

There are woofs, and then there's Scottish cashmere.

There are full-size automobiles, and then there's Buick Electra.

Its styling, its interiors, its engineering, its features make this a very special automobile.

It is simple. If a high-quality automobile is critical to the success of your day, professionally or emotionally, Buick Electra deserves your careful consideration.

There are three variations on the Electra theme this year. The Electra Park Avenue is the most opulent and expensive. The Electra Limited is slightly less so in both regards. And the Electra 225 is the foundation from which the others spring. Each Electra comes in 2- or 4-door configurations, giving you a total of six models from which to choose.

Please accept our invitation to learn about them over the following 9 pages.





The Electra Park Avenue.

This is the Buick where you can order nearly every convenience item imaginable, and then some. For example, you can unlock your trunk from inside your Electra with the mere push of a button. And believe it or not, you can unlock your fuel cap by touching a similar button. These are available extras on Electra Park Avenue, but they hint at our philosophy in building this car. Its sole purpose is to serve you unflinchingly.

Standard Electra Park Avenue features include elegantly buttoned and tucked, velvet-upholstered seating. The front seats are our 50/50 type with an individual armrest for each section. In fact, across the front and back, there is an impressive total of seven armrests. As driver, your section of the front seat can be adjusted fore and aft electrically. Acting as in-car briefcases, two velvet pockets are sewn into the back of the front seat. And for night-time homework, reading lamps, similar to an airplane's, emit thin, intense shafts of light from the ceiling. While on the outside, mounted on each side, are unique new Coach Lamps. There are no bulbs to burn out, since space age electroluminescent panels are used here.

The Electra Park Avenue. So well done you may consider it your executive suite on wheels.

The Electra 225.

The common perception is, that people buy Electra because it is an extremely well-appointed, extremely well-styled automobile. But there is another point that deserves attention. The fact that Electra is also a well-engineered automobile.

A solid state Electronic Ignition System works off of a maintenance-free Delco

Freedom Battery to fire Electra's V-8 engine to life. The finely-tuned suspension system and the ample wheel-base help in "stepping" you over road imperfections and bringing you around corners with authority. The four coil springs that are the keystone of the Electra ride are selected by a computer to match the differing

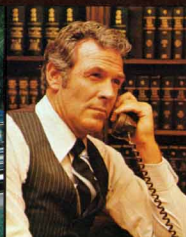
weights of individual Electras. (An Electra with air conditioning, for instance, weighs more than one without and, therefore, requires different springs. A technical, but very important point.) Acoustic paneling and sound absorption materials further protect you from the annoyances of street noise. The transmission is automatic.

The steering is power assisted and brings you from curb to curb in 40.6 feet. The standard braking system consists of power front discs and drums in the rear. And the tires are steel-belted radials.

The point is, that no matter how impressed you are with Electra's looks and luxury, buying one for its engineering is also a mighty good reason.



7:25 am



10:08 am



12:05 pm



2:45 pm



6:45 pm



The Electra Limited.

Let's examine Electra Limited's exterior.

Through the years, descriptives like formal, sculptured and classic have each been applied to this automobile's styling, and with just cause. This year, Buick has taken these pleasing attributes of the Limited and fine-tuned them. Notice that the front fenders square off and visually

serve as bookends, in framing Electra's new headlamp and grille appearance. In the rear, the full-width, wrap-around tail lamps have been accentuated by the Buick Electra crest. And low, along the side, there's a bright molding which adds a touch of elegance to Electra Limited's profile. It is standard.

Naturally, this finely-

tailored Buick can be further outfitted to suit your wishes. Three different vinyl roof treatments are available, as are electric glass Astroroots, and metal sunroofs, molding packages and five styles of wheel coverings.

What it all comes down to is, that the Electra Limited is a top drawer automobile. Worthy of your consideration.





The Electra inside.

As you open the driver's door to your new Electra Park Avenue, it sweeps across a very wide 70 degree arc, allowing you to enter as one should. Gracefully. You settle into the hefty cushions of the luxurious upholstered full-foam seat. You electrically adjust the driver's section to your liking, and pull the

door closed. The door has now sealed itself against a wide and long expanse of black foam rubber, to the dismay of wind, rain, noise and other invaders.

As your passengers take their places, you adjust the available tilt and telescoping steering column to your driving position and make use

of Electra Park Avenue's newly-designed safety belts. Dual inertia reels, new this year, make for their easy use.

A push of a button allows you to lock all doors, as other options quietly fill the air with stereo sound and automatically bring the inside temperature to the setting you prefer.

Before you pull away, you

eye Electra's amazingly accurate, quartz-crystal-controlled timepiece, and see that this can be another leisurely return trip to the office.

The chart and the illustrations you see on the right will assist you in comparing the different Electra seats which are available from model to model.



Cloth or vinyl
notchback seat (1)



Cloth or vinyl
55/45 notchback seats (2)



Limited cloth or vinyl
55/45 notchback seats (3)



Park Avenue cloth
50/50 seats (4)

Electra interior trim availability

	Cloth or vinyl notchback seat (1)	Cloth or vinyl 55/45 notchback seats (2)	Cloth or vinyl 55/45 notchback seats (3)	Cloth 50/50 seats (4)
Electra 225 Coupe	S	A		
Electra 225 Sedan	S	A		
Electra Limited Coupe			S	
Electra Limited Sedan			S	
Electra Park Avenue Coupe				S
Electra Park Avenue Sedan				S
	S standard	A available		

The Electra equipment and specifications.

The instrument panel of all Electras serves as your information and pleasure center. The gauges, indicators, and controls are large, lighted, and placed in a logical fashion, and are set in a panel that is faced with a new simulated butterfly wood-grained trim.

Windshield washer and wipers have come a long way. Available on Electra, is one that wipes as slowly as once every 15 seconds. You adjust it to the frequency you like. By pushing a button, you can spray the windshield with

cleaning solution; six quick, drying sweeps later, the wipers return automatically to the frequency for which you had previously programmed them.

The available outside Power Control rearview mirrors adjust electrically from inside the automobile.

Across the top of the dash sits a bank of lighted indicators. They tell you if your high-beams are on, and relay information about the state of your engine's temperature, oil pressure, generator, seat belts, and parking brake.

There are eleven different Delco sound systems which can be placed inside your Electra. AM-FM radio lies at one end of the spectrum. At the other, is our Delco Electronically Tuned Stereo Radio/Tape player and CB. (It's a marvel and is described on the next page.)



Standard is Electra's dual-purpose turn signal lever. In addition to indicating which way you are about to turn, a slight movement of the lever will notify your fellow motorists that you are about to change lanes. And finally, as in the great cars of Europe, by lifting the lever towards you, you change your headlamps between high- and low-beam.

New, Delco High-Response 6" x 9" dual-cone, oval speakers with great performance specs. The spec that will catch the eye of sound connoisseurs, is the rated frequency response. It's 55 to 18,000 Hz. That means you get clearer highs than any other Delco speaker we offer. These speakers are for rear mounting and are included only with Delco ETR radios on Electra.

Cruise-Master speed control, that little piece of wizardry that allows you to cruise without keeping your foot pressed to the accelerator, is available at extra cost on all Electras.

Available on all Electras are a tilt steering column or a tilt and telescoping column.

Available Models

Electra 225 Coupe	V37
Electra 225 Sedan	V69
Electra Limited Coupe	X37
Electra Limited Sedan	X69
Electra Park Avenue Coupe	U37
Electra Park Avenue Sedan	U69

Powerteams

Standard engine:	5.7 litre (350 CID) 4-bbl. V-8
Available engine:	6.6 litre (403 CID) 4-bbl. V-8
Standard transmission:	automatic

These Buick Electras are equipped with GM-built engines produced by various divisions. See your dealer for details.

Available automatic air conditioning allows you to select the temperature at which you wish your car's interior to remain during operation. Basic air conditioning is also available.

A quartz-crystal, vibrating at just a shade under 2 million beats per second, activates Electra's standard timepiece. You may specify either a dial or digital facing.

Dimensions mm (inches)

Electra	Coupe	Sedan
Wheelbase	3,020 (118.9)	3,020 (118.9)
Tread, front	1,570 (61.8)	1,570 (61.8)
Tread, rear	1,541 (60.7)	1,541 (60.7)
Length	5,640 (222.1)	5,640 (222.1)
Width	1,960 (77.2)	1,960 (77.2)
Height	1,398 (55.0)	1,421 (55.9)

Front Interior:

Head room	979 (38.5)	1,001 (39.4)
Leg room	1,076 (42.4)	1,076 (42.4)
Shoulder room	1,538 (60.6)	1,539 (60.6)
Hip room	1,408 (55.4)	1,408 (55.4)

Rear Interior:

Head room	964 (38.0)	956 (37.6)
Leg room	996 (39.2)	1,019 (40.1)
Shoulder room	1,495 (58.9)	1,538 (60.6)
Hip room	1,464 (57.6)	1,408 (55.4)
Trunk capacity, litres (cu. ft.)	579 (20.4)	579 (20.4)

Electra features.



Deluxe wheel cover



Custom wheel cover



Custom wire wheel cover



Chrome-plated wheel



Color-coordinated wheel cover

The Electra Trunk is a mammoth 20.4 cubic feet. You can order wall-to-wall carpeting, and a carpeted cover for the spare tire. The inside of every Electra trunk is bathed with light when opened.



Power windows, door locks, and multi-directional front seats are available on all Electras. The driver's side of the Limited and Park Avenue front seat can be upgraded from the standard 2-way power adjustment to the 6-way power adjustment. (Also available on Electra 225.) Or, you can equip your Electra so that both sides have 6-way power. And then, as a bonus, either side of your front seat can be equipped with Buick's new power seatback recliner.



Astrorooft is actually three roofs in one. One, it begins as a ceiling with a tempered glass sunlight. Two, at the

push of a button, you electrically retract the glass and the sky becomes your ceiling. Three, with the glass section closed, you draw the upholstered sunshade and a well-tailored headliner slides into place. Incidentally, a slight amount of head room is sacrificed when this option is ordered, but then, the whole sky is gained when it is opened. Order one of five colors: silver, gold, green, rose, or smoked-tinting.

Wheels and Wheel Covers for Electra are illustrated above. The Deluxe wheel cover shown on the left is standard on all models except Park Avenue, where the color-coordinated wheel cover is standard. The others can be ordered as listed on page 60.

Light Monitors are a very practical extra. Putting fiber optics to work, from the driver's seat you are able to check the operation of your headlamps



Automatic Level Control is a real performance item. It simply does what its name implies. As you fill your Electra with people and luggage, air pressure and electronics automatically lift the body to the proper design level.

New this year, is a lighted vanity mirror which is mounted on the underside of the driver's sun visor. In years past, you've seen these mirrors only on the passenger's side. Now, both of you can make use of this handy option.

(both high- and low-beam), park and tailamps, and all four, front and rear turn signals.

Delco Electronic Tuning Radio. (ETR)

This is one of the most advanced automotive radios. At its heart, lies a solid state receiver actuated by an electronic tuner. Tuning is smooth, quiet and accurate, because of something audiophiles technically refer to as electronic crystal synthesis. All this really needs to know, is that this tuning innovation

is found on the more expensive tuners. This radio also seeks and scans automatically. Pushing the seek button tunes you into the strongest signal in the area. The scanning button sends the tuner on a trip down the dial, stopping at each station along the way for about two seconds, so that you can quickly survey the offerings from the various stations in your area.

Also, the frequency number of the station you are presently listening to, and the time, are displayed through the use of Light Emitting Diodes.

There are four variations to this amazing apparatus engineered by Delco. The AM-FM stereo radio with digital readout and clock. The same radio unit with an 8-track tape player added. The AM-FM stereo entertainment radio with a CB radio and Triband power antenna. And lastly, an ETR stereo entertainment radio with 8-track tape player, CB radio and Triband power antenna.

On the following page is the Electra Buyer's Guide. It lists most of the standard and available features on all six Electra models. We hope that what you've read and seen over the previous nine pages has given you a quick education of the exciting, new 1979 Electras. If you would like to know more, we suggest a drive, and then a conversation with your Buick dealer.

Electra Buyer's Guide.

Standard Equipment

Engine

- High-Energy Ignition
- Delco Freedom Battery
- Semi-closed cooling system
- Catalytic converter

Chassis

- Power steering
- Power front disc/rear drum brakes
- Steel-belted, radial-ply GR78-15 tires
- Coil-spring suspension—front and rear
- Computer-selected chassis springs
- Full-perimeter frame
- Forward-mounted steering gear and linkage

Comfort and Convenience

- Cloth or vinyl notchback seats (Electra 225)
- Cloth or vinyl 55/45 notchback seats (Electra Limited)
- Cloth 50/50 seats (Electra Park Avenue)
- 2-way power seat—driver's side (Electra Limited, Park Avenue)
- Custom color-coordinated seat and shoulder belts (with dual retractors on Park Avenue)
- Full-foam seat construction
- Inertia front seatback locks (Coupes)
- Windshield wiper system with single-wipe feature for misty conditions

- Door courtesy and warning lights (Park Avenue)
- Lights: front ashtray, courtesy, glove compartment, instrument panel flood
- Quartz-crystal-controlled dial or digital clock (N.A. when electronic tuning radio is ordered)
- Dome reading light (Limited, Park Avenue)
- Combination turn signal and high/low beam control
- Remote-control, outside, rearview mirror (left side)

Appearance and Protection

- Bumper protective strips—front and rear
- Deluxe wheel covers (Electra 225, Electra Limited)
- Custom color-coordinated wheel covers (Park Avenue)
- Corrosion protection
- Cut-pile carpeting—front and rear
- Custom steering wheel
- Wide rocker appearance moldings (Electra Limited, Park Avenue)

Available Equipment

Engine

- Heavy-duty battery
- Heavy-duty engine and transmission cooling
- Engine block heater
- 80-amp Delcotron generator
- High-altitude engine package (available and recommended for

- high-altitude operation)
- California assembly line emission testing (required in California)

Chassis

- Automatic level control
- Limited-slip differential
- Four-note horn
- Stowaway spare tire
- Steel-belted, radial-ply white-wall GR78-15 or HR78-15 tires
- Steel-belted, radial-ply, wide whitewall GR78-15 tires
- Firm ride-and-handling package (recommended for trailer towing—includes heavy-duty suspension, springs and wheels)
- Trailer tow flasher and harness (5- or 7-wire)

Interior

- 6-way power seat
- Carpet savers and handi-mats
- Carpet savers and handi-mats with carpet inserts
- Trunk trim carpeting

Comfort and Convenience

- Air conditioner
- Automatic air conditioner
- Cruise-Master speed control
- Tilt steering column
- Tilt and telescoping steering column
- Automatic electric door locks
- Electric door locks
- Soft-Ray tinted glass
- Electric trunk release
- Reclining passenger and/or driver's seatback—electric
- "Headlamps on" indicator
- Fuel usage light
- Speed alert and trip odometer
- Low fuel indicator
- Front and rear light monitors

- Door courtesy and warning lights (Electra 225, Electra Limited)
- Litter pocket (Electra 225)
- Lighted visor vanity mirrors
- Cornering lights
- Dome reading light (Electra 225)
- Sunshade map light (N.A. with dome reading light, sunroof or Astrorof) (Electra 225)
- Electric rear-window defogger
- 3-speed windshield wiper with low-speed delay feature
- Remote-control, outside, rearview mirror (right side)
- Remote-control, outside rearview mirror with thermometer (left side)
- Electrically remote-controlled, chrome or thermometer (left side only), outside, rearview mirrors
- Outside, rearview sport mirrors (left and right remote)
- AM-FM radio
- AM-FM stereo radio
- ETR AM-FM stereo radio with digital readout and clock
- 8-track tape player with AM radio
- 8-track tape player with AM-FM stereo radio
- 8-track tape player and ETR AM-FM stereo signal-seeking radio with digital readout and clock
- Cassette tape player and AM-FM stereo radio
- CB and AM-FM stereo radio with Triband power antenna
- CB and ETR AM-FM signal-seeking radio with digital clock and Triband power antenna
- CB, 8-track tape player and AM-FM stereo radio with

Appearance and Protection

- Wide rocker, front fender and rear fender lower appearance moldings (Electra 225)
- Protective body-side moldings (front fender and body-side—available in seven colors)
- Door-edge guards
- Bumper guards—front and rear
- Custom wire wheel covers
- Chrome-plated road wheels (4)
- Custom wheel covers (N.A. on Park Avenue)
- Long, heavily padded vinyl top
- Heavily padded Landau top (Coupes only)
- Long vinyl top (Sedans only)
- Theft-deterrent system
- Sunroof—electric operation*
- Silver, gold, shadow-light, green and rose Astrorof—electric sliding*
- White, black or gold body-side stripes
- Electric fuel cap lock
- Firemist gray, gold or saffron exterior paint

*Head room is reduced slightly with this option.
N.A.—Not Available

Skyhawk.

Introduced in 1975, the Buick Skyhawk was an exciting new arrival. Five model years later, we are happy to report, it still is exciting.

Because as always, Skyhawk and the sheer joy of the

road are still very much synonymous. It's a car capable of rekindling the fun you probably thought had gone the way of prom nights and pep rallies.

Yet, for all the spark and spontaneity Skyhawk gen-

erates, its enthusiasm still carries with it a timely sense of function. It's a well-designed subcompact automobile. And we hope you enjoy reading about it as much as you will owning and driving it.



The 1979 Skyhawk brims with individuality. It maintains a rakish profile. A new grille and rectangular headlamps are set into a newly designed front-end theme. There's a newly-styled hood. And side-quarter window louvers. Deluxe wheel covers and sport mirrors are

standard equipment. So it looks every bit like what it is—exciting.

Want to talk about the essence of driving? The Skyhawk suspension includes front and rear stabilizer bars. Four-wheel coil springs on a tight 97-inch wheelbase. So, instead of avoiding stretches

of interstate or curvy roads, you may well go looking for them.

A tough, but oh so considerate, 3.8 litre (231 CID) even-firing V-6 engine supplies the power. Smooth, peppy performance is standard.

Link the engine with one of three transmissions: a 4-speed manual is standard. A 3-speed automatic is available. As is a 5-speed manual. Fifth gear operates as an overdrive. Regardless of which transmission you select, the shift lever will be floor-mounted and encased in a full-length console. And given Skyhawk's sporty nature, would you want it any other way?

This year, Buick has two special Skyhawk packages: the "Road Hawk" and the "Designers' Accent Edition." "Road Hawk" consists of a Rallye-ride-and-handling package and blackwall BR70-13 tires (white lettered tires are available). There are also "Road Hawk" markings, special silver and gray paint

scheme, an exclusive interior trim, front air dam, deck lid spoiler and more. A mighty neat package, we think. No doubt you'll come to the same unavoidable conclusion.

For our "Designers' Accent Edition" we styled a Skyhawk in black and combined it with either a red or yellow (your choice) exterior. A hawk decal on the hood,

rear spoiler and a sporty sounding exhaust system are some of the other items included. It's all another way to make Skyhawk that much more the eye-catcher and head-turner.

So, all that makes Skyhawk a pretty nifty car. No doubting that. Ah, but we haven't exactly banished practicality to the hinterlands. Cars today have to be more than bon vivants. They have to make sense.

Hence, a High-Energy Ignition System. No ignition points to replace. A Delco Freedom Battery that never needs refilling. And the lively V-6 we talked about, is as concerned about being a scrooge

with the gas, as with being Santa Claus with the performance. Also, the oil pressure switch is connected to the fuel pump, shutting off the fuel supply if, for any reason, oil pressure falls below normal operating limits. All standard. All part of the down-to-earth Skyhawk.

And there's Skyhawk "S." It's a special Skyhawk. While not equipped with quite as much standard equipment as the regular model, it does retain a thoroughly Buick character with an impressive array of features. Options, of course, can also be specified.

Skyhawk outside.



Skyhawk's interior is just as important as the outside. After all, that's where you spend your time. And that inside has been designed to keep you and your passengers enjoying the road. And the car.

The instrumentation, switches, dials, and controls are all within easy reach and glance of the driver. An easy-to-read fuel gauge and speedometer are set into a simulated

wood-grain instrument panel. A tachometer, voltmeter, fuel and temperature monitors and electric clock are available. And, realizing the metric age is at hand, the speedometer indicates both kilometers- and miles-per-hour.

Full-foam bucket seats are placed in 2+2 style. The fronts are high-backed for added comfort. Vinyl or sporty Hobnail velour and knit fabric are used in Skyhawk interiors. Rattan vinyl is standard in Skyhawk "S." A full-length

operating console, housing parking brake and shift lever, fits snugly between the front seats. Plush, cut-pile carpeting, great for passenger bare-footing, and a new padded Sport steering wheel complete the compartment. Very cushy, and why not? You're supposed to enjoy driving.

The hatchback design, and fold-down rear seat, both a standard part of every Skyhawk, are handy assets, too.

It all means easy access to a lot of cargo space. With the rear seat down, 27.8 cubic feet is available for skis, lumber, antiques, and other assorted cargo. That, ahem, is more than some full-size cars have in their trunks.

Now that we've shown you that Skyhawk is both exciting and functional, we'll show you that it still leaves plenty of room for "you" to come through. A quick glance at the options list tells you Skyhawk can be as cushy, or as sporty (or both) as you want.

Select popular exterior options. In place of the standard AM radio by Delco, choose from an array of available radio/tape player/stereo combinations. Touch the car with available decor, appearance and convenience items.

Or, pick the fixed-glass Astrorof. It's accented by a brushed-chrome band, stretching across the roof and down the pillars rearward of the door. The glass is smoked-

lined. Helps keep out heat, but lets sunlight in. A Vista-Vent sunroof is also available. Outside air and sunshine pour in. Hey, it's great for clear days, country rides, and plain old smiling.

You know, we've got to say Skyhawk's a fun car, but we'd rather hear you say it. And face that pleasure with some deep down practicality, and Skyhawk makes a lot of sense. If you want both, Skyhawk serves in ample style.



More Skyhawk.



Skyhawk Buyer's Guide.

Available Models

Skyhawk 'S' Hatchback	T07
Skyhawk Hatchback	S07

Road Hawk Package (available on Skyhawk) includes: Oyster White vinyl bucket seats with "hawk" accents, black painted windshield wipers, window reveal moldings, grille, headlamp trim, front air dam, deck lid spoiler, bumper trim, BR70-13 blackwall tires and special handling package. Silver and gray accent paint and striping.

Dimensions mm (inches)

Wheelbase	2,468 (97.0)
Tread, front	1,389 (54.7)
Tread, rear	1,361 (53.6)
Length	4,555 (179.3)
Width	1,661 (65.4)
Height	1,275 (50.2)

Front Interior:

Head room	958 (37.7)
Leg room	1,092 (43.0)
Shoulder room	1,295 (51.0)
Hip room	1,206 (47.5)

Rear Interior:

Head room	897 (35.3)
Leg room	752 (29.6)
Shoulder room	1,300 (51.2)
Hip room	1,067 (42.0)
Cargo capacity, litres (cu. ft.)	787 (27.8)

Powerteams

Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Standard transmission:	4-speed manual
Available transmissions:	5-speed manual (overdrive) automatic

These Buick Skyhawks are equipped with GM-built engines produced by various divisions. See your dealer for details.

Standard Equipment

Engine

- High-Energy Ignition
- Delco-Freedom Battery

Chassis

- Manual steering
- Manual front disc/rear drum brakes
- Bias-ply B78-13 tires (Skyhawk 'S')
- Steel-belted, radial-ply BR78-13 tires (Skyhawk)
- Slowway spare tire
- Limited-slip differential
- Coil-spring suspension—front and rear

Comfort and Convenience

- Vinyl bucket seats (Skyhawk 'S')
- Cloth or vinyl bucket seats (Skyhawk)
- Full-length operating console
- Cut-pile carpeting—front and rear
- Sport steering wheel
- Load floor carpeting
- AM radio
- Hatchback door for access to cargo area
- Lights: door-operated roof, under-dash courtesy, rear load floor
- Remote-control, outside, left-hand sport mirror, manual right-hand sport mirror

Appearance and Protection

- Bumper guards—front and rear
- Bumper protective strips
- Deluxe wheel covers
- Body-side accent stripes (Skyhawk)
- Load floor carpeting

Available Equipment

Engine

- Engine block heater
- Heavy-duty battery
- High-altitude engine package, (available and recommended for high-altitude operation)
- California assembly line emission testing (required in California)

Chassis

- Power steering
- Power brakes
- Limited-slip differential
- Bias-ply whitewall B78-13 tires (Skyhawk 'S')*
- Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')*
- Steel-belted, radial-ply whitewall BR78-13 tires*



- Steel-belted, radial-ply white billboard lettered BR70-13 tires supplied by various manufacturers*

- Conventional spare tire
- Steel-belted, radial-ply blackwall BR78-13 tires (Skyhawk 'S')

Comfort and Convenience

- Air conditioner

- Tilt steering column
- Instrument gauges, electric clock and tachometer
- Convenience group: day/night, inside, rearview mirror, engine compartment light, glove compartment light, "headlamps on" indicator
- Electric rear-window defogger
- Soft-Ray tinted glass
- AM-FM radio
- AM-FM stereo radio
- 8-track tape player with AM radio
- 8-track tape player with AM-FM stereo radio
- Rear speaker

Interior

- Adjustable driver's seatback
- Front and rear floor mats

Appearance and Protection

- Designers' Accent paint with rear spoiler, special exhaust system and Deluxe wheel covers
- Styled aluminum road wheels (4)
- Custom Sport wheels (4)
- Protective body-side moldings
- Roof crown molding
- Appearance group consisting of wheel opening moldings, and body-side stripes (Skyhawk 'S', standard on Skyhawk)
- Shadow-light fixed Astor roof and roof crown molding
- Vista-Vent sunroof—manual operation

- *Tires are mounted on six-inch wide rims. Difficulty may be encountered using tire chains on rear wheels. Modifications can be made. See your Buick dealer.



Skylark.

The Buick Skylark. A compact, not designed for compact people. No sir. Skylark is designed to carry honest-to-goodness regulation-size adults. As well as the accompanying luggage, picnic baskets, clubs, racquets, souvenirs and so forth. Take the Skylark Hatchback, for instance. Just fold down the back seat, and you've got more than 29 cubic feet of cargo space to plunk your belongings into. That's more room than you'll find in the trunk of some full-size cars. Kind of hard to think of a car

with that much room as a compact, isn't it?

Inside, you can opt for sporty comfortable front bucket seats. They're offered with the Skylark Sedan, Coupe, and Hatchback. With this option, you can also get a full-length console. Which, while adding to Skylarks' sporting flavor, also accommodates the shift lever of the available automatic transmission, and a handy storage bin for coins, maps, and what-not.

There's lots of room for variety in Skylark, too. If you've got a bit of sporting blood, you'll want to look into the Skylark Sport Package. (More about this delightful package a few pages on.) And at the other end of the spectrum, Buick offers the budget-priced Skylark 'S'. A car capable of warming the most frugal of hearts.

Yet, for all that room and comfort on the inside, let us not forget that outside, Skylarks are compacts. So getting in and out of traffic is a breeze. The same goes for parking spaces.

And when it comes to getting around, all Skylarks are powered by a 3.8 litre (231 CID), even-firing V-6. Of course, V-6's are available. The standard transmission is a manual 3-speed (not available in California), with an automatic available. Refer to engine availability insert.

The 1979 Skylark. Proof that a car doesn't have to be big to be roomy and comfortable. All it has to be is a Buick.

Skyllark.

Skyllark is Buick's compact. Compact on the outside, but being a Buick, it's also open, airy, and roomy on the inside.

That's because Skylark's design incorporates a tall, generous glass area that distinguishes Skylark's "greenhouse." This styling does more than just add to Skylark's handsome, sophisticated profile. It's very practical when it comes to driver visibility. And very functional when it comes to front and rear head room.

With all its qualities, it's obvious that Skylark is very much a good old American

Buick. You'll know that when you examine the list of comfort and convenience items that are available.

Things like Delco sound systems, that range all the way from an AM radio to an AM-FM stereo/tape player. Cruise-Master speed control. Rear-window defogger. Air conditioning. You can even have all that glass Soft-Ray tinted. Or just the windshield, if you prefer. The list of available equipment goes on.

And includes just about everything you need, to make one of our Skylarks your Skylark.

Buick offers six Skylark models in all. The standard model comes in three configurations. There's the Coupe. The Sedan. Or the Hatchback. Skylark Custom comes as either a Coupe or a Sedan. Then there's Skylark 'S', our budget-priced Coupe. All in all, a rather remarkable array.

The 1979 Skylark. It's not only a wise decision. It's also a very enjoyable one.



Skyllark Sedan.



Skyllark Hatchback.

How comfortable can a compact be? Very, if it comes from Buick.

The Skylark Custom Sedan and Coupe come equipped with a contoured bench seat of crushed velour in the front. And a crushed velour bench seat in the rear. So, there's plenty of seating room for people to stretch out. And because the seats employ cushy full-foam construction, they provide plenty of comfort for you, or your passengers, on those long trips.

The Skylark Custom comes equipped with other standard features you'll enjoy. Outside. Deluxe wheel covers. Stand-up hood ornament. And rocker panel moldings.

Inside, the door trim is carpeted, and the front doors have a map pocket and reflector. A sun visor vanity mirror. And plenty of lights. In the engine compartment. In the glove compartment. By the ashtray. In the trunk. Very much, as you can see, a well-lighted place.

Another comforting fact about Skylark Custom, along with the superb room and ride, is its standard power-plant. It's an even-firing, peppy, 3.8 litre (231 CID) V-6. Refer to the engine availability insert.

Skyllark Custom. Like we've always said, it's the Buick of compact cars.

The Buick name on a Skylark carries with it certain features.

Like interior space that doesn't cramp you. Whether you specify cloth bench, or bucket seats where available, you'll enjoy the comfort and support of full-foam construction. Armrests, big enough to really rest your arms, are standard, front and rear. As is rich, thick cut-pile carpeting. If you wish, with Skylark, you can even order the door trim carpeted. And have a map pocket and reflector on the front doors.

Buick even looks after the little things. Like making sure all gauges and controls are well marked, and conveniently located, to be close at hand. Gauges are recessed in a flat black panel, and the speedometer is graduated in both miles and kilometers-per-hour. With any Skylark, you'll appreciate Buick's attention to detail.

Do interiors like these in a compact surprise you? They shouldn't. After all, as we said, this one's a Buick.



Skylark vinyl bench interior



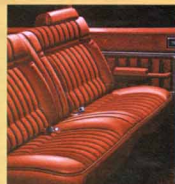
Skylark 'S' vinyl bench seat (1)



Skylark cloth or vinyl bench seat (2)



Skylark vinyl bucket seats (3)



Skylark custom cloth or vinyl bench seat (4)

Skylark interior trim availability

Skylark 'S'	S
Skylark Coupe	S A
Skylark Sedan	S A
Skylark Hatchback	S A
Skylark Custom Coupe	S
Skylark Custom Sedan	S

S standard A available

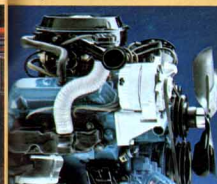
Vinyl bench seat (1)
Cloth or vinyl bench seat (2)
Vinyl bucket seats (3)
Custom cloth or vinyl bench seat (4)



Skylark Hatchback



Skylark Custom cloth rear seat



V-6 engine



Rear window defogger



Air conditioner



Sport mirror



Instrument cluster



Delco AM-FM stereo radio



Landau top

The Sport Package. It's available on the Skylark, and Skylark Custom Coupes and Sedans. The package includes black paint accents on the front grille, around the headlamps, windshield, back-windows, and on the side-window frames. Four body colors are offered: silver, dark gold, yellow, and bright red. Skylarks, equipped with this package, also receive ER78-14 steel-belted, radial-ply blackwall tires and a specific ride-and-handling suspension with fast-ratio power steering (when power steering is ordered). Black Sport mirrors are also included.

For all Skylarks there is an available Sport steering wheel, with tilt adjustment, and different wheels or wheel covers. There are also available sport mirrors and a padded landau top to help complete the sport image.

You can order added sound insulation in the ceiling, the floor, the dash board—even inside and under the doors and between the dash and fenders.

To help keep your Skylark comfortable you can order the available air conditioner. And to help entertain you there are available Delco sound systems.

Buick knows people like to have some say in how the compact they want is put together. So turn the page, and find the things you can do to personalize the Skylark of your choice.

Skylark Buyer's Guide.

Available Models

Skylark 'S' Coupe	W27
Skylark Coupe	B27
Skylark Hatchback	B17
Skylark Sedan	B69
Skylark Custom Coupe	C27
Skylark Custom Sedan	C69

Sport Package (available on Skylark and Skylark Custom Coupes and Sedans) includes: black painted window reveal moldings, grille, headlamp trim, sport mirrors (2), Rallye ride-and-handling suspension, fast-ratio power steering (when power steering is ordered), steel-belted, radial-ply blackwall tires. Available with paint codes 15, 51, 63 or 75. Black painted wide rocker treatment and black protective side moldings also available.

Dimensions mm (inches)

	Coupe/ Hatchbacks	Sedans
Wheelbase	2,819 (111.0)	2,819 (111.0)
Tread, front	1,501 (59.1)	1,501 (59.1)
Tread, rear	1,515 (59.7)	1,515 (59.7)
Length	5,084 (200.2)	5,084 (200.2)
Width	1,847 (72.7)	1,847 (72.7)
Height	1,326 (52.2)	1,349 (53.1)

Front Interior:		
Head room	970 (38.2)	993 (39.1)
Leg room	1,059 (41.7)	1,059 (41.7)
Shoulder room	1,438 (56.6)	1,438 (56.6)
Hip room	1,354 (53.3)	1,354 (53.3)

Rear Interior:		
Head room	932 (36.7)	942 (37.1)
Leg room	846 (33.3)	894 (35.2)
Shoulder room	1,405 (55.3)	1,440 (56.7)
Hip room	1,341 (52.8)	1,361 (53.6)
Trunk capacity, litres (cu. ft.)	404 (14.3)	374 (13.2)
Hatchback Cargo capacity, litres (cu. ft.)	827 (29.2)	

Powerteams

Standard engine:	3.8 litre (231 CID) 2-bbl. V-6
Available engines:	5.0 litre (305 CID) 2-bbl. V-8 5.7 litre (350 CID) 4-bbl. V-8
Standard transmission:	3-speed manual
Available transmission:	automatic

† Not available in California.
These Buick Skylarks are equipped with GM-built engines produced by various divisions. See your dealer for details.

Standard Equipment

Engine

- High-Energy Ignition
- Delco Freedom Battery

Chassis

- Manual steering
- Manual front disc/rear drum brakes
- Wide-span, front lower control arms



- Bias-belted E78-14 tires
- Coil-spring front suspension with front stabilizer bar
- Multiple-leaf spring rear suspension
- Separate front frame unit, cushion mounted to unitized body
- Slowway spare tire (Skylark Hatchback)

Comfort and Convenience

- Vinyl bench seats (Skylark 'S')
- Cloth or vinyl bench seats (Skylark)
- Custom cloth or vinyl bench seats (Skylark Custom)
- Carpeted door trim with map pocket and reflector (Skylark Custom)
- Rear-door or rear-quarter armrests
- Front and rear ashtrays (Skylark, Skylark Custom)
- Lights: dome (Skylark 'S', Skylark); front-door-operated dome, rear door floor (Skylark Hatchback); front-door-operated dome, under-dash courtesy engine compartment, glove compartment, ashtray, trunk and visor mirrors (Skylark Custom)

Appearance and Protection

- Deluxe steering wheel
- Cut-pile carpeting—front and rear
- Load floor carpeting (Skylark Hatchback)
- Wheel opening and roof drip moldings (Skylark, Skylark Custom)
- Rocker panel moldings (Skylark Custom)
- Deluxe wheel covers (Skylark Custom)

Available Equipment

Engine

- Engine block heater
- Heavy-duty radiator
- Heavy-duty cooling
- Heavy-duty battery
- High-altitude engine package (available and recommended for high-altitude operation)
- California assembly line emission testing (required in California)

Chassis

- Power steering
- Power brakes
- Limited-slip differential
- Dual horns
- Bias-belted whitewall E78-14 tires
- Steel-belted, radial-ply blackwall or whitewall E78-14 tires
- Steel-belted, radial-ply white billboard lettered FR78-14 tires
- Rallye ride-and-handling package (rear stabilizer bar and fast-ratio power steering, when power steering is ordered)
- Firm ride-and-handling package (recommended for trailer towing)
- Trailer tow flasher and harness (5-wire)

Interior

- Vinyl bucket seats (Skylark)
- Full-length operating console (bucket seats and automatic transmission required)
- Carpeted door trim with map pocket and reflectors (Skylark)
- Carpet savers and handi-mats

Comfort and Convenience

- Air conditioner
- Cruise-Master speed control
- Tilt steering column
- "Headlamps on" indicator
- Electric clock
- Electric door locks
- Power windows
- Electric trunk release
- Soft-Ray tinted glass
- Swing-out, rear-quarter vent windows (Coupes & Hatchbacks)
- Acoustic package
- 2-speed windshield wipers with low-speed delay feature
- Rear-window defogger (blower)
- Accessory package (day/night rearview mirror and cigarette lighter) (Skylark 'S')
- Convenience group: visor vanity mirror, engine compartment light, glove compartment light, ashtray light, courtesy lights, rear doorjamb switch on Sedans, trunk light, except on Hatchbacks (Skylark 'S', Skylark)

- Remote-control, outside, rearview mirror
- Outside, rearview sport mirrors (left-hand remote, right-hand manual)
- AM or AM-FM radio
- AM-FM stereo radio
- 8-track tape player with AM radio
- Cassette tape player with AM-FM stereo radio
- Rear seat speaker

Appearance and Protection

- Designers' Accent paint treatment
- Sport Coupe and Sport Sedan Packages
- Front and rear bumper strips
- Bumper guards—front and rear
- Slowway spare tire (standard on Hatchback)
- Styled wheel covers (standard on Skylark Custom)
- Chrome-plated road wheels (4)
- Custom wire wheel covers
- Wide rocker appearance group
- Custom door and window frame moldings
- Protective body-side moldings
- Rocker panel moldings (standard on Skylark Custom)
- Wheel opening and roof drip moldings (Skylark 'S')
- Sport steering wheel
- Long vinyl top
- Heavily padded Landau top (Coupes)

1979 Buick model offerings.

Riviera



Riviera Coupe



Riviera S TYPE

Regal



Regal Limited Coupe



Regal Sport Coupe



Regal Coupe

Century



Century Limited Sedan



Century Custom Coupe



Century Custom Sedan



Century Custom Station Wagon



Century Sport Coupe



Century Turbo Coupe Option



Sport Wagon Option



Century Special Coupe



Century Special Sedan



Century Special Station Wagon

LeSabre



LeSabre Limited Coupe



LeSabre Limited Sedan



LeSabre Sport Coupe



LeSabre Coupe



LeSabre Sedan

Electra



Electra Park Avenue Coupe



Electra Park Avenue Sedan



Electra Limited Coupe



Electra Limited Sedan



Electra 225 Coupe



Electra 225 Sedan

Estate Wagon



Estate Wagon Limited Option (2- or 3-seat)



Estate Wagon (2- or 3-seat)

Skylark



Skylark Custom Coupe



Skylark Custom Sedan



Skylark Coupe



Skylark Hatchback Coupe



Skylark Sedan



Skylark 'S' Coupe

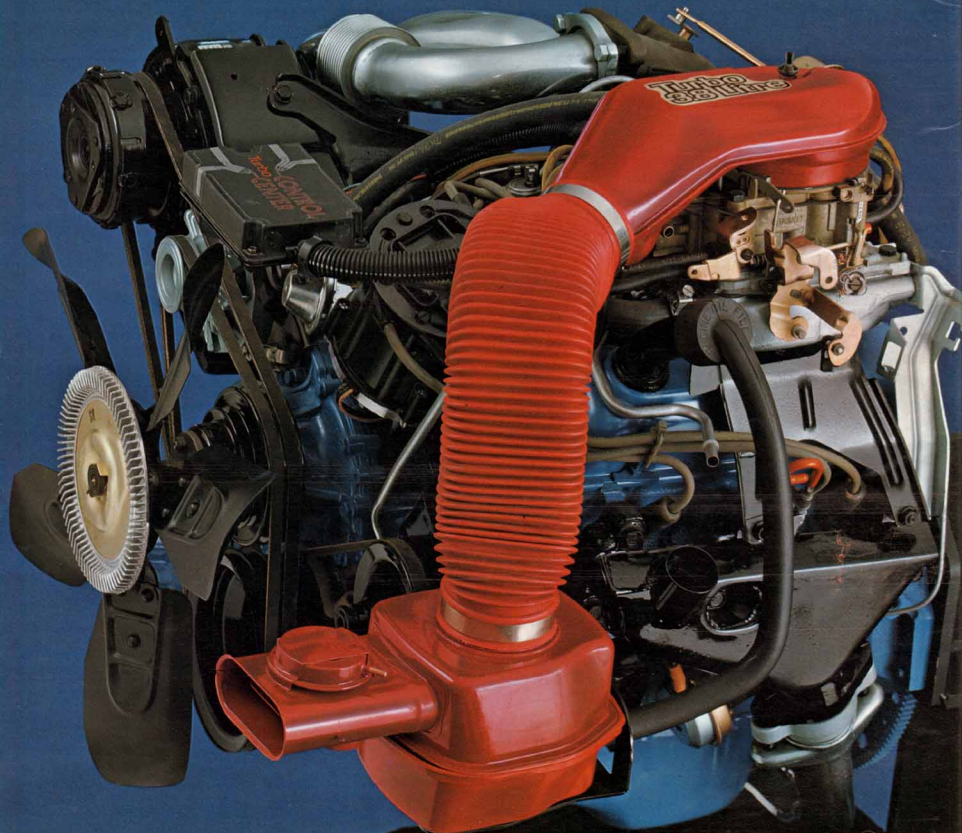
Skyhawk



Skyhawk 'S' Hatchback Coupe



Skyhawk Hatchback Coupe



Turbocharging.

An idea whose time has come.

What is it? What does it do?

This is how it works.

Rumors of change came out of the automotive magazines in 1977. "Turbochargers... are they on the way?" asked one. "Turbocharging is considered by many to be the real future of performance," said another. "...Turbocharger is a more efficient means of producing power in an engine by improved use of thermodynamic energies..." said a third.

What most experts didn't realize was that turbocharging would come to American passenger cars on a practical production basis so soon. And that Buick, would be the first American auto manufacturer to offer turbocharged V-6 engines in their 1978 Regal and LeSabre Sport Coupes. The practicality of turbocharged passenger cars has come about only recently, as a direct result of breakthroughs in electronic technology. It's an extremely effective means of increasing horsepower, without increasing engine displacement.

In its simplest terms, a turbocharger is a pump. Using exhaust gases as a power source, it turns a compressor that forces a pressurized fuel and air charge into the engine's combustion chambers. That develops and extracts increased horsepower from the engine. And since the turbocharger is powered by exhaust gases, it operates to recycle energy, that would otherwise be wasted.

The turbocharger works "on demand." With a turbocharged V-6, being driven under normal conditions, a normal air/fuel mixture reaches the cylinders. But with a situation requiring extra power—like passing, for example—a press on the accelerator causes the turbo to speed up, and the turbocharged 3.8 litre (231 CID) V-6 engine offered by Buick, increases its power. With a simple lift of the foot, the turbocharger slows down again.

The Concept:

An engine is essentially a heat machine. The efficiency of the engine determines how much of the total heat, generated by the burning process, is converted into usable power. With a conventional engine, only a limited amount of the heat energy is converted into power. Some is lost in the cooling system, while a major share goes out the tailpipe as hot exhaust.

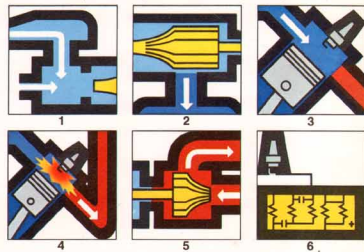
Turbocharging works to recover some of that exhaust gas energy, to increase engine power output. The turbocharger consists of an exhaust-gas-driven turbine which is coupled to a compressor in the intake system. When engine speed and load increase, the exhaust gases spin the turbine, that in turn drives the compressor and forces a denser air/fuel mixture charge into the combustion chambers. This denser charge, ignited in the conventional manner, delivers more power per piston stroke, than

a non-turbocharged engine.

A turbocharger also includes a "Turbo Control Center," which is an electronic, closed-loop, high-energy spark control system, that permits the use of today's compression ratios with unleaded fuels. It works to control spark and provide good driveability. It automatically compensates for fuel octane, atmospheric conditions, load, and other driving conditions, by continually

monitoring engine detonation and adjusting the spark.

This "Turbo Control Center" is the key to the turbocharging system offered by Buick. Because, while turbocharging has existed for years, it wasn't until recently that electronic technology could develop a control center that would provide for an on-going combination of fuel economy and performance, necessary to make turbocharging practical for passenger cars.



The Mechanics.

1 Under light throttle operation, air and fuel are mixed in normal manner in the carburetor, and flow into the combustion chambers.

2 As engine load and speed are increased, the intake mixture is pressurized by the compressor, to increase or boost the amount of air/fuel mixture in the intake system.

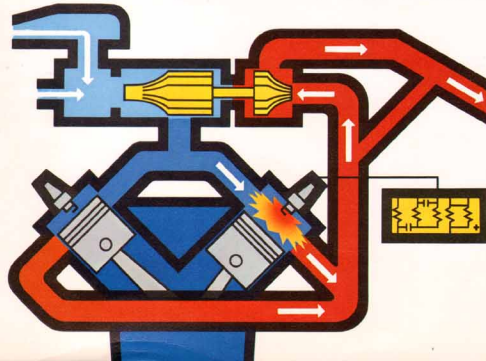
3 The boosted charge provides increased cylinder pressures and a denser air/fuel charge.

4 The boosted charge is ignited by the spark plug, and produces more power per stroke of the piston than the same V-6, without turbocharging.

5 Exhaust gases flow across the turbine wheel, rotating the turbine shaft, which powers the compressor. A boost-control valve allows excess exhaust gases to bypass the turbine when not needed.

6 The Turbo Control Center is an electronic spark control, which retards the spark advance when necessary, usually during boost conditions, thus controlling detonation with unleaded fuels and providing good driveability.

"Turbo"—Today's key word. It's the added power available that makes turbocharging an exciting innovation for passenger car use.





1979 Buick safety features.

Occupant protection.

Seat belts with push-button buckles for all passenger positions

Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right-hand front passenger

Energy-absorbing steering column

Passenger-guard door locks

Safety door latches and stamped-steel hinges

Fixed seatback latches

Energy-absorbing padded instrument panel and front seatback tops (including intermediate seatback tops on three-seat station wagons)

Contoured windshield header

Thick laminate windshield

Safety armrests

Safety steering wheel

Glove box and console door latch impact security

Smooth contoured door and window regulator handles

Automatic locking rear out-board seat belt retractors

Pressure-lock radiator cap

High-strength front seat anchorages and construction

High-strength rear seat retention

Accident avoidance.

Side marker lights and reflectors

Parking lamps that illuminate with headlamps

Backup lights

Four-way hazard warning flasher

Lane change feature in direction signal control

Outside rearview mirror

Windshield defrosters, washer, and dual-speed wipers

Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)

Dual master cylinder brake system with warning light
Starter Safety Switch

Dual-action safety hood latches (front-opening hoods)

Headlamp aiming access provision

Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces

Safety wheel rims

Uniform shift quadrant

No winged wheel nuts, discs, and caps

Front disc brakes with audible wear indicators

Self-adjusting brakes

Illumination of windshield wiper and washer, heater and defroster controls on instrument panel

Pressure-relief gas cap

Anti-theft.

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk, and tailgate)

Visible vehicle identification

Buy or lease a Buick

Many Buicks dealers offer you the opportunity to buy or lease a Buick. Ask about their leasing arrangement. It may be right for you.

Ident. No. 79-BA-1-9-78
1.5mm
Printed in U.S.A.



BUICK
After all, life is to enjoy.

A WORD ABOUT ASSEMBLY, COMPONENTS AND OPTIONAL EQUIPMENT IN THESE BUICK PRODUCTS:

The Buicks described in this brochure are assembled at facilities of General Motors Corporation operated by Buick or GM Assembly Division. These vehicles incorporate thousands

of different components produced by various divisions of General Motors and by various suppliers to General Motors. From time to time during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions,

safety, and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products and will provide the quality performance associated with

the Buick name.

With respect to extra-cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Some options may be unavailable when your car is built. Your dealer receives advice regarding current availability of op-

tions. You may ask the dealer for this information. GM also requests the dealer to advise you if an option you ordered is unavailable. We suggest you verify that your car includes the optional equipment you ordered or, if there are changes, that they are acceptable to you.